

EFFECTS OF SUSTAINABLE TOURISM DEVELOPMENT ON THE TOURISM OF MEERUT

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ABSTRACT

The research revealed that in all of the five tourism destinations we studied the standard sustainable tourism practices are being implemented. The staff of the tourist destinations is courteous, knowledgeable and effectively resolves tourist's issues. All of the five tourists destinations follow Solid Waste Management (SWM). The tourism rich District Meerut offers a huge scope for developing sustainable tourism. The most common method of Solid Waste Management (SWM) is Components of Typical Landfills Type. It is imperative for the government of the State of the Uttar Pradesh to promote and push District Meerut one of the most sought after tourism destination not only at national but also at the international level.

Key Words:- Sustainable, tourism, development, growth, environmental protection.

Introduction: The United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development which is directed towards bringing in far reaching transformation in policies, business practices and consumer behaviour towards a more sustainable tourism sector than can contribute effectively to the DGs. The International Year will promote tourism's role in five key areas:

(1) Inclusive and sustainable economic growth;
(2) Social inclusiveness, employment and poverty reduction;
(3) Resource efficiency, environmental protection and climate change;
(4) Cultural values, diversity and heritage; and
(5) Mutual understanding, peace and security. District Meerut attracts a lot of tourists. It is fortunate to be endowed with a lot of tourist destinations. A huge number of tourists and visitors from the country and abroad come to these places for spiritual, recreational, adventure and entertainment purposes. District Meerut has one of the oldest Jain Mandir ; one of the oldest and the first Church of North India and one of the oldest and first Mosques of North India.

Objectives of the Study:-

1. To know what are the sustainable tourism development.
2. To study the staff behaviour at the tourist destinations of District Meerut.

3. To study the Solid Waste Management methods used at the tourist spots in District Meerut.* Associate Professor ; ** Research Scholar, Dept. of Geography, Meerut College, Meerut(U.P.)

Hypothesis of the Study -

1. District Meerut experiences high footfall due good road and transport facilities.
2. The staff of the tourist destinations of District Meerut is courteous and knowledgeable.
3. Since, various Solid Waste Management Methods are being put to use at the tourist destinations in District Meerut, therefore, they boast of neat and clean environment.

Methodology

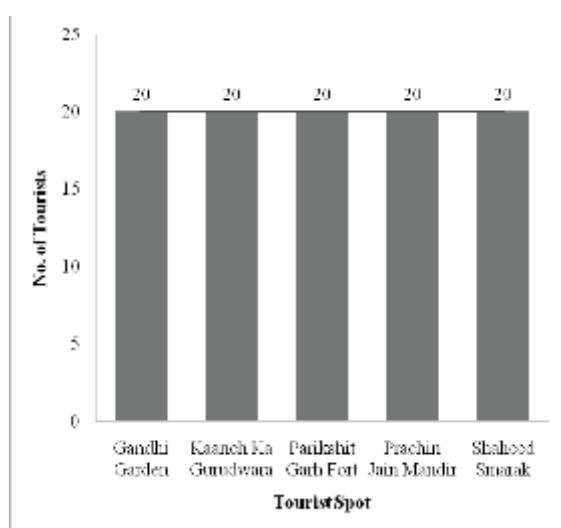
The researcher prepared to questionnaires on Google Forms that included twenty eight multiple choice questions. Apart from the demographic profile the questions also sought to elicit information regarding type of tourist, purpose and number of visit, staff behaviour and effectiveness, look and feel. Staff questionnaire contained questions on Solid Waste Management methods. The researcher visited the selected tourist destinations and handed the questionnaire to the tourists, visitors and staff members. Their responses were recorded on the Google Forms and then the Data was analysed using Microsoft Excel.

Table : Site-wise Tourist Distribution Frequency

S. No.	Tourist Site	Frequency	Percent
1.	Gandhi Garden	20	20.00
2.	Kaanch Ka Gurudwara	20	20.00
3.	Parikshit Garh Fort	20	20.00
4.	Prachin Jain Mandir	20	20.00
5.	Shaheed Smarak	20	20.00
Total		100	100.00

Table 2 : Descriptive Statistics

Descriptive Statistics	
Mean	20
Standard Error	0
Median	20
Mode	20
Standard Deviation	0
Sample Variance	0
Range	0
Minimum	20
Maximum	20
Sum	100
Count	5
Largest(1)	20
Smallest(1)	20
Confidence Level (95.0%)	0



Discussion:-

District Meerut holds immense possibilities to attract both international and national tourists. Some of the most significant aspects that influence tourist footfall in District Meerut include, but not limited to, are: (i) Sustainable tourism (ii) Staff behavior and (iii) Solid Waste Management methods and (iv) Cleanliness and Sanitation.

Conclusion and Recommendations

The research revealed that in all of the five tourism destinations we studied the standard sustainable tourism practices are being implemented. The staff of the tourist destinations is courteous, knowledgeable and effectively resolves tourist's issues. All of the five tourists destinations follow Solid Waste Management (SWM). The tourism rich District Meerut offers a huge scope for developing sustainable tourism. The most common method of Solid Waste Management (SWM) is Components of Typical Landfills Type. It is imperative for the government of the State of the Uttar Pradesh to promote and push District Meerut one of the most sought after tourism destination not only at national but also at the international level. I put forward the following recommendations:

1. In order to attract international tourists as well as tourist from other parts of the country trained, courteous and knowledgeable tourist guide may be provided at each site.
2. International tourists and tourists from non-Hindi speaking areas face difficulty in information displayed at these sites. Therefore, it is recommended that multilingual information display and promotion material may be made available at the tourist sites.
3. Other SWM such as Typical landfills, Engineered Landfills, Sanitary Landfills and vermi composting should be promoted at the tourist destination in District Meerut.

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