

Tourism 2050: Predicaments of India's Grabbing Big Slice

Syed Rashidul Hasan*

Abstract

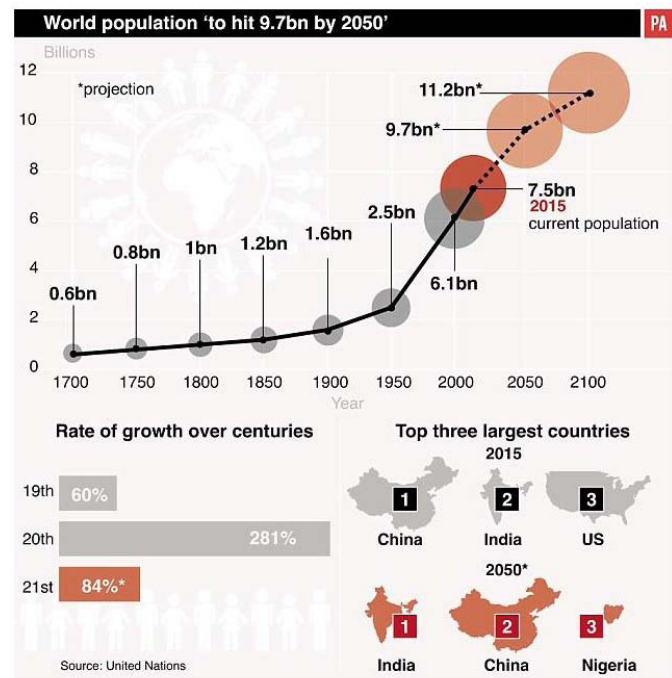
In 2050, it is predicted that 4.17bn or nearly 50% of the world's population will take an international holiday. In South Asian countries tourism is often prescribed as one of the most promising sectors for their economic development. By 2050 tourism sector will be dominated by the Asia-Pacific countries because of unparalleled natural beauty, unique cultural identity, and a significant number of historical and archaeological sites; and virginity of many of the destinations. To play the leading role in tourism sector in 2050 South Asian countries require to prepare plans particularly at the central level to guide tourism development, as they have recognized tourism as an important source of foreign currency earning and employment generation. India, being the largest country of this region and also one of the largest emerging economy of the world, has tremendous scope to explore and expand its tourism sector. Apparently, the whole of India is preparing to grab the big slice of the tourism pie in the next few decades. However, as tourism is a multidisciplinary phenomena, so it is imperative to analyze the negative impacts of tourism and find out the ways to combat with these negative factors for two reasons: one, how to minimize the negativity of the factors and two, establish herself in a respectable position in the world tourist map. This paper attempts to demonstrate some key characteristics of tourism in 2050 in order to gain a general understanding of future tourism in the region with special reference to India. Further, some strategies and policy issues have been identified and proposed to grab the opportunities to come by 2050 vis-a-vis the risk elements associated with the expansion of tourism.

Keywords: Tourism, Population Boom, Population Structure, Market Shift, Ageing Population, Silver-Hair Tourism, Urbanization, TCC, PPCP

Introduction

At present almost one person out of 7 persons of this planet is travelling abroad for tourism related activities.

UN report predicts population will hit 9.7 billion by 2050. In 2050, it is predicted that 4.17bn or nearly 50% or half of the world's population will take an international holiday. The following graph shows the population trend worldwide.



Graph 1: Projected World Population 1700 to 2100

Source: DARREN BOYLE. MailOnline.30 July 2015

Tourism has been a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development around the world. Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. UNWTO (2016) says international tourist arrivals have increased from 25 million globally in 1950 to 278

* Department of Tourism and Hospitality Management, University of Dhaka, Dhaka, Bangladesh.
Email: rrhasan75@gmail.com

million in 1980, 674 million in 2000, and 1186 million in 2015. It is expected to increase by 3.3% a year between 2010 and 2030 to reach 1800 million by 2030 (UNWTO, 2016), and 4172 million by 2050 if there is no event of middle class squeeze (Yeoman Ian, 2012).

As per the UNWTO, in the year 2015, 1186 million of tourists moved around the globe and the total tourism receipt was US \$1260 billions. Out of the total arrivals, 279,214 thousand of tourists visited Asia and the Pacific region. Market share in 2015 was 24.4% of total arrivals and in terms of receipt the share was 33.2%. The following table shows the total arrivals and the share in percentage:

Table 1: Tourist Arrival and Tourism Receipt in Asia Pacific Regions (2015)

<i>Destinations</i>	<i>2015 Total ('000)</i>	<i>Share (%)</i>	<i>2015(Total US \$ Million)</i>	<i>Share (%)</i>
Asia & the Pacific	*276214 (24.4% of World)	100	418270 (33.2% of world)	100
North East Asia	142075	50.9	236669	56.6
South East Asia	104629	37.5	108263	25.9
Oceania	14242	5.1	41916	10
South Asia	18269	6.5	31423	7.5
Afghanistan	----	---	-----	----
Bangladesh	----	(0.0)	148	0.0
Bhutan	155	0.1	71	0.0
India	8027	2.9	21013	5.0
Iran	5237	1.9	----	---
Maldives	1234	0.4	2567	0.6
Nepal	555	0.2	481	0.1
Pakistan	----	----	315	0.1
Sri Lanka	1798	0.6	2981	0.7

* Available data only. Actual Tourist arrival in Asia Pacific regions was 289.5 million.

Source: UNWTO Tourism High Lights 2016 (edition)

From the table it is evident that, the South Asian region countries share of international tourism receipt is only 2.5% and out of Asia Pacific region's total arrivals, the South Asian countries' share is only 7.5%.

However, as per the UNWTO's long term estimate let us see the projection in the following two tables:

Table 2: Forecast of Tourist Arrivals in 2050

<i>Arrivals</i>	<i>Base year (million)</i>	<i>Forecast (million)</i>		<i>Average annual growth rate (%)</i>	<i>Market share (%)</i>	
	2010	2025	2050	2010–2050	2010	2050
Europe	475.3	621.1	970.2	1.8	50.7	23.3
Asia and the Pacific	204.0	488.9	2098.3	6.0	21.7	50.3
Americas	149.7	247.2	570.2	3.4	15.9	13.7
Africa	50.3	90.6	241.5	4.0	5.2	5.8
Middle East	60.9	109.7	292.4	4.0	6.4	7.0
Total	940.2	1557.5	4172.6	3.8	100.0	100.0
<i>Arrivals</i>	<i>Base year (US\$ billion)</i>	<i>Forecast (US\$ billion)</i>		<i>Average annual growth rate (%)</i>	<i>Market share (%)</i>	
	2010	2025	2050	2010–2050	2010	2050
Europe	410.9	537.0	838.8	1.8	44.2	17.6
Asia and the Pacific	203.1	522.3	2521.7	6.5	27.1	52.9
Americas	166.2	299.3	797.9	4.0	19.8	16.8
Africa	28.8	51.9	138.3	4.0	3.4	2.9
Middle East	42.0	103.5	465.8	6.2	5.5	9.8
Total	851.0	1514.0	4762.5	4.4	100.0	100.0

Source: Yeoman, 2012 (based on UNWTO reports)

International tourism receipts have flowed from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, and US\$ 1260 billion in 2015 (UNWTO, 2016). It is predicted US\$ 4762 by 2050 (Yeoman, 2012).

Table 3: Forecast of Tourism Receipts in 2050

Arrivals	Base year (million)	Forecast (million)		Average annual growth rate (%)	Market share (%)	
	2010	2025	2050	2010–2050	2010	2050
Europe	475.3	621.1	970.2	1.8	50.7	23.3
Asia and the Pacific	204.0	488.9	2098.3	6.0	21.7	50.3
Americas	149.7	247.2	570.2	3.4	15.9	13.7
Africa	50.3	90.6	241.5	4.0	5.2	5.8
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Source: Yeoman, 2012 (based on UNWTO reports)

The most interesting thing to notice is the fall of Europe, and the rise of Asia and the Pacific. Between 2010 and 2050, the market share of tourist arrival in Europe will decrease from 50.7% in 2010 to 23.3% in 2050, whereas it will increase from 21.7% to 50.3% in Asia and the Pacific region over the same time period. Likewise, in market share in tourism receipts, a dramatic fall will be seen in Europe from 44.2% to only 17.6% between 2010 and 2050. Again, the Asia-Pacific will take the place dominantly from only 27.1% in 2010 to a healthy 52.9% in 2050. So, it will be the time for Asia and the Pacific region to harvest benefits of tourism in the last half of the century.

However, in these projections nothing has been mentioned separately for South Asia.

Objectives

The main objective of the study is to have an overview of tourism in South Asia in 2050. Another aim is prescribe some strategies and guidelines to grab the upcoming opportunities for India. In order to achieve those objectives, three specific objectives have been selected:

- To gain an understanding of what may happen in the tourism sector in India by 2050.
- To identify the opportunities and challenges for tourism development in India considering the situation in 2050.

- To suggest policies and strategies to gain the benefits of tourism to be achieved by 2050.

Methodology

The study is done by an interpretative analysis inspired by the recent data recorded by some key international tourism organizations. Recent data recorded by all related authorities include the United Nations World Tourism organization (UNWTO), World Travel and Tourism Council (WTTC), and so many other journals, newspapers, and books have been useful to describe the current scenarios and to predict the future of tourism for the area under investigation. Strategies are suggested based on the predictions made in this paper in relation with the existing policies and practices in the region.

Tourism in 2050: Whether or not going for Big Slice of the Fatty Tourism Pie: Current Scenario of Tourism in South Asian countries

In 2015, South Asia experienced a growth of 4.4% in tourist arrival over 2014. As usual Bhutan's growth was 16.2% over 2014. Last few years Sri Lanka has been showing a high rated but steady growth in welcoming tourists and the rate was 17.8% over 2014. In 2015, Nepal experienced a sharp decline in the arrivals because of the natural calamity and it was negative by –29.8 percent.

India, the largest destination in the sub region, recorded a 4.5% increase over 2014 (UNWTO Tourism Highlights 2016). India's growth rate is stable but at the lower level (almost 4-5 percent each year). India, having a huge diversified tourism resources, needs to have a big whack or a big bang to make a respectful position in the world tourism map. Bangladesh, with many potential products, is lagging much behind, probably, because of lack of government initiatives and interest.

Opportunities and Threats: Paradox for South Asia by 2050

The unprecedented growth of tourism will create enormous opportunities for the nations in this region. At the same time, social and environmental doldrums coupled with huge influx of tourists will multiply the sufferings and problems of many of the nations of South Asian countries. In particular, the countries who are preparing to grab the pie of the huge inbound tourist-cake. Bellow, some of the identified factors have been proposed for further analysis to explore and exploit opportunities outmaneuvering the negativities.

Population Boom: The Changing Population Structure

At present, tourism destinations and other products are mainly developed keeping in mind about the young

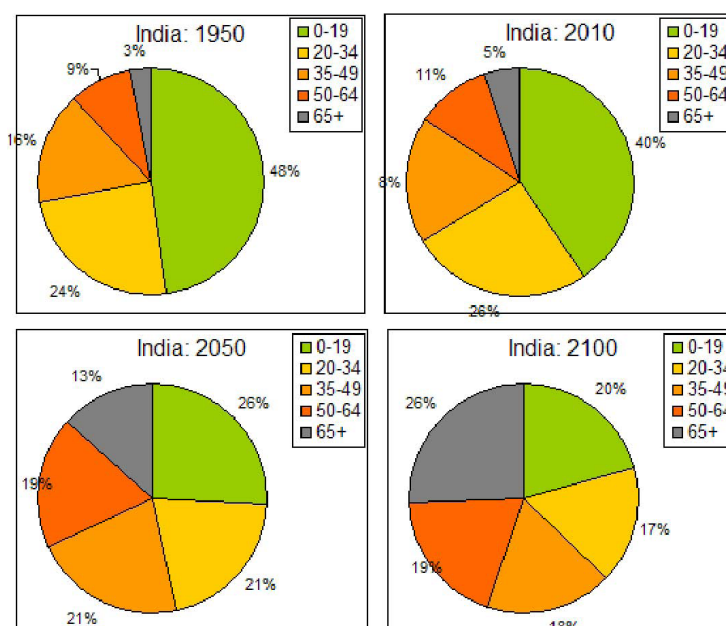
population specially in South Asian countries as the young population constitutes the half of the population in many countries of the region. The percentage of population under 25 years of age was 52% in 2008 in India (UN, 2009, cited in Yeoman, 2012). India is projected to overtake China as the world's most populous nation by 2050 with 1.69 billion for India and China's will be 1.31 billion (Ranjit Goswami, 2013). The United Nations Population Division projects that India's population ages 50 and older will reach 34 percent by 2050 (Paola Scommegna, 2012).

The same situation is in other countries of the region. As a result, by 2050 more elderly people will be there as the huge number of young people of today will get old by that time. The annual rate of change in the population aged 15-64 is as follows:

Table 4: Population Aged 15-64 Annual Rate of Change

BRIC Countries	1960-1990	1990-2015	2015-2050	2050-2100
Brazil	2.9 %	1.8 %	0.1%	-- 0.7%
Russia	0.9 %	0.1 %	--0.7 %	--0.2 %
India	2.3 %	2.1 %	0.8 %	--0.4 %
China	2.5 %	1.1 %	--0.7 %	--0.8 %

Source: Populyst, UN population Deviation Medium Variant, 2015



Graph 2: Pie Chart Showing the Population Age Structure of India (1950 to 2050)

Source: United Nations, Department of Economic and Social Affairs, Population Division (2011): World Population Prospects, the 2010 Revision. New York. See: www.unpopulation.org. Web : http://www.china-profile.com/data/fig_WPP2010_PopByAgeGroups_1.htm (16 June, 2011)

The above graphs also show that out of total population, 48% belonged to 19 years of age in 1950. This segment will be reduced to almost half i.e. 26% of the total population.

The United Nations Population Division projects that India's population ages 50 and older will reach 34 percent by 2050 (UN 2011). Between 2010 and 2050, the share 65 and older is expected to increase from 5 percent to 14 percent, while the share in the oldest age group (80 and older) will triple from 1 percent to 3 percent (Paola Scommegna, 2012).

As a result, elderly people with time and money in their hands will turn into an important market for tourism facilities. Destinations for rest and relaxation, health care,

and pilgrimage will be popular among them in 2050 and beyond.

Rate of Urbanization : Around 5 to 6 billion people went for domestic tourism in 2015 (UNWTO, 2016). By 2050, most regions of the world will be predominantly urban as 193,107 new city dwellers are added to the world's urban population every day (Yeoman, 2012). This translates that the world's urban population will swell to almost 5bn in 2030 and 6.4bn by 2050. What will happen in India? The Indian State Minister for Urban Development said it in the Lok Sabha on July 27, 2016 that about 60% population of the country will live in cities by 2050 as India's rate of urbanization is "dramatic". The following Table shows the Indian urbanization scenario up to 2050:

Table 5: Indian Urbanization Scenario up to 2050

	2011	2020	2030	2040	2050
Total Urban	441,144,573	537,846,781	658,852,416	791,403,475	925,264,993
Total India	1,210,193,422	1,326,093,000	1,460,743,000	1,571,715,000	1,656,554,000
Rate of Urbanization (%)	36.5	40.6	45.1	50.4	55.9

Source : Elfie Swerts, Denise Pumain, Eric Denis. The future of India's urbanization. Futures, Elsevier, 2014,

On the other hand, another source Oneindia.com quoted from World Urbanization Prospects where in an official UN estimates and projections of the urban, rural and city populations of all countries in the world up to 2050, predicted that Fifty-five per cent of India's population amounting to 900 million people would move to cities by 2050 (Oneindia.com, 2008). According to another source, India will face the challenges to build climate friendly smart cities to accommodate this huge number of residents. May be, for this huge influx, the Indian government has to create more than 100 new cities (The Economic Times. May 2015).

However, with the advent of 2050, cities will become the centre of tourist activity for their importance in economic activities. Cities will be the major tourist generating areas for domestic tourism as well as these will be the destination areas for international tourism. City trips are the fastest-growing part of the international leisure travel market as Europeans, Asians, North and South Americans head for attractive destinations in nearby countries and also overseas. Many cities around the world are profiting from higher visitor numbers, although concerns are

increasing about the impact of large masses in very popular destinations, experts said at the 23rd World Travel Monitor® Forum in Pisa. International tourist numbers to North America recorded a 3% increase following a 10% growth last year (ITB World Travel Trends Report 2015 / 2016).

Pressure on Food

In 2012, India was ranked 66th in the Global Hunger Index compiled by IFPRI (International Food Policy Research Institute). It is one of only three countries in Asia where the level of hunger is deemed "alarming"; the other two are Nepal (ranked 60th) and Bangladesh (ranked 68th).

The main reason for food crisis in India and the world is increase in population. India is the second populated state with more than billion living in it. It is projected that the population will increase to 1.3 billion in 2020, and would leave behind China in 2050 if the population growth remains unchanged. To feed the large population India will require millions of tons of food grain. It is estimated

that India would require 343.0 million metric tons of food grains in 2020 to feed the whole population. On the other hand India's food grain production in 2015 -2016 was 252.23 million tones. India is estimated to produce 273.38 million tons (MT) of food grain in the 2016-17 crop year (Vishwa Mohon, May 2017). To meet its growing demand, India needs to lift its annual food production to 333 million tons by 2050 against the current level of 252 million tones. However, as the percentage of agricultural workers of the total workforce is likely to drop to 25.7

percent by 2050 from the earlier 58.2 percent in 2001, it may be difficult to feed all the people if proper use of farm equipments and hi-tech are not used in agriculture (Money Control.2015).

Other researchers, B.S. Khatkar, N. Chaudhary, and P. Dangi (2016) estimate that The total grain demand will increase from 201 million tons in 2000 to about 291 and 377 million tons by 2025 and 2050, respectively. Another source (Course Hero) gives the following estimates which seem a bit exaggerated.

Table 6: India's Total Food Demand Projections for 2025 and 2050 are Shown (Mmt)

Year	Rice	Wheat	Maize	Cereal	Pulses	Grains (Sub Total)	Oil crops	Roots	Vegetables	Total
2000	76	58	10	17	12	173	42	6	70	291
2025	102	81	11	20	16	230	89	11	142	472
2050	109	92	7	14	19	241	115	19	182	557

Source: Quoted by Course Hero. <https://www.coursehero.com/file/pvnykf/FOOD-DEMAND-IN-INDIA-The-total-food-demand-projections-for-2025-and-2050-are/>

We got another table (source unidentified) mentioned different estimates on Food Grain production projection

of India up to 2050. The following table shows the food grain production in India up to 2050:

Table 7: Food Grain Production in India up to 2050 (Mmt) Annual growth Rate

Crop	1970-1971	1980-1981	1990-1991	2000-2001	2010	2025	2050	1994-2010	2010-2025	2025-2050
Rice	42	54	74	85	96	124	200	2.2	1.7	1.6
Wheat	24	37	55	68	80	100	170	2.6	2.1	1.8
Course Cereal	31	29	33	32	32	32	35	--	--	--
Pulse	12	11	15	11	12	21	30	3.0	2.6	2.6
Total Food grains	110	130	177	196	220	277	435	2.2	1.8	1.8

Source: proshivajirao. <https://sites.google.com/site>. Undated.

So, whatever the data say, it is evident that India will suffer from huge food scarcity by 2050. The fact remains that India presently is now facing an acute shortage of food. Indian soil is unable to feed her growing population, for which huge quantities of food grains are imported from the foreign countries like U.K., U.S.A., Australia and Burma (Radhakanta Swain).

Consequently, it is a matter of concern that by 2050, the upsurge of tourists may create additional pressure on Indian foods.

Impact of Tourism on Environment

Tourism and travelling have some proven negative impact on environment. Tremendous growth of both domestic and international tourism coupled with mass and unrestrained

traditional tourism continuously creating threats to our environment and ecological system.

Negative impacts from tourism occur on environment when the level of visitor use of resources is greater than the environment's ability to cope with this use. Uncontrolled conventional tourism poses potential threats to many natural areas around the world.

The main sources of environmental pollutions are increased air pollution level, water crisis, soil erosion, natural habitat loss, depletion of natural resources, discharges in to the water bodies, increased pressure on endangered species and others. The whole world has become concerned over the issue of environmental pollution. The heritage buildings and monuments are in the verge of demolition.

Early 2016, the Thailand government closed down Koh Khai Nok, Koh Khai Nui and Koh Khai Naiin- three popular islands in the coast of Phuket because of the negative impact of tourists in the Islands. This decision was weeks after Koh Tachai, one of Thailand's National Park has been closed because of coral bleaching and damages to the marine ecosystem (Kimpsee Olivar, 2016).

The collaborative study by the Health Effects Institute and the Institute for Health Metrics and Evaluation found that India's worsening air pollution causes 1.1 million people to die prematurely each year. From 1990 to 2015, India's rate of air pollution-related deaths jumped 50 percent, up to 14.7 for every 100,000 people. The Guardian reported air pollution in 15 cities across the world is so bad that exercising for 60 minutes or more could do more harm than good. More than half of these 15 cities are in India (Hayley Miller, Lydia O'Connor. The Worldpost. Feb, 2017.)

According to another report by The Hindustan Times, quoting WHO, out of top 20 most polluted cities in the world, 10 cities belong to India. These are Gwalior (2nd), Allahabad (3rd), Patna (6th), Raipur (7th), Delhi (11th), Ludhiana (12th), Kanpur (15th), Khanna (16th), Ferozabad (17th), and Lucknow (18th) (Mallica Joshi, 2016).

UNEP's 2011 Green Economy Report reveals that under a 'business-as-usual' scenario, projected tourism growth rates to 2050 will result in increases in energy consumption by 154 per cent, greenhouse gas emissions by 131 per cent, water consumption by 152 per cent, and solid waste disposal by 251 per cent.

Table 8: Showing UNEP's Green Economy Report on Projected Increase in Some Environmental Issues in 2050 for Projected Growth of Tourism

Sl.no	Issues	Will increase by (in %)
1.	Energy Consumption	154
2.	Water Consumption	152
3.	Green House Gas Emission	131
4.	Solid Waste Disposal	251

UNEP. Green Economy Report on environment 2011

Water Crisis

The demand supply mismatch is more severe in certain areas. In urban areas, where the demand of 135 litres per capita daily (lpcd) is more than three times the rural

demand of 40 lpcd, the scarcity assumes menacing proportions. Already, Delhi and Chennai are fed with supply lines stretching hundreds of kilometres. According to projections by the UN, India's urban population is expected to rise to 50% of the total population by 2050. This would mean 840 million people in the most water-starved parts of the country compared with 320 million today. The issue of inequity in water availability has already proved to be fertile ground for several inter-state and intra-state disputes, and unless mitigating steps are taken now, these conflicts would only escalate. (Sine'ad Lehan, 2014). By 2020 the city could have as little as 48 litres of water available per person per day (the world standard is 130L).

As per the estimation by National Commission for Integrated Water Resources Development (NCIWRD), Total water demand will increase by 22% and 32% by 2025 and 2050 respectively from the present level of 680 billion cubic meters (bcm), so the total demand of water in 2050 will be more than 1100 bcm, which somewhat indicates quite difficult to match water demand and supply (Jacob P. Koshy, 2011).

Paradoxical Scenario of Future Tourism Development In India

Given the existing and projected status of different socio-economic and environmental parameters, many of us might raise a question that in this given scenario, if it would be wise to welcome more tourists to India and this sub-continent? Once Prof. Tej Vir Singh in an international conference held at IITTM, Gwalior (in 2016), in his key note paper speech told that, regarding future of tourism there are two thought of schools : one is Boomers the other one is Doomers. Boomers believe in grabbing whatever is in hand. Contrarily, the doomers believe in doom and gloom. Keep restrained from consumption in fear of demolition.

However we believe we should be in the middle point : neither boomers nor doomers. We in one hand, have to grab the huge tourism opportunity that is going to happen in Asia Pacific regions in 2050 and have to launch, in other hand, a crusade to overcome the emerging socio-economic and environmental losses because of tourism boom.

Many of these parameters like water crisis and management, pollution level control management,

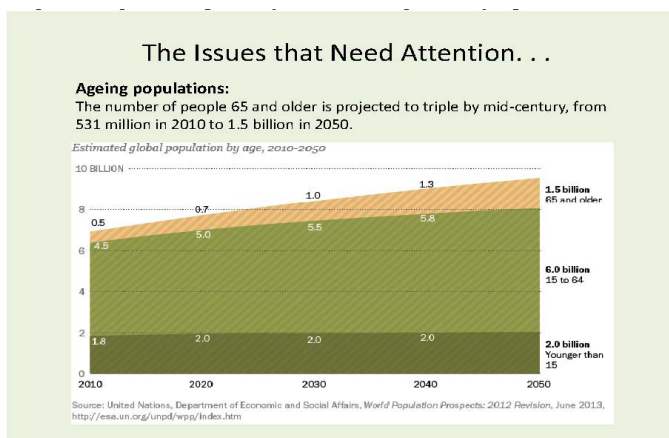
increased food production and supply, rapid unplanned urbanization, ageing population, degradation of land and the like are highly technical and hence as tourism people we probably have least opportunity to contribute in the process of improving/sustaining/minimizing the negative effects of these parameters. Instead, a high powered technical committee including the tourism and hospitality sector at the top administration level may be formed by incorporating the expert persons from different areas. It might work as the national committee for sustainable development of tourism.

As marketing people, our responsibility will be to increase the number of tourists. The Tourism Ministry may formulate the policies from time to time to accommodate the suggestions given by the national committee.

However, some very important issues crop up while planning to grab the tourism opportunity by 2050. As tourism people we have to develop policies and strategic plans to compete with other countries of Asia-Pacific region.

In my opinion, the important areas that we have to address are discussed below.

1. Aging population: Emergence of Silver-Haired Tourists: It has been mentioned earlier, India will overtake China (1.69 billion vs. 1.31 billions) by 2050. Population structure will be changed in many of the countries. Number of ageing population will increase at a faster rate. As a result, by 2050 more elderly people will be there. The following graph shows that the number of people 65 and older has been projected to triple by 2050 i.e. from 531 million in 2010 to 1.5 billion in 2050.



Graph 3: Graph Showing the Projected Global Population by Age 2010 to 2050

Source: United Nations. Department of Economic and Social Affairs. 2012, revised in 2013. Copied from FACT TANK of Pew Research Centre.

However, in 2051, there will be substantial decline in birth rate. Though the 15-59 years of age group will decline a bit in percentage (from 62% in 2016 to 60% in 2051), the percentage of senior citizens will increase tremendously from 7% in 2016 to 18% in 2051 (World Population Prospects, UN, 2012 and other publications).

This segment of senior people with a satisfactory disposable income, less home responsibilities, more time to travel and relatively good health, are an important tourist segment and are expected to spend more than all other age groups on holiday travels.

The global population is aging and as a result a significant tourist segment is emerging - Silver hair tourists – with specific desires and needs in terms of customization, service consumption, security and desired products (Horwath HTL, 2015).

Accordingly, destinations for rest and relaxation, health care, and pilgrimage will be popular among the senior citizens in 2050.

So, we need to plan from now on to create facilities for

- Medical Tourism (Hospitals, Clinics and Sanatoriums).
- Rest & Relax (Sun lust tourism).
- Religious & Spiritual Tourism providing religious rituals.
- Culture, Entertainment, Cruising, Golf and Casino-based Tourism.

2. Whither quality or quantity tourists : All indications are there leading to the state that in future, may be, we bring less number of tourists but Foreign Exchange Earning (FEE) becomes substantial. In 2015 a total number of tourists was 8027 thousands. No data was available on per capita tourist expenditure in India. However, as per a raw calculation, it was found that average per capita international tourism receipt including the airfare for India was US\$2600 for the visit (calculated from UNWTO data, 2016). Excepting tourists from Bangladesh, majority of the tourists have to spend big amount on air passage while coming from US, UK, Canada, Malaysia, Australia, Germany and France. With the proportion of tourists increasing, there might be likelihood that the economic benefits per new tourist may reduce. A thorough study is necessary

to identify the actual heads of international tourist expenditure at the destination and calculate the amount they spend on different heads. It will give the future direction to identify newer markets to balance quantity and quality foreign arrivals.

3. Estimating the TCC for each important and popular destination: The concept of Tourist Carrying Capacity (TCC) has become very important in the backdrop of negative eco-environmental status of some touristic destinations. In Bangladesh, the only coral island St. Martin in the Bay of Bengal has become ecologically vulnerable because of huge number tourists' visitation in the island. Everyday an estimated number of around 10,000 tourists visit the island. At the time of low tide the total area of the island is only 8 sq. kilometer and at high tide the area shrinks to 5 sq. kilometer. As a result, biodiversity degradation in the small coral island is quite alarming. In one study, it was found that the maximum TCC in the island is 2000 tourists every day. (Hasan S R, 2014) The researchers suggested for immediate restriction on the number of tourists. However, the authority does not seem to care the research results of the researchers. It is imperative that the research findings by the tourism researchers should be taken into consideration by the policy makers.

4. Demarketing as a Strategy: Demarketing is one way to restraining tourists from going to a particular product/destination. In many of the countries, the tourism authority imposes extra fees and taxes on tourists in order to discourage many more persons from visiting vulnerable tourist spots and products. Few examples are:

In Bhutan, the authority charges a sustainable development fee of \$65 from each foreigners, however, the SAARC tourists are exempted. This sustainable development fee goes towards free education, free healthcare, poverty alleviation, along with the building of infrastructure.

The authority also indirectly makes it imperative that minimum daily package for a group of 3 tourists or more should be US\$ 200 per person per night for the months of January, February, June, July, August, and December. And for the months of March, April, May, September, October, and November, this amount is US\$ 250 per person per night (Tourism Council of Bhutan. 2017).

The Seychelles, in the Indian Ocean, introduced imposition of US\$ 90 as tax on each tourists visiting Seychelles. This revenue was collected to protect and preserve the environment and improve tourism facilities (Environmental impacts of Tourism, UNEP, 2001).

In West Virginia of the US, each and every participant in whitewater rafting has to pay some amount as tax which is spent toward studying the environmental impacts of rafting. In addition, the rafting companies also participate in several river cleanup days each year.

In Belize, a US\$ 3.75 is collected from each departing visitors which directly goes to the Protected Area Conservation Trust, a Belizean fund dedicated to the conservation of the barrier reef and rainforest (UNEP op.cit).

In India too there are 116 (in the year 2015) Centrally protected ticketed ASI monuments, and as per the ministry's report, almost 50988730 local visitors and 2620228 foreign visitors visited the monuments by paying fees and charges (Ministry of Tourism. Government of India. India Tourism Statistics, 2015).

Simply, banning some activities in some particular vulnerable areas is not sufficient to refrain tourists from those activities. The decision of the National Green Tribunal (NGT) – India's top environmental court, for example, to ban tourist camps along the 36-km stretch of River Ganga from Kaudiyala to Rishikesh in the Himalayan state of Uttarakhand has rankled the travel industry while raising larger questions about India's inability to balance tourism with environmental concerns (The thirdpole.net. 2015).

Therefore, India and other South Asian countries can also practice some financial measures to demarket specific ecologically critical areas (ECA) and restrict mass tourism there. TCC must be tied up with the policy of demarketing/restricting tourist movement into ECA destinations/products through any suitable measures including imposing high fees and charges.

In 2050, consumption of natural resources in destination areas will be seriously scrutinized and tourism will be able to use them according to its priority after all other more necessary uses are fulfilled.

Sustainable architecture will seek to minimize the negative environmental impact of buildings by enhancing efficiency and moderation in the use of materials, energy, and development space.

5. More tourism visa openness in the region:

Visa facilitation, taxation, the modernization of aviation regulations and the development of convergent rules for the traveler and enterprise protection are highlighted as key areas for improved collaboration. This is also called 'openness'. From a regional perspective, destinations in Asia and the Pacific have facilitated international travel the most. To visit Asia and the Pacific, 23% of the world's population does not require a visa, another 23% could obtain a visa on arrival, and 5% could use an eVisa (UNWTO Annual Report 2014).

6. Concepts of CBT, PPP, and PPCP:

Local communities living in and around the destinations should never be deprived of tourism benefit and community participation is one of basic prerequisites for any kind of tourism development. Almost since last four decades, Community based Tourism (CBT) has been thought as a tool by which the local community can alleviate their economic condition. However, to the researchers, policy makers, donors, and stakeholders it has been a big question if CBT efforts/projects are successful or not. Though often fail to provide benefits to the local community, measures should be taken for further examination and improvement in order to make it the most viable concept for community economic development. Harold Goodwin, Rosa Santilli, Garvin Christine, Responsible Travel.com have established in their researches that most of the CBT projects/initiatives have failed mainly due to the reasons of dried-up funding, poor market access, mismanagement and poor governance etc (Christine Garvin, Harold Goodwin and Rosa Santilli. 2009).

Public Private Community Partnership (PPCP) can be an effective tool for overall socio-economic development through the active participation in tourism businesses in different countries of South Asian region.

The concept of PPP may not work efficiently outside the urban areas. In developing countries, specifically in Bangladesh, tourism business is dominated by rich and the elites. Rich people of the

society own luxurious hotels, theme parks, eating places, cottages, motels, casinos and other establishments. The underprivileged ones do not have entry to ownership; but only the lower category jobs of waiters, housekeeping, guards, and bearers are opened for these poor people. The catchy buzzword 'poverty reduction through tourism' is not meaningful unless the local community owns and operate the tourism establishments (Hasan SR 2013). The African continent has experienced an exponential growth in the number of tourists, but this has not led to local communities obtaining economic, social or environmental benefits (Novelli and Gebhardt, 2007)

However, from different instances it is mostly found that community people, being financially handicapped, have to depend on outsider financiers/investors for building the establishments and facilities. The local people simply become the workers there. Therefore, we probably need a big shift from the Public Private Partnership (PPP) concept to Public Private Community Partnership (PPCP) concept. Under PPP, the private parties are big investors and the benefit goes up. In PPCP, as the community people are encouraged to have equity in any form so they will have the feeling of ownership. This feeling will ensure economic and environmental sustainability. There is scope for doing extensive research on the issue how the local community could be involved in contributing equity in any form in order to make them owners of the tourism assets.

Conclusion

We may conclude in this way that tourism is a basic human trait, so in no way we can stop or restrict tourism. Tourism, specially the unplanned mass tourism is all the time detrimental for our ecology and environment, society and culture. In 2050, the population of the globe will stand at 9.7 billion – two billions more over the present population. It is also projected that, during 2050, almost 50% (4.17 billion) of the world population will move around the globe. Just after 30 years from now, the world will experience many negative impacts because of population boom and the green house effects. At the same time the rocket-speed growth of technology will take us to which direction we do not know. India is a big nation in the South Asian region. So we look at India whenever there raises the question of leadership. Tourism offers immense scope in employment generation, poverty alleviation

and maintaining ecological balance. In recent times the governments of South Asian countries, especially the government of India realized the importance of tourism in economic and social life. However the Indian alarming population boom has raised several cautionary signals among the researchers and the policy makers. India is projected to overtake China as the world's most populous nation by 2030 and in 2050 it will be 1.69 billion of people for India.

Therefore it is highly recommended that the tourism policy makers and the researchers should take into account some important factors like changes in population structure, sprouting ageing people, rate of urbanization, food shortage, impact on environment and ecology, water crisis etc.

Considering the far reaching impacts of these forces and probable ways to minimize the negative impacts, India should take the challenge of grabbing big slice of the booming tourism pie of Asia Pacific regions sometime in 2050. Among many other things the following issues are proposed to be considered by the policy makers and the planners:

- (i) taking advantages of demand of specific tourism products for the emerging silver hair tourists market.
- (ii) deciding on either quality or quantity tourists; or fostering other markets to balance quantity and quality of foreign arrivals.
- (iii) estimating Tourist Carrying Capacity (TCC) for some of the most vulnerable touristic destinations/products.
- (iv) developing some suitable demarketing strategies to support implementation of TCC recommended projects.
- (v) work for more visa-openness.
- (vi) experimenting the concept of PPCP to effectively involving the local community participation in tourism activities, owning tourism assets, preservation of ecology and environment.

We dream of becoming the role model for tourism development, but not at the cost of making the planet unfit for our nexgen human habitation. One proverb can suitably depict the situation :

"Only when the last tree has died and the last river been poisoned and the last fish been caught will we realize we cannot eat money"

(Collected)

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