

Review Article

Case Study on Community Based Sustainable Tourism Practices and Their Sustainability

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A B S T R A C T

Sustainable tourism stands as a pivotal objective for every city, with a plethora of distinct practices contributing to its advancement. This paper delves into the essence of sustainable tourism, aiming to shed light on practices fostering environmental preservation, community engagement, and cultural conservation. Despite the pervasive environmental degradation often associated with tourism, sustainable practices offer a pathway to mitigate such impacts and foster environmental harmony. Drawing upon the unique cultural ethos of the Bishnoi community in Western Rajasthan, exemplified by their unwavering commitment to tree conservation, this paper underscores the crucial interplay between cultural heritage and sustainable tourism. Through an exploration of the historical evolution of sustainable tourism in Bikaner, this study elucidates how traditional customs, such as pilgrimage on foot and community-led festivals, intertwine with sustainable tourism practices, fostering pollution reduction and cultural preservation. Furthermore, an analysis of the impact of tourism in Bikaner reveals the pivotal role of community involvement in ensuring the sustainability and inclusivity of tourism initiatives. However, amidst the strides made by local communities, the absence of robust governmental support poses a challenge to the preservation and revitalization of these sustainable practices. Thus, this paper advocates for the recognition and amplification of indigenous sustainable tourism practices, underscoring the imperative for collaborative efforts between local communities and governmental authorities to realize a truly model city of sustainable tourism.

Keywords: Sustainability, Tourism, Ecology, Trees, Environment, Desert

Introduction

Tourism has become one of the most important contributors to economic development. Tourism is the mainstay of many countries. However, tourism is also a significant damage to the environment. A large number of tragedies happen because the environment has been damaged by tourists. Tourists are causing damage to the environment. Reckless

tourism is causing the cutting of trees and endangering local culture and environmentally friendly practices.

Imagine a woman standing in front of a tree to protect it. The woman would say, "Kill me first before you cut the tree." This is the culture of a city. Western Rajasthan has been able to protect its trees due to such practices. This is the fundamental belief of the Bishnoi community, which is predominant in Western Rajasthan.

Sustainable Tourism Should be the Ideal Growth of Every Country In Promoting Tourism

What is sustainable tourism? Sustainable tourism refers to those practices where tourism doesn't cause any laws or damage to the environment. Sustainable tourism includes such practices as community involvement and the development of a model system where people feel part and parcel of the entire tourism process and there is no negative or adverse impact on local culture or customs. We have seen that this has caused substantial damage to the environment, reduced pollution has increased, and local culture has been affected. Due to this, we have seen that due to tourism, there have been many damages to the ecology. A few tragedies happened just because of the increase in tourism. Uttarakhand region in India has been worst affected due to an increase in tourism, which has always been associated with increasing pollution and an increase in local crime.

Literature Review

Streimikiene et al. (2021) present a very comprehensive literature review on tourism. They have found a large number of research papers on sustainable tourism and sustainable development. This indicates that sustainable tourism is currently one of the most researched fields in tourism and hospitality.¹

Ruhanen et al. (2019) discuss new trends in the field of tourism. They have identified sustainable tourism and related subjects as very important fields of study. They have observed increasing trends towards the study of sustainable tourism.²

Chang et al. (2020) have studied tourism after the COVID-19 crisis and identified the challenges in the field of tourism. They have also studied sustainability issues in tourism.³

Destination competitiveness is an important issue in tourism. There is a need to study sustainable development, particularly the issues related to destination competitiveness. Researchers have observed that tourism can flourish along with sustainable development. The research scholars have identified practices that contribute to sustainable tourism.⁴

Sharpley (2020) discusses tourism and the issues relating to it. The ideas of sustainable tourism have been well explored by the researcher here.⁵

Hysa, B., Karasek, A., & Zdonek, I. (2021). Social media usage by different generations as a tool for sustainable tourism marketing in society 5.0. *Sustainability*, 13(3), 1018.⁶

Involvement of the local community in tourism can contribute to development, provided there is no adverse impact on local culture and practices due to this. Sustainable tourism development is possible with community empowerment and community involvement.⁷

Eslami et al. (2019) have found a positive relationship between community involvement and sustainable tourism development. The study has found a positive impact due to community involvement.⁸

Font et al. (2021) look at the service quality dimension and also look at the value creation potential of this sector. The researcher has prepared a large database to provide support. The researchers have found a positive impact of sustainable tourism and sustainable development.⁹

Butler (2020) presents a detailed and comprehensive literature review on sustainable tourism.¹⁰

Historical Evolution of Sustainable Tourism in Bikaner City

Bikaner was established in 1488 in the western desert region of India. Being a desert city, it developed many practices that have helped it conserve water and green resources. Trees are considered very important, and there have been many communities that protect and preserve trees and ensure that greenery is preserved at any cost. Bikaner is surrounded by many important centres, which are very sacred places of worship. Historically, people visited these places on foot. They walk from their homes to these places, and they get community support on this pilgrimage. People from all over the country come to pay tribute to these places. These places are very important for the followers of these communities. For other visitors, these places are important historical temples or places of worship.

Historically, there have been many festivals that have been organised here. These festivals attract people from all over the country. Some of these festivals are:

1. Rammat on occasion of Holi (Holi Rammat)
2. Gangaur

Both of these festivals become tourist attractions. People from all over the country come to Bikaner to participate in these festivals. These festivals are organized with community involvement.

Factors for Sustainable Tourism

The following factors should be considered for sustainable tourism:

1. Impact on the environment and ecology
2. Impact on local communities
3. Impact on culture
4. Impact on other living creatures
5. Long-term sustainability
6. The development of tourists through the process of mutual learning and the exchange of information
7. Participation and involvement of the tourists
8. Overall socio-economic impact on the residents due to tourism

The tourism practices in Bikaner have contributed to the following:

- **Pollution Minimising:** people walk to these places; they come walking, covering long distances. They get community support on their way, whereby they are able to get food, shelter, and resting places through community support. If they fall ill on their way, they get support from local doctors.
- **Protection of Trees:** local communities like the Bishnoi community take a vow to protect trees. If anyone tries to cut or damage trees, these communities will do everything to protest the trees.
- **Folk Music and Art:** these festivals contribute to the preservation and development of folk music. Many communities are actively engaged in folk music and art, and local communities are involved in these activities.

Examples of the Involvement of Tourists

Historically, tourists have immersed themselves in the culture, and they have found the culture to be inspiring and involving. A few examples will clarify. Mr. Luigi Pio Tessitory of Italy wanted to know about the literature of Jain philosophy in Bikaner. He came to Bikaner. He got so much love and respect that he adopted and learned the language, art, culture, and practices of this city. He was extremely inspired by the culture of this city. There are many such cases where tourists have found this culture to be engaging, and tourists have learned from the art and culture of this city. Every year, a dozen tourists visit the traditional miniature artists of Bikaner and get absorbed into the culture of the city.

Analysis of the Impact of Tourism in Bikaner and Sustainable Practices

Bikaner has witnessed the positive impact of tourism. The involvement of common people is substantial. There is not much interference from the government or administration, but people manage the required resources and arrange everything. The involvement of people contributes to their own livelihood, development, and satisfaction. The active participation of people is visible during all these activities. Tourists are absorbed into the social fabric during these occasions. Tourists are part of the common people, and they get very good treatment. Those coming from outside the city do not feel alienated.

Bikaner is surrounded by six very holy places (these holy places are: 1. Deshnok, 2. Mukam, 3. Katariyasar, 4. Kolayat, 5. Punrasar, and 6. Kodamdesar). There are very important centres where people walk from Bikaner City to these holy places because people in Bikaner love to walk to the holy places, and they do it as a form of pilgrimage. They do it with respect, although there is a need for pedestrian

roads that should be constructed connecting Bikaner to all these Holi places surrounding Bikaner. Bikaner is also a city of camels, and there is a need to develop tourism because it contributes to camel rearing. Tourists enjoy camel riding and camel carts. This contributes to the livelihood of camel-rearers. There is a need to strengthen the camel economy. This can be done by encouraging cards for heritage walks, and for tourist purposes, the government should support camel carts, which can bring tourists and can also help sustain the camel rearers. The government should provide financial support for camel milk-based products, as these products are popular among tourists.

There is a need for support for heritage tourism and support for infrastructure in these tourist places. There should be tourism information centres and guides in these centres.

Conclusions

The overall impact of the culture is visible on tourists, and the practices are such that people welcome and absorb tourists into the culture. This case study presents a case of sustainable tourism practices.

Bikaner is located in western Rajasthan and its desert Bikaner has been very historic city and also desert City. Where are plenty of tourist attractions in Bikaner city and these tourist attractions attract the last number of domestic and some International tourist also the city is surrounded by 6 important spiritual centres which are most important centres among respective community the city has been city and the City has been promoting and culture of Sustainable to reason for a very long period of time this research paper looks at some of these is old sustainable practices which have been continuing even today and these practices are supported by local community there is any practices contribute significantly towards tourism and the practices and sure that there is community support and community involvement in tourism practices the people of this historical City have tried to preserve respective however in the present day context when your these practices are feeding away and there is a need to strength and revive please practices and unfortunate part of the fact that there has been Virtually no Government support or no government initia then please practices if government comes forward and implements what is required Then there would be a truly model city of Sustainable Tourism paper look at Sustainable Tourism practices which have been prevailing in the city for a long period of time and which continue to flourish.

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