

**Yashwantrao Chavan
Maharashtra Open University**



V101: B. Sc. (Hospitality and Tourism Studies)
HTS 603: Eco Tourism



**YASHWANTRAO
CHAVAN
MAHARASHTRA
OPEN
UNIVERSITY**

HTS 603

ECO TOURISM

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ECO TOURISM

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UNIT 1: ECOTOURISM: CONCEPTS AND ISSUES

1.00 BEFORE WE BEGIN

In this unit we will begin our study of ecotourism with the basic concepts. You will learn that ecotourism is a form of tourism in which we undertake tourism activities to fragile, relatively unvisited areas where nature was more than favourable while distributing its beauty. The tourism activities are undertaken in a responsible manner so that the sanctity of nature's ecological balance and the culture of the people are not disturbed in unhealthy way. We will study what areas of tourism are covered under the realm of 'ecotourism'. We will study the international level organisations which strive to regulate the activities of ecotourism. UNWTO is an organ of UN which is responsible for the promotion of responsible, sustainable and universally accessible tourism. We will see how it was evolved. We will also study PATA (Pacific Asia Travel Association) as how it got evolved and the various activities undertaken by it.

We will study some important ecotourism destinations across the globe. We will learn in details about eight such global destinations including Costa Rica, Kenya, Palau, Galapagos Islands, Antarctica, Iceland, Amazonia, etc. We will study the notable flora, fauna, natural features, and endangered species present there.

We will try to list the various problems of ecotourism. These include problems regarding definition of ecotourism, negative impact, direct environment impacts, causing environmental hazards, issues related to local people, displacement of people, threat to the ancient and indigenous culture, etc. We will see how planning and development can be undertaken for ecotourism. We are also going to study the cost-benefit analysis of ecotourism and develop a checklist for activities for effective sustainability.

We had learned about ecology and environment protection in the first year under the AEC101 'Environment Study' course. It is mandatory for all activities of human development to be undertaken so that the fabric of the nature is not disturbed. The trend in tourism is no exception. Tourists and tour operators are realising that if we undertake tourism in a responsible manner, then only we will be able to enjoy the beauty of nature and simplicity of indigenous culture. This makes this course on ecotourism particularly important for your development as an effective and efficient professional.

1.01 UNIT OBJECTIVES

After studying this unit you will be able to

- Describe the concept of ecotourism
- Explain the activities of UNWTO and its historical development.
- Elaborate the activities of PATA including its historical development
- Discuss the various problems of ecotourism
- Describe the geographical features, endangered species, biodiversity issues at the eight select global ecotourism destinations
- Discuss the issues of planning and cost-benefit analysis of ecotourism

1.02 BASIC CONCEPTS OF ECOTOURISM

Introduction

(Source: <https://en.wikipedia.org/wiki/Ecotourism>)

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial mass tourism. It means responsible travel to natural areas conserving the environment and improving the well-being of the local people. Its purpose may be to educate the traveller, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights. Since the 1980s, ecotourism has been considered a critical endeavour by environmentalists, so that future generations may experience destinations relatively untouched by human intervention. Several university programs use this description as the working definition of ecotourism.

Generally, ecotourism deals with interaction with biotic components of the natural environments. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats.

Responsible ecotourism programs include those that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities. For these reasons, ecotourism often appeals to advocates of environmental and social responsibility.

The term 'ecotourism', like 'sustainable tourism', is considered by many to be an oxymoron (that is, putting two words of opposite meaning together). It is assumed that the activity of tourism is by its very nature causes disturbance in nature hence tourism cannot be used as a means to conserve nature. Like most forms of tourism, ecotourism generally depends on air transportation, which contributes to global climate change. Additionally, "the overall effect of sustainable tourism is negative where like ecotourism philanthropic aspirations mask hard-nosed immediate self-interest."

CHECK YOUR PROGRESS

Define ecotourism.

Explain what aspects of nature are expected to be conserved in ecotourism activities

Elaborate why some people consider terms like 'ecotourism' and 'sustainable tourism' as oxymoron.

Criteria

Ecotourism is tourism which is conducted responsibly to conserve the environment and sustain the well-being of local people. Ecotourism tries to achieve the following:

- Build environmental awareness
- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people
- Respect local culture
- Support human rights and democratic movements²⁹⁶³¹ such as:



Fig 1.01: Seal watching near Malusi Islands in Estonia.

(Source:https://commons.wikimedia.org/wiki/File:H%C3%BCIgevaatlus,_postipaat_Helge.JPG#/media/File:H%C3%BCIgevaatlus,_postipaat_Helge.JPG)

- conservation of biological diversity and cultural diversity through ecosystem protection
- promotion of sustainable use of biodiversity, by providing jobs to local populations
- sharing of all socio-economic benefits with local communities and indigenous peoples by having their informed consent and participation in the management of ecotourism enterprises
- tourism to unspoiled natural resources, with minimal impact on the environment being a primary concern.
- minimization of tourism's own environmental impact
- affordability and lack of waste in the form of luxury
- local culture, flora, and fauna being the main attractions
- local people, who benefit from this form of tourism economically, and often more than mass tourism

The International Ecotourism Society defines ecotourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and involves interpretation and education".

For many countries, ecotourism is not simply a marginal activity to finance protection of the environment, but a major industry of the national economy. For example, in Costa Rica, Ecuador, Nepal, Kenya, Madagascar and territories such as Antarctica, ecotourism represents a significant portion of the gross domestic product and economic activity.

Ecotourism is often misinterpreted as any form of tourism that involves nature (see Jungle tourism). Self-proclaimed practitioners and hosts of ecotourism experiences assume it is achieved by simply creating destinations in natural areas. According to critics of this commonplace and assumptive practice, true ecotourism must, above all, sensitize people to the beauty and the fragility of nature.



Fig 1.02: Llano del Muerto waterfall in El Salvador

(Source:

https://commons.wikimedia.org/wiki/File:Llano_del_Muerto_in_Perquin_El_Salvador.jpg#/media/File:Llano_del_Muerto_in_Perquin_El_Salvador.jpg)

These critics condemn some operators as greenwashing their operations: using the labels of "green" and "eco-friendly", while behaving in environmentally irresponsible ways.

Although academics disagree about who can be classified as an ecotourist and there is little statistical data, some estimate that more than five million ecotourists—the majority of the ecotourist population—come from the United States, with many others from Western Europe, Canada and Australia.

Currently, there are various moves to create national and international ecotourism accreditation programs, although the process is also controversial. National ecotourism certification programs have been put in place in countries such as Costa Rica, Australia, Kenya, Estonia, and Sweden.

CHECK YOUR PROGRESS

Elaborate the definition of 'ecotourism' given by The International Ecotourism Society.
Explain what is expected to be achieved in ecotourism activities
Elaborate the misconceptions about the use of term 'ecotourism'

Terminology and history



Fig 1.03: A hanging bridge in ecotourism area of Thenmala, Kerala in India - India's first planned ecotourism destination

(Source:

https://commons.wikimedia.org/wiki/File:HANGING_BRIDGE_THENMALA.JPG#/media/File:HANGING_BRIDGE_THENMALA.JPG)

Ecotourism is a late 20th-century neologism (which means coining a new word, "relatively recent or isolated term, word, or phrase that may be in the process of entering common use, but that has not yet been fully accepted into mainstream language") compounded from eco- and tourism. According to the *Oxford English Dictionary*, *ecotour* was first recorded in 1973 and *ecotourism*, "probably after *ecotour*", in 1982.

ecotour, *n.* ... A tour of or visit to an area of ecological interest, usually with an educational element; (in later use also) a similar tour or visit designed to have as little detrimental effect on the ecology as possible or undertaken with the specific aim of helping conservation efforts.

Ecotourism, *n.* ... Tourism to areas of ecological interest (typically exotic and often threatened natural environments), esp. to support conservation efforts and observe wildlife; spec. access to an endangered environment controlled so as to have the least possible adverse effect.

One source claims the terms were used earlier. Claus-Dieter (Nick) Hetzer, an academic and adventurer from Forum International in Berkeley, CA, supposedly coined *ecotourism* in 1965 and ran the first *ecotours* in the Yucatán during the early 1970s.

1.03 NEEDS FOR ORGANISATIONS

At the international level the United Nation World Tourism Organisation is working to regulate the tourism across the globe. The **World Tourism Organization (UNWTO)** is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. Let us see how it evolved and what the reasons for its formation were.

The origin of UNWTO stems back to 1920 when the International Congress of Official Tourist Traffic Associations (ICOTT) was formed at The Hague. Some articles from early volumes of the *Annals of Tourism Research*, claim that the UNWTO originated from the International Union of Official Tourist Publicity Organizations (IUOTPO), although the UNWTO states that the ICOTT became the International Union of Official Tourist Publicity Organizations first in 1934.

Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO). A technical, non-governmental organization, the IUOTO was made up of a combination of national tourist organizations, industry and consumer groups. The goals and objectives of the IUOTO were to not only promote tourism in general but also to extract the best out of tourism as an international trade component and as an economic development strategy for developing nations.

Towards the end of the 1960s, the IUOTO realized the need for further transformation to enhance its role on an international level. The 20th IUOTO general assembly in Tokyo, 1967, declared the need for the creation of an intergovernmental body with the necessary abilities to function on an international level in cooperation with other international agencies, in particular the United Nations. Throughout the existence of the IUOTO, close ties had been established between the organization and the United Nations (UN) and initial suggestions had the IUOTO becoming part of the UN. However, following the circulation of a draft convention, consensus held that any resultant intergovernmental organization should be closely linked to the UN but preserve its "complete administrative and financial autonomy".

It was on the recommendations of the UN that the formation of the new intergovernmental tourism organization was based. Resolution 2529 of the XXIVth UN general assembly stated:

In 1970, the IUOTO general assembly voted in favour of forming the World Tourism Organization (WTO). Based on statutes of the IUOTO, and after ratification by the prescribed 51 states, the WTO came into operation on November 1, 1974.

Most recently, at the fifteenth general assembly in 2003, the WTO general council and the UN agreed to establish the WTO as a specialized agency of the UN. The significance of this collaboration, WTO Secretary-General Mr. Francesco Frangialli claimed, would lie in "the increased visibility it gives the WTO, and the recognition that will be accorded to [it]. Tourism will be considered on an equal footing with other major activities of human society".

In 2004, UNWTO established the World Committee on Tourism Ethics, the implementation body for the Global Code of Ethics for Tourism (adopted in 1999). The Committee, whose members are elected due to their professional capacities rather than their nationalities or country affiliations, promotes and disseminates the Code and evaluates and monitors the implementation of its principles. The Committee was permanently headquartered in Rome in 2008.

Taleb Rifai of Jordan became UNWTO Secretary-General in 2010. Under his mandate the Organization introduced Hotel Energy Solutions (HES), a web-based tool to help hotels reduce their carbon footprint whilst increasing profits, worked with Members on research on benefits of easing visa facilitation, and forecast that in 2030 the number of international tourists would reach 1.8 billion. It reached 1 billion in 2012.

Taleb Rifai's mandate has seen focus placed on the people involved in the tourism experience. Two publications under the title "Tourism Stories" were released compiling research and interviews with individuals working in tourism from around the world.

In 2014 the 69th session of the United Nations General Assembly adopted by consensus the resolution entitled 'Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection'. This was followed in 2015 by the adoption of 2017 as the International Year of Sustainable Tourism for Development, "Recognizing the important role of sustainable tourism as a positive instrument towards the eradication of poverty, the protection of the environment, the improvement of quality of life and the economic empowerment of women and youth and its contribution to the three dimensions of sustainable development, especially in developing countries". The United Nations also recognized tourism in the Sustainable Development Goals, approved at the same 70th Session of its General Assembly. Tourism is included as a target in Goals 8, 12 and 14.

CHECK YOUR PROGRESS

Elaborate the events which lead to the formation of the United Nations World Tourism Organization.

Explain the turns of events in 1960s which lead to transformation of the role of IUOTO.

Explain the significance of 2003 WTO general assembly resolution.

Explain the significance of 2014 UN general assembly resolution.

1.04 WORLD TOURISM ORGANIZATION (WTO)

The **World Tourism Organization (UNWTO)** is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. It serves as a global forum for tourism policy issues and a practical source of tourism knowledge. It encourages the implementation of the Global Code of Ethics for Tourism to maximize the contribution of tourism to socio-economic development, while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Sustainable Development Goals (SDGs), geared towards eliminating poverty and fostering sustainable development and peace worldwide.



Fig 1.04: UNWTO logo

(https://commons.wikimedia.org/wiki/File:Emblem_of_the_United_Nations.svg#/media/File:Emblem_of_the_United_Nations.svg)

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 156 countries, 6 territories and over 500 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities. Its headquarters are located in Madrid.



Fig 1.05: UNWTO Headquarters at Madrid

([https://commons.wikimedia.org/wiki/File:UNWTO_headquarters_\(Madrid,_Spain\)_01.jpg#/media/File:UNWTO_headquarters_\(Madrid,_Spain\)_01.jpg](https://commons.wikimedia.org/wiki/File:UNWTO_headquarters_(Madrid,_Spain)_01.jpg#/media/File:UNWTO_headquarters_(Madrid,_Spain)_01.jpg))

As of July 2017, membership of the UNWTO included 156 states, six territories (Flemish Community (1997), Puerto Rico (2002), Aruba (1987), Hong Kong (1999), Macau (1981), Madeira (1995)), and two permanent observers (Holy See (1979), Palestine (1999)). Seventeen state members have withdrawn from the organization for different periods in the past: Australia, Bahamas, Bahrain, Belgium, Canada, Costa Rica, El Salvador, Grenada, Honduras, Kuwait, Latvia, Malaysia, Myanmar, Panama, Philippines, Qatar, Thailand, United Kingdom and Puerto Rico (as an associate member). The Netherland Antilles was an associate member before its dissolution

Non-members are: Antigua and Barbuda, Barbados, Belgium, Belize, Comoros, Denmark, Dominica, Estonia, Finland, Grenada, Guyana, Iceland, Ireland, Kiribati, Latvia, Liechtenstein, Luxembourg, Marshall Islands, Micronesia, Nauru, New Zealand, Palau, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Samoa, Singapore, Solomon Islands, Somalia, South Sudan, Suriname, Sweden, Tonga, Tuvalu, United Kingdom, United States.

The United Arab Emirates (UAE) rejoined the organization in May 2013, 26 years after having left UNWTO.

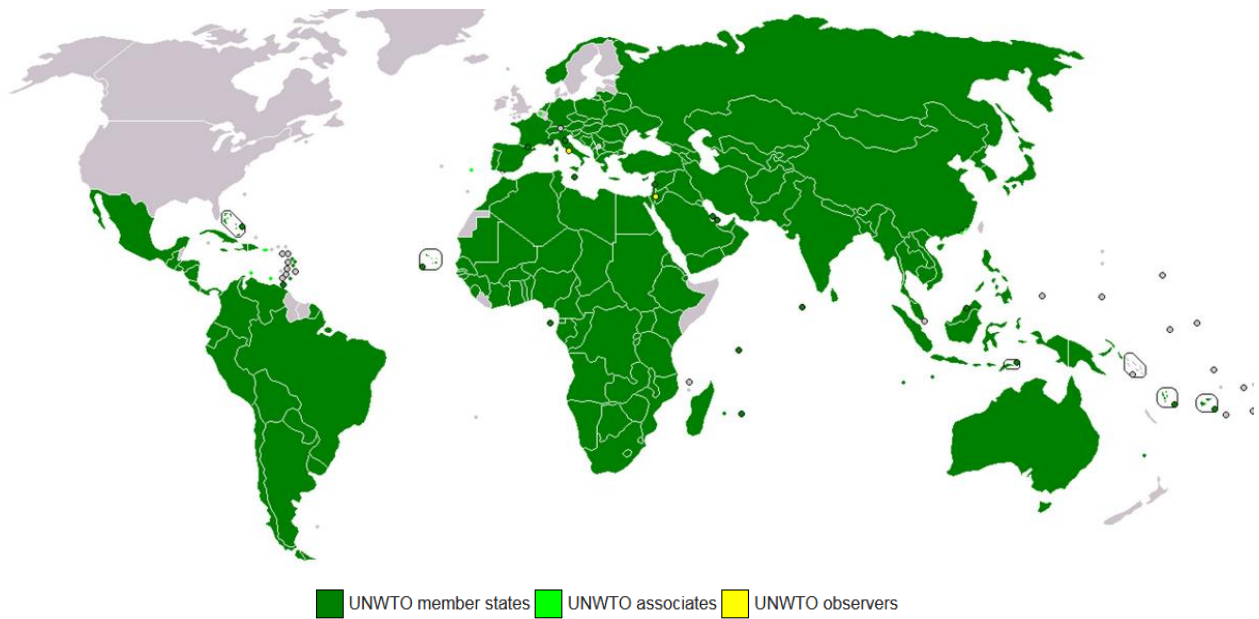


Fig 1.06: UN WTO Memberships

(<https://commons.wikimedia.org/wiki/File:UNWTO.png#/media/File:UNWTO.png>. Note that territories are shown only for indicative purposes. They are neither authentic nor accurate.)

Additionally, and uniquely for a United Nations specialized agency, UNWTO has over 500 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities, non-governmental entities with specialised interests in tourism, and commercial and non-commercial bodies and associations with activities related to the aims of UNWTO or falling within its competence.

CHECK YOUR PROGRESS

Elaborate the functions and significance of UNWTO.

Explain the member states and the permanent observers of the UNWTO .

Elaborate on prominent non-members of the UNWTO.

1.05 PACIFIC ASIA TRAVEL ASSOCIATION (PATA)

The **Pacific Asia Travel Association** (PATA) is a membership association working to promote the responsible development of travel and tourism in the Asia Pacific region.

History

As J Mullahey of Pan American Airways set about organizing the first Pacific area travel conference with the aim of promoting tourism to the largely undiscovered region of Asia Pacific.

The purpose of the meeting, Lorrin P. Thurstin noted, was to discuss cooperation among Pacific countries that would result in a greater exchange of visitors to their mutual advantage, and to develop methods of presenting the Pacific area to the world's travelers and the travel trade by reducing restrictions on Pacific travel, filling in accommodation gaps, and presenting the Pacific story in advertising and publicity.

In March 1951, invitations were sent out for the conference, which was to be held in the first week of June, from the office of Hawaii's territorial governor, Ingram Stainback. Unfortunately many of the replies came in too late and the conference was postponed.

It was then in October 1951 that Thurstin, who was in Paris attending a European travel conference, issued his now-famous cable to Mullahey: "Proceed to send invitations to governments and carriers to attend Pacific Area Travel conference for purpose of establishing permanent Pacific Travel Association and determine most convenient date for majority during first three months 1952."

The inaugural conference eventually took place from January 10-15, 1952 at the Maluhia Auditorium of Fort DeRussy in Waikiki, Hawaii. There were 91 delegates in attendance at the conference, including representatives of government and business. Aside from Thurston and Mullahey, those taking a key role at this event were: Robert Allen, chairman of registration and housing; Melvin A. Conant, chairman of conference organisation; Harry Dove, chairman of counselor liaison; John Pugh, co-chairman of entertainment; John Jay Murphy, co-chairman of program and protocol; William O. Cogswell, Sam N. Mercer and Steward E. Fern of the Hawaii Visitors Bureau, and Milton O. Holst of Holst & Cummings, Ltd.

On Tuesday, January 15, 1952, Lorrin Thurston announced that 25 active and 12 allied members had signed the constitution and bylaws of what was now known as the Pacific Interim Travel Association (PITA). PITA was legally incorporated in the state of Hawaii two months later.

The new association's constitution declared its purpose was "To encourage and assist in the development of the travel industries throughout the Pacific area." While marketing activities were its primary goal, the delegates of the first conference also envisioned the association as one that could work with both government and private business in developing travel.

One of PITA's main accomplishments in its first year was to publicise itself to the international travel community. The association's first executive director Sam Mercer noted that the first conference "focused the attention of the entire travel world on an awakening of tourism in the Pacific." News articles and press releases were sent to, and subsequently published in, numerous publications "including both specialist travel press and general audience newspapers. A particularly effective vehicle for PITA's self-promotion was its quarterly newspaper, PITA News Bulletin, which by the end of its first year was being sent to over 500 addresses throughout the world.

In its first year, PITA also worked with governments to ease entry and exit requirements for foreigners, seeing success in Japan, the US and the Philippines.

By the second conference in March 1953 (held in Hawaii like the first) PITA had increased its membership from 33 active and allied members to 49. It was also at this conference that it was decided to change the association's name to the "Pacific Area Travel Association" or PATA.

1950s

In 1953 PATA's headquarters were moved from Hawaii to San Francisco, with Sam Mercer serving as the first executive director. Considered as the state of "money and influence", San Francisco was home to an influential group of individuals who served on the PATA board and committees during the 1950s and 1960s.

Throughout the first decade, PATA membership grew steadily, attracting a wide range of members including governments, carriers, hotel members, travel agents, cruise lines and the media. Other members eventually included tour operators, educational institutions, vehicle operators, restaurants and catering services, advertising agencies, public relations firms, publications, banks and architectural and research firms.

By the end of the 1950s, PATA had 325 members, while there had also been a steady rise in the annual conference attendance. In 1955, a Research and Survey Committee was established and PATA delegates gave their approval to spend US\$8,000 on the organisation's first advertising programme. In 1957 the first issue of Pacific Travel News (PTN) was published, providing PATA with a news vehicle to promote itself and its destinations.

1960s

In 1958, PATA's Board of Directors requested that the US International Cooperation Administration provide US \$150,000 for a comprehensive study of the Pacific countries. The results of the survey, which became known as the 'Checchi Report', were presented at the 1962 Annual Conference. It presented to PATA members and NTOs the status of tourism in the Pacific region, both area-wide and individually by country. It contained information regarding the anticipated impact of tourist expenditure, the effects of tourism on jobs and wages, methods of financing tourism development and projections for US visitor arrivals to the Pacific region. The report quickly became a blueprint for many NTO and travel planners, as it methodically presented the economic benefits ó both direct and indirect ó derived from tourism.

1961 saw the establishment of the first PATA Chapters in New Zealand and Hong Kong. The development of the chapter system was an effort to involve professionals in the travel and tourism industry who could not participate in PATA's activities or attend annual conference and workshops, and to expand PATA's presence in previously untapped markets.

The 1960s also witnessed PATA's first move towards promoting education and training, helping to set up the School of TIM (Tourism Industry Management) at the University of Hawaii ó the first such institution to be established in the region.

1970s

At the 23rd Annual Conference, held in Jakarta in 1974, it was decided that there should be a change of emphasis in PATA's function to enable more support for the developmental aspects of tourism within the Pacific area, particularly in industry, education and training. Members stipulated that a new, permanent body be formed, with the name 'Development Authority'. This advisory body would be composed of experts from diverse backgrounds and specialisations, whose purpose would be to carry out the association's intentions towards heritage conservation, education and training, and environmental enhancement.

At its second meeting in August 1974, the newly formed Development Authority accepted its first assignment. It followed a request from Lieutenant General Chalermchai Charuvastr, Director General of the Tourist Organisation of Thailand (TOT), to PATA executive director Marvin Plake to help increase tourism in Thailand. The TOT Director General proposed Chiang Mai as an ideal location for the development of tourism and so PATA sent a travel trade mission ó or 'task force' as they later became known ó to the northern city. The task force completed its mission in February 1975. Its report "Chiang Mai: A Program or Expanding the Airport" contained a two-stage list of recommendations and addressed the areas of sight-seeing attractions, marketing, air service, air cargo, airport development, community relations and statistical record-keeping.

The years following the task force saw visitor arrivals to Chiang Mai increase, however there was still a relatively poor showing in foreign arrivals. PATA dispatched a second task force team to the city in 1977 where, amongst other issues, they considered the economics of international air service there. Their report "Chiang Mai, The Introduction of International Air Service", contained both short and long-term recommendations which were submitted to TOT. The Thai government later implemented a development plan for Chiang Mai largely based on PATA's blueprint.

The 1970s also saw the first ever PATA Travel Mart in Manila (1978). The highly successful and popular event was the brainchild of then-PATA Staff Vice President Gerald Picolla, who saw the potential of such marts to generate huge volumes of business for participating member organisations at a fraction of the cost of doing business on the road.

1980s

In 1984 the PATA Board of Directors approved the creation of the PATA Foundation, creating a new role for the association as a benefactor of culture and heritage policy by administering project funding. Under the leadership of its first chair, George Howling, the foundation began securing funds for education, research and heritage conservation. The foundation sought assistance from PATA Chapters in carrying out its work, including the production of professional papers on handicraft

preservation, area-wide inventories of heritage assets, and conservation programs for endangered wildlife. At first larger projects were targeted, but the focus then turned to small projects as it enabled the foundation to distribute its assistance more efficiently and effectively. For example, in 1988, the foundation funded the inventory and architectural record-keeping of historic buildings for a historic district preservation project in Pokhara, Nepal.

1986 saw PATA change its name from Pacific Area Travel Association to Pacific Asia Travel Association to reflect the ever-increasing importance of Asia in commerce and world affairs.

The first World Chapters Congress in 1989 attracted 250 delegates from 58 chapters with 'Teamwork Toward Success' as the theme.

1990s

With tourism to PATA member countries booming, concerns began to grow about environmental, cultural and heritage preservation. At the 1991 Annual Conference in Bali, PATA's 40th, there was a call from over 1,500 delegates from more than 50 countries to promote ecologically responsible travel and tourism under the conference theme 'Enrich the Environment'. This occasion marked the beginning of PATA's role as an 'authoritative' voice for sustainable tourism in the Pacific Asia region and in January 1992, the PATA Board of Directors approved the PATA 'Code for Environmentally Responsible Tourism' and it was officially adopted at the Annual Conference in Hong Kong later that same year.

1992: PATA publication: *Endemic Tourism: A profitable industry in a sustainable environment*. 'The tourism industry must be profitable and environmentally sustainable if it is to provide long-term benefits, but this will not be achieved without a new and different approach to industry planning and development.'

1992: After intense discussions and negotiations, the China National Tourism Administration (CNTA) joined PATA as a government member

1993: PATA/WTO Human Resources for Tourism Conference : 466 October 1993, Bali, Indonesia

1994: Lahore, Pakistan: PATA Adventure Travel and Ecotourism Conference. Photo from Lahore, 1994

Further environmental efforts came in 1994, when PATA's Green Leaf program was launched, with the aim of encouraging members to incorporate CERT (Code for Environmentally Responsible Tourism) into their operations. It became a centerpiece of PATA's initiatives in the area of sustainable tourism, but was later integrated into the WTTC-run Green Globe programme in 2000.

1996: Pokhara, Nepal: PATA Adventure Travel and Ecotourism Conference.

Following the Gulf War, PATA created the Accelerated Marketing Program (AMP), designed to support member destinations affected by conflict.

The end of the decade ó 1998 ó saw PATA relocated its head office from San Francisco to Bangkok to be in the heart of its membership region.

2000s

2000: PATA Task Force North Sulawesi: Noakes, Steve. (et al) (2000) *Charting a new Direction for Sustainable Tourism in North Sulawesi, Indonesia*.

17 April 2001: Kuala Lumpur ó The new Pacific Asia Travel Association (PATA) chairman, John Sanford, has pledged to stay committed to sustainable tourism. Sanford laid out his agenda for his one-year term.

The PATA Traveller's Code was approved by the PATA Sustainable Tourism Committee at its April 13, 2002 meeting in New Delhi, India.

2002: PATA Task Force to Western Java & Eastern Sumatra, Indonesia. Noakes, Steve. (et al.) (2002) *Values ó Benefits ó Impacts: Planning for Sustainable Tourism in the provinces of Indonesia in a time*

of de-centralisation of the national Government. PATA Task Force report on Banten and Lampung Provinces, Republic of Indonesia.

In 2003 PATA launches Project Phoenix, a global consumer communications campaign to re-invigorate travel and tourism in Pacific Asia. It came in response to the battering the travel industry and economies in the region had taken due to the September 11, 2001 terrorist attacks in the US, the wars in Afghanistan and Iraq, the Bali bombs and SARS. This year also saw PATA adopt the 'Allied Partner' concept, inviting local, regional and national tourist bodies outside PATA's geographic region to gain access to Asia Pacific's outbound markets.

2004 saw PATA change its Mission Statement to include tourism 'to, from and within' Asia Pacific, thereby recognizing the importance of the region as a growing outbound market.

Following the December 2004 Indian Ocean tsunami, PATA launches a relief fund.

Driven by the leadership of the Sustainable Tourism Committee, the 2006 PATA AGM accepted a new Mission Statement for PATA, which for the first time, embodies the concepts of 'responsible development' and 'sustainable growth' of tourism in the region. It now reads:

'The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private and public sector members, we enhance the sustainable growth, value and quality of travel and tourism to, from and within the region'

With the support of CNTA, the PATA Beijing Office is set up in 2007 - the first travel related international organisation officially registered in China.

In 2008 PATA provides crisis communication training to Chengdu's tourism industry just one month after the Sichuan earthquake, while the PATA Foundation grants a post-crisis Fund for Sichuan.

In 2010 PATA launched the Travel Intelligence Graphic Architecture (TIGA) initiative to enable better decision making by tourism professionals.

On 17 September 2010, it was announced that current CEO Greg Duffell would leave PATA by February 2011 after just 18 months in the role

In July 2012, PATA re-established its Hong Kong Chapter.

Present

In 2011 PATA celebrate its 60th anniversary with a series of activities and events focused around the theme 'Building Tourism. Past.Present.Progressive'. On September 6-9, PATA Travel Mart 2011 held at Pragati Maidan, New Delhi, India.

In 2012, at the Annual General Meeting in Kuala Lumpur, Malaysia, PATA launched PATAmPOWER, which was an enhancement of the Travel Intelligence Graphic Architecture (TIGA) initiative redeveloped in HTML5, to enable use by mobile devices. The objective of PATAmPOWER is to be your one stop for data about the Asia Pacific visitor economy, improving productivity, providing faster insights and enabling smarter decisions.

In 2013, PATA appoints a Corporate Social Responsibility specialist who facilitates signing of MOU with the Global Sustainable Tourism Council, the international body fostering increased knowledge and understanding of sustainable tourism practices by destinations and tourism enterprises.

In 2013 PATA helped to align industry advocacy with other travel and tourism industry bodies, formally launching the Global Travel Association Coalition (GTAC). PATA is a founding member of this global group which also includes Airports Council International (ACI), Cruise Line International Association (CLIA), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO), World Economic Forum (WEF), World Tourism Organization (UNWTO) and the World Travel & Tourism Council.

In the same year PATA also launched an interactive training programme PATAcademy-HCD, incorporating intensive classroom interactions led by leading travel industry practitioners with practical activities, group assignments, networking events and field visits in and around Bangkok.

On November 1, 2014, PATA appointed Mario Hardy as its Chief Executive Officer (CEO), succeeding Martin Craigs. Mr Hardy had previously been Chief Operations Officer (COO) of PATA since January 15, 2014.

On November 7, 2014 PATA and Myriad Marketing launched PATA Conversations, a B2B digital publication focusing upon travel and tourism to, from and within the Asia Pacific region.

On December 2014 PATA launched the monthly Connected Visitor Economy Bulletin, making it free to both members and non-members. The Connected Visitor Economy Bulletin is produced on a monthly basis and covers trends and developments across the Asia Pacific region. It aims to monitor the far-reaching impact of travel and tourism across national economies, in order to encourage better and more comprehensive policy responses from governments in support of the sector.

On February 17, 2015, the Tourism Industry Association New Zealand (TIA) and PATA sign a Memorandum of Understanding (MOU) that focuses on four main areas of co-operation: the sharing of information and insight, support for collective policy and advocacy positions, industry connectivity, and collaboration on mutual events.

On March 4, 2015, PATA launched its new microsite, sustain.pata.org. The site, a new online tool for information on sustainable and socially responsible travel and tourism issues, is supported in part by the German Ministry for Economic Cooperation and Development BMZ, implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, and by EarthCheck.

On May 4, 2015, in response to the earthquake that killed and injured thousands of people and devastated much of Kathmandu's tourism infrastructure nine days earlier, the PATA Foundation established a Nepal Earthquake Tourism Recovery Fund to assist the PATA Nepal Chapter in its tourism industry recovery efforts.

On May 27, 2015, PATA, in partnership with TripAdvisor, launched the PATA CEO Challenge to help promote uniqueness and diversity of heritage, culture, customs and natural beauty of the world's many diverse destinations. It aims to promote and enhance the number of visitors to emerging destinations and enhances tourism development in the most sustainable manner.

On June 21, 2015 PATA presented Nepal with the PATA Nepal Tourism Rapid Recovery Task Force Report to help the country recover from the devastating earthquake that killed and injured thousands of people and devastated much of Kathmandu's tourism infrastructure.

On June 10, 2015 PATA announced the inaugural PATA Global Insights Conference 2015, to be hosted in Auckland, New Zealand on October 16, 2015 at the SKYCITY Grand Hotel. The conference explored the key influences that will drive and shape future thinking in terms of tourism destination development, design, access and marketing.

On June 24, 2015 PATA and the International Union for Conservation of Nature (IUCN) created a new partnership, in the form of a memorandum of understanding (MoU), recognising the positive impacts that their collaboration can have in the areas of conservation and sustainable development. The specific objectives of the MoU include collaboration in capacity building, knowledge sharing, and networking, both online and in person. PATA members may now increase their knowledge of wider sustainability issues, particularly in relation to Mangroves for the Future (MFF) and coastal tourism, as well as IUCN case studies showcasing positive examples of sustainable tourism on PATA's sustainability website, sustain.pata.org.

On November 19, 2015 PATA forged an organisational partnership with the International Gay and Lesbian Travel Association (IGLTA). The agreement strengthens the bond and shared interests between the two associations. The Memorandum of Understanding (MoU) was signed by PATA CEO Mario Hardy and IGLTA President/CEO John Tanzella at World Travel Market in London, United Kingdom on Thursday November 5, 2015. The agreement commits the two organisations to share

knowledge through research and publications, to reciprocate in event participation, to support mutual agreed advocacy positions, and to enhance access for the benefit of members of both organisations

On December 8, 2015, PATA announced an organisational partnership with the Professional Travel Bloggers Association (PTBA) to strengthen the cooperation and shared interests between the two associations. One of the first activities of the newly signed partnership was to combine efforts to encourage buyers, sellers and conference delegates to connect with leading industry travel bloggers at the PATA Adventure Travel and Responsible Tourism Conference and Mart 2016 in Chiang Rai, Thailand from February 17-19, 2016 at the Dusit Island Resort Chiang Rai.

On April 18, 2016 PATA and the Reef-World Foundation (Reef-World) announced a new organisational partnership that recognises the positive impacts that their mutual support and endorsement can have in the areas of marine conservation and in the sustainable development of marine initiatives and opportunities. The specific objectives of this partnership include the mutual support and endorsement of both organisations as well as collaboration in awareness building and knowledge sharing on related issues.

CHECK YOUR PROGRESS

Elaborate the functions and significance of PATA.

Explain the various events which lead to establishment of PATA.

Elaborate the important events in the 1990s in the development of PATA.

Elaborate the important events in the 2000s in the development of PATA.

Elaborate the important events after 2010 in the development of PATA.

1.06 SOME ECOTOURISM DESTINATION

As places around the world begin to disappear forever due to environmental changes, ecotourism is becoming more popular and important than ever. Ecotourism destinations not only allow travelers to see some of the most extreme and beautiful natural wonders around the world, they also ensure that travelers do so responsibly. Often, the money pumped into an economy by tourists is then put back into preserving and conserving its natural environment – in other words, everybody wins.

8 Incredible Eco-Friendly Destinations In The World

Costa Rica

Costa Rica stands as the most visited nation in the Central American region, with 2.9 million foreign visitors in 2016, up 10% from 2015. In 2015, the tourism sector was responsible for 5.8% of the country's GDP, or \$3.4 billion. The lead country of origin to enter Costa Rica in 2016 was the United States with 1,000,000 visitors, followed by Europe with 434,884 arrivals. According to Costa Rica Vacations, once tourists arrive in the country, 22% go to Tamarindo, 18% go to Arenal, 17% pass through Liberia (where the Daniel Oduber Quiros International Airport is located), 16% go to San José, the country's capital (also passing through Juan Santamaria Airport), while 18% chose Manuel Antonio and 7% Monteverde.



Fig 1.07: Poás Volcano Crater is one of the country's main tourist attractions.

(https://commons.wikimedia.org/wiki/File:Poas_crater.jpg#/media/File:Poas_crater.jpg)

By 2004, tourism was generating more revenue and foreign exchange than bananas and coffee combined. In 2016, the World Travel & Tourism Council's estimates indicated a direct contribution to the GDP of 5.1% and 110,000 direct jobs in Costa Rica; the total number of jobs indirectly supported by tourism was 271,000.



Fig 1.08: Red-eyed Tree Frog (Agalychnis callidryas)

(https://commons.wikimedia.org/wiki/File:Red_eyed_tree_frog_edit2.jpg#/media/File:Red_eyed_tree_frog_edit2.jpg)

A pioneer of ecotourism, Costa Rica draws many tourists to its extensive series of national parks and other protected areas. In the 2011 Travel and Tourism Competitiveness Index, Costa Rica ranked 44th in the world and second among Latin American countries after Mexico in 2011. By the time of the 2017 report, the country had reached 38th place, slightly behind Panama. The Ethical Traveler group's ten countries on their 2017 list of The World's Ten Best Ethical Destinations includes Costa Rica. The country scored highest in environmental protection among the winners

The country undoubtedly most associated with ecotourism, Costa Rica has made a name for itself as a travel destination because of its well-protected natural beauty. The South American country, with coastlines on both the Caribbean and Pacific, is almost one-fourth rainforest, the main draw for visitors. In addition to the rainforests, there are breathtaking volcanoes and pristine beaches, both of which add to the stunning biodiversity in the country. If you'd like to stay in eco-friendly accommodations while there, you'll have plenty of places to choose from.

CHECK YOUR PROGRESS

Elaborate the importance of Costa Rica as a eco-tourism destination in South America with a specific reference to the contribution to national economy.

Explain the various tourist attractions at the Costa Rica. .

Norway

Norway might not be a place that first comes to mind when thinking of ecotourism, but the country's culture of trying to live sustainably has influenced its travel industry extensively – especially in the Norwegian Fjords. Fjord Norway is even one of four pilot destinations of the Global Sustainable Tourism Council's program for new criteria for destinations. Among other things, the government ensures that fishing, hunting and drilling for oil are all well regulated in this area.

Biodiversity

The total number of species include 16,000 species of insects (probably 4,000 more species yet to be described), 20,000 species of algae, 1,800 species of lichen, 1,050 species of mosses, 2,800 species of vascular plants, up to 7,000 species of fungi, 450 species of birds (250 species nesting in Norway), 90 species of mammals, 45 fresh-water species of fish, 150 salt-water species of fish, 1,000 species of fresh-water invertebrates, and 3,500 species of salt-water invertebrates. About 40,000 of these species have been described by science. The red list of 2010 encompasses 4,599 species.



Fig 1.09: Cold-water coral reefs in Skagerak off of the southern coast of Norway.

(<https://commons.wikimedia.org/wiki/File:Joonis1.tif#/media/File:Joonis1.tif>)

Seventeen species are listed mainly because they are endangered on a global scale, such as the European beaver, even if the population in Norway is not seen as endangered. The number of threatened and near-threatened species equals to 3,682; it includes 418 fungi species, many of which are closely associated with the small remaining areas of old-growth forests, 36 bird species, and 16 species of mammals. In 2010, 2,398 species were listed as endangered or vulnerable; of these were 1250 listed as vulnerable (VU), 871 as endangered (EN), and 276 species as critically endangered (CR), among which were the grey wolf, the Arctic fox (healthy population on Svalbard) and the pool frog.



Fig 1.10: Arctic Fox has its habitat in high elevation ranges on the mainland as well as on Svalbard.

(<https://commons.wikimedia.org/wiki/File:Arcticfox-3.jpg#/media/File:Arcticfox-3.jpg>)

The largest predator in Norwegian waters is the sperm whale, and the largest fish is the basking shark. The largest predator on land is the polar bear, while the brown bear is the largest predator on the Norwegian mainland. The largest land animal on the mainland is the elk (American English: moose). The elk in Norway is known for its size and strength and is often called *skogens konge*, "king of the forest".

Environment



Fig 1.11: A summer evening view from Sande over Lovatnet in Stryn, Sogn og Fjordane, in 2013

(https://commons.wikimedia.org/wiki/File:Summer_evening_at_Lovatnet,_Stryn,_Norway,_2013_June_-_3.jpg#/media/File:Summer_evening_at_Lovatnet,_Stryn,_Norway,_2013_June_-_3.jpg)

Attractive and dramatic scenery and landscape are found throughout Norway. The west coast of southern Norway and the coast of northern Norway present some of the most visually impressive coastal sceneries in the world. National Geographic has listed the Norwegian fjords as the world's top tourist attraction. The country is also home to the natural phenomena of the Midnight sun (during summer), as well as the Aurora borealis known also as the Northern lights.

The 2016 Environmental Performance Index from Yale University, Columbia University and the World Economic Forum put Norway in seventeenth place, immediately below Croatia and Switzerland. The index is based on environmental risks to human health, habitat loss, and changes in CO2 emissions. The index notes over-exploitation of fisheries, but not Norway's whaling or oil exports.

CHECK YOUR PROGRESS

Explain how the rich biodiversity at Norway is making it a eco tourism attraction.

Discuss the various geographical and environmental features of Norway which makes it a tourism attraction.

Elaborate on the Environmental Performance Index feet achieved by Norway in 2016.

Kenya

Tourism in Kenya is the second-largest source of foreign exchange revenue following agriculture. The Kenya Tourism Board is responsible for maintaining information pertaining to tourism in Kenya.



Fig 1.12: Mount Kenya

(https://commons.wikimedia.org/wiki/File:Pt_Thomson_Batian_Nelion_Mt_Kenya.JPG#/media/File:Pt_Thomson_Batian_Nelion_Mt_Kenya.JPG)

The main tourist attractions are photo safaris through the 60 national parks and game reserves. Other attractions include the wildebeest migration at the Masai Mara which is considered the 7th wonder of the world, historical mosques and colonial-era forts at Mombasa, Malindi, and Lamu; the renowned vast scenery like the snow white capped Mount Kenya, the Great Rift Valley; the tea plantations at Kericho; the coffee plantations at Thika; a splendid view of Mt. Kilimanjaro across the border into Tanzania; and the beaches along the Swahili Coast, in the Indian Ocean. Tourists, the largest number being from Germany and the United Kingdom, are attracted mainly to the coastal beaches and the game reserves, notably, the expansive East and Tsavo West National Park 20,808 square kilometres (8,034 sq mi) in the southeast.



Fig 1.13: Hot air balloon in Maasai Mara National Park

Kenya banned most game hunting in 1977, removing a major economic incentive for rural communities to protect wildlife. By best estimates, Kenya's wildlife has declined by more than 70 percent over the past 20 years.

Kenya is one of the prime destinations to take an African safari due to its grasslands full of animals such as giraffes, lions, and rhinos. However, the country has more to offer than that, with beaches, coral reefs, and mountains as well. Such varied landscapes means that Kenya has a lot of biodiversity, especially of birds. Though the country has lost many animals to illegal poaching, organizations within the country have done their best to make sure travelers respect the ecosystem. To make sure you're traveling sustainably, stay at the Swahili Eco Villa-Mgunga House.

CHECK YOUR PROGRESS

Elaborate the importance of tourism in Kenya's economy.

Discuss the various tourism attraction in Kenya.

Explain the various policy initiatives taken by Kenya in eco tourism.

Palau

Palau, an island nation in the western Pacific that is part of Micronesia, is known more for its oceans than for its land. Off the coast is a beautiful, crystal blue sea home to coral reefs and hundreds of species of fish. On shore, the country has diverse forests and untouched beaches. The country has dedicated itself to preserving such beautiful landscapes by making much of its reefs no-fishing zones. Additionally, the Palau Project, part of Blue Planet United, brings university students to Palau to learn about the island, makes documentary films about the country and supports ecotourism.

Environment



Fig 1.14: Rock Islands in Palau.

<https://commons.wikimedia.org/wiki/File:Palau-rock-islands20071222.jpg#/media/File:Palau-rock-islands20071222.jpg>

While much of Palau remains free of environmental degradation, areas of concern include illegal dynamite fishing, inadequate solid waste disposal facilities in Koror and extensive sand and coral dredging in the Palau lagoon. As with other Pacific island nations, rising sea level presents a major environmental threat. Inundation of low-lying areas threatens coastal vegetation, agriculture, and an already insufficient water supply. Wastewater treatment is a problem, along with the handling of toxic waste from fertilizers and biocides.

Saltwater crocodiles are also indigenous to Palau and occur in varying numbers throughout the various mangroves and in parts of the rock islands. Although this species is generally considered extremely dangerous, there has only been one fatal human attack in Palau within modern history, and that was in the 1960s. In Palau, the largest crocodile measured in at 4.5 meters (15 ft).

The nation is also vulnerable to earthquakes, volcanic activity, and tropical storms. Palau already has a problem with inadequate water supply and limited agricultural areas to support its population.

On 5 November 2005, President Tommy E. Remengesau, Jr. took the lead on a regional environmental initiative called the Micronesia challenge, which would conserve 30% of near-shore coastal waters and 20% of forest land by 2020. Following Palau, the initiative was joined by the Federated States of Micronesia, the Marshall Islands, and the U.S. territories of Guam and Northern Mariana Islands. Together, this combined region represents nearly 5% of the marine area of the Pacific Ocean and 7% of its coastline.



Fig 1.15: An aerial view of limestone islands.

[https://commons.wikimedia.org/wiki/File:Palau_2008030818_4709_\(2347767520\).jpg#/media/File:Palau_2008030818_4709_\(2347767520\).jpg](https://commons.wikimedia.org/wiki/File:Palau_2008030818_4709_(2347767520).jpg#/media/File:Palau_2008030818_4709_(2347767520).jpg)

Sanctuary

On 25 September 2009, Palau announced that it would create the world's first shark sanctuary. Palau banned all commercial shark fishing within the waters of its exclusive economic zone (EEZ). The sanctuary protects about 600,000 square kilometers (230,000 sq mi) of ocean, a similar size to France. President Johnson Toribiong announced the sanctuary at a meeting of the United Nations. President Toribiong proposed a worldwide ban on fishing for sharks. In 2012, Palau received the Future Policy Award from World Future Council, because "Palau is a global leader in protecting marine ecosystems".

CHECK YOUR PROGRESS

- Describe the location of Palau and importance of eco tourism for the country.
- Discuss the various policy initiatives taken by Palau in eco tourism enhancement.
- List the various issues and challenges faced by Palau in conservation of ecology.

Galapagos Islands

In 1978, the Galapagos Islands were declared the first ever Natural World Heritage Site due to the amazing and unique fauna that call the archipelago home. Luckily, the country has a Directorate of the Galapagos National Park which implements a visitor management system to make sure that the

natural area is respected and tourism remains sustainable. If you go, stay at the Villa in the Galapagos where the owner has taken measures to save electricity and reduce waste.



Fig 1.16: *Pelecanus occidentalis*, Tortuga Bay

([https://commons.wikimedia.org/wiki/File:\(Pelecanus_occidentalis\)_Tortuga_Bay_on_the_Island_of_Santa_Cruz,_Gal%C3%A1pagos.JPG#/media/File:\(Pelecanus_occidentalis\)_Tortuga_Bay_on_the_Island_of_Santa_Cruz,_Gal%C3%A1pagos.JPG](https://commons.wikimedia.org/wiki/File:(Pelecanus_occidentalis)_Tortuga_Bay_on_the_Island_of_Santa_Cruz,_Gal%C3%A1pagos.JPG#/media/File:(Pelecanus_occidentalis)_Tortuga_Bay_on_the_Island_of_Santa_Cruz,_Gal%C3%A1pagos.JPG))

Though the first protective legislation for the Galápagos was enacted in 1930 and supplemented in 1936, it was not until the late 1950s that positive action was taken to control what was happening to the native flora and fauna. In 1955, the International Union for the Conservation of Nature organized a fact-finding mission to the Galápagos. Two years later, in 1957, UNESCO, in cooperation with the government of Ecuador, sent another expedition to study the conservation situation and choose a site for a research station.

In 1959, the centenary year of Charles Darwin's publication of *The Origin of Species*, the Ecuadorian government declared 97.5% of the archipelago's land area a national park, excepting areas already colonised. The Charles Darwin Foundation (CDF) was founded the same year. The core responsibility of CDF, an international nongovernmental organization (NGO) constituted in Belgium, is to conduct research and provide the research findings to the government for effective management of Galápagos. CDF's research efforts began with the establishment of the Charles Darwin Research Station on Santa Cruz Island in 1964. During the early years, conservation programs, such as eradication of introduced species and protection of native species, were carried out by research station personnel. Now much of that work is accomplished by the Galápagos National Park Service using the research findings and methodologies developed by CDF.



Fig 1.17: Marine iguana

<https://commons.wikimedia.org/wiki/File:Iguanamarina.jpg#/media/File:Iguanamarina.jpg>



Fig 1.18: Blue-footed booby

<https://commons.wikimedia.org/wiki/File:SulaNebouxi.jpg#/media/File:SulaNebouxi.jpg>

In 1986, the 70,000 square kilometers (27,000 sq mi) of ocean surrounding the islands was declared a marine reserve, second in size only to Australia's Great Barrier Reef. In 1990, the archipelago became a whale sanctuary. UNESCO recognised the islands in 1978 as a World Heritage Site and in 1985, as a biosphere reserve. This was later extended in December 2001 to include the marine reserve. In July 2010, the World Heritage Committee agreed to remove the Galápagos Islands from its list of precious sites endangered by environmental threats or overuse.



Fig 1.19: Galápagos tortoise on Santa Cruz Island (Galápagos)

https://commons.wikimedia.org/wiki/File:Gigantic_Turtle_on_the_Island_of_Santa_Cruz_in_the_Galapagos.JPG#/media/File:Gigantic_Turtle_on_the_Island_of_Santa_Cruz_in_the_Galapagos.JPG

Noteworthy species include:

- Galápagos land iguanas, *Conolophus* spp.
- Marine iguana, *Amblyrhynchus cristatus*, the only iguana feeding in the sea
- Galápagos tortoise (Galápagos giant tortoise), *Chelonoidis nigra*, known as *galápagos* in Spanish, it gave the name to the islands
- Galápagos green turtle, *Chelonia mydas agassisi*, a subspecies of the green turtle
- Sea cucumbers, the cause of environmental battles with fishermen over quotas of this expensive Asian delicacy
- Flightless cormorant, *Phalacrocorax harrisi*
- Great frigatebird and magnificent frigatebird
- Blue-footed booby, *Sula nebouxii*, popular among visitors for their large blue feet which they show off in courtship
- Galápagos penguin, *Spheniscus mendiculus*, the only living tropical penguin
- Waved albatross, *Phoebastria irrorata*, the only living tropical albatross

- Galápagos hawk, *Buteo galapagoensis*, the islands' main scavenger (at the top of the food chain) and "environmental police"
- Four endemic species of Galápagos mockingbirds, the first species Darwin noticed to vary from island to island
- Thirteen endemic species of tanagers, popularly called Darwin's finches. Among them is the sharp-beaked ground finch *Geospiza difficilis septentrionalis* which is sometimes called the "vampire finch" for its blood-sucking habits, and the tool-using woodpecker finch, *Camarhynchus pallidus*
- Galápagos sea lions, *Zalophus wollebaeki*, closely related to the California sea lion, but smaller
- Two endemic genera of cacti, each with a single species: *Jasminocereus thouarsii*, the candelabra cactus, and *Brachycereus nesioticus*, the lava cactus



Fig 1.20: Grapsus grapsus in the Galápagos

https://commons.wikimedia.org/wiki/File:Grapsus_grapsus_Galapagos_Islands.jpg#/media/File:Grapsus_grapsus_Galapagos_Islands.jpg

Environmental threats

Introduced plants and animals, such as feral goats, cats, and cattle, brought accidentally or willingly to the islands by humans, represent the main threat to Galápagos. Quick to reproduce and with no natural predators, these alien species decimated the habitats of native species. The native animals, lacking natural predators on the islands, are defenseless to introduced predators.

There are over 700 introduced plant species today. There are only 500 native and endemic species. This difference is creating a major problem for the islands and the natural species that inhabit them. These plants have invaded large areas and eliminated endemic species in the humid zones of San Cristobal, Floreana, Isabela and Santa Cruz. Some of the most harmful introduced plants are the guayaba or guava (*Psidium guajava*), avocado (*Persea americana*), cascarilla (*Cinchona pubescens*),

balsa (*Ochroma pyramidale*), hill raspberry (*Rubus niveus*), various citrus (orange, grapefruit, lemon), floripondio, higuerilla (*Ricinus communis*) trees and the elephant grass, *Pennisetum purpureum*.



Fig 1.21: Juvenile Galápagos penguin before banding

https://commons.wikimedia.org/wiki/File:Spheniscus_mendiculus_juvenile.jpg#/media/File:Spheniscus_mendiculus_juvenile.jpg

Many species were introduced to the Galápagos by pirates. Thor Heyerdahl quoted documents that mention the Viceroy of Peru, knowing that British pirates ate the goats that they themselves had released in the islands, ordered dogs to be freed there to eliminate the goats. Also, when colonization of Floreana by José de Villamil failed, he ordered the goats, donkeys, cattle and other animals from the farms in Floreana be transferred to other islands for the purpose of later colonization.

Non-native goats, pigs, dogs, rats, cats, mice, sheep, horses, donkeys, cows, poultry, ants, cockroaches, and some parasites inhabit the islands today. Dogs and cats attack the tame birds and destroy the nests of birds, land tortoises, and marine turtles. They sometimes kill small Galápagos tortoises and iguanas. Pigs are even more harmful, covering larger areas and destroying the nests of tortoises, turtles and iguanas, as well as eating the animals' native food. Pigs also knock down vegetation in their search for roots and insects. This problem abounds in Cerro Azul volcano and Isabela, and in Santiago, pigs may be the cause of the disappearance of the land iguanas that were so abundant when Darwin visited. The black rat (*Rattus rattus*) attacks small Galápagos tortoises when they leave the nest, so in Pinzón they stopped the reproduction for a period of more than 50 years; only adults were found on that island. Also, where the black rat is found, the endemic rat has disappeared. Cattle and donkeys eat all the available vegetation and compete with native species for

the scarce water. In 1959, fishermen introduced one male and two female goats to Pinta island; by 1973, the National Park service estimated the population of goats to be over 30,000 individuals. Goats were also introduced to Marchena in 1967 and to Rabida in 1971. A goat eradication program, however, cleared the goats from Pinta and Santiago and most of the goat population from Isabela. In fact, by 2006 all feral pigs, donkeys and non-sterile goats had been eliminated from Santiago and Isabela, the largest islands with the worst problems due to non-native mammals.



Fig 1.21: Bottlenose dolphins jumping off the islands

([https://commons.wikimedia.org/wiki/File:Common_Bottlenose_Dolphin_\(Tursiops_truncatus\)_-_Galapagos_\(2225816313\).jpg#/media/File:Common_Bottlenose_Dolphin_\(Tursiops_truncatus\)_-_Galapagos_\(2225816313\).jpg](https://commons.wikimedia.org/wiki/File:Common_Bottlenose_Dolphin_(Tursiops_truncatus)_-_Galapagos_(2225816313).jpg#/media/File:Common_Bottlenose_Dolphin_(Tursiops_truncatus)_-_Galapagos_(2225816313).jpg))

Six species of small non-native vertebrates have established self-sufficient populations in Galapagos and may become invasive: Fowler's snouted tree frog *Scinax quinquefasciatus*, common house gecko *Hemidactylus frenatus*, mourning gecko *Lepidodactylus lugubris*, dwarf gecko *Gonatodes caudiscutatus*, Peters' leaf-toed gecko *Phyllodactylus reissii*, and smooth-billed ani *Crotophaga ani*. Domestic fowl *Gallus gallus* holds feral populations, which may have self-sufficient populations, but evidence is unclear.

The fast-growing poultry industry on the inhabited islands has been cause for concern from local conservationists, who fear domestic birds could introduce disease into the endemic wild bird populations.

The Galápagos marine sanctuary is under threat from a host of illegal fishing activities, in addition to other problems of development. The most pressing threat to the Marine Reserve comes from local, mainland and foreign fishing targeting marine life illegally within the Reserve, such as sharks (hammerheads and other species) for their fins, and the harvest of sea cucumbers out of season. Development threatens both land and sea species. The growth of both the tourism industry and local populations fuelled by high birth rates and illegal immigration threaten the wildlife of the Archipelago. The grounding of the oil tanker *Jessica* in 2001 and the subsequent oil spill brought this threat to world attention.

In 2007, UNESCO put the Galápagos Islands on their List of World Heritage in Danger because of threats posed by invasive species, unbridled tourism and overfishing. On 29 July 2010, the World Heritage Committee decided to remove the Galápagos Islands from the list because the Committee found significant progress had been made by Ecuador in addressing these problems.

On 28 January 2008, Galápagos National Park official Victor Carrion announced 53 sea lions (13 pups, 25 youngsters, 9 males and 6 females) were killed at the Galápagos Islands nature reserve on Pinta, with their heads caved in. In 2001, poachers killed 35 male sea lions.

The Galápagos Islands were short-listed as a candidate to be one of the New7Wonders of Nature by the New7Wonders of Nature Foundation. As of February 2009, the archipelago was ranked first in Group B, the category for islands.

The islands' biodiversity is under threat from several sources. The human population is growing at an unsustainable rate of 8% per year (1995). Introduced species have caused damage, and in 1996 a US\$5 million, five-year eradication plan commenced in an attempt to rid the islands of introduced species such as goats, rats, deer, and donkeys. Except for the rats, the project was essentially completed in 2006. Rats have only been eliminated from the smaller Galapagos Islands of Rábida and Pinzón.

El Niño has adversely affected the marine ecosystem. In January 2001, an oil slick from a stranded tanker threatened the islands, but winds and shifting ocean currents helped disperse the oil before much damage was done. The 1997-98 El Niño adversely affected wildlife in the waters surrounding the islands, as the waters were 5 °C (9 °F) warmer than normal. Corals and barnacles suffered, hammerhead sharks were driven away, and most of the island's seabirds failed to breed in 1997-98. The mortality rate of marine iguanas rose as the green algae they feed on was replaced by inedible red algae. During the 1982-83 El Niño, 70% of the marine iguanas starved to death because of this.

CHECK YOUR PROGRESS

Explain why Galápagos Islands were declared by the UN as first natural world heritage site.

Discuss the features of Galápagos Islands national park.

Discuss the marine reserve and whale sanctuary at the Galápagos Islands.

List the various species which can be observed at Galápagos Islands.

Explain the threat to environment of Galápagos Islands.

Antarctica

Antarctica remains one of the least-touched places on Earth for obvious reasons - you can only even reach the landmass during the summer. Still, thousands of tourists make the journey via boat each year to see the icebergs, penguins, and whales. The International Association of Antarctica Tour Operators aims to promote environmentally responsible practices among private sector travel to the continent.

Animals



Fig 1.22: Emperor penguins in Ross Sea, Antarctica

https://commons.wikimedia.org/wiki/File:Emperor_penguin.jpg#/media/File:Emperor_penguin.jpg

Few terrestrial vertebrates live in Antarctica, and those that do are limited to the sub-Antarctic islands. Invertebrate life includes microscopic mites like the *Alaskozetes antarcticus*, lice, nematodes, tardigrades, rotifers, krill and springtails. The flightless midge *Belgica antarctica*, up to 6 mm ($\frac{1}{4}$ in) in size, is the largest purely terrestrial animal in Antarctica. The snow petrel is one of only three birds that breed exclusively in Antarctica.

Some species of marine animals exist and rely, directly or indirectly, on the phytoplankton. Antarctic sea life includes penguins, blue whales, orcas, colossal squids and fur seals. The emperor penguin is the only penguin that breeds during the winter in Antarctica, while the Adélie penguin breeds farther south than any other penguin. The southern rockhopper penguin has distinctive feathers around the eyes, giving the appearance of elaborate eyelashes. King penguins, chinstrap penguins, and gentoo penguins also breed in the Antarctic.

The Antarctic fur seal was very heavily hunted in the 18th and 19th centuries for its pelt by sealers from the United States and the United Kingdom. The Weddell seal, a "true seal", is named after Sir James Weddell, commander of British sealing expeditions in the Weddell Sea. Antarctic krill, which congregate in large schools, is the keystone species of the ecosystem of the Southern Ocean, and is an important food organism for whales, seals, leopard seals, fur seals, squid, icefish, penguins, albatrosses and many other birds.

A census of sea life carried out during the International Polar Year and which involved some 500 researchers was released in 2010. The research is part of the global Census of Marine Life (CoML) and has disclosed some remarkable findings. More than 235 marine organisms live in both polar regions, having bridged the gap of 12,000 km (7,456 mi). Large animals such as some cetaceans and birds make the round trip annually. More surprising are small forms of life such as sea cucumbers, and free-swimming snails found in both polar oceans. Various factors may aid in their distribution ó fairly uniform temperatures of the deep ocean at the poles and the equator which differ by no more than 5 °C, and the major current systems or marine conveyor belt which transport eggs and larval stages.

Fungi



Fig 1.23: About 400 species of lichen-forming fungi are known to exist in Antarctica.

https://commons.wikimedia.org/wiki/File:Lichen_squamulose.jpg#/media/File:Lichen_squamulose.jpg

About 1,150 species of fungi have been recorded from Antarctica, of which about 750 are non-lichen-forming and 400 are lichen-forming. Some of these species are cryptoendoliths as a result of evolution under extreme conditions, and have significantly contributed to shaping the impressive rock formations of the McMurdo Dry Valleys and surrounding mountain ridges. The apparently simple morphology, scarcely differentiated structures, metabolic systems and enzymes still active at very low temperatures, and reduced life cycles shown by such fungi make them particularly suited to harsh environments such as the McMurdo Dry Valleys. In particular, their thick-walled and strongly melanised cells make them resistant to UV light. Those features can also be observed in algae and cyanobacteria, suggesting that these are adaptations to the conditions prevailing in Antarctica. This has led to speculation that, if life ever occurred on Mars, it might have looked similar to Antarctic fungi such as *Cryomyces antarcticus*, and *Cryomyces minteri*. Some of these fungi are also apparently endemic to Antarctica. Endemic Antarctic fungi also include certain dung-inhabiting species which have had to evolve in response to the double challenge of extreme cold while growing on dung, and the need to survive passage through the gut of warm-blooded animals.

Plants

About 298 million years ago Permian forests started to cover the continent, and tundra vegetation survived as late as 15 million years ago, but the climate of present-day Antarctica does not allow extensive vegetation to form. A combination of freezing temperatures, poor soil quality, lack of moisture, and lack of sunlight inhibit plant growth. As a result, the diversity of plant life is very low and limited in distribution. The flora of the continent largely consists of bryophytes. There are about 100 species of mosses and 25 species of liverworts, but only three species of flowering plants, all of which are found in the Antarctic Peninsula: *Deschampsia antarctica* (Antarctic hair grass), *Colobanthus quitensis* (Antarctic pearlwort) and the non-native *Poa annua* (annual bluegrass). Growth is restricted to a few weeks in the summer.

Other organisms

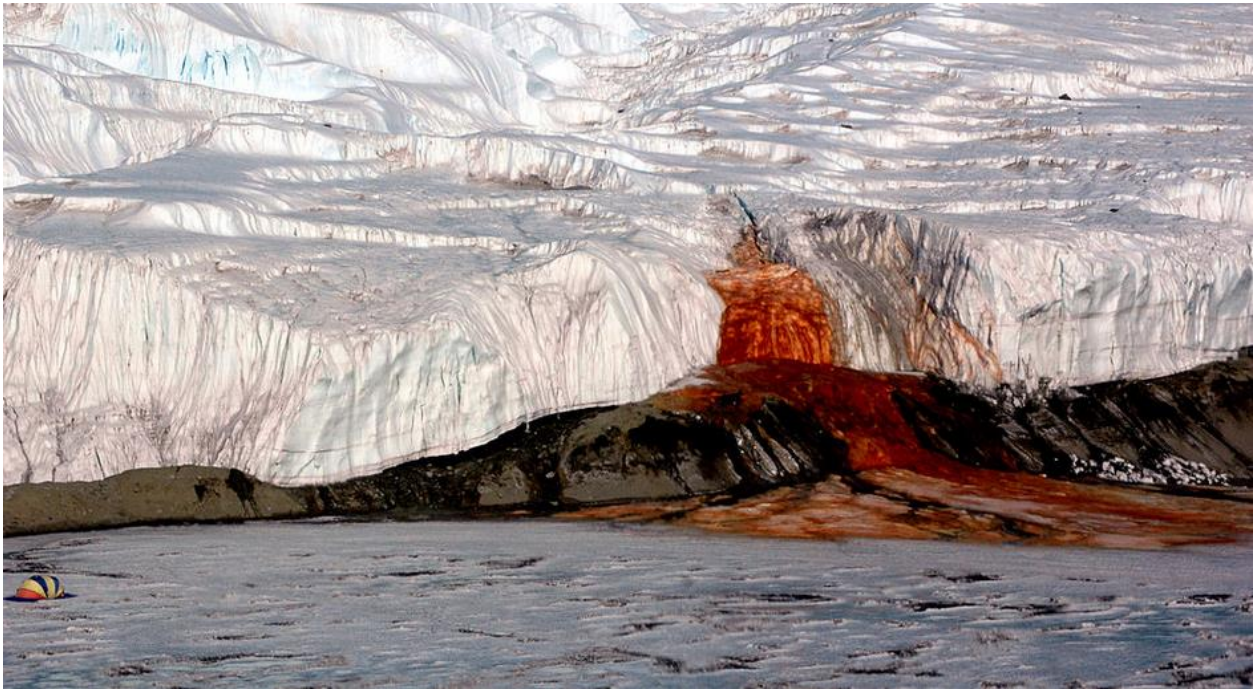


Fig 1.24: Red fluid pours out of Blood Falls at Taylor Glacier. The colour derives from iron oxides.

https://commons.wikimedia.org/wiki/File:Blood_Falls_by_Peter_Rejcek.jpg#/media/File:Blood_Falls_by_Peter_Rejcek.jpg

Seven hundred species of algae exist, most of which are phytoplankton. Multicoloured snow algae and diatoms are especially abundant in the coastal regions during the summer. Bacteria have been found living in the cold and dark as deep as 800 m (0.50 mi; 2,600 ft) under the ice.

Conservation



Fig 1.25: Dumping of waste, including old vehicles, such as here at the Russian Bellingshausen Station in 1992, is prohibited since the entry into force of the Protocol on Environmental Protection in 1998.

The Protocol on Environmental Protection to the Antarctic Treaty (also known as the Environmental Protocol or Madrid Protocol) came into force in 1998, and is the main instrument concerned with conservation and management of biodiversity in Antarctica. The Antarctic Treaty Consultative Meeting is advised on environmental and conservation issues in Antarctica by the Committee for Environmental Protection. A major concern within this committee is the risk to Antarctica from unintentional introduction of non-native species from outside the region.

The passing of the Antarctic Conservation Act (1978) in the U.S. brought several restrictions to U.S. activity on Antarctica. The introduction of alien plants or animals can bring a criminal penalty, as can the extraction of any indigenous species. The overfishing of krill, which plays a large role in the Antarctic ecosystem, led officials to enact regulations on fishing. The Convention for the Conservation of Antarctic Marine Living Resources (CCAMLR), a treaty that came into force in

1980, requires that regulations managing all Southern Ocean fisheries consider potential effects on the entire Antarctic ecosystem. Despite these new acts, unregulated and illegal fishing, particularly of Patagonian toothfish (marketed as Chilean Sea Bass in the U.S.), remains a serious problem. The illegal fishing of toothfish has been increasing, with estimates of 32,000 tonnes (35,300 short tons) in 2000.

CHECK YOUR PROGRESS

Explain the various threat perceptions to the environment of Antarctica.

Describe the various features of fungi which may be found at Antarctica.

Describe the various plants which may be found at Antarctica.

Elaborate the importance of Antarctic Conservation Act.

Iceland

Iceland has recently become a top tourist destination as it lures visitors in with its remote beauty. The country is the cleanest energy consumer in the world, and travelers can reduce their footprint by camping instead of staying in big hotels, or hiking, biking and horseback riding instead of driving when exploring the country. If you visit southern Iceland, stay at this eco-friendly home in Eyrarbakki.



Fig 1.26: The Arctic fox is the only indigenous land mammal in Iceland and was the only land mammal prior to the arrival of humans

https://commons.wikimedia.org/wiki/File:Alopex_lagopus_IMG_9019.JPG#/media/File:Alopex_lagopus_IMG_9019.JPG

Around 1,300 species of insects are known in Iceland. This is low compared with other countries (over one million species have been described worldwide). Iceland is essentially free of mosquitoes. The only native land mammal when humans arrived was the Arctic fox, which came to the island at the end of the ice age, walking over the frozen sea. On rare occasions, bats have been carried to the island with the winds, but they are not able to breed there. Polar bears occasionally come over from Greenland, but they are just visitors, and no Icelandic populations exist. No native or free-living reptiles or amphibians are on the island.

Phytogeographically, Iceland belongs to the Arctic province of the Circumboreal Region within the Boreal Kingdom. Around three-quarters of the island is barren of vegetation; plant life consists mainly of grassland, which is regularly grazed by livestock. The most common tree native to Iceland is the northern birch (*Betula pubescens*), which formerly formed forests over much of Iceland, along with aspens (*Populus tremula*), rowans (*Sorbus aucuparia*), common junipers (*Juniperus communis*), and other smaller trees, mainly willows.

When the island was first settled, it was extensively forested. In the late 12th century, Ari the Wise described it in the *Íslendingabók* as "forested from mountain to sea shore". Permanent human settlement greatly disturbed the isolated ecosystem of thin, volcanic soils and limited species diversity. The forests were heavily exploited over the centuries for firewood and timber. Deforestation, climatic deterioration during the Little Ice Age, and overgrazing by sheep imported by settlers caused a loss of critical topsoil due to erosion. Today, many farms have been abandoned. Three-quarters of Iceland's 100,000 square kilometres is affected by soil erosion, 18,000 km² (6,900 sq mi) serious enough to make the land useless. Only a few small birch stands now exist in isolated reserves. The planting of new forests has increased the number of trees, but the result does not compare to the original forests. Some of the planted forests include introduced species. The tallest tree in Iceland is a sitka spruce planted in 1949 in Kirkjubæjarklaustur; it was measured at 25.2 m (83 ft) in 2013.



Fig 1.27: Icelandic Sheep

https://commons.wikimedia.org/wiki/File:Icelandic_sheep_summer_06.jpg#/media/File:Icelandic_sheep_summer_06.jpg

The animals of Iceland include the Icelandic sheep, cattle, chickens, goats, the sturdy Icelandic horse, and the Icelandic Sheepdog, all descendants of animals imported by Europeans. Wild mammals include the Arctic fox, mink, mice, rats, rabbits, and reindeer. Polar bears occasionally visit the island, travelling on icebergs from Greenland. In June 2008, two polar bears arrived in the same month. Marine mammals include the grey seal (*Halichoerus grypus*) and harbor seal (*Phoca vitulina*). Many species of fish live in the ocean waters surrounding Iceland, and the fishing industry is a major part of Iceland's economy, accounting for roughly half of the country's total exports. Birds, especially seabirds, are an important part of Iceland's animal life. Puffins, skuas, and kittiwakes nest on its sea cliffs.



Fig 1.28: Icelandic horse

https://commons.wikimedia.org/wiki/File:Icelandic_Horse_with_blue_eyes.jpg#/media/File:Icelandic_Horse_with_blue_eyes.jpg

Commercial whaling is practised intermittently along with scientific whale hunts. Whale watching has become an important part of Iceland's economy since 1997.

CHECK YOUR PROGRESS

Explain the biodiversity features of Iceland.

Describe the various challenges faced by Iceland ecology.

Describe the various animals which may be found in Iceland.

Amazon Rainforest



Fig 1.20: This is a map location of the Amazon Basin. The yellow line encloses Amazon Basin as delineated by the World Wide Fund for Nature. National boundaries are shown in black. I, Pfly, made it using NASA Blue Marble imagery and ecoregion GIS data which is simplified and digitized in Photoshop.

https://commons.wikimedia.org/wiki/File:Amazon_rainforest.jpg#/media/File:Amazon_rainforest.jpg

The **Amazon rainforest** (Portuguese: *Floresta Amazônica* or *Amazônia*; Spanish: *Selva Amazónica*, *Amazonía* or usually *Amazonia*; French: *Forêt amazonienne*; Dutch: *Amazoneregenwoud*), also known in English as **Amazonia** or the **Amazon Jungle**, is a moist broadleaf forest in the Amazon biome that covers most of the Amazon basin of South America. This basin encompasses 7,000,000 km² (2,700,000 sq mi), of which 5,500,000 km² (2,100,000 sq mi) are covered by the rainforest. This region includes territory belonging to nine nations. The majority of the forest is contained within Brazil, with 60% of the rainforest, followed by Peru with 13%, Colombia with 10%, and with minor amounts in Venezuela, Ecuador, Bolivia, Guyana, Suriname and French Guiana. States or departments in four nations contain "Amazonas" in their names. The Amazon represents over half of the planet's remaining rainforests, and comprises the largest and most biodiverse tract of tropical rainforest in the world, with an estimated 390 billion individual trees divided into 16,000 species.



Fig 1.30: Areal view of Amazonia

https://commons.wikimedia.org/wiki/File:Campo12Foto_2.JPG#/media/File:Campo12Foto_2.JPG

Biodiversity

Wet tropical forests are the most species-rich biome, and tropical forests in the Americas are consistently more species rich than the wet forests in Africa and Asia. As the largest tract of tropical rainforest in the Americas, the Amazonian rainforests have unparalleled biodiversity. One in ten known species in the world lives in the Amazon rainforest. This constitutes the largest collection of living plants and animal species in the world.

The region is home to about 2.5 million insect species, tens of thousands of plants, and some 2,000 birds and mammals. To date, at least 40,000 plant species, 2,200 fishes, 1,294 birds, 427 mammals, 428 amphibians, and 378 reptiles have been scientifically classified in the region. One in five of all bird species are found in the Amazon rainforest, and one in five of the fish species live in Amazonian rivers and streams. Scientists have described between 96,660 and 128,843 invertebrate species in Brazil alone.

The biodiversity of plant species is the highest on Earth with one 2001 study finding a quarter square kilometer (62 acres) of Ecuadorian rainforest supports more than 1,100 tree species. A study in 1999 found one square kilometer (247 acres) of Amazon rainforest can contain about 90,790 tonnes of living plants. The average plant biomass is estimated at 356 ± 47 tonnes per hectare. To date, an estimated 438,000 species of plants of economic and social interest have been registered in the region with many more remaining to be discovered or catalogued. The total number of tree species in the region is estimated at 16,000.

The green leaf area of plants and trees in the rainforest varies by about 25% as a result of seasonal changes. Leaves expand during the dry season when sunlight is at a maximum, then undergo abscission in the cloudy wet season. These changes provide a balance of carbon between photosynthesis and respiration.

The rainforest contains several species that can pose a hazard. Among the largest predatory creatures are the black caiman, jaguar, cougar, and anaconda. In the river, electric eels can produce an electric

shock that can stun or kill, while piranha are known to bite and injure humans. Various species of poison dart frogs secrete lipophilic alkaloid toxins through their flesh. There are also numerous parasites and disease vectors. Vampire bats dwell in the rainforest and can spread the rabies virus. Malaria, yellow fever and Dengue fever can also be contracted in the Amazon region.

Human Activities



Fig 1.31: Members of an uncontacted tribe encountered in the Brazilian state of Acre in 2009.

https://commons.wikimedia.org/wiki/File:C3%8Dndios_isolados_no_Acre_5.jpg#/media/File:C3%8Dndios_isolados_no_Acre_5.jpg

Based on archaeological evidence from an excavation at Caverna da Pedra Pintada, human inhabitants first settled in the Amazon region at least 11,200 years ago. Subsequent development led to late-prehistoric settlements along the periphery of the forest by AD 1250, which induced alterations in the forest cover.

For a long time, it was thought that the Amazon rainforest was only ever sparsely populated, as it was impossible to sustain a large population through agriculture given the poor soil. Archeologist Betty Meggers was a prominent proponent of this idea, as described in her book *Amazonia: Man and Culture in a Counterfeit Paradise*. She claimed that a population density of 0.2 inhabitants per square kilometre (0.52/sq mi) is the maximum that can be sustained in the rainforest through hunting, with agriculture needed to host a larger population. However, recent anthropological findings have suggested that the region was actually densely populated. Some 5 million people may have lived in the Amazon region in AD 1500, divided between dense coastal settlements, such as that at Marajó, and inland dwellers. By 1900 the population had fallen to 1 million and by the early 1980s it was less than 200,000.

The first European to travel the length of the Amazon River was Francisco de Orellana in 1542. The BBC's *Unnatural Histories* presents evidence that Orellana, rather than exaggerating his claims as previously thought, was correct in his observations that a complex civilization was flourishing along the Amazon in the 1540s. It is believed that the civilization was later devastated by the spread of diseases from Europe, such as smallpox.

Since the 1970s, numerous geoglyphs have been discovered on deforested land dating between AD 16 1250, furthering claims about Pre-Columbian civilizations. Ondemar Dias is accredited with first discovering the geoglyphs in 1977 and Alceu Ranzi with furthering their discovery after flying over Acre. The BBC's *Unnatural Histories* presented evidence that the Amazon rainforest, rather than being a pristine wilderness, has been shaped by man for at least 11,000 years through practices such as forest gardening and *terra preta*. Terra preta is found over large areas in the Amazon forest; and is now widely accepted as a product of indigenous soil management. The development of this fertile soil allowed agriculture and silviculture in the previously hostile environment; meaning that large portions of the Amazon rainforest are probably the result of centuries of human management, rather than naturally occurring as has previously been supposed. In the region of the Xingu tribe, remains of some of these large settlements in the middle of the Amazon forest were found in 2003 by Michael Heckenberger and colleagues of the University of Florida. Among those were evidence of roads, bridges and large plazas.



Fig 1.32: Scarlet macaw, which is indigenous to the American tropics.

https://commons.wikimedia.org/wiki/File:Ara_macao_-_two_at_Lowry_Park_Zoo.jpg#/media/File:Ara_macao_-_two_at_Lowry_Park_Zoo.jpg



Fig 1.33: Hoatzin

https://commons.wikimedia.org/wiki/File:Hoatzins_in_Brazil.jpg#/media/File:Hoatzins_in_Brazil.jpghttps://commons.wikimedia.org/wiki/File:Hoatzins_in_Brazil.jpg#/media/File:Hoatzins_in_Brazil.jpg

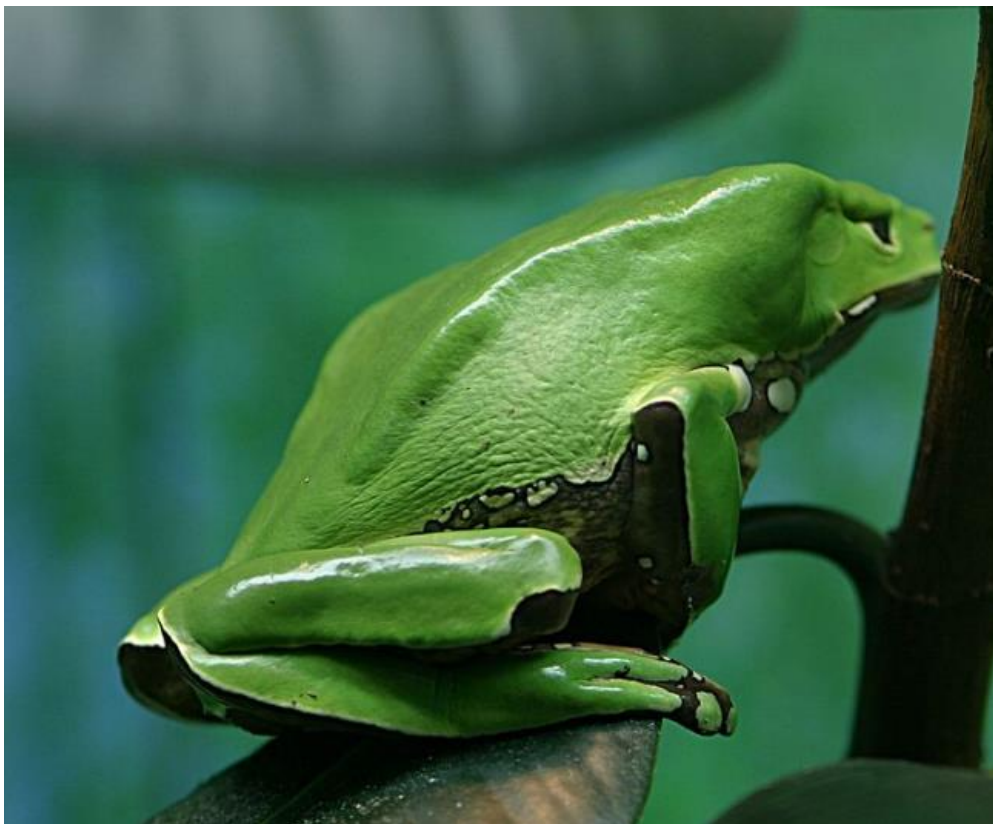


Fig 1.34: Deforestation in the Amazon rainforest threatens many species of tree frogs, which are very sensitive to environmental changes (pictured: giant leaf frog)

https://commons.wikimedia.org/wiki/File:Giant_Waxy_Monkey_Frog.jpg#/media/File:Giant_Waxy_Monkey_Frog.jpg

CHECK YOUR PROGRESS

Describe the importance of Amazonia in terms of its climatic and geographical features.

Explain the biodiversity features of Amazonia.

Elaborate the human activities at the Amazonian rainforests over last 11,000 years.

1.07 PROBLEMS OF ECOTOURISM

Problems regarding definition of ecotourism

In the continuum of tourism activities that stretch from conventional tourism to ecotourism, there has been a lot of contention to the limit at which biodiversity preservation, local social-economic benefits, and environmental impact can be considered "ecotourism". For this reason, environmentalists, special interest groups, and governments define ecotourism differently. Environmental organizations have generally insisted that ecotourism is nature-based, sustainably managed, conservation supporting, and environmentally educated. The tourist industry and governments, however, focus more on the product aspect, treating ecotourism as equivalent to any sort of tourism based in nature. As a further complication, many terms are used under the rubric of ecotourism. Nature tourism, low impact tourism, green tourism, bio-tourism, ecologically responsible tourism, and others have been used in literature and marketing, although they are not necessarily synonymous with ecotourism.

The problems associated with defining ecotourism have often led to confusion among tourists and academics. Many problems are also subject of considerable public controversy and concern because of green washing, a trend towards the commercialization of tourism schemes disguised as sustainable, nature based, and environmentally friendly ecotourism. According to McLaren, these schemes are environmentally destructive, economically exploitative, and culturally insensitive at its worst. They are also morally disconcerting because they mislead tourists and manipulate their concerns for the environment. The development and success of such large scale, energy intensive, and ecologically unsustainable schemes are a testament to the tremendous profits associated with being labeled as ecotourism.

CHECK YOUR PROGRESS

Explain the problems related with the definition of eco-tourism.

Explain the concept of green washing.

Elaborate on how problems related with the definition of eco-tourism leads to confusion among the tourists and academicians.

Negative impact

Ecotourism has become one of the fastest-growing sectors of the tourism industry, growing annually by 10615% worldwide. One definition of ecotourism is "the practice of low-impact, educational, ecologically and culturally sensitive travel that benefits local communities and host countries". Many of the ecotourism projects are not meeting these standards. Even if some of the guidelines are being executed, the local communities are still facing many of the negative impacts. South Africa is one of the countries that is reaping significant economic benefits from ecotourism, but the negative effects

far outweigh the positive— including forcing people to leave their homes, gross violations of fundamental rights, and environmental hazards— far outweigh the medium-term economic benefits (Miller, 2007). A tremendous amount of money and human resources continue to be used for ecotourism despite unsuccessful outcomes, and even more, money is put into public relation campaigns to dilute the effects of criticism. Ecotourism channels resources away from other projects that could contribute more sustainable and realistic solutions to pressing social and environmental problems. "The money tourism can generate often ties parks and managements to ecotourism". But there is a tension in this relationship because ecotourism often causes conflict and changes in land-use rights, fails to deliver promises of community-level benefits, damages environments, and has many other social impacts. Indeed, many argue repeatedly that ecotourism is neither ecologically nor socially beneficial, yet it persists as a strategy for conservation and development, due to the large profits. While several studies are being done on ways to improve the ecotourism structure, some argue that these examples provide a rationale for stopping it altogether. However, there are some positive examples, among them the Kavango-Zambezi Transfrontier Conservation Area (KAZA) and the Virunga National Park, as judged by WWF.

The ecotourism system exercises tremendous financial and political influence. The evidence above shows that a strong case exists for restraining such activities in certain locations. Funding could be used for field studies aimed at finding alternative solutions to tourism and the diverse problems Africa faces in result of urbanization, industrialization, and the overexploitation of agriculture. At the local level, ecotourism has become a source of conflict over control of land, resources, and tourism profits. In this case, ecotourism has harmed the environment and local people and has led to conflicts over profit distribution. In a perfect world, more efforts would be made towards educating tourists of the environmental and social effects of their travels. Very few regulations or laws stand in place as boundaries for the investors in ecotourism. These should be implemented to prohibit the promotion of unsustainable ecotourism projects and materials which project false images of destinations, demeaning local and indigenous culture.

Though conservation efforts in East Africa are indisputably serving the interests of tourism in the region it is important to make the distinction between conservation acts and the tourism industry. Eastern African communities are not the only of developing regions to experience economic and social harms from conservation efforts. Conservation in the Northwest Yunnan Region of China has similarly brought drastic changes to traditional land use in the region. Prior to logging restrictions imposed by the Chinese Government the industry made up 80 percent of the regions revenue. Following a complete ban on commercial logging the indigenous people of the Yunnan region now see little opportunity for economic development. Ecotourism may provide solutions to the economic hardships suffered from the loss of industry to conservation in the Yunnan in the same way that it may serve to remedy the difficulties faced by the Maasai. As stated, the ecotourism structure must be improved to direct more money into host communities by reducing leakages for the industry to be successful in alleviating poverty in developing regions, but it provides a promising opportunity.

CHECK YOUR PROGRESS

Explain the negative effects of ecotourism.

Explain how ecotourism has become a source of conflict over control of land, resources, and tourism profits.

Discuss why it is important to make the distinction between conservation acts and the tourism industry.

Direct environmental impacts

Ecotourism operations occasionally fail to live up to conservation ideals. It is sometimes overlooked that ecotourism is a highly consumer-centered activity, and that environmental conservation is a means to further economic growth.

Although ecotourism is intended for small groups, even a modest increase in population, however temporary, puts extra pressure on the local environment and necessitates the development of additional infrastructure and amenities. The construction of water treatment plants, sanitation facilities, and lodges come with the exploitation of non-renewable energy sources and the utilization of already limited local resources. The conversion of natural land to such tourist infrastructure is implicated in deforestation and habitat deterioration of butterflies in Mexico and squirrel monkeys in Costa Rica. In other cases, the environment suffers because local communities are unable to meet the infrastructure demands of ecotourism. The lack of adequate sanitation facilities in many East African parks results in the disposal of campsite sewage in rivers, contaminating the wildlife, livestock, and people who draw drinking water from it.

Aside from environmental degradation with tourist infrastructure, population pressures from ecotourism also leaves behind garbage and pollution associated with the Western lifestyle. Although ecotourists claim to be educationally sophisticated and environmentally concerned, they rarely understand the ecological consequences of their visits and how their day-to-day activities append physical impacts on the environment. As one scientist observes, they "rarely acknowledge how the meals they eat, the toilets they flush, the water they drink, and so on, are all part of broader regional economic and ecological systems they are helping to reconfigure with their very activities." Nor do ecotourists recognize the great consumption of non-renewable energy required to arrive at their destination, which is typically more remote than conventional tourism destinations. For instance, an exotic journey to a place 10,000 kilometers away consumes about 700 liters of fuel per person.

Ecotourism activities are, in and of themselves, issues in environmental impact because they may disturb fauna and flora. Ecotourists believe that because they are only taking pictures and leaving footprints, they keep ecotourism sites pristine, but even harmless-sounding activities such as nature hikes can be ecologically destructive. In the Annapurna Circuit in Nepal, ecotourists have worn down the marked trails and created alternate routes, contributing to soil compaction, erosion, and plant damage. Where the ecotourism activity involves wildlife viewing, it can scare away animals, disrupt their feeding and nesting sites, or acclimate them to the presence of people. In Kenya, wildlife-observer disruption drives cheetahs off their reserves, increasing the risk of inbreeding and further endangering the species.

CHECK YOUR PROGRESS

Elaborate how environmental degradation often results due to tourism activities.

Explain the increase in pollution levels due to tourism activities.

Explain how flora and fauna get disturbed due to tourism activities.

Environmental hazards

The industrialization, urbanization and unsustainable agriculture practices of human society are considered to be having a serious impact on the environment. Ecotourism is now also considered to be playing a role in environmental depletion including deforestation, disruption of ecological life systems and various forms of pollution, all of which contribute to environmental degradation. For example, the number of motor vehicles crossing a park increases as tour drivers search for rare species. The number of roads disrupts the grass cover, which has serious consequences on plant and animal species. These areas also have a higher rate of disturbances and invasive species due to increasing traffic off of the beaten path into new, undiscovered areas. Ecotourism also has an effect on species through the value placed on them. "Certain species have gone from being little known or valued by local people to being

highly valued commodities. The commodification of plants may erase their social value and lead to overproduction within protected areas. Local people and their images can also be turned into commodities". Kamuaru points out the relatively obvious contradiction that any commercial venture into unspoiled, pristine land inevitably means a higher pressure on the environment.

CHECK YOUR PROGRESS

Explain the environment hazards resulting due to tourism activities.

Explain the bad effects of "commodification of plants" on the disturbed ecological balance.

Local people

Most forms of ecotourism are owned by foreign investors and corporations that provide few benefits to the local people. An overwhelming majority of profits are put into the pockets of investors instead of reinvestment into the local economy or environmental protection leading to further environmental degradation. The limited numbers of local people who are employed in the economy enter at its lowest level and are unable to live in tourist areas because of meager wages and a two-market system.

In some cases, the resentment by local people results in environmental degradation. As a highly publicized case, the Maasai nomads in Kenya killed wildlife in national parks but are now helping the national park to save the wildlife to show aversion to unfair compensation terms and displacement from traditional lands. The lack of economic opportunities for local people also constrains them to degrade the environment as a means of sustenance. The presence of affluent ecotourists encourage the development of destructive markets in wildlife souvenirs, such as the sale of coral trinkets on tropical islands and animal products in Asia, contributing to illegal harvesting and poaching from the environment. In Suriname, sea turtle reserves use a very large portion of their budget to guard against these destructive activities.

Displacement of people

One of the worst examples of communities being moved in order to create a park is the story of the Maasai. About 70% of national parks and game reserves in East Africa are on Maasai land. The first negative impact of tourism was the land lost from the Maasai culture. Local and national governments took advantage of the Maasai's ignorance on the situation and robbed them of huge chunks of grazing land, putting to risk their only socio-economic livelihood. In Kenya, the Maasai also have not gained any economic benefits. Despite the loss of their land, employment favors better-educated workers. Furthermore, the investors in this area are not local and have not put any profits back into the local economy. In some cases, game reserves can be created without informing or consulting the local people. They only find out when an eviction notice is delivered. Another source of resentment is the manipulation of the local people by their government. "Eco-tourism works to create simplistic images of local people and their uses and understandings of their surroundings. Through the lens of these simplified images, officials direct policies and projects towards the local people and the local people are blamed if the projects fail" (West, 2006). Clearly, tourism as a trade is not empowering the local people who make it rich and satisfying. Instead, ecotourism exploits and depletes, particularly in African Maasai tribes. It has to be reoriented if it is to be useful to local communities and to become sustainable.

CHECK YOUR PROGRESS

Elaborate the ill effects of tourism activities on the lives of the local people.

Discuss how the lack of economic opportunities for local people constrains them to degrade the

environment as a means of sustenance.

Describe the ill effect of displacement of local population due to development of tourism.

Discuss the case of movement of Maasai tribes in order to build national parks in East Africa.

Threats to indigenous cultures

Ecotourism often claims that it preserves and "enhances" local cultures. Evidence shows that with the establishment of protected areas local people have illegally lost their homes, and mostly with no compensation. Pushing people onto marginal lands with harsh climates, poor soils, lack of water, and infested with livestock and disease does little to enhance livelihoods even when a proportion of ecotourism profits are directed back into the community. The establishment of parks can create harsh survival realities and deprive the people of their traditional use of land and natural resources. Ethnic groups are increasingly being seen as a "backdrop" to the scenery and wildlife. The local people struggle for cultural survival and freedom of cultural expression while being "observed" by tourists. Local indigenous people also have a strong resentment towards the change, "Tourism has been allowed to develop with virtually no controls. Too many lodges have been built, too much firewood is being used and no limits are being placed on tourism vehicles. They regularly drive off-track and harass the wildlife. Their vehicle tracks criss-cross the entire Masai Mara. Inevitably the bush is becoming eroded and degraded".

Mismanagement

While governments are typically entrusted with the administration and enforcement of environmental protection, they often lack the commitment or capability to manage ecotourism sites. The regulations for environmental protection may be vaguely defined, costly to implement, hard to enforce, and uncertain in effectiveness. Government regulatory agencies, are susceptible to making decisions that spend on politically beneficial but environmentally unproductive projects. Because of prestige and conspicuousness, the construction of an attractive visitor's center at an ecotourism site may take precedence over more pressing environmental concerns like acquiring habitat, protecting endemic species, and removing invasive ones. Finally, influential groups can pressure, and sway the interests of the government to their favor. The government and its regulators can become vested in the benefits of the ecotourism industry which they are supposed to regulate, causing restrictive environmental regulations and enforcement to become more lenient.

Management of ecotourism sites by private ecotourism companies offers an alternative to the cost of regulation and deficiency of government agencies. It is believed that these companies have a self-interest in limited environmental degradation because tourists will pay more for pristine environments, which translates to higher profit. However, theory indicates that this practice is not economically feasible and will fail to manage the environment.

The model of monopolistic competition states that distinctiveness will entail profits, but profits will promote imitation. A company that protects its ecotourism sites is able to charge a premium for the novel experience and pristine environment. But when other companies view the success of this approach, they also enter the market with similar practices, increasing competition and reducing demand. Eventually, the demand will be reduced until the economic profit is zero. A cost-benefit analysis shows that the company bears the cost of environmental protection without receiving the gains. Without economic incentive, the whole premise of self-interest through environmental protection is quashed; instead, ecotourism companies will minimize environment related expenses and maximize tourism demand.

The tragedy of the commons offers another model for economic unsustainability from environmental protection, in ecotourism sites utilized by many companies. Although there is a communal incentive to protect the environment, maximizing the benefits in the long run, a company will conclude that it is in their best interest to utilize the ecotourism site beyond its sustainable level. By increasing the

number of ecotourists, for instance, a company gains all the economic benefit while paying only a part of the environmental cost. In the same way, a company recognizes that there is no incentive to actively protect the environment; they bear all the costs, while the benefits are shared by all other companies. The result, again, is mismanagement.

Taken together, the mobility of foreign investment and lack of economic incentive for environmental protection means that ecotourism companies are disposed to establishing themselves in new sites once their existing one is sufficiently degraded.

CHECK YOUR PROGRESS

Explain how rise in tourism issues threat to the local culture.

Discuss lack the commitment or capability to manage ecotourism sites leading to the problems in development of tourism.

Elaborate on the mismanagement in implementation of policies on sustanble development of tourism leading to ecological chaos.

Describe the issues in Management of ecotourism sites by private ecotourism companies.

Elaborate the problems of model of monopolistic competition leading to practices deteriorating environment and indigenou culture.

Explain the tragedy of the commons model for economic un-sustainability.

1.08 PLANNING AND DEVELOPMENT OF SUSTAINABLE ECOTOURISM

The concept of sustainable tourism development involves balanced economic, social and cultural development without endangering the environment, which enables the development of the same or higher level. Sustainable development is a process that allows development to be achieved without degradation or depletion of those resources on which it is based. That, generally speaking, can be accomplished or resource management so that they can renewal the extent and used, or with greater representation and use of resources in which the regeneration period is short. This approach, resources can be used in future to the same extent as the current generation. (UNEP, 1994)

The concept of sustainable development is based on four basic principles, namely:

The principle of environmental sustainability, which provides development to be compatible with the maintenance of vital ecological processes, biological diversity and biological resources,

Principle of social sustainability, providing development be compatible by traditional values of a community, while adding strengthening of their identity,

The principle of sustainability, provides cultural development to be compatible with the cultural values of human community, which also has an impact on the strengthening of their identity,

The principle of sustainability-economic development to provide a cost effective and resource to be managed in a way they can use and future generations.

The concept of sustainable tourism development involves more dimensions showing the relationship of economic, social and cultural development and its compliance with the needs and constraints of the environment.

CHECK YOUR PROGRESS

Explain the four principles on which sustainable development.

Elaborate the concept of sustainable tourism development.

Sustainable development planning

Planning for sustainable tourism development actually refers to environmental preservation planning and as such includes a variety of research activities and analysis prior to the decision for determining the direction of the development. All these activities are undertaken in order to prevent from the intensive use of resources in some specific areas, without previous care for the preservation of the resources.

According to Hall, sustainable development as well as the previously used term 'conservation' obviously attempts to review the conflicting value positions in terms of the environment. The author describes sustainable development as an 'essentially disputed concept'. Sustainable development (and its sequel sustainable tourism) could be understood differently from everyone, and is easily accepted by any group. According to some authors, this concept is seen as the development and intensification of tourism, while others understand this concept as an alternative tourism and counteract to the development of mass tourism.

Soft strategies for sustainable development, in terms of planning and management, are applied in modified environments such as urban centres where the absence of intact natural environment makes the environmental protection an irrelevant factor regarding that highly developed tourism activities do not necessarily cause stress in the social and natural environment. The same applies to the mass degraded or modified rural areas, where the development of tourist activity may cause a significant improvement of the status quo in terms of environmental protection.

Large hotels and theme parks belong to those kinds of tourist activities where soft strategies of sustainable tourism development could be applied, emphasizing the development component considering that they are under the platform for tourism support.

This approach is in strong contrast to the strategies of sustainable tourism for which Hunter believes that are applicable for relatively intact natural and cultural environment where even a small increase in tourist activity can result in unacceptable social and cultural damage to the natural environment. Accordingly, the precautionary principle or the idea that any action should be avoided if the consequences are unknown highlights the sustained component of sustainable development and which is compatible with the basic platform of adaptation and caution. In some extreme cases, it would mean forbidding all of the tourist activities in some areas. In areas where development of tourism is allowed some alternative options, such as the small scale ecotourism, is usually preferred.

The indicators of sustainable tourism are variables that could be measured and monitored for detecting the changing status of a particular phenomenon, and represent tools for gathering new information through which existing information can be filtered. This new body of compressed necessary information facilitates the identification of trends and threats and allows for undertaking the appropriate actions.

According to WTO (1996), the indicators measure the information and through which decisions makers could reduce the chances of making the wrong decisions. Although in theory it sounds elegant, the strategy for sustainable tourism based upon the indicators is complicated due to the selection process, the measurement, monitoring and evaluation of the set of relevant variables.

Planning and sustainable development can be analyzed from two aspects, namely:

- in terms of the local community
- in terms of the concept of the quality of tourism

The local community must be involved in the planning process and the development of tourism, especially when it comes to the development of those segments of the tourist community which will bring benefits for the community. Such planning approach should be applied locally.

CHECK YOUR PROGRESS

Elaborate the perception that sustainable development as well as 'conservation' attempts to review the conflicting value positions in terms of the environment.

Explain what is meant by Soft strategies for sustainable development.

Elaborate on the concept of indicators of sustainable tourism.

The concept of quality in tourism means successful development of the marketing aspect, but also benefits the local population and the environment.

The high quality tourism does not necessarily involve expensive tourism, but a good attitude towards the value of money, keeping the tourist resources and the respect for the local environment which is the responsibility of both the public and the private sector. This concept must be involved in the planning, development and management of tourism.

The planning process of sustainable tourism development, and thus the process of making travel plans, goes through several steps. According to Inskip these steps are: preparation, setting goals, examination of all elements, analysis and synthesis, formulation of plans and policies, formulation of recommendations and other implementation and monitoring application.

The first step in the planning process is the careful preparation which is a guide through the entire planning process, and hence relates to the guidelines formulation, selection of team for conducting research, as well as formation of committees for controlling and organizing activities during the preparation of the study.

The next step concerns the determination of objectives for tourist development. Bearing in mind the fact that the successfulness of the goals' setting depends on the final results and effects of tourist development, one must know that approaching to this activity should be taken really seriously. During the goal setting the specific areas that are of special significance for the development of tourism should be taken into consideration, while and on the other hand the need for cooperation with the government or the local community should not be neglected in order to avoid the divergence of the set goals with the goals at national or local level.

One of the most important moments of this research is the tourist activities and attractions. It is necessary to categorize these attractions by type, and to rate them depending on their availability, prospect for marketing trends development, or creation of a brand destination alongside the other factors. These activities are undertaken in order to attract as many potential tourists.

Then, the need for carrying out qualitative and quantitative analysis and synthesis is perceived. The synthesis includes combination and integration of various components of a particular analysis, for clear understanding of the situation.

The formulation of policies for tourist development and the preparation of the structural plan itself are the next steps in the planning process. The most suitable approach in the formulation of plans and policies is the preparation of alternative scenarios for development and the evaluation of their ability for achieving the objectives. Determining the optimal economic benefit, encouraging positive and minimizing negative environmental impact and socio-cultural environment, competition with other tourist destinations describes this approach. Based on the adopted estimates for the offered alternatives the best policy is selected.

After the analysis, synthesis and element's evaluation, conclusions and recommendations may be adopted. For most of the recommendations, prior analysis of the alternatives and determination of the best one is highly recommended.

Implementation and monitoring of implementation is the final step in the planning process. In the decision making process it is important to pay attention to the practical applicability of the plans. During the application period it is necessary to supervise the development of tourism in order to determine the achievement of goals and recommendations. With surveillance (monitoring) all of the problems that will arise during the implementation of the plan could be easily identified, and some adequate measures for resolving of the problems can be undertake, before it becomes even more serious.

In addition a SWOT analysis is given. In the process of analysis, analytics and planning as priorities in the field of tourism arose:

1. Improving the quality of the existing and construction of new infrastructure;
2. Institutional strengthening and human resource development;
3. Branding the city as a tourist destination;
4. Defining tourist offers and products and proper promotion and presentation.

CHECK YOUR PROGRESS

Elaborate on the concept of high quality of tourism in context of ecotourism planning.
Describe the various steps in planning for high quality tourism development.

Sustainable tourism monitoring

Implementing the sustainable development and sustainable tourism promotes numerous challenges that make it impossible to determine whether a particular destination or product is definitely sustainable. Therefore tourist managers should ask themselves why such scarce resources should be subject of a sustainability strategy. Bramwell and Lane point out that active monitoring of sustainability is preferred compared to the inactivity which increases the likelihood of unsustainable results in the life cycle of the destination.

It is very important to make an analysis from a historical perspective as well. The formal monitoring of sustainable tourism that emerged in the early 90s of last century, dealt with some problems and complications in relation to assessment of the current levels of relevant knowledge about sustainability. So, it is necessary to reveal the problems and to try to identify appropriate solutions and strategies for their resolving, against the passive monitoring of the situations. Also, the need for increasing the interests should be highlighted which would estimate the increased demand for products of the alternative and conventional tourism that support the principle of sustainability.

It is true that the indicator is actually a marker of the condition and it is not always definite assessment and as such should be more appreciated. There are still existing trends that are moving towards

unsustainable situation, thus managers should make appropriate decisions besides the speculative nature of the values of these critical thresholds of certain indicators. At the end, it should be pointed out that the minimalist model of sustainable tourism could simplify the parameters of its application and thus will become attractive for destinations and companies, that otherwise would not encourage the implementation of the comprehensive model.

CHECK YOUR PROGRESS

Elaborate why implementing the sustainable development and sustainable tourism present numerous challenges.

Explain why it is very important to make an analysis from a historical perspective for determining whether a tourism product is ecologically and economically viable.

1.10 A COST-BENEFIT EVALUATION OF ECONOMIC PROSPECTS OF ECOTOURISM

Ecotourism, usually a form of nature-based tourism, is often claimed to be one of the fastest growing segments of the tourism market globally. In the last couple of decades, many individuals and bodies e.g. IUCN, have begun to view ecotourism as a kind of economic key for supporting nature conservation. Although this form of tourism is generally nature-based, to qualify as ecotourism it should be careful of the environment. Being careful of the environment, it should help to conserve nature and thereby contribute to the sustainability of tourism reliant on wildlife. Many proponents of ecotourism also argue that an important ingredient of it is the provision of environmental education or knowledge for tourists who participate in it (Wight, 1993). Such knowledge can make tourists more aware of nature and more supportive of its conservation via changes in their personal behaviour, greater political support and larger financial contributions for such conservation.

In any venture while undertaking a planning activity to start or launch an initiative or product, a cost-benefit analysis is commissioned. The cost benefit analysis lists the various benefits, both tangible and intangible which can be derived from undertaking the launch on one hand and the inputs in terms of quality and quantity of resources which will be needed to be invested. The analysis will show whether it is wise to invest the resources in the undertakings. The cost benefit analysis will make the entrepreneur understand the risks of investment and prepares him for a rescue plan in case anything goes south.

It is believed that ecotourism can provide direct financial support for nature conservation as well as for local communities where it occurs. Indeed, the International Ecotourism Society's definition of ecotourism makes local benefits a requirement for tourism to be classified as ecotourism. It defines ecotourism as "responsible travel to natural areas that conserve the environment and improve the well-being of local people" (Honey, 1999). Sekercioglu (2002) states that "ideally, ecotourism creates a local incentive for conserving natural areas by generating income through operations that are sustainable, low impact (environmental and social), low-investment, and locally-owned." The local communities involved are often remote from the main centres of economic activity in most nations, and frequently have limited economic opportunities.

While many benefits from the development of ecotourism are possible, it should also be recognized that not all proposed ecotourism projects are likely to be profitable, that they can result in little or no economic benefit to local communities, may become a drain on finance that could otherwise be used for nature conservation (Tisdell, 1995) and can distort the range of species conserved. This paper considers both the benefits and limitations of ecotourism (and more generally wildlife-based tourism) as a means for conserving nature.

Before discussing such aspects, it is appropriate to consider whether the term 'ecotourism' is a useful one for analyzing wildlife-based tourism. One problem is that the term has become emotionally laden. In the popular mind, 'Ecotourism' is considered to be good. It has a normative connotation. This, combined with a variety and some imprecision in definitions of ecotourism can result in vagueness and claims that nature-based tourist projects are ecotourism projects when in fact they are a threat to nature conservation (Honey, 1999). In scientific work, it may, therefore, be more appropriate to revert to the term wildlife-based tourism and classify this by its different characteristics.

CHECK YOUR PROGRESS

Explain what is meant by cost-benefit analysis and why such analysis is important.

Explain the pointers which need to be kept in mind while doing cost-benefit analysis of a ecotourism venture.

Wildlife-based tourism may be classified in several ways. It may be non-consumptive (as in the case of viewing or watching wildlife, photographing it and so on) or it may be consumptive (as in the case of hunting and fishing). In general, ecotourism has been associated with the non-consumptive passive form of wildlife-based tourism. It needs, however, to be recognized that either form of tourism can be a negative or positive force for nature conservation. Even consumptive wildlife-based tourism can be sustainable if catch is appropriately controlled and it can also be supportive of wildlife conservation. For example, hunting organizations, such as Ducks Unlimited in the US, protect ponds and provide food for migrating ducks and geese.

Benefits from Ecotourism/Wildlife-based Tourism

Table 1 lists some possible positive and negative impacts of ecotourism/wildlife-based tourism on local communities in terms of its economic impacts. The table makes it clear that special care may need to be taken to make sure that local communities do in fact benefit from a profitable ecotourism development.

If, for example, Giant's Tank, near Mannar, is redeveloped and further developed for bird-based tourism, care needs to be taken to ensure that local villagers, especially fishers, are able to earn some additional income e.g. by acting as guides for visitors, providing access to areas by boat for visitors and so on.

Table 1: Possible Economic Benefits and Economic Costs to Local Communities of Development of Ecotourism

Economic Benefits Possible

1. Increased local employment and income
2. More regular employment and income throughout year
3. Greater diversification of economic activities, thereby reducing economic risks
4. Opportunities for locally controlled ecotourist-related businesses

Economic Costs Possible

1. Exclusion of locals from ecotourist areas with reduction in income, employment and resource availability to locals
2. Loss of control of ecotourist businesses and resources to outsiders
3. Consequent disruption of the social fabric of the local Community

In particular, care should be taken to avoid excluding locals from natural areas to provide unhampered access for tourists. Local fisherman in this area can potentially assist tourists in the late afternoon and

early morning when opportunities for bird watching are greatest. Especially in the late afternoon, fishing is at low ebb. Furthermore, when water levels in the Tank are high, fishing catches are low and this is likely to be a time when fishers would welcome extra income and employment from tourists. Similar tourism possibilities exist in the shallow marine area as one approaches Mannar.

CHECK YOUR PROGRESS

List the possible costs of undertaking a wildlife conservation site.

Elaborate on the potential benefits which can be derived from a wildlife conservation site.

How would you undertake a cost-benefit analysis for a wildlife based tourism site.

Development or re-development of these sites for tourism will naturally depend on lasting peace.

Possibly in the beginning, it will be specialist birdwatchers who will first return. General tourists will probably need to be enticed with a wider range of attractions e.g. availability of cultural attractions such as local dances, historical features - the fort at Mannar, which is badly in need of preservation, may be an attraction, historical aspects of recent conflicts and so on. The tourist market including the ecotourist market for Vanni will need to be carefully assessed and cautiously developed.

One of the possible benefits of the development of ecotourism or wildlife-based tourism is that the economic returns from engaging in it can exceed the costs involved. This is only possible, however, for a wildlife site if exclusion from the site is easy and not too costly. In such a case, wildlife used for tourism can be directly marketed, and such marketing could be (but need not be) profitable. The level of profitability will depend to some extent on how well the ecotourism business venture is managed and on the nature of the development.

If the wildlife site is a state protected area, its income may come from the following sources:

- (a) entry fees, camping fees, and other charges levied on visitors and
- (b) the allocation of government revenues,
- (c) sales of services and products at the site,
- (d) donations by visitors and
- (e) sales of concessions to others to provide products or services at the site e.g. accommodation, food and tours.

The funds available to the protected area will, however, depend on institutional arrangements. If income raised has to be paid into consolidated government revenue, no benefit may come directly to the protected area as a result of its income generation activities. On the other hand, if the protected area can retain all or a portion of the funds it collects as a result of charges, this will increase its finances for conservation in the protected area (if its marketing is profitable), and if its public funding is not reduced or reduced to such an extent as to offset its increased finance from marketing the protected area's assets to tourists.

Different institutional arrangements will create different financial incentives (disincentives) to engage in ecotourism at the local level and influence whether increased funds as a result of financially successful wildlife-based tourism are likely to be available at the local level.

The institutional factors involved are complex and the actual distribution of funds can be significantly influenced by political factors. For example, while there is general public opposition to the charging of fees for entry to national parks and protected areas in Queensland, rights are sold to tour companies

by the Queensland Parks and Wildlife Service (QPWS) to bring tourists to the Natural Bridge section of Spring brook National Park in the hinterland of the Gold Coast to view glow worms. Those not on organised tours may still enter free. Tour bus operators, because of their payments, have maintained political pressure on QPWS to upgrade paths, parking areas and so on at the site thereby ensuring that economic benefits from their contributions are spent at the site.

Note, however, that a wildlife site may be of economic benefit to a local community even if it operates at a loss and its operations are covered by the government. Even if visitors are not charged a fee to visit a protected area and it operates at a loss, the site is likely to bring positive economic spill over benefits in many cases to local communities, even though the extent of this benefit will differ. There may be increased local employment in the protected area and nearby businesses may benefit from increased trade as a result of tourists. These spill-over economic benefits should favour the provision of/or retention of the wildlife site. If the site plus all of its associated offsite economic activities could show an economic surplus, the provision of the site seems economically worthwhile. If commodities supplied in conjunction with the site are strongly complementary to visits to the site, the whole bundle of commodities involved can virtually be treated as one commodity for the purpose of economic analysis. Indeed, if they are perfect complements, they can be analysed as if a single commodity is involved. The site does not have to have an economic surplus in itself to be economically justified in such cases.

From the point of view of maximising community benefit from a protected area being used for tourism, it should be borne in mind that determining the optimal fee structure is not straightforward. For instance, the fee that maximises total or net receipts from visitors is usually not optimal from a social point of view. Such a fee would amount to a monopoly-price. Such a price is difficult to justify on economic welfare grounds. Economists would favour a lower price as a rule that reflects the additional costs of catering for extra visitors, but might support a higher price if crowding at a site is a concern or if the number of visitors is such as to threaten the conservation objectives of the protected area.

On the other hand, a case could also exist for charging an even lower price or making entry free because of the spill over economic benefits to local townships or communities as a result of increased trade from greater levels of tourism, or because procedures to collect the fee are too costly. Complex issues are clearly involved.

In many cases, wildlife-based tourism/ecotourism can foster community support for conserving wildlife and areas catering for such tourism and wider political support for nature conservation. It can do this, for instance, through local economic benefits and its education knowledge impact. Furthermore, involvement of community volunteers in assisting with wildlife based ecotourism can add to community support. Community volunteers assist with ecotourism, for example, at Mon Repos Conservation Park in Queensland. This Park has an important rookery for loggerhead turtles in the Pacific (Tisdell and Wilson, 2002a). Volunteers help with crowd control, selling items to tourists from the onsite shop and in helping with recording of details of turtles on the beach thereby providing scientific data used by natural scientists. This helps to generate community support for the project.

From a study of visitors to Mon Repos, we found that the experience and the additional knowledge they gained about sea turtles made most more supportive of the conservation of sea turtles and increased their willingness to contribute financially to it (Tisdell and Wilson, 2002a). This seems to be especially the case when the visitors saw sea turtles rather than relied solely on the interpretative facilities about sea turtles at the site. Most visitors increased their economic valuation of sea turtles following their visit, indicated that they would alter their behaviour to be more protective of sea turtles, and were more willing to contribute funds to support conservation of sea turtles.

CHECK YOUR PROGRESS

Elaborate on the potential benefits which can be derived from a wildlife tourism product in a protected site

How would you undertake a cost-benefit analysis for a wildlife based tourism site at a protected area.

Limitations of Ecotourism as a Conservation Mechanism

While ecotourism development can provide extra support for nature conservation, not all areas or sites where wildlife and natural areas occur are capable of supporting profitable ecotourism enterprises. This can even be so if the wildlife involved is spectacular and unique. Factors such as the accessibility of the area to visitors, the prospect of viewing wildlife, the availability of complementary attractions and the cost of visiting the site will influence the economic potential of a wildlife site for ecotourism. However, even sites that are costly to visit can sometimes support commercial ecotourism, as witnessed by the development of ship-based ecotourism in Antarctica. However, in assessing the economic potential of a site for the development of ecotourism, factors listed in table 2 are likely to be relevant. This table highlights the fact that determination of potential gains from ecotourism involves considerable economic assessment. In addition, the actual financial advantage (or disadvantage) from engaging in ecotourism will depend on how well the tourism project is managed.

Table 2: Potential Negative Effects of Tourism on the Environment Protected Areas: Visitor Impacts that should be Controlled

Factor Involved	Impact on Natural Quality	Comment
Crowding by visitors	Loss of wilderness experience, visitor disutility, changes in animals behaviour, stress on environment	Irritation, reduction in quality, need for carrying-capacity limits or better regulation
Development of tourist facilities	Excessive man-made structures	Unightly urban-like development
Recreation Powerboats Fishing Foot safaris	Disturbance of wildlife, bank erosion Access tracks, jetties Disturbance of wildlife	Vulnerability during nesting seasons, noise pollution Competition with natural predators Overuse and trail erosion
Pollution Noise (radio etc.)	Disturbance of natural	Irritation to wildlife and

Litter	sounds Impairment of natural scene, habituation of wildlife to garbage	visitors Aesthetic and health hazard
Vandalism	Mutilation and facility damage	Removal of natural features
Feeding of Wildlife	Behavioural changes with danger to tourists	Removal of habituated animals
Vehicles Speeding Off-road driving	Wildlife mortality Soil and vegetation damage	Ecological changes, dust Disturbance to wildlife

It is important to realise that ecotourism projects can make they may actually reduce funds available for nature conservation (Tisdell, 1995; 1999). Consequently, ecotourism projects that go wrong can become a threat to conservation. They may, of course, also go wrong for technical rather than economic reasons. For instance, the presence of tourists, even if they engage in non-consumptive tourism, can destroy native vegetation and disturb wildlife, adversely affecting their reproduction and availability. Even non-consumptive tourism has impacts on the surrounding natural environment. It is necessary to take these into account from a conservation point of view, but these impacts cannot always be perfectly predicted.

CHECK YOUR PROGRESS

List the various potential negative effects of tourism on the environment protected areas and how visitor impacts that should be controlled.

Explain how ecotourism projects that go wrong can become a threat to conservation.

A major question that arises in relation to most ecotourism or nature-based development is who benefits in economic terms. To what extent, for instance, are any economic benefits of nature-based tourism in an area shared with local people? What types of mechanisms can be put in place to ensure that locals obtain increased benefits from nature-based tourism and/or to ensure minimisation of their deprivation as a result of locking up natural resources for tourism purposes? For instance, declaration of new protected areas often deprives locals of access to natural resources traditionally used by them and they may obtain no employment in the protected area or in any tourism connected with it. While there may always be some local losers from such a development, the availability of at least some local economic benefits is necessary to promote local support for a nature-based development project in an area. Without such support, the long-term success of a conservation project is likely to be in jeopardy. For example, in the absence of local benefits, locals may feel morally justified in continuing to exploit resources in the protected area illegally and enforcement of

conservation regulations and laws can then be difficult. In addition, there is the matter of distributional justice or equity to consider. Such issues need to be addressed directly.

If it becomes widely accepted that wildlife-tourism can be commercially viable, there is a risk of politicians and the public believing that most, or even all, nature conservation should be reliant on this financial mechanism. Therefore, public funds for supporting nature conservation may be reduced and nature conservation overall could suffer. In addition, conservation efforts may become concentrated on, or mainly concentrated on, the protection of areas and wildlife able to provide positive financial benefits from tourism. Consequently, natural areas and wildlife that have low economic value for tourism but high non-use economic value may be neglected and not conserved. Even from an economic perspective, this is not optimal. Over-reliance on financial mechanisms can promote an inefficient bias in nature conservation given that the appropriate economic goal for resource is to promote total economic value.

Total economic value has been defined as consisting of economic use value plus non-use economic value (Pearce *et al.*, 1989). These use values may also be considered as direct and indirect values. In a natural area, use value is normally obtained onsite and non-use values are usually more intangible and obtained offsite. Onsite, economic use value of an area may come from ecotourism (widely regarded as a non-consumptive economic use) or from hunting and fishing (a consumptive use). Non-use economic values include existence value (represented by the amount individuals would be willing to pay to know merely that an area or species continues to exist) and bequest value (an economic indication of the desire of individuals to conserve a natural area or species for future generations) and could also contain a further philanthropic element (a desire to keep the resource available to others, not necessarily future generations). Nonuse values are discussed. (Jacobsson and Dragun, 1996) Sometimes, also, option values are included in this category. The current classification could be improved but it at least brings attention to the fact that not all attributes of nature conservation can be marketed. The presence of nonmarketable values leads to market failure, that is, failure of market or commercial mechanisms to promote a social economic optimum.

CHECK YOUR PROGRESS

To what extent, are any economic benefits of nature-based tourism in an area shared with local people?

If a wildlife-tourism becomes commercially viable, is there a risk of politicians and the public believing that most, if not all, nature conservation should be reliant on this financial mechanism?

Elaborate on the concept of total economic benefit in relation to a eco tourism project.

If funding for protected areas or species becomes more and more dependent on their use values or marketed values, there is a danger that this will encourage economic activities to be allowed in protected areas that are at increasing odds with conservation. Not only may tourism be encouraged but concessions may be given in some portions of the protected area for crop growing and the grazing of domestic livestock and so on likely to be in direct conflict with nature conservation goals. This is already the case in some developing countries and is exacerbated by the low incomes paid to park rangers and officials (Tisdell, 1999). While the development of ecotourism can contribute to wildlife conservation, it need not do so (Isaacs, 2000).

Table 3: Checklist on Tourism Potential of Protected Area

(1) Is the protected area

- close to an international airport or major tourist centre?
- moderately close?
- remote?

(2) Is the journey to the area

- Easy (short) and comfortable?
- A bit of an effort?
- Arduous or dangerous?

(3) Does the area offer the following

- õstarõ species attractions?
- Other interesting wildlife?
- Representative wildlife?
- Distinctive wildlife viewing (on feet, by boat, from hides)?

(4) Is successful wildlife viewing

- Guaranteed?
- Usual?
- With luck or highly seasonal?

(5) Does the area offer

- Several distinct features of interest?
- More than one feature of interest?
- One main feature of interest?

(6) What standards of food and accommodation are offered?

- high standards
- adequate standards
- rough standards

(7) Does the area have additional

- high cultural interest?
- some cultural attractions?
- few cultural attractions?

(8) Is the area:

- unique in its appeal?
- a little bit different?
- similar to other visitor reserves?

(9) Does the area have:

- a beach or lakeside recreation facilities?
- river, falls, or swimming pools?
- any other recreation possibilities?

(10) Is the area close enough to other sites of tourist interest to be part of a tourist circuit?

- yes, other attractive sites
- moderate potential
- low or no such potential

(11) Is the surrounding area of high scenic beauty or intrinsic interest?

- quite attractive?
- rather ordinary?

(12) Is the cost of the visit

- high?
- moderate?
- low?

CHECK YOUR PROGRESS

Explain the importance of the checklist for Tourism Potential of Protected Area.

Elaborate on the features of the checklist for Tourism Potential of Protected Area.

Discuss the various pointers which the checklist for Tourism Potential of Protected Area should consider.

1.11 END QUESTIONS

The following questions should help you prepare for the End Examinations. These questions are for 5 marks each and should take you 11 minutes under examination conditions.

1. Define ecotourism.
2. Explain what aspects of nature are expected to be conserved in ecotourism activities
3. Elaborate why some people consider terms like 'ecotourism' and 'sustainable tourism' as oxymoron.
4. Elaborate the definition of 'ecotourism' given by The International Ecotourism Society.
5. Explain what is expected to be achieved in ecotourism activities
6. Elaborate the misconceptions about the use of term 'ecotourism'
7. Elaborate the events which lead to the formation of the United Nations World Tourism Organization.
8. Explain the turns of events in 1960s which lead to transformation of the role of IUOTO.
9. Explain the significance of 2003 WTO general assembly resolution.

10. Explain the significance of 2014 UN general assembly resolution.
11. Elaborate the functions and significance of UNWTO.
12. Explain the member states and the permanent observers of the UNWTO .
13. Elaborate on prominent non-members of the UNWTO.
14. Elaborate the functions and significance of PATA.
15. Explain the various events which lead to establishment of PATA.
16. Elaborate the important events in the 1990s in the development of PATA.
17. Elaborate the important events in the 2000s in the development of PATA.
18. Elaborate the important events after 2010 in the development of PATA.
19. Elaborate the importance of Costa Rica as a eco-tourism destination in South America with a specific reference to the contribution to national economy.
20. Explain the various tourist attractions at the Costa Rica.
21. Explain how the rich biodiversity at Norway is making it a eco tourism attraction.
22. Discuss the various geographical and environmental features of Norway which makes it a tourism attraction.
23. Elaborate on the Environmental Performance Index feet achieved by Norway in 2016.
24. Elaborate the importance of tourism in Kenya's economy.
25. Discuss the various tourism attraction in Kenya.
26. Explain the various policy initiatives taken by Kenya in eco tourism.
27. Describe the location of Palau and importance of eco tourism for the country.
28. Discuss the various policy initiatives taken by Palau in eco tourism enhancement.
29. List the various issues and challenges faced by Palau in conservation of ecology.
30. Explain why Galápagos Islands were declared by the UN as first natural world heritage site.
31. Discuss the features of Galápagos Islands national park.
32. Discuss the marine reserve and whale sanctuary at the Galápagos Islands.
33. List the various species which can be observed at Galápagos Islands.
34. Explain the threat to environment of Galápagos Islands.
35. Elaborate the biodiversity at the Antarctica.
36. Explain the various threat perceptions to the environment of Antarctica.
37. Describe the various features of fungi which may be found at Antarctica.
38. Describe the various plants which may be found at Antarctica.
39. Elaborate the importance of Antarctic Conservation Act.
40. Explain the biodiversity features of Iceland.
41. Describe the various challenges faced by Iceland ecology.
42. Describe the various animals which may be found in Iceland.
43. Describe the importance of Amazonia in terms of its climatic and geographical features.
44. Explain the biodiversity features of Amazonia.
45. Elaborate the human activities at the Amazonian rainforests over last 11,000 years.
46. Explain the problems related with the definition of eco-tourism.
47. Explain the concept of green washing.
48. Elaborate on how problems related with the definition of eco-tourism leads to confusion among the tourists and academicians.
49. Explain the negative effects of ecotourism.
50. Explain how ecotourism has become a source of conflict over control of land, resources, and tourism profits.
51. Discuss why it is important to make the distinction between conservation acts and the tourism industry.
52. Elaborate how environmental degradation often results due to tourism activities.
53. Explain the increase in pollution levels dues to tourism activities.

54. Explain how flora and fauna get disturbed due to tourism activities.
55. Explain the environment hazards resulting due to tourism activities.
56. Explain the bad effects of commoditization of nature on the disturbed ecological balance.
57. Elaborate the ill effects of tourism activities on the lives of the local people.
58. Discuss how the lack of economic opportunities for local people constrains them to degrade the environment as a means of sustenance.
59. Describe the ill effect of displacement of local population due to development of tourism.
60. Discuss the case of movement of Maasai tribes in order to build national parks in East Africa.
61. Explain how rise in tourism issues threat to the local culture.
62. Discuss lack the commitment or capability to manage ecotourism sites leading to the problems in development of tourism.
63. Elaborate on the mismanagement in implementation of policies on sustainable development of tourism leading to ecological chaos.
64. Describe the issues in Management of ecotourism sites by private ecotourism companies.
65. Elaborate the problems of model of monopolistic competition leading to practices deteriorating environment and indigenous culture.
66. Explain the tragedy of the commons model for economic un-sustainability.
67. Explain the four principles on which sustainable development.
68. Elaborate the concept of sustainable tourism development.
69. Elaborate the perception that sustainable development as well as 'conservation' attempts to review the conflicting value positions in terms of the environment.
70. Explain what is meant by Soft strategies for sustainable development.
71. Elaborate on the concept of indicators of sustainable tourism.
72. Elaborate on the concept of high quality of tourism in context of ecotourism planning.
73. Describe the various steps in planning for high quality tourism development.
74. Elaborate why implementing the sustainable development and sustainable tourism present numerous challenges.
75. Explain why it is very important to make an analysis from a historical perspective for determining whether a tourism product is ecologically and economically viable.
76. Explain what is meant by cost-benefit analysis and why such analysis is important.
77. Explain the pointer which need to be kept in mind while doing cost-benefit analysis of a ecotourism venture.
78. List the possible costs of undertaking a wildlife conservation site.
79. Elaborate on the potential benefits which can be derived from a wildlife conservation site.
80. How would you undertake a cost-benefit analysis for a wildlife based tourism site.
81. List the various potential negative effects of tourism on the environment protected areas and how visitor impacts that should be controlled.
82. Explain how ecotourism projects that go wrong can become a threat to conservation.
83. To what extent, are any economic benefits of nature-based tourism in an area shared with local people?
84. If a wildlife-tourism becomes commercially viable, is there a risk of politicians and the public believing that most, if not all, nature conservation should be reliant on this financial mechanism?
85. Elaborate on the concept of total economic benefit in relation to a eco tourism project.
86. Explain the importance of the checklist for Tourism Potential of Protected Area.
87. Elaborate on the features of the checklist for Tourism Potential of Protected Area.
88. Discuss the various pointers which the checklist for Tourism Potential of Protected Area should consider.

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UNIT 2 : DEMYSITIFICATION OF ECOTOURISM WITH REFERENCE OF INDIA

2.00 BEFORE WE BEGIN

It is difficult to define Ethnic tourism because its features overlap with several other kinds of special interest tourism. Thus the Unit attempts to highlight the distinctive features of Ethnic tourism. Rural tourism is part of ethnic tourism and needs special promotional drives to establish itself in India. Ethnic and rural tourism are primarily cultural based tourism or indigenous people oriented, implying cultural interaction. The cultural interaction leads to both positive as well as negative effects on the local culture.

In this Unit, therefore, these effects for cultures and economies are analysed so as to point out the merit and demerits of ethnic and rural tourism. It is followed by few examples of different possibilities and potentials of ethnic and rural tourism in India.

Indian culture has always generated immense sense of astonishment. The whole panorama of sociocultural practices where religion is integral part of life has fascinated people all over world. Since ancient past foreigners from Megasthenese to Hieun Stang to Al Beruni and Orientalists of British period have attempted to explain the nature of Indian Society. It still generates lot of interest among foreigners, and thus can be promoted as part of ethnic tourism.

Even in the 21st century when India has already excelled in IT revolution, still Indian society is primarily rural. There are several big cities in different parts of the country, yet the majority of population still lives in village offering a close look of the society which has fascinated non-Indians since ancient past. This Unit deals with the exploration of these unique characteristics of Indian society and attempts to suggest alternatives of designing and developing of ethnic and rural tourism products.

2.01 UNIT OBJECTIVES

After studying this unit you will be able to

- Describe the ecotourism success stories in India
- Explain the status of 10 states which are encouraging ecotourism in India
- Elaborate the concept of ecotourism sustainability
- Discuss the concepts of rural tourism
- Distinguish between ethnic tourism and rural tourism
- Explain the important features of religion tourism
- Elaborate the concept of adventure tourism
- Describe the emerging trends and concerns about ecotourism at international level
- Discuss the hurdles and possible solutions in ecotourism
- Explain the five pillars of sustainable tourism development

2.02 ECOTOURISM SUCCESS STORIES IN INDIA



Fig 2.01: Elephants are treated well in Kerala

<https://d27k8xmh3cuzik.cloudfront.net/wp-content/uploads/2017/03/Eco-tourism-in-India.jpg>

With more travelling comes bigger responsibility! The sooner we understand this, the better it is for us and nature around. Ecotourism in India might not be a very popular terminology, but those who care about it are doing their bit to conserve country's natural heritage, even if it's one baby step at a time. Being aware of small changes, promoting the lesser developed areas, and upholding the traditions and culture of the place are our responsibilities as a traveler. Let's begin with delving slightly deeper into how ecotourism in India is shaping up and making its presence felt in popular as well as lesser explored destinations in India.

We saw in the previous Unit that, Ecotourism works towards the conservation of nature and biodiversity. It also promotes responsible travel, which can be initiated by minimum destruction, environmental growth, adventure, and preaching sustainable ways of living on the planet.

In the process, ecotourism glorifies offbeat places, their rich culture, and centuries-old traditions. The advantages are many; we as a traveler get to live moments, and nature as a whole gets to live!

Intentionally, nobody likes stressing nature while trying to de-stress themselves but a reality check is much needed. Non-profit organizations are taking the lead in promoting the cause and even the government contributes its bit by boosting city tours and adventure treks. Volunteer travel programs are being designed to seek the attention of youngsters and nature lovers; and Eco Sensitive Zones (ESZs) have been developed to put spotlight on India's wildlife sanctuaries, forest reserves, and biodiversity parks.

Let us now see why it is important to have ecotourism developed in India. India is a country which has for centuries believed in harmonious coexistence with the nature. In Indian culture we worship rivers, mountains as well as animals like cows, cobra and elephants. It is therefore going to be rediscovery of sort when we see nature from the ecological viewpoint as a correction of course against growing urbanisation and mechanisation which has endorsed symptoms of stress and depression in our psych. Going back to nature is a de-stressing exercise. Young and restless may try adrenaline rush by more rigorous adventure and sports component of ecotourism.

The need for ecotourism in India



Fig 2.02: A volunteer cleaning up the trash in the Himalayas

<https://d27k8xmh3cuzik.cloudfront.net/wp-content/uploads/2017/03/A-volunteer-cleaning-up-the-trash-in-the-Himalayas.jpg>

The constant threat of global warming and degradation of nature has brought the idea of ecotourism in the limelight. Besides, promotion of fragile & undisturbed nature, and connecting secluded environs with the mainstream are a few concerns that have been duly addressed by ecotourism in India.

However, the reduction of carbon footprint is equally emphasized when we speak of ecotourism. Today, there are a number of sprawling farms, resorts, homestays, and eco-friendly hotels in India that offer a natural retreat in India's popular tourist destinations.

10 States that are encouraging ecotourism in India

Eco Sensitive Zones in India boast of geographical diversities and lovely tourist places that have been or are rapidly becoming popular getaways in India!

Ladakh – Traveling to the Himalayas done right

The Himalayas have been on top of every traveler's bucket list and therefore left gasping for breath in recent times. Now that tourism has found a foothold in Trans-Himalayan region and most of the places have been glorified, ecotourism is penetrating to encourage sustainable travel and extensive tours.

In Himalayas of Ladakh one can enjoy the scenic beauty of the snow capped mountains as well as indulge in sports like rafting, trekking, etc. Ladakh is famous for extremely inclement climate. It therefore offers sufficient challenges to the young and restless who have a wide spectrum of activities to choose from.

A number of NGOs are working to ensure that the sanctity of nature is preserved while the tourists enjoy their stay in Ladakh. Their activities are highly appreciated by the tourists.



Fig 2.03: Travelers from UK donating greenhouse to the locals of Ladakh

<https://d27k8xmh3cuzik.cloudfront.net/wp-content/uploads/2017/03/Travelers-from-UK-donating-greenhouse-to-the-locals-of-Ladakh.jpg>

Leh Nutrition Project, established by Save The Children Fund (UK) in 1979, happens to be the NGO working towards the overall upliftment in Ladakh. They have been addressing issues related to child care, development, education, livelihood, and watershed development in the difficult terrains. In addition to that, Leh Nutrition Project and Ladakh Ecological Development Group have been actively working to promote the sustainable society in Ladakh.

Attractions for eco-travelers in Ladakh: Hemis National Park, Tsomoriri Wetland Conservation Reserve, ancient monasteries, treks spanning across villages, chance to experience the life in the valley

Eco-friendly stays in Ladakh: Eco Popular Resort in Leh, Himalayan Eco Resort in Leh, and homestays in Leh

CHECK YOUR PROGRESS

Explain the need for ecotourism in India

Explain the various NGOs working in Ladakh

Elaborate on the various ecotourism attractions in Ladakh.

List the various places which offer eco-friendly stay in Ladakh.

Himachal Pradesh – Responsible travel in the highlands

The mountainous landform of Himachal, bordering Tibet and Jammu & Kashmir, has rich biodiversity, which attracts a large number of tourists every year. As a result, popular holiday destinations in Himachal are suffering due to excessive commercialization.



Fig 2.04: Group of mountain bikers promoting responsible travel in Himachal

<https://d27k8xmh3cuzik.cloudfront.net/wp-content/uploads/2017/03/Group-of-mountain-bikers-promoting-responsible-travel-in-Himachal.png>

The Ecotourism Society in Himachal has been practicing Community-Based Ecotourism (CBET), which is a collaborated effort towards the conservation of nature and cultural resources in the region. Various approaches like Participatory Forestry Management for the development of forests have been initiated. The efforts have been widely appreciated by the people of Himachal as well as tourists. Besides, they've generated a lot of revenue for the state.

A huge credit for promoting ecotourism in Himachal also goes to Ecosphere ó an organization that focuses on initiatives for saving the rich bio-reserve, keeping the environment sound, and making lesser known places more popular.

Attractions for eco-travelers in Himachal Pradesh: Great Himalayan National Park, Pin Valley National Park, Chandratat, 3300 plus varieties of flora, the indigenous tribes of the region

Eco-friendly stays in Himachal Pradesh: Oakwood Hamlet in Shimla, The Himalayan Village in Kullu, and Homestays in Spiti Valley

CHECK YOUR PROGRESS

Explain the various NGOs working in Himachal Pradesh

Elaborate on the various ecotourism attractions in Himachal Pradesh.

List the various places which offer eco-friendly stay in Himachal Pradesh.

Delhi – Good vibes straight from the national capital



Fig 2.05: Foreign tourist during a photo session while promoting ecotourism in India

<https://d27k8xmh3cuzik.cloudfront.net/wp-content/uploads/2017/03/Foreign-tourist-during-a-photo-session-while-promoting-ecotourism-in-India.jpg>

New Delhi has seen a commendable effort from organizations like Ecotourism Society of India that have been encouraging sustainable practices in the capital. From minimizing carbon footprint to creating awareness and further collaborating with like-minded bodies to promote eco-tourism, they have come a long way.

Resources have also been fuelled towards identifying new ecotourism destinations and making them popular. For example, Chhawla-Kanganheri ó an ecotourism park near Najafgarh drain has been revamped and recreational activities like boating, camping, paintball and obstacle course are available for the entertainment of tourists. Farmstays also have a major role in the promotion of ecotourism; a few have come up in the heart of the city, besides many in the outskirts.

Attractions for eco-travelers in Delhi: JNU Caves, Yamuna Biodiversity Park, The Ridge, and The Yamuna

Eco-friendly stays in Delhi: Surjivan Resort, Thakran Farm, and Uppalø Orchard

CHECK YOUR PROGRESS

Explain the various NGOs working in Delhi.

Elaborate on the various ecotourism attractions in Delhi.

List the various places which offer eco-friendly stay in Delhi.

Uttarakhand – Cascading from the Garhwal Himalayas



Fig 2.06: Group of travelers in Nanda Devi Biosphere Reserve taking up adventure programs to promote ecotourism in India

<https://d27k8xmh3cuzik.cloudfront.net/wp-content/uploads/2017/03/Group-of-travelers-in-Nanda-Devi-Biosphere-Reserve-taking-up-adventure-programs-to-promote-ecotourism-in-India.jpg>

To make travelers aware of the diverse culture and surroundings, several village treks have been initiated by the tourism department of Uttarakhand. These trails give an insight into the lives of Kumaoni villagers. It is a collective effort from Uttarakhand Tourism Development Board, Garhwal-Kumaon Mandal Vikas Nigam, and ecotourism division of the state forest department and has seen the successful execution of eco-tours, which has taken adventure tourism to new heights. The organizations also run homestays in the area by providing essentials and required finances to the homeowners to operate efficiently.

State Bird Spring Festival organized by forest department has experienced a tremendous growth over the years and has been a boost to the tourism. Communities like Pawalgarh Conservation Reserve ó a tiger conservation reserve in Ramnagar has been highly benefitted because of all the eco-friendly initiatives taken at places in Uttarakhand.

Attractions for eco-travelers in Uttarakhand: Valley of Flowers, and Nanda Devi Biosphere Reserve

Eco-friendly stays in Uttarakhand: Emerald Trail, camps and eco lodges in Jayalgarh, Auli, and Ghangaria

CHECK YOUR PROGRESS

Explain the various NGOs working in Uttarakhand.

Elaborate on the various ecotourism attractions in Uttarakhand.

List the various places which offer eco-friendly stay in Uttarakhand.

Arunachal Pradesh – Crown of the Northeast



Fig 2.07: Group of eco-travelers during a tour into the mountains in Arunachal Pradesh
<https://cdn.wallpapersafari.com/44/33/7K6k0Y.jpg>

Arunachal Pradesh is one of the prized jewels of the Northeast India. It boasts of diverse topography and unexplored terrains, which make it a popular destination for ecotourism in India.

Organizations like Future Generations Arunachal and Green Pastures have been focussing on projects to impart awareness on ecotourism and encourage homestays in the region. Also, institutions like Ngunu Ziro by Future Generation Arunachal have been contributing towards the cause of preservation of tribal culture and safeguarding the nature around.

Apatani Plateau Initiative, Ziro and Tangsa Community Conservation Reserve Initiative, Changlang District have been major initiatives executed by Association for Conservation and Tourism in the state. They aim at the sole motive of creating a friendly environment for tribals and making conserving the pristine environment. Further, game viewing at wildlife sanctuaries, climbing, trekking and nature walk in the valleys and splendid sightseeing make Arunachal Pradesh an ideal place for ecotourism.

Attractions for eco-travelers in Arunachal Pradesh: Namdapha National Park, Tsanga Community Conservation Reserve, and Apatani Plateau Eco-friendly stays in Arunachal Pradesh: Homestays in Ziro run by an NGO called Ngunu Ziro, homestays at Bagun Welfare Society in Thembang, responsible guesthouse in Namdapha National Park run by an NGO called SEACOW

CHECK YOUR PROGRESS

Explain the various NGOs working in Arunachal Pradesh.

Elaborate on the various ecotourism attractions in Arunachal Pradesh.

List the various places which offer eco-friendly stay in Arunachal Pradesh.

Meghalaya – Into the abode of clouds



Fig 2.08: Tribal dance in Meghalaya promoting cultural growth

[http://www.nelive.in/sites/default/files/29-12-15%20Goalpara-%20Dandalma%20Festival-%20Wangala%20Dance%20\(4\).jpg](http://www.nelive.in/sites/default/files/29-12-15%20Goalpara-%20Dandalma%20Festival-%20Wangala%20Dance%20(4).jpg)

This unexplored paradise in the northeast has a lot of cultural diversity and plenty of secluded wonders. Living Roots Ecotourism Society has unearthed a hidden treasure in the northeast and glorified Nongblai ó a lesser-known village in the East Khasi Hills district. The village has record 16 living root bridges. Raid Nongblai ó a collective organization of Nongblai, Suthim, and Wahlyngkhat villages have jointly taken up the responsibilities of these living root bridges that are like a god to them.

Regional Workshop on Environmental Service Learning, conservation of Hotspots of Biodiversity and Ecotourism that focusses on biodiversity conservation and ecotourism. Moreover, the exciting village tours and untarnished natural beauty has a raw appeal for every aspiring traveler.

Attractions for eco-travelers in Meghalaya: Mawlynnong Village, Mawphlang Sacred Forest, East Khasi Hills, and Jakrem Hot Spring

Eco-friendly stays in Meghalaya: Ecotourism homestays with the Khasi tribe in Mawlynnong, NG Eco Homestay in Cherrapunjee, and Ri Kynjai Eco-resort in Shillong

CHECK YOUR PROGRESS

Explain the various NGOs working in Meghalaya.

Elaborate on the various ecotourism attractions in Meghalaya.

List the various places which offer eco-friendly stay in Meghalaya.

Assam – Of secluded environs and national parks



Fig 2.09: An ecotourism camp set up for responsible travelers in Assam
<https://greenerpasturesind.files.wordpress.com/2013/05/tai-phake-eco-tourism-camp-tipam-assam.jpg>

Remote places, tribes, and their exciting traditions make Assam an exciting destination for ecotourism in India. People, over the years, have shown acceptance to responsible travel and now workshops are conducted at different places.

Understanding the need of the hour, Ecotourism Society of India in partnership with Assam Tourism has been organizing workshops to promote responsible tourism. Assam Tourism Development Corporation (ATDC) has also been keen on supporting initiatives by setting up eco-camps all managed by deprived youths in the region. These camps, mostly frequented by the foreigners and backpackers are a huge boost to the tourism.

Attractions for eco-travelers in Assam: Kaziranga National Park, Manas National Park, and The Pobitora Wildlife Sanctuary

Eco-friendly stays in Assam: The Singpho Eco Lodge at Margherita-Pengari road, Faneng Village at Lekhapani, The Nature Hunt Eco Camp at Kaziranga National Park, and Chandubi Jungle Camp at Chandubi Lake

CHECK YOUR PROGRESS

Explain the various NGOs working in Assam

Elaborate on the various ecotourism attractions in Assam.

List the various places which offer eco-friendly stay in Assam.

Sikkim – Taking Indian tourism by to another level



Fig 2.10: Travelers taking up ecotour in the lush green environs of Sikkim

<https://indiatravelholiday.files.wordpress.com/2013/02/eco-tourism-destinations-india.jpg>

In the lap of the Himalayas, Sikkim experiences large number of footfall; especially honeymooners! People who turn out to be ignorant while making memories end up spilling garbage at random thus affecting the nature.

To save the beautiful environment of the northeast, sustainable tourism and eco-friendly measures have been devised by Directorate of Ecotourism in association with Forest Department of Sikkim. In this region, promotion of wildlife and nature has remained a prime focus.

GoingWild is another responsible organization in the northeast working towards the development of ecotourism by promoting several wildlife and birding tours.

Attractions for eco-travelers in Sikkim: Maenam Wildlife Sanctuary, and Khangchendzonga National Park

Eco-friendly stays in Sikkim: Teen Taley Garden Resorts in Rumtek, Eco Paradise Resort & Spa in Gangtok, and Cherry Village Resort in Pelling

CHECK YOUR PROGRESS

Explain the various NGOs working in Sikkim.

Elaborate on the various ecotourism attractions in Sikkim.

List the various places which offer eco-friendly stay in Sikkim.

Karnataka – Of rainforest, wildlife, nature, and adventures



Fig 2.11: Youths crossing the forest while taking up adventure treks in Karnataka
https://c1.staticflickr.com/3/2811/9417084530_6cb8b7266d_b.jpg

There couldn't be anything more exciting than taking up eco-trails, walking through the valley, and spending moments camping in the dense rainforests of Western Ghats. The vastness of nature in the Ghats has treasured ecological diversity, which needs to be explored and brought into the people's knowledge.

Jungle lodges, heritage sites, and resorts make Karnataka a popular ecotourism destination in the country. For all the rush and visitors that come down to visit the city, Karnataka Ecotourism Development Board (KEDB) and National Tiger Conservation authority have collectively rolled out policies aimed at attracting more investment, creating more awareness at the tourist hotspots, and facilitating ambitious activities to attract tourists.

Attractions for eco-travelers in Karnataka: Bisle Rainforest, Nagarhole, Kabini Backwaters, Hassan, Chikmagalur, and Devbagh near Karwar

Eco-friendly stays in Karnataka: Jhari Ecostay, Silver Oak Resort, and Chukki Mane

CHECK YOUR PROGRESS

Explain the various NGOs working in Karnataka

Elaborate on the various ecotourism attractions in Karnataka.

List the various places which offer eco-friendly stay in Karnataka.

Kerala – There in the foothills of Western Ghats



Fig 2.12: Tourists learning the village culture during an ecotour in a village in Kerala

From being the first place to execute planned ecotourism in India to treating the visitors with warmth, Kerala ó in the heart of the Western Ghats, is a popular sojourn for nature lovers. The Ghats are counted among the top 18 biodiversity hotspots in the world and boast of quite a few endangered wildlife species.

Hill stations, plantations, backwaters, and the unique biological settings of Kerala make it a perfect ecotourism destination. The infinite gardens and tea estates are perfect for nature walk and treks. Thenmala Ecotourism Project is a prominent development in the South India that works towards the development of Shendurney Wildlife Sanctuary Reservoir and Deer Rehabilitation Center. The sanctuary offers a number of leisure and adventure zone for tourists.

Center for Ecotourism of Kerala Institute of Tourism and Travel Studies has been promoting sustainable tourism by organizing seminars and community service in the area. Attractions for eco-travelers in Kerala: Thenmala, Konni, Parambikulam, Aralam, Silent Valley National Park, and Periyar Tiger Reserve

Eco-friendly stays in Kerala: Wild Elephant Eco-Friendly Resort, Ela Ecoland, Shendurney Wildlife Sanctuary Reservoir, and Hinterland Village Ecotourism in India is has taken over like a movement and the effects can be seen in the extreme places where youngsters can be spotted moving around picking up the leftovers voluntarily, teaching the underprivileged kids and helping the locals grow. Let the environment be the winner as you travel.

CHECK YOUR PROGRESS

Explain the various NGOs working in Kerala

Elaborate on the various ecotourism attractions in Kerala.

List the various places which offer eco-friendly stay in Kerala.

2.03 ECOTOURISM SUSTAINABILITY



Fig 2.13: Indian Tiger is an International attraction

https://www.google.com/imgres?imgurl=http%3A%2F%2Fkids.sandiegozoo.org%2Fsites%2Fdefault%2Ffiles%2F2017-06%2Fanimal-hero-tiger_0.jpg&imgrefurl=http%3A%2F%2Fkids.sandiegozoo.org%2Fanimals%2Ftiger&docid=ttPL1_aL2V9T0M&tbnid=XolQ08n3E7zVEM%3A&vet=1&w=1020&h=582&safe=off&client=firefox-b&bih=654&biw=1366&ved=0ahUKEwiy8K2tv3aAhXBvo8KHfYBJYQMwiGAigCMAI&iact=c&ictx=1

While ecotourism implies environmentally responsible tourism, ecotourism itself has become an unsustainable practice. In this article, an ecological planner writes about how ecotourism is creating negative impact on the tourist areas and the steps needed to make ecotourism sustainable.

In our previous Unit, **you** read about the policy measures being taken up by the government for promoting ecotourism in India. But is ecotourism in India really sustainable anymore? Read on to find out!

Ecotourism is a relatively new concept in tourism - Ecotourism as defined by International Ecotourism Society is responsible travel to natural areas that conserve the environment and improves the well being of local people. Ecotourism is primarily meant to create awareness about conservation, generate revenue for protected area development and help in development of local communities. Ecotourism has been suggested as a key to sustainable development of protected areas. It presents a mix of threats and opportunities for protected areas. Success depends on careful planning and management. Carelessly planned or poorly implemented ecotourism projects can easily become conventional tourism projects with all the associated negative impacts.

India is fortunate to have several charismatic wildlife species like elephant, rhino and tiger and has several well managed protected areas where the potential for ecotourism is high. However constraints like small park area, improperly planned tourist activities and excessive tourist operations have led to considerable damage of the protected areas.

CHECK YOUR PROGRESS

Explain how ecotourism itself has become an unsustainable practice.

Elaborate on the various constraints which have led to considerable damage of the protected areas in India.



Fig 2.14: Boat ride is enjoyed by tourists
<http://enjoyingindia.com/videshis-on-boat-2/>

The two angles of ecotourism

A business opportunity

Eco tourism is big business, generating direct and indirect revenue for the Government and local people. e.g. The local people have found much benefit in ecotourism activities in and around Periyar tiger reserve in Kerala. The planned and focused activities have also led to increase in revenues for the park management. The local people have been involved in tourism based activities through ecodevelopment projects.

A potential threat

While benefits of ecotourism can be many, excess activities can always be a threat. The IUCN (1992) lists ecotourism as the second major threat to protected areas, as construction of roads and resorts cause habitat fragmentation. Construction of resorts in crucial elephant corridors of the Nilgiris biosphere reserve has caused obstruction in elephant migration leading to a rise in human wildlife conflict. Road kills are common on roads leading to eco tourist places.

Resource extraction mainly water and fuel wood to meet the tourism needs are degrading the habitat quality of the region and most of all excess eco tourism is becoming a **threat to wildlife** - there is insufficient attention being paid to the tourist carrying capacity of each protected area (PA) and there is no limit on the number of vehicles or number of tourist entering a PA per day.

Several ecotourism projects opened up in Himalayas in the past have proven to be unsustainable. Places like Nanda Devi Biosphere reserve had to be closed because of high **environmental degradation** caused by ecotourism activities.

CHECK YOUR PROGRESS

Explain the **two angles of ecotourism**.

Elaborate on the business opportunity angle of ecotourism.

Discuss the potential threats in ecotourism.

Eco tourism activities carried over by private tour operators are generally not overseen by government and are turning largely commercial. There are over 44 private tourist resorts operating on the reserve forests of Masinagudi region in Nilgiris Biosphere reserve. Sometimes the Private resorts do not follow operation guidelines, or serve the purpose of increasing awareness about conservation. With **no obligation** of private tour operators to involve local people, much of the ecotourism projects here are becoming purely commercial. This leads to **economic leakages** - significantly reducing the funds available for local people and the protected area.

Steps to make Ecotourism Sustainable

There is a need to ensure that our ecotourism activities are undertaken in a sustainable manner. Loss of wildlife and habitat can in turn affect the eco tourism potential of the region. Ecotourism can be sustainable only if it is well planned and runs on a set of guiding principles. Incorporating environmental knowledge into planning contributes significantly to sustainable tourism planning. The procedure starts with site selection, site evaluation, developing alternatives and appropriate implementation.

1. Site selection and Evaluation

The selection of tourist zones can be based on a variety of principles like areas rich in wildlife or that have charismatic species that can attract tourist, logistics requirement like access to nearest road and rail. Once tourist zones are identified, it is necessary to conduct a study on environmental impacts of operating eco tourism facilities in that area. Early investigation of sociological and ecological features is needed in site selection. Unfortunately most small scale projects are never evaluated for their impact on wildlife.

2. Site Evaluation

The next step is site evaluation ó to ensure suitability of the site for the project. Carrying capacity of the region in terms of number of resorts that can be built or the number of visitors and vehicles that can be present at a given time needs to be worked out. The likely impacts on wildlife and local community's needs should be assessed in this phase as well. The site design should ensure that the tourism zone does not fall onto critical habitat like corridors, waterholes or breeding grounds.

3. Assessing the Alternatives

The next step is to assess the alternatives and to make sure that the selected site is the best available for the project. As a follow through, land acquisition aspects need to be considered as well prior to site selection.

4. Design and Implementation

The last step is comprehensive design and implementation plan. Competent agencies that have experience in environment planning can be brought in to design ecotourism projects. With Geographic Information System (GIS) becoming a useful and reliable planning tool, it has become easy for decision makers and planners to evaluate the resources and make designs and plans in a sustainable manner. Ecotourism planning has helped in site selection and assessing site suitability. Further GIS based carrying capacity analysis for many protected areas especially in China and South East Asia has been carried out as part of design of sustainable ecotourism plans. Planning at landscape level is necessary and the entire planning process should involve district administration authorities,

members of forest department, tourist department and tour operators and should be based on full consultation with the local people of the region.



Fig 2.15: Dasara (Dashahara) at Mysore
<http://mysore.ind.in/dasara-elephant>

CHECK YOUR PROGRESS

What steps can be taken to make tourism sustainable?

What is the importance of Site selection and Evaluation in plans to make tourism sustainable?

How is the Site Evaluation carried out in plans to make tourism sustainable?

Why is it required to assess the alternatives in plans to make tourism sustainable?

Explain the desing and implementation phase in plans to make tourism sustainable.

Recommendations for making ecotourism sustainable

Even after careful planning and implementation much of ecotourism can become unsustainable - the main reason being lack of operational guidelines. To make ecotourism sustainable in the long run **careful planning, implementation and monitoring is required.**

The declaration of tourist zone and operation guidelines should form a distinct section of the Protected Area Management Plan which should be prepared by the PA manager in

collaboration with local people, resort owners, ecologists and conservationists. Such plans should aim at long term benefits and not be short sighted.

The Tourism Plan must also be revised and updated periodically.

The state wildlife board should over see all ecotourism related operations near protected areas.

This should include grant of permits to private tour operators, establishment of interpretation centers, and involvement of local people in ecotourism activities. The board should also oversee the operation of tourist activities in the park areas with the help of park managers.

There should be an advocacy centre in each protected area where ecotourism is being promoted to educate and create awareness about conservation of wildlife.

Private resorts should be given the environmental management system plans and also trained requisitely to implement these plans. Solid waste management has become a major issue in tourist sites. Plastics and wastes left over by tourists are not only degrading the environment but are harmful to wildlife - tonnes of solid wastes are left in the Himalayas because of ecotourism activities. The environment management plan should have a proper section for solid waste management or suitable way to transport to other disposal sites.

Impacts of ecotourism need to be closely monitored by competent agencies and the operation guidelines should be modified as and when necessary. The carrying capacity should not be exceeded, irrespective of potential economic or social gains.

The private tourist operators must be brought to operate under the guidelines and must work in a way that benefits local people than as pure commercial business. Steps that serve to attract population increase in these sensitive areas should be thoroughly discouraged as these are not in the long-term interest of Ecotourism plans.

Changes in vegetation, biomass and biodiversity value need to be monitored in tourist zones. Also data on road kills and human wildlife conflict in tourism zones needs to be recorded. The findings should help in shaping recommendations on mitigating the adverse impacts of tourism and help in creating better tourism plans.

Ecotourism has high potential in India, and with ecologically sensitive areas in North east India, Himalayas and islands of Andaman and Nicobar becoming open as eco-destinations, it is important to conduct ecotourism in a planned and sustainable manner to reap the economic gains without affecting the Environment.

CHECK YOUR PROGRESS

Explain some of the recommendations made to make tourism sustainable.

Why should private resorts be given the environmental management system plans?

Why do changes in vegetation, biomass and biodiversity value need to be monitored in tourist zones?

2.04 RURAL TOURISM

The development of infrastructure in rural areas having potential for tourism is being supported under the existing scheme of destination development. The objective is to showcase rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. Under this scheme, the thrust is to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions, thereby stopping the exodus from rural to urban areas. The Village Level Council (VLC) is the interactive forum for local community participation in work plan

implementation, further supported by other community level institutions. For the visitor, whose expenditure creates revenue for host community service providers; rural tourism adds value through packaged programmes in art & craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures. The visitor thus comes face to face with India's rural traditions. So far, 153 rural tourism projects in 28 States/Union Territories have been sanctioned by the Ministry of Tourism including 36 rural sites where UNDP has supported for capacity building.

Marketing Initiatives

Globally recognized Incredible India brand, now supported by the Ministry's new Explore Rural India sub-brand, is strengthening the visitor's attraction to India as a multiple-interest, all-season destination targeting higher visitor yields.

Community participation in rural tourism has been strengthened through the site artisans' structured involvement in Dilli Haat, Mega Craft Mela in cities such as Bhubaneswar, Aurangabad etc., India@60 road show in Singapore and Volvo Ocean Race in Cochin. Wide media 28 Annual Report 2009-10 and trade focus were also given at the World Tourism Mart (WTM) and International Tourism Bourse (ITB), the world's principal tourism forums.

At the India@60 event in Singapore, as a unique first-time highlight, eight skilled artisans from four of the Ministry's UNDP-partnered rural tourism locations showcased their site attraction through impressive on-site art & craft demonstration and display. The eight participating artisans, many of those who travelled overseas for the first time, gained first-hand exposure to international competitive, merchandising and promotional practices. This enabled their extensive direct interface with the tourism trade, consumers, craft stores, corporate organizations, and the media.

The artisans from 5 rural tourism sites participated in the Pacific Asia Travel Association (PATA) Travel Mart held in September 2008 to showcase their arts & crafts.

Rural Eco-holidays: 15 rural tourism sites have been selected as rural eco-holidays sites for Visit India Year 2009. Under this marketing campaign of Visit India Year 2009 foreign tourists are offered one night stay with breakfast on complimentary basis in any one of the chosen rural eco-holiday site. The booking can be done through the Tour Operators approved by the Ministry of Tourism.

The project website www.exploreindia.org was upgraded, showcasing the first 29 sites of the Project's 36 sites which are now ready for marketing.

Recognition and Awards

CNBC Awaaz Travel Award in 2008 was awarded to the following two rural tourism sites:

- (i) **Village Hodka, Distt. Kachchh, Gujarat** for Best Tourism Income Generating Community.
 - (ii) **Village Naggar, Distt. Kullu, Himachal Pradesh for Tourism** site for Best Demonstrating Women Empowerment.
- World Travel Award for most Responsible Tourism Destination at WTM-2008, London.
 - Ministry of Tourism (Incredible India) won the Global SASI (Shop America Salutes Innovation) Award Presented by National Geography Society for innovation in creating long lasting sustainable authentic shopping opportunities for travellers as well as residents of India.

CHECK YOUR PROGRESS

Explain why development of infrastructure in rural areas having potential for tourism should be supported by the Government.

Discuss the role of Village Level Council (VLC) in promoting rural tourism.

Explain the concept of rural holidays.

Discuss the various awards in relation to rural tourism in India.

But first, what is rural tourism in India in true sense?

According to a Ministry of Tourism policy paper, "Any form of tourism that showcases rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience, can be termed as rural tourism."

Ministry of Tourism in India has laid a great deal of emphasis on the development of such rural tourism sites which boast of rich **art, culture, handloom, heritage and crafts**. These villages are affluent in both natural beauty and **cultural splendour**.



Fig 2.00: Joy of childhood makes tourist happy

<https://www.flickr.com/photos/vinothchandar/6978711371/in/photolist-bCFHKR-7Jcr9c-9kZ8o8-KLeLy-5HDFiH-7GmQUb-7FPJdD-eiF6Bb-6CoJ9n-9m3bnU-96L1fu-9HYisv-aEUD6M-5go9WS-8LZtrZ-pJDDuY-74pcbL-A2Twz-4iDD7f-6Ktk7p-dS1975-4UC7Uy-2zMBCb-2zMDDq-4UxRvn-dPuCtA-dVeEHR-4EKdCw-92MUDA-boh7DH-4goPK-5go9zY-7EX8C1-8Vkdmd-8bJfpx-pN8r1d-bffb6P-wJvQo-66KAM-tkTDZ-r8CfpX-6Kxa5b-FYWEd-4ppLBC-7z7nhK-5giP7i-8NW4P8-6QEu8J-7Jjg2i-hGzFSA>

Major types of rural tourism in India:

- **Agricultural tourism-** Where you explore more about the agricultural industry and how farmers work with crops. Where open fields steal the show.
- **Food routes-** Where wanderlust meets the variety that persists in our cuisine. It's tourism all about food and knowing more about different staples of different places.
- **Community ecotourism-** Where tourism is for a purpose. It is a rather responsible travel to natural areas that conserves the environment and improves the well-being of local people.
- **Ethno-tourism-** Where you expand your horizons to view cultures different from yours. It is essentially to know more about various ethnic and cultural lifestyles and beliefs.

CHECK YOUR PROGRESS

Explain what is meant by rural tourism as per Government of India website.

Discuss the major types of rural tourism in India.

Discuss the concept of agriculture tourism in India.

Describe the meaning of food tourism in India.

Elaborate the concept of community tourism in India.

Discuss what is meant by ethno tourism in India.

Why rural tourism in India?

- You might want to go all rural while travelling if you're **knowledge thirsty**. It gives you knowledge of **agriculture, governance** and what not.
- If you love working for various causes then volunteering independently or in association with organizations is something you might want to do.
- Our culture is so varied and vibrant that a whole lifetime is but too short to explore it completely. Rural tourism give you a great deal of exposure to different cultures that **breathe in the interiors of India**.
- Home stays with people you know or come across while your tour.
- All the art and craft enthusiasts can quench their craving for **rustic art** here. From traditional music and dance forms to **Madhubani paintings** and **pottery**, rural India has it all. You might want to draw or click your way through your rural travel if you're an artist or photographer. Villages boast of some of the best scenes one gets to see in life.
- Villages are heaven to **soul seekers**. Away from the **chaos** of city, away from **exhausting duties** and closer to **nature's lap** you can get to live life at its simplest.

CHECK YOUR PROGRESS

Discuss the importance of rural tourism in India.

Explain the importance of photographing the rustic beauty for artists.

Describe why people searching simplicity often travel to villages.



Fig 2.16: One can appreciate rural life by being part of it

<https://www.flickr.com/photos/surajram/2575367017/in/photolist-4VzqTB-YP6K-bVKPoz-eaVNKm-4uaDnS-p83CpT-eja4fN-ej4jni-eja4mQ-eja4jL-eja4of-ej4js2-4vM6mn-6KtcZ4-MMG8P-vwrNZ-ADuHT-dSWSL8-qWxdoA-4vyXR3-8ZzQeU-4jMXS2-J82Ln-GaV38-dTGvHi-sTEA7-5oiFgR-66zzgf-4vnBbf-4Qukzw-rwLPtM-4jS5H5-adBLgN-4CNqZA-AV6ai-58JLdy-aDRax-4UMic4-4jyUtV-dRBACM-4nJSkf-A2TwB-9ERTv4-4L7d3B-58JLko-5ZgYGW-4PCvqU-rc8qN2-J7YWf-32rmhz/>

Misconceptions- What rural tourism is not!

Rural tourism in India is discomfort?

- **NO.** Traveling on an individual level depends totally on the place and personal choice. But traveling with an organization is comfortable by all means. A responsible organization conducts **hygiene** and **sanitation** training for locals and **transforms** the village into a cleaner place to serve the purpose of tourism.

Rural tourism in India is unsafe?

- **NO.** Traveling individually must only be done if you are related to someone in the village or know the people you're staying with absolutely well. Villages are very **hospitable, safe** and **warm**. If you're traveling with an organization then it must be a **professional** and **authentic** one with good number of co-tourists.

Rural tourism in India is irrelevant in today's era of urbanization?

- **NO.** Tourism is all about going and seeing places that are new to you and grab your attention. Then be it big and **glittering cities** or **small and cozy villages**. Rural India has so much more to it.



Fig 2.17: Villages offer great photo opportunities

<https://www.flickr.com/photos/kgabhi/8540145448/in/photolist-e1EtH3-bx2T6e-AxENJ-5q7Gjp-dVX5Xb-A9GGE-5HHWVL-7w1VHS-7w1PeJ-cGVbAj-CRC89-9hBDSS-4upSRy-4jkMu8-5uS4sj-dLCVvG-A9qYe-eja4ZG-ai3zoQ-ej4jX2-eja4YS-4u6BFv-eja4hG-7GRa1R-bVKPoz-4uaDnS-p83CpT-ej4jni-eja4mQ-eja4of-ej4js2-4vM6mn-MMG8P-ADuHT-qWxdoA-4vyXR3-4jMXS2-GaV38-dTGvHi-sTEA7-5oiFgR-66zzgf-4vnBbf-4Qukzw-rwLPtM-4jS5H5-adBLgN-4CNqZA-AV6ai-58JLdy>

Rural food and water are unhygienic?

- **NO.** It's not that living in cities we eat the best of food. Our fruits and vegetables are injected at every level with artificial colours and chemicals. On the other hand, villages survive on **food grown in a more organic way**. The rivers and streams are much cleaner there than here. No wonder rural people need **minimal medications**.
- It's time you go discover what lies **closer to your roots**.
- Because travel has a new face altogether that lies in our villages.

CHECK YOUR PROGRESS

Discuss the various misconceptions about rural tourism in India.

Elaborate on whether travelling in Indian villages is safe.

Discuss whether travelling in rural India is irrelevant in the age of urbanisation and globalisation.



Fig 2.18: A clean village of Kutch
<http://vrittiimedia.com/blog/wp-content/uploads/2011/11/hodka.jpg>



Fig 2.19: Tourists get a chance to experience the rustic life
<https://www.flickr.com/photos/michaelfoleyphotography/5251205071/in/photolist-912Njt-p5tCcH-67uvRp-67ruMQ-67yzCm-xGKmE-r7iZAj-67vMcp-7giUHV-6GZ1Lp-92VPJ2-7G7K3k-qCBYgk-qCxQdq-sZuev-uvR8E-dPKr9f-9GKSBF-7gGrKU-uvY8U-hxfB5y-9dhWc7-aS3Srx-67ir2R-9VHGn8-2589V9-7Pe87g-2589Au-86qAdY-q3h6FD-67sp4j-8GoqXr-dq1eif-67utXM-67yB4w-8JcJ3h-7x8U57-toSLN-67zLN9-dMmPQ5-66QuBQ-6xYG3-66LjHz-7B4xWs-67o5pM-67n83a-67qcwu-72tTTw-67o7xr-8tiren>

Rural Tourism - 10 Destinations in India

City culture speaks a global language, but if you are interested in knowing about the traditional roots of India, a travel to some of these rural destinations is a must! Explore the village mud houses, be invited for a simple yet delicious meal, enjoy the unpolluted surroundings and soak in the rural culture. It is sure to leave you refreshed as well as inspired. Here are some rural destinations in India that are waiting to be explored.

1. Puttur, Andhra Pradesh

This small village in Andhra Pradesh is popular for its agriculture, mangroves and the prominent silk business. The traditional homes are a beautiful sight and staying in one of these are eye openers on the healthy lifestyle of village folk. The people are involved in various facets of silk saree weaving. Enjoy the grand tour of the silk saree making process, the warm hospitality of the people and the many temples that dot this little village. You can also explore the surrounding regions for a picnic or trek.



Fig 2.20: New form of charkha
<http://thumbprinted.com/>

2. Anegundi, Karnataka

The fascinating legends behind the birth of this village date back to the time of the epic Ramayana. Anegundi in the Koppal district of Karnataka is believed to have been the kingdom of monkeys or Kishkintha and is older than Hampi. Located on the banks of river Tungabhadra, the rocky plateau has many historic sites, temples, tanks and scenic beauty that is waiting to be explored. Club the attractions with the engaging local tales and you are sure to have a journey you will never forget.



Fig 2.21: Banana fibre application

https://www.flickr.com/photos/stupid_dream/10043958535

3. Theerthamalai, Tamil Nadu

Theerthamalai in Dharmapuri district of Tamil Nadu is an emerging destination for rural tourism in the country. The name of the village translates to mean 'The Hill of holy Water' and has a temple that dates back to the 7th century. The Theerthamalai temple that derives its name from the springs originating here along with the waterfalls called Rama Theertha and Hanuman Theertha are places worth visiting. Enjoy the calm and quiet that only such villages can provide.

CHECK YOUR PROGRESS

- Discuss the importance of tourism activities in Puttur (A.P.)
- Describe the various tourism attractions at Puttur (A.P.)
- Describe the various tourism attractions at Anegundi, Karnataka.
- Discuss the importance of tourism activities in Anegundi, Karnataka.
- Describe the various tourism attractions at Theerthamalai, Tamil Nadu.
- Discuss the importance of tourism activities in Theerthamalai, Tamil Nadu



Fig 2.22: Lotus Pond

<https://www.flickr.com/photos/madpai/244207099/in/photolist-nzCge>

4. Shyam Gaon, Jorhat, Assam

The small Buddhist locality in Jorhat district known as Shyam Gaon can provide an interesting rural journey in Assam. India is an interesting country, where culture and traditions change every few hundred meters. The Shyam Gaon is one such village, where the local Khamyang tribals are followers of Theravada Buddhism. Learn more about their culture and way of life in this peaceful village. Three villages, 100-odd families, a wonderful tapestry of culture and traditions, and a history that goes back 700 years ó Assam has just discovered a tourism goldmine.

Residents of Balijan Shyamgaon, Betbari Shyamgaon and Na Shyamgaon, all in Jorhat district, are said to be descendants of those who came to Assam in the 13th century from Thailand, via the Patkai hill ranges. That was the Great Migration from Southeast Asia, leading to 600 years of Ahom rule. However, what is of immediate interest to the tourism department is the fact that these descendants of the original migrants have maintained a link with their past. The inhabitants of Balijan Shyamgaon, Betbari Shyamgaon and Na Shyamgaon ó near Titabor, ó remain Buddhists and have temples (viharas) and pagodas with art and sculptures that echo their distinctive history, culture and traditions. Among the objets d'art and relics preserved in these villages are a statue of the Buddha, a pair of Burmese chivar (robe), a golden kammawara (a religious book) and a large cane basket that was gifted to the Balijan Buddhist temple as a token of love and friendship by the Burmese general Mingimaha Bandula about 300 years ago.



Fig 2.23: Buddha

<https://www.flickr.com/photos/ahinsajain/2265650951>

5. Chitrakote, Chhattisgarh

The tribes of India present interesting opportunities to learn about colourful cultures and a way of life far removed from the rest of the country. Chitrakote is one such village located in the Bastar district of Chhattisgarh. Popular for the folk arts and handicrafts that are made in the village, Chitrakote is also popular for the Chitrakoot waterfalls. The village has much to offer from scenic surroundings to exciting festivals such as the Goncha that sport the usage of bamboo guns and fruits as ammunition! You can also visit the Jagdalpur Palace and Danteshwari temple located here.



Fig 2.24: Chitrakot Waterfalls

https://commons.wikimedia.org/wiki/File:Chitrakot_waterfalls.JPG

6. Hodka, Gujarat

The village located in the Kutch or Kachchh district of Gujarat is a beautiful place that has a mix of both the desert of clay and sand that makes the region so unique. The region has a diverse eco-system, with the wetlands providing home to over 100 species of birds during the winter months. Enjoy the stay here with options such as the rural resort called Shaam-e-Sarhad that is operated by the Hodka community. You can also take part in the celebrations of Sharad Utsav that is celebrated during the period of Navaratri.



Fig 2.25: Hodka, Gujarat woman

<https://www.flickr.com/photos/meanestindian/385129315/in/photolist-A9qYe-Am7uo-A2TwB-ABv31-iSqdnW>

CHECK YOUR PROGRESS

Describe the various tourism attractions at Shyam Gaon, Jorhat, Assam.

Discuss the importance of tourism activities in Shyam Gaon, Jorhat, Assam.

Describe the various tourism attractions at Chitrakote, Chhattisgarh.

Discuss the importance of tourism activities in Chitrakote, Chhattisgarh.

Describe the various tourism attractions at Hodka, Gujarat.

Discuss the importance of tourism activities in Hodka, Gujarat.

7. Pipli, Odisha

Located in the Puri district of Odisha, the village of Pipli is a small area that supports nearly 230 families. The region is popular for the artistic rendition of Applique. The art perfected in Pipli involves the process of cutting variety of cloth materials in the shapes of birds, mythological characters, nature and decorative motifs, etc, and sewing these shapes onto a cloth. These products

range from home decor to clothing, and are made available even in the tourist destinations such as Bhubaneshwar, which is located a mere 20 km away.



Fig 2.26: Ichamati River in the village of Nischintapur- Bhenkutia, Swarupnagar, West Bengal

https://commons.wikimedia.org/wiki/Category:Ichamati_River#mediaviewer/File:Ichamati_River_in_Swarupnagar.JPG

8. Lachen, Sikkim

Situated in the North district of Sikkim, Lachen is a small village that is set against a backdrop of snow-capped mountains and conifer trees. The village that has only recently thrown open the doors to travellers, is a pristine and unexplored landscape. Get a taste of the simple life of the village folk, take a trip to the Lachen Gompa and enjoy treks and walks in the surrounding regions. The locals are friendly and social, so you are sure to find good company in them!

Situated in the northern district of Sikkim, Lachen is one of the most beautiful towns in Sikkim and is an attractive tourist spot which is well known for its Lachung monastery. Its natural beauty and serene vegetation are worth commending and it is believed to be one of the most noteworthy and popular places for Buddhist pilgrims and tourists. Lachen is a less-populated beautiful holiday destination, also famous as the gateway to the sacred Guru Dongmar and Tso Lhamu lakes. Lachen is a small quiet town which is the home to Bhutia tribes and Tibetans and there are about only 150 houses there.

Lachen, is a lovely hill station in the northern district of Sikkim near the Indo-Tibetan Border, on the North Sikkim Highway. The most prevailing area in Lachen is the Nyingma order of Himalayan Buddhism and the Lachen Monastery, positioned atop the village providing a great sight of the village, Lachen Chu and the alpine covers. Lachen is known for its lush vegetation that contains mainly grasslands and shrubs along with apple orchards that are the major tourist attraction here.



Fig 2.27:Lachung is a town in northeast Sikkim

https://commons.wikimedia.org/wiki/File:Lachung_Town.jpg

9. Ballabhpur Danga, West Bengal

Among the rural travel destinations in India is the Ballabhpur Danga, located 220 km from Kolkata in West Bengal. The region consisting of the Santhal Adivasi tribal community lies close to the Sonajhuri forests. The village is known for its art and craft such as Batik, carpentry, leather work, mat weaving etc. The beautiful tribal homes adorned with designs are a sight indeed! The tribal music and dance are also wonderful to observe. You can also attend the Saturday 'Haat' or market at Sonajhuri.

The spirit of the Santhal Adivasi tribal community living amidst the rustic rural beauty of **Bengal** can be experienced if you visit Ballabhpur Danga in Birbhum District, just 3 kilometres from Shantiniketan. You could get carried away in the natural beauty and greenery here since the Avayaranya forest area and bird sanctuary is to the south of Ballabhpur Danga and the Sonajhuri forest to its east. While you mingle with the local tribes, you could know more about their art and crafts and the culture that they embrace. The spectacular terracotta works, the batik works, mat weaving, carpentry, broom binding and designing ornaments out of various types of seeds, date palm, leaves would leave you astonished. You could unwind watching the tribal dance in the open air around a fire against the rhythms of the instrument called madal that the tribal people play. The songs and recitations of the tribal community speak about their myths and history. You could visit many places and enjoy your trip if you go there between October and April. Apart from being a part of the festivals like Chhabish Prahar, Badna and Charak Puja, you could also shop some authentic tribal things from their local market or *haat* at Sonajhuri. You would remain fresh and rejuvenated during your stay as you relish the traditional Birbhum meal that consists of rice, leafy vegetables, lentils and all kinds of fresh ingredients. Ballavpur Danga is 160 kilometres away from the Howrah railway junction. The closest airport is Kolkata.



Fig 2.28: Santhal dance

https://commons.wikimedia.org/wiki/File:Santali_dance_photo.png#/media/File:Santali_dance_photo.png

10. Kumbalangi Island Village, Kerala

The backwaters of Kochi have a secret that is beautiful and less explored; the eco-tourism destination called Kumbalangi. The small island village is the first rural tourism initiative taken by the Kerala state. It has many scenic vistas, including the popular Chinese nets that can be enjoyed by travellers visiting the region. You can explore the artists' village of Kalagramam, the well nurtured mangroves and try your hand at bait fishing. There are many homestays here that provide budget stay options.

Kumbalangi, a small and beautiful island village off **Kochi** in **Kerala**, is the first Model Tourism Village in India. You would be amazed to see how an underdeveloped fishing village can be transformed into a model fishing village and eco-tourism hotspot. You could experience the different homestays all of which are famous for the sumptuous coastal delicacies. The abundance of natural resources make this village offer a veritable treat to its visitors. Along with the famous Chinese fishing nets there are many other sights to enjoy. The age-old cultural heritage of the people and the simple livelihood would fascinate you apart from the indigenous fishing experiences, country boat cruises and crab farming experiences. The cage culture type of fish farming practised here is surely an added attraction for all the tourists. If you are looking for some adventures, then you would thoroughly enjoy the crab farming and oil catch, you fryö style of backwater cruises here. You would also enjoy walking along the lush green paddy fields of the village where the renowned pökkaliö organic rice is cultivated. The nearest station from Kumbalangi is at Ernakulam, about 25 kilometres. Cochin International Airport, about 46 kilometres away is the nearest airport.



Palms in Kumbalangi, Ernakulam

<https://commons.wikimedia.org/wiki/File:Kumbalangi.JPG#/media/File:Kumbalangi.JPG>

CHECK YOUR PROGRESS

Describe the various tourism attractions at Pipli, Odisha.

Discuss the importance of tourism activities in Pipli, Odisha.

Describe the various tourism attractions at Lachen, Sikkim.

Discuss the importance of tourism activities in Lachen, Sikkim.

Describe the various tourism attractions at Ballabhpur Danga, West Bengal.

Discuss the importance of tourism activities in Ballabhpur Danga, West Bengal.

Describe the various tourism attractions at Kumbalangi Island Village, Kerala.

Discuss the importance of tourism activities in Kumbalangi Island Village, Kerala.

2.05 ETHNIC TOURISM AND RURAL TOURISM

DEFINING ETHNIC AND RURAL TOURISM

Ethnic tourism is related to experience the living cultures of yesteryears. In India, it is like visiting a sacred punctuation amidst various belief systems. Many would agree that Ethnic tourism capitalises on and therefore fosters the tourists desire to meet local people, promoting the idea that museums or cultural centres are not an alternative to the actual first hand contact with the local people. It can be described as a form of tourism motivated by the search for first hand, authentic and sometimes even intimate contact with people whose ethnic and/or cultural background is different from the tourists own.

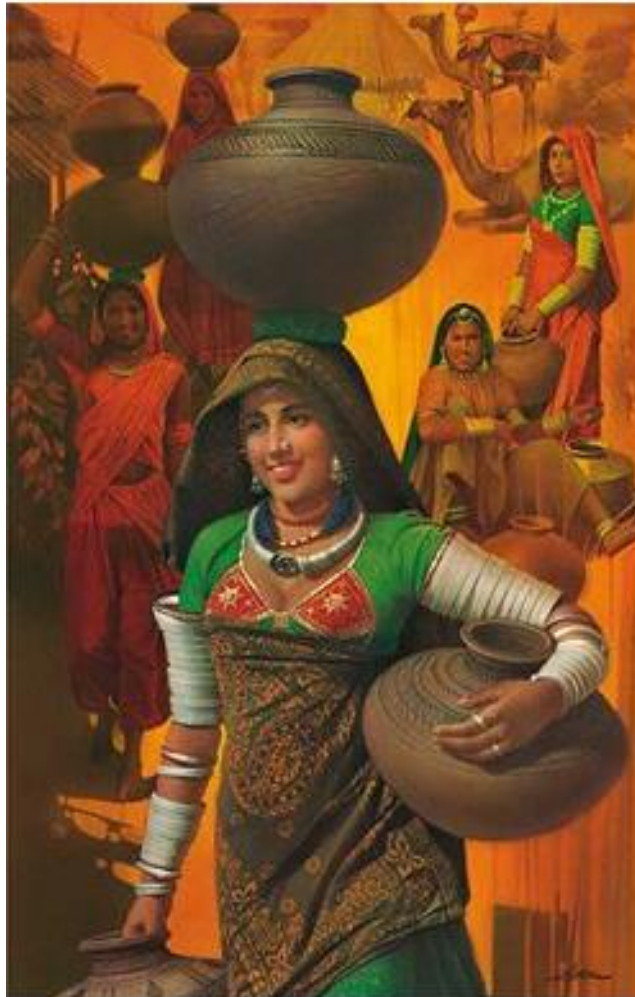


Fig 2.29: Rustic life makes a great subject for painting
<https://in.pinterest.com/pin/490118371940706799/>

An Overlapping form of Tourism

Terms such as ethnic, heritage, rural and cultural tourism are common as a type of special interest tourism.

It is difficult to differentiate these as all of them sustain on the exploitation of local cultural heritage. However, there are differences among these forms of tourism and, therefore, they require different exposition and treatment by product designers and developers.

Cultural tourism does not require direct contact with the inhabitants as it can be exhibited to the tourists. In other words, cultural tourism can be packed and demonstrated at a distant place also. In

cultural tourism, tourist is interested in viewing the cultural practices of different people of different places.

The Ethnic tourism, however, requires direct contact with the hosts. Tourist wants to visit the locals in their traditional settings. It is an attempt to spend time in the traditional settings of the people visited and live like one of them to have the first hand experience of a distant culture. This can be both urban as well as rural.



Fig 2.30: Ethnic tourism allows you to interact with the local host and understand what “sola singar” (16 cosmetic treatments) means

<https://www.pinterest.co.uk/pin/271834527483675333/>

Significance

In the beginning, the term -Ethnicø was used to refer all those groups which were not Jewish. Its growth can be traced back to the 15th and 16th century when all non-Jewish and Non-Christian groups were identified by the term. Later, by the beginning of 19th and 20th century Ethnicity was placed in between the ideas of race and those of culture.

Ethnic tourism is a special kind of tourism where interest in the cultural practices of indigenous people assumes the centre of attraction of all classes of tourists whether they are domestic, regional or international. The special thing about it is the intention to visit and experience the culture in its original environment and if possible to imitate those living patterns for the time the visitors spend with them.

Hence, human contact with the indigenous people is of prime importance in this form of tourism. In Ethnic tourism, therefore, the notion of authenticity is very important, as tourist wants to experience the genuine indigenous culture and traditional practices which they cannot see or experience at the place of their stay or work.

The industrial revolution in the modern times and the growing urbanization that followed, led to gradual extinction of the traditional societies. The growing urbanization also led to the monotonization of the culture. It is more so visible in the case of environmental changes where gradual extinction of forests has been identified with the extinction of wilderness. Thus, there has been a deliberate attempt to not only conserve the wilderness but also to experience it. The same is

applicable on the Ethnic tourism, wherewith the expanding frontiers of mass media unique characteristics of different cultures are being dissipated and are replaced by an all common characteristics of industrial society. Here lies the unique opportunity for you to design and develop a product which can pullout people from their homes to trace the ethnic roots of their own self or those of other people so as to enrich their experience. Higher the genuinity and authority of ethnic culture better and satisfactory would be the experience of the tourist.

CHECK YOUR PROGRESS

Explain the concept of ethnic and rural tourism clearly giving the distinguishing features.

What is meant by special interest tourism? What are the various types of special interest tourism?

What is the significance of ethnic tourism?

Elaborate the special significance of ethnic tourism in context of growing urbanization which led to the monotonization of the culture.

ETHNIC TOURISM: AS TOURIST PRODUCT

Ethnic Tourism is experience-based tourism, where direct interaction with the host plays a crucial role.

Hosts are there to not only provide the services but also are the centre of attraction for the tourists. It is very difficult to identify the real interest of tourists who opt for Ethnic tourism. Up till now very limited research has been conducted to explore this issue. Ethnic tourism is often marketed with a focus on the destination's unique cultural attributes or identity. Research related results to what tourists actually want to experience, range from a desire for more information to seeking the truly exotic and unusual. Surveys of visitors to Australian aboriginal sites found that interest in life-style, religion, food, etc., were high, while interests in artificial, craft, dances and performances were relatively low for their being a part of ethnic tourism.

Designing of a Tourist Product

You have been already told about the limitations imposed on tourism as being the part of service sector.

The primary attributes of service sector i.e., intangibility, inseparability and lack of ownership should be once more reminded to you so as to help you to situate them better in developing Ethnic Tourism as tourist product.

An important feature of the tourism sector has been the intangibility of the product. This feature introduces a sense of individuality i.e., every tourist has his own preferences of experiences, thereby, it is difficult to attach universal value to the product in tourism sector. It is a very important consideration while designing ethnic tourism as every tourist is not attracted towards natives for a direct interaction. The cultural barrier between hosts and tourist poses further limitations. Guest-host relations pass through various stages.

Another feature of service sector is the inseparability of the product. In this trade the production and consumption of the product cannot be separated. The enjoyment of the tourist product cannot take place outside, i.e., the experience or ethnic culture cannot be enjoyed beyond the physical limits of the space in which a particular society is located.

The notion of ownership is difficult to define for the tourist product. It is more so applicable on the Ethnic tourism product. Culture is not owned by anybody and it is a way of living or handed down way of life for a set of people. The services sold, as part of tourism product, are experiences; hence they cannot be owned by the tourists.

Cultural Variations

Ethnic Tourism thrives on the cultural variations across the societies. With the growing urbanization there is nostalgia for lost culture, i.e., pre-industrial societies. Similarly confinement to the urban settings also encourages them to visit rural places and experience a different kind of living style. In Ethnic tourism, tourist is willing to share the living styles of other society. He/She is not satisfied just by visual experience, but is interested in the direct contact and personal experience of different cultural practices, even to the extent that tourists want to be part of same society for the period they are there.



Fig 2.31: Cultural variations can be seen through ethnic tourism

<https://www.pinterest.co.uk/pin/399835273153160961/>

The escape from monotonous life of urban centers to the ruggedness of rural life is the most important tourist attraction. Here, the tourist wants to witness the rural life where modern day amenities are still not available and one feels closer to the nature. It is seeking the experience to live like a natural being without artificial amenities developed by the modern technology. At such place, as a product designer or developer you must realize that surrounding should always remain natural only for the tourists to enjoy your products. This kind of tourism is developing perhaps also due to the fact that a movement towards nature is emerging in the highly industrial and information technology societies.

Marketing

It is important to realize that Ethnic tourism is very specific kind of tourism whereby its demand is also very limited and it needs special promotion. It is also to be kept in mind that Ethnic and Rural tourism are experience tourism, which can put immense pressure on the hosts. Therefore, in order to offer a satisfying experience to the tourists, it is important to realize that number of visitors has to have a limit. In other words the carrying capacity of Ethnic tourism is limited; however, in the case of rural tourism one can accommodate larger number of tourists.



Fig 2.32: Scenic beauty of northeast India helps in marketing tourism

<http://indianexpress.com/article/north-east-india/more-flights-aggressive-campaign-to-double-north-east-tourist-arrival-in-five-years-4970876/>

The marketing of ethnic and rural tourism has its own specifications. It must establish that the product in offering is an authentic one. It is also important to highlight that to maintain the authenticity of the product modern day amenities cannot be offered. The marketing of this product shall need stressing the fact that one can experience not only a different location, but also the different life-style.

CHECK YOUR PROGRESS

Explain the ethnic tourism as a tourism product.

Elaborate on how ethnic tourism product can be designed.

Discuss the importance of cultural variation in context of the ethnic tourism.

Describe how marketing strategies are to be kept in mind while developing ethnic tourism products.

ISSUES AND CONSIDERATIONS

The importance of Ethnic tourism for anthropological analysis is twofold. On one side are myths and rites of different cultures, on the other, the effects of tourism on host communities life style and value system. Different tourism products among ethnic groups represent that "quest for authenticity" often debated in anthropology of modern societies.

As for the cultural aspect, ethnic tourism gives also birth to a folklore market, where fake-lore and show-windows are the sad results. Anthropology of tourism has contributed to overcome two axioms: "tourism helps cultures meet", and "tourism brings development". Generally speaking, they are false. Rather than a "meeting" ethnic tourism, in particular, can be a culture shock; if not handled properly.

Ethnologists have been observing, for more than twenty years by now, cultural and social changes produced by this impact. Ethnic tourism is an increasing hybrid genre, sharing characteristics of

ecological and cultural tourism. But eco-tourism in natural parks, all over the world, is causing problems. Similarly, growing ethnic tourism also endangers the culture of indigenous people.

As far as development is concerned, it depends on the pattern of development we think of. Definitely tourism imposes one. Whether it is the best, remains questionable. Comfort standards of hospitality (the so called "western style") are compulsive and require high investments. How much tourist money goes into native's pockets? Contradictions generate conflicts and discontent. Recent slogans sound like "Tourists go home!" (Antigua, Corsica, Ucayali river villages in Peru, Bali, South African natural parks, etc.). These "rejection phenomena" need a durable solution.

Sustainability can be encouraged through individual behavior and, globally, by rethinking in the tourism industry. Formulas like socially conscious -or responsible -tourism originate from an anthropological approach. Cultural Survival and the North America Coordinating Centre for responsible Tourism have drawn an Ethical Code for tourists. In tourist contexts where almightiness derives from high income, the time has come to promote the concept of duties, and not simply rights. Ethnic tourism means respect for both environment and cultures.

There are certain ethics expected to be followed by tourists especially involved with Ethnic tourism where direct contact with natives is aspired.

1. Travel in the spirit of humility and with a genuine desire to learn more about the people of your host country.
2. Be sensitive to the feelings of the native people.
3. Be a good observer and listener.
4. Explore local customs, cultural practices and appreciate those.
5. Spend on the indigenously produced article so as to support the local artisans and manufacturers.

The same can be taken into account while designing the product.

CHECK YOUR PROGRESS

Elaborate importance of twofold analysis of Ethnic tourism for anthropological perspective.

Explain how ethnic tourism gives birth to a folklore market.

Explore the two axioms "tourism helps cultures meet", and "tourism brings development" which anthropology seem to overcome.

Elaborate how myths and rites of different cultures contribute to ethnic tourism.

Discuss the effects of tourism on host communities life style and value system as a consequence of ecotourism.

Explain how sustainability can be encouraged through individual behavior and, globally, by rethinking in the tourism industry.

What are the pointers on ethics for ethnic tourism to be observed by tourists?

POTENTIAL OF ETHNIC OR RURAL TOURISM IN INDIA

The cultural variation and unity with heterogeneity has been an important feature of Indian society. The survival of traditional society and culture even in the era of rapid industrialization has been a unique feature of India. It has placed India in a better position to exploit the Ethnic and Rural tourism.

The recurring nature of festivals and fairs has been an attractive feature for the development of Ethnic tourism.

Festivals



Fig 2.33: Holi is a festival of colors

<https://www.pinterest.co.uk/pin/396246467196876208/>

Since ancient past festivals have been celebrated. These festivals are celebrated to mark religiously auspicious days. These are spread over various months of year and are celebrated in different parts of the country by various societies. Festivals are integral part of Indian culture and very important component of the ethnic identity of India.

The important festivals in India are Holi, Deepawali, various Urs, Onam, Baisakhi, etc. and these are integral part of ethnic tourism. For example, in India we have Deepawali festival being celebrated. On the day of Deepawali lamps are lit to mark the victory of truth over evil. A large number of pilgrims visit Chitrakoot and Ayodhya during Deepawali and it provides a memorable sight of the ethnic culture of India. Similarly another important festival providing glimpses of Indian ethnic culture is Holi and Mathura in Uttar Pradesh is famous for its' Holi. It is celebrated during harvest season and colours are applied to each other.



Fig 2.34: Various urs and festivals weave India's secular fabric

<https://www.pinterest.co.uk/pin/589760513676330224/>

Urs (from Arabic: *Urs*), is the death anniversary of a Sufi saint in South Asia, usually held at the saint's dargah (shrine or tomb). In most Sufi orders such as Naqshbandiyyah, Suhrawardiyya, Chishtiyya, Qadiriyya, etc. the concept of Urs exists and is celebrated with enthusiasm. The devotees refer to their saints as lovers of God, the beloved.

Urs rituals are generally performed by the custodians of the shrine or the existing Shaikh of the silsila. The celebration of Urs ranges from Hamd to Naat and in many cases includes the singing of religious music such as qawwali. The celebration also features food samples, bazaar, and various kinds of shops.

The Urs of Khwaja Moinuddin Chishti at Dargah Sharif in Ajmer attracts more than 400,000 devotees each year and is regarded as one of the most famous urs festivals around the world.

The sixth day of the Urs is regarded as the most special and auspicious. It is called *Chhati Sharif*. It is celebrated on the 6th Rajab between 10:00 A.M. and 1:30 p.m. inside the Mazaar Sharif. *Shijra* is read by duty bound *Khadims* of Moinuddin Chishti, and then there is *Fariyad* (prayers).

Just before the *Qu'l* (conclusion of Chhati Sharif), *Badhaawa* (a poem of praise) is sung at the main entrance of the shrine by Qawwals.

Badhaawa is a recitation accompanied only by clapping; no musical instrument is played. It was composed by Syed Behlol Chishty, an ancestor of the present day Khadim community.

After its recitation, the ceremony of the Qu'l comes to an end, and Fatiha is recited. The end of the ceremony is marked by firing a cannon at 1:30 p.m.



Fig 2.35: Onam is a star festival of South India

<https://www.pinterest.co.uk/pin/787707791049698466/>

Onam is an annual Hindu festival with origins in the state of Kerala in India. It falls in the Malayalam calendar month of *Chingam*, which in Gregorian calendar overlaps with August to September. The festival commemorates the Vamana avatar of Vishnu, the subsequent homecoming of the legendary Emperor Mahabali and mythologies of Hinduism related to Kashyapa and Parashurama.

Onam is very famous festival, celebrated especially in south India. It is also a harvest festival. The most famous part of Onam celebration is Boat race. It is organised at two places in Alleppey and Pulekunna in Kerala.

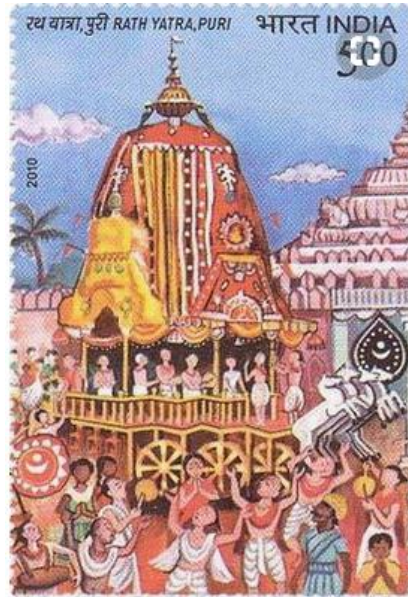


Fig 2.36: A Postal Stamp in the honor of Rath Yatra

<https://www.pinterest.co.uk/pin/551268810613108838/>

Rath Yatra of Jagannath Puri is also an important festival. It is celebrated at Jagannath Puri, Orissa. Puri, the abode of lord Jagannath and one of four holy shrines of India, is a place of colourful festivals

Rath Yatra-the most famous. The three deities of Jagannath, Balbhadra and Subhadra are taken in three huge chariots in a procession to their summer temple for a week. The deities there take new attires (vesh) every day and after a lapse of eight days they return to the main temple riding their chariots drawn by the devotees.



Fig 2.37: Ganapati is a revered deity celebrated exclusively during Ganesh festival

<https://www.pinterest.co.uk/pin/584482857863283260/>

Ganesh Chaturthi (IAST: *Gaṇēśa Chaturthī*), also known as **Vinayaka Chaturthi** (*Vināyaka Chaturthī*) is the Hindu festival that reveres god Ganesha. A ten-day festival, it starts on the fourth day of Hindu luni-solar calendar month Bhadrapada, which typically falls in the Gregorian months of August or September. The festival is marked with the installation of Ganesha clay idols privately in homes, or publicly on elaborate pandals (temporary stages). Observations include chanting of Vedic hymns and Hindu texts such as *Ganapati Upanishad*, prayers and *vrata* (fasting). Offerings and

CHECK YOUR PROGRESS

What are the potential areas for development of ethical tourism in India?

Explain how festivals contribute to building interests in tourism in India.

Elaborate the rich festival traditions which make India interesting to tourism.

prasada from the daily prayers, that is distributed from the pandal to the community, include sweets such as modaka believed to be a favorite of the elephant-headed deity. The festival ends on the tenth day after start, wherein the idol is carried in a public procession with music and group chanting, then immersed in nearby water body such as a river or ocean, thereafter the clay idol dissolves and Ganesha is believed to return to Mount Kailash to Parvati and Shiva.

Fairs

There are numerous fairs organized throughout the country and round the year. Generally, festivals are at the centre of traditional fairs. Quite a few fairs are organized to promote the traditional culture and to attract the foreign tourist.



Fig2.00: Kumbha festivals are attended by millions of devotees

<https://blog.travelguru.com/kumbh-mela-2015/>

Kumbh Mela , perhaps the most important cultural fair of India. It is celebrated once in every twelve years at Prayag, Ujjain, Nasik and Haridwar. Millions of people visit this fair and it perhaps the largest gathering of people at one place.

Pushkar festivalis celebrated at Pushkar, near Ajmer, Rajasthan. It is also famous for cattle fair. Rajasthan Tourism Development Corporation has promoted the event. To createethnic and rural ambience, a temporary tourist village is established during the festival. Near the temporary tourist village sales counters of various ethnic items are organised. Handicraft items dominate the list here ranging from decorative items to cloth and leather items.

To provide more exposure to the tourists of the Ethnic richness of Indian culture a seven day safari is also organized by the Rajasthan tourism. It is planned in such a manner that during daytime tourist travels through the scenic and rural beauty of interior India appreciating the Ethnic richness.

To promote and exhibit the tribal culture of India Maharashtra Tourism Development Corporation organizes a tribal fair in Gavilgarh fort of Chikhaldara in Vidharbha region. The tribes of Korku, Gavalis, Bascodes, Gonds, Madias, Kolmas, etc., dominte the region. Tourists get amused by the talent of tribal people, which is visible in their handicraft products, in their musical instruments, etc.

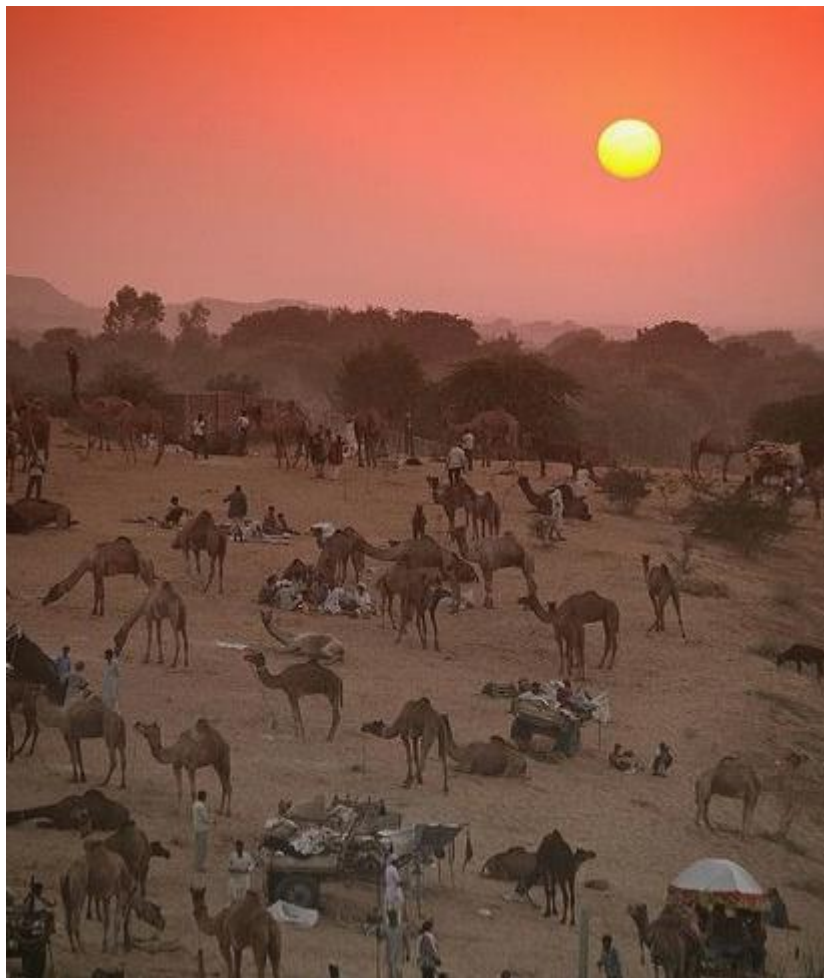


Fig 2.38: Pushkar festival

<https://www.pinterest.co.uk/pin/571183165218168163/>

The fair is dominated by the dance performances from various tribes. The fair is able to clearly project the Ethnic diversity of India.

In Ranchi, Jharkhand region we can witness tribal festival. It is held annually in the Chota Nagpur region of Jharkhand, where tribal Ethnic traditions can be appreciated. The fair also organises exhibition and sale of tribal handicraft products. It is known as Adivasi Festival.

CHECK YOUR PROGRESS

Which are the various fairs which are celebrated in India?

Define Ethnic tourism.

Explain the designing of a tourism product and how can we promote our Ethnic Tourism.

Delineate the Issues and consideration to be incorporated while developing Ethnic Tourism.

Explain the role of festivals and fairs in the promotion of Ethnic and rural tourism.

2.06 RELIGIOUS TOURISM

Religious tourism, also commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. North American religious tourists comprise an estimated \$10 billion of the industry.

Modern religious tourists are more able to visit holy cities and holy sites around the world. The most famous holy cities are Mecca, Medina, Karbala, Fátima, Jerusalem and the Vatican City. The most famous holy sites are the Great Mosque of Mecca, the Sanctuary of Our Lady of Fátima in Cova da Iria, the Basilica of Our Lady of Guadalupe in Mexico City, the Church of the Nativity in Bethlehem, the Western Wall in Jerusalem and the St. Peter's Basilica in Rome. Religious tourism has existed since antiquity. A study in 2011 found that 2.5 million people visited Karbala on the day of Arbaeen in 2013, pilgrims visited Jerusalem for a few reasons: to understand and appreciate their religion through a tangible experience, to feel secure about their religious beliefs, and to connect personally to the holy city.

Although no definitive study has been completed on worldwide religious tourism, some segments of the industry have been measured:

According to the World Tourism Organization, an estimated 300 to 330 million pilgrims visit the world's key religious sites every year.

According to the U.S. Office of Travel and Tourism Industries, Americans traveling overseas for "religious or pilgrimage" purposes has increased from 491,000 travelers in 2002 to 633,000 travelers in 2005 (30% increase).

The Christian Camp and Conference Association states that more than eight million people are involved in CCCA member camps and conferences, including more than 120,000 churches.

Religious attractions including Sight & Sound Theatre attracts 800,000 visitors a year while the Holy Land Experience and Focus on the Family Welcome Center each receives about 250,000 guests annually.

Indian Scenario

The spiritual air in the country humbly carries the fragrance of Karma, Dharma and most importantly Forgiveness. A secular country under whose shelter dwells multiple religions in utmost peace and harmony, India can rightly be called the Land of Faith. Trudge through the mighty mountains and you shall experience divine presence or traverse through the meandering alleys, where spirituality combined with history waits to greet your spiritually thirsty souls. The pious soil of the country constantly keeps you in contact with a Supreme Power that dwells in different forms. The existence of

a large number of temples, mosques, churches, gurudwaras and monasteries in India beckons the traveler to visit a country that is tolerant, spiritual and most of all diverse yet united. Having an upper hand in the country, spirituality has propelled many ordinary destinations into significant religious places in India. As a result, along with a large number of pilgrims that visit these religious destinations once a year, many travel enthusiasts have started to throng these hubs. Tourism has grown manifold and so has the fame of India. Let us together get acquainted to a different and vital side of the country and learn about these fascinating religious tourism places in India:

CHECK YOUR PROGRESS

Define religious tourism.

Describe some data which show the extent of the religious tourism in the world.

What makes India an important religious tourism destination for international tourist?

Vaishno Devi Temple, Jammu Kashmir:



Fig 2.39: Vaishno Temple

<https://tmi2-tourmyindiapvtlt.netdna-ssl.com/blog/wp-content/uploads/2014/07/vaishno-devi-temple.jpg>

From high up in the mountains Mata Vaishno Devi calls out to her devotees! Situated on the Trikuta Hills in Jammu, the abode of Mata Vaishno is amongst the most popular pilgrimage in India. Experience an indescribable delight in taking an arduous trek that further leads to the caves where the goddess presides over and bestows countless blessings. Beautiful landscape, pervading divinity and thrilling adventure! this is one journey in India that will remain etched in your memories forever.

Golden Temple/Swarn Mandir/Harmandir Sahib in Amritsar:

Amritsar (literally, *the tank of nectar of immortality*) was founded in 1577 by the fourth Sikh guru, Guru Ram Das. The fifth Sikh Guru, Guru Arjan, designed Harmandir Sahib to be built in the center of this tank, and upon its construction, installed the Adi Granth, the holy scripture of Sikhism, inside Harmandir Sahib. The Harmandir Sahib complex is also home to the Akal Takht (*the throne of the timeless one*, constituted by the Sixth Guru, Guru Hargobind). While the Harmandir Sahib is regarded as the abode of God's spiritual attribute, the Akal Takht is the seat of God's temporal authority.

The construction of Harmandir Sahib was intended to build a place of worship for men and women from all walks of life and all religions to worship God equally. The four entrances (representing the

four directions) to get into the Harmandir Sahib also symbolise the openness of the Sikhs towards all people and religions. Over 100,000 people visit the shrine daily for worship, and also partake jointly in the free community kitchen and meal (*Langar*) regardless of any distinctions, a tradition that is a hallmark of all Sikh Gurdwaras



Fig 2.40: Golden Temple

<https://tmi2-tourmyindiapvtlt.netdna-ssl.com/blog/wp-content/uploads/2014/07/golden-temple.jpg>

The unparalleled reflection of the pious golden edifice on the ambrosial nectar (lake) and the horde of pilgrims loitering in the shrine complex urge one to visit this popular religious place in India. Built by the fourth Sikh Guru, Ramdass Sahib Ji, Gurudwara Harmandir Sahib is the most important Sikh pilgrimage site to visit in India. The golden gilded temple commemorates a number of Sikh historical events. A bringer of peace, the Golden Temple is nothing short of a legacy in India.

CHECK YOUR PROGRESS

Explain the importance of Vaishno Devi in the religious tourism in India.

Describe why visitors to Harmandir Sahib have special attraction to the site.

Discuss the various facilities at the Golden Temple for the religious tourists.

Sun Temple (Surya Mandir) in Konark:

Konark is a medium town in the Puri district in the state of Odisha, India. It lies on the coast by the Bay of Bengal, 60 kilometers from the capital of the state, Bhubaneswar. It is the site of the 13th-century Sun Temple, also known as the Black Pagoda, built in black granite during the reign of Narasimhadeva-I. The temple is a World Heritage Site. The temple is now mostly in ruins, and a collection of its sculptures is housed in the Sun Temple Museum, which is run by the Archaeological Survey of India.

Konark is also home to an annual dance festival called **Konark Dance Festival**, held every December, devoted to classical Indian dance forms, including the traditional classical dance of Odisha, **Odissi**.

On 16 February 1980, Konark lay directly on the path of a total solar eclipse



Fig 2.41: Sun Temple

<https://tmi2-tourmyindiapvtl.netdna-ssl.com/blog/wp-content/uploads/2014/07/sun-temple-konark.jpg>

The masterpiece of Indian architecture, Sun Temple is the epitome of exquisite architecture and unmatched spirituality. Situated in Konark, Odisha, the Sun Temple boasts of a massive size and is an incredible example of genius. The Sun God sitting on a majestic chariot depicts the victory of King Narsimhadeva I (who defeated a number of Muslim invaders). The incredible architecture that includes 12 pairs of carved wheels, hall of offering, imposing pyramidal roof and erotic scenes have been the key driving force for art lovers and travel enthusiasts who visit here, thereby making the Sun Temple one of the best places to see on a religious tour in India.

Jagannath Temple (Jagannath Mandir) in Puri:

The **Shree Jagannath Temple** of Puri is an important Hindu temple dedicated to Lord Jagannath, a form of Lord Vishnu, located on the eastern coast of India, at Puri in the state of Odisha. The temple is an important pilgrimage destination and one of the four great 'Char Dham' pilgrimage sites, found at India's four cardinal points. The present temple was rebuilt from the 10th century onwards, on the site of an earlier temple, and begun by King Anantavarman Chodaganga Deva, first of the Eastern Ganga dynasty.

The temple is famous for its annual Ratha Jatra, or chariot festival, in which the three principal deities are pulled on huge and elaborately decorated temple cars. These gave their name to the English term Juggernaut. Unlike the stone and metal icons found in most Hindu temples, the image of Jagannath is made of wood and is ceremoniously replaced every twelve or nineteen years by an exact replica.

The temple is sacred to all Hindus and especially in those of the Vaishnava traditions. Many great saints, such as Adi Shankaracharya, Ramananda & Ramanuja were closely associated with the temple. [Association of Adi Shankaracharya with Jagannath temple was not true, as Adi Shankar lived in 8th century CE, and the temple was first constructed at late 11th century and early 12th century CE]. Ramanuja established the Emar Mutt near the temple and the Govardhan Mutt, which is the seat of one of the four Shankaracharyas is also located here. It is also of particular significance to the followers of the Gaudiya Vaishnavism whose founder Chaitanya Mahaprabhu, was attracted to the deity, Jagannath, and lived in Puri for many years.



Fig 2.42: Jagannath Puri

<https://tmi2-tourmyindiapvtl.netdna-ssl.com/blog/wp-content/uploads/2014/07/Janagnath-temple-puri.jpg>

CHECK YOUR PROGRESS

Explain the importance of Sun Temple in the religious tourism in India.

Describe why visitors to Jagannath Puri have special attraction to the site.

Discuss the various facilities at Jagannath Puri for the religious tourists.

Somnath Jyotirlinga, Gujarat

The **Somnath temple** located in Prabhas Patan near Veraval in Saurashtra on the western coast of Gujarat, is believed to be the first among the twelve *jyotirlinga* shrines of Shiva. It is an important pilgrimage and tourist spot of Gujarat. Reconstructed several times in the past after repeated destruction by several Muslim invaders and Portuguese, the present temple was reconstructed in Chaulukya style of Hindu temple architecture and completed in May 1951. The reconstruction was envisioned by Vallabhbai Patel and was completed under K. M. Munshi, the then head of the temple trust

According to tradition, the *Shivalinga* in Somnath is one of the 12 *jyotirlingas* in India, where Shiva is believed to have appeared as a fiery column of light. The *jyotirlingas* are taken as the supreme, undivided reality out of which Shiva partly appears.

Each of the 12 *jyotirlinga* sites take the name of a different manifestation of Shiva. At all these sites, the primary image is a lingam representing the beginning-less and endless stambha (pillar), symbolizing the infinite nature of Shiva. In addition to the one at Somnath, the others are at Varanasi, Rameswaram, Dwarka, etc



Fig 2.43: Somnath Temple

<https://tmi2-tourmyindiapvtltd.netdna-ssl.com/blog/wp-content/uploads/2014/07/somnath-temple-gujarat.jpg>

Reckoned to be the first Dwaadash Jyotirlinga (Pillar of Light) of Lord Shiva, Somnath Jyotirlinga in Gujarat holds an important place in India. The survivor of many attacks in the past, Somnath Jyotirlinga has been a source of divinity and spirituality for many Hindu pilgrims. Situated on the shores of Arabian Sea, this sacred shrine calls out to devotees from afar and blesses innumerable times. Feel the power of spirituality and lose yourself in the devotion at this holy place in India.

Ranakpur Temple



Fig 2.44: Ranakpur Temple

<https://tmi2-tourmyindiapvtltd.netdna-ssl.com/blog/wp-content/uploads/2014/07/ranakpur-temple.jpg>

Humility is the greatest virtue and Jainism preaches just that! Situated in Ranakpur village in Rajasthan, Ranakpur is one of the best places of Indian pilgrimage tourism. The Ranakpur temple is one of the oldest Jain temples in India and thus holds a lot of importance for devotees. Pilgrims from all over the world pay a visit to this temple that has majestic architecture and beautiful surroundings. Imbue yourself in the tranquil ambiance here and you shall definitely seek divinity that does not match anything ordinary.

CHECK YOUR PROGRESS

Explain the importance of Somnath Jyotirlinga in the religious tourism in India.
Describe why visitors to Ranakpur Temple have special attraction to the site.

Tirumala Venkateswara Temple in Tirupati



Fig 2.45: Tirupathi temple

<https://tmi2-tourmyindiapvtlt.netdna-ssl.com/blog/wp-content/uploads/2014/07/Tirumala-Venkateswara-templ.jpg>

The earthly abode of Lord Venkateswara (incarnation of Vishnu), Tirumala Venkateswara Temple is situated on the last hill of the Seshachalam range in Tirupati, Andhra Pradesh. Like many temples in south India, this holy temple is known for its exquisite architecture. It is also amongst the most visited Hindu temples in India as it is said that the temple attracts 60,000 pilgrims each day. One must attend the Puja that is accompanied by many hymns and praises giving it a touch of unmatched divinity. The Laddoo Prasadam is yet another attraction of Tirumala Venkateswara Temple.

Hemkund Sahib:

Situated in one of the most scenic locations in the country, Hemkund Sahib adds charm to religious tour in India. Unlike other Sikh pilgrimages in India, Hemkund Sahib has a pentagonal structure. The scenic beauty of the place is worth mentioning as this shrine is nestled amidst lofty hills that are covered with snow. One shall be stunned with the kind of devotion that the pilgrims show here despite the adverse climatic conditions.

Hemkund Sahib (also spelled Hemkunt), formally known as *Gurudwara Sri Hemkund Sahib Ji*, is a Sikh place of worship and pilgrimage site in Chamoli district, Uttarakhand, India. It is devoted to Guru Gobind Singh (1666-1708), the tenth Sikh Guru, and finds mention in *Dasam Granth*, a work dictated by Guruji himself. With its setting of a glacial lake surrounded by seven mountain peaks, each adorned by a Nishan Sahib on its cliff, it is according to the Survey of India located in the Himalayas at an elevation of 4,632 meters (15,197 feet). It is approached from Gobindghat on the Rishikesh-Badrinath highway. The main town near Gobindghat is Joshimath.

The spiritual ambiance at Hemkunt Sahib may pursue you to stay a it longer here



Fig 2.46: Hemkund Sahib

<https://tmi2-tourmyindiapvtlt.netdna-ssl.com/blog/wp-content/uploads/2014/07/hemukund-sahib.jpg>

CHECK YOUR PROGRESS

Explain the importance of Tirumala temple in the religious tourism in India.
Describe why visitors to Hemkund sahib special attraction to the site.

Ajmer Sharif in Ajmer



Fig 2.47: Ajmer Sharif

<https://tmi2-tourmyindiapvtlt.netdna-ssl.com/blog/wp-content/uploads/2014/07/ajmer-sharif.jpg>

Khwaja Moinuddin Chishti lay in peace here, listening to people's wishes and fulfilling them. Once you enter through the gate of the Dargah a queer peace takes over you. A sacred shrine in Ajmer, Dargah Sharif is visited by millions of devotees every year from all over the world. The Dargah for many reasons captivates one's heart; there is certainly something that is magical about this place that people from different faith come and worship here. Although the dargah is always crowded, the best time to visit Ajmer Sharif is during the Urs festival. The place comes to life during this festival that is held annually.

Velankanni Church:



Fig 2.48: Velankanni Church

https://tmi2-tourmyindiapvtltdna-ssl.com/blog/wp-content/uploads/2014/07/Velankanni_Church.jpg

Velankanni has one of the country's biggest Catholic pilgrimage centres, the Basilica of Our Lady of Good Health. Devoted to Our Lady of Good Health, it is popularly known as the "Lourdes of the East". Its origins can be traced back to the 16th century. The church's founding is attributed to three miracles: the apparition of Mary and Jesus to a slumbering shepherd boy, the curing of a lame buttermilk vendor, and the survival of Portuguese sailors assaulted by a violent sea storm. It is built in the Gothic style, was modified by Portuguese and then further expanded later on due to the influx of pilgrims. The church building was raised to the status of basilica in 1962 by Pope John XXIII.

Annually, 20 million pilgrims flock to the shrine from all over India and abroad, out of which an estimated 3 million people visit the shrine during its annual festival from 29 August to 8 September. The 11-day annual festival concludes with the celebration of the Feast of the Nativity of Mary on 8 September.

CHECK YOUR PROGRESS

Explain the importance of Ajmer Sharif in the religious tourism in India.
Describe why visitors to Velankanni Church special attraction to the site.

Amarnath Cave:



Fig 2.49: Amarnath Cave

<https://tmi2-tourmyindiapvtlt.netdna-ssl.com/blog/wp-content/uploads/2014/07/amarnath-cave.jpg>

Baba Barfani calls out to his devotees spread all over the world to first take up an enthralling trek and then receive bountiful blessings from him. The holy Amarnath Cave is situated in the beautiful state of Jammu and Kashmir and can only be reached after a rigorous trekking expedition. The cave holds importance as one of the ancient pilgrimages in India. The legend has it that Lord Shiva revealed the secret of immortality to his consort Goddess Parvati here, which was overheard by a pair of pigeons. It is also believed that even today, a pair of pigeon can be seen in the cave. Amarnath is famed for the Linga that is created naturally by ice here every year. The Amarnath Yatra is an annual event in which pilgrims are allowed to trek to the cave temple.

Amarnath cave is a Hindu shrine located in Jammu and Kashmir, India. The cave is situated at an altitude of 3,888 m (12,756 ft), about 141 km (88 mi) from Srinagar, the summer capital of Jammu and Kashmir and reached through Pahalgam town. The shrine forms an important part of Hinduism, and is considered to be one of the holiest shrines in Hinduism. The cave is surrounded by snowy mountains. The cave itself is covered with snow most of the year except for a short period of time in summer when it is open for pilgrims. Hundreds of thousands of Hindu devotees make an annual pilgrimage to the Amarnath cave on challenging mountainous terrain.

Varanasi:

A centre of faith for the Hindus, Varanasi in the state of Uttar Pradesh is a famous pilgrimage in India. Incredibly colourful and sacred, the beauty of Varanasi lies in the crowd of devotees who throng here every single day from one part of the country or the other. The holy Ganga meandering through the city undoubtedly amplifies the sanctity of Varanasi. Also the Ganga Arti performed ritualistically every morning and evening enhances the divinity. Devotees keeping faith in the power of the city to provide Moksha and cleansing their sins keep Varanasi always a favourite religion places in India.



Fig 2.50: Varanasi: 'The City that Washes Away Sins'

Varanasi (Hindustani pronunciation: [a ra si]), also known as **Benares**, **Banaras** (*Banāras* [b na r s]), or **Kashi** (*Kāśī* [ka i]), is a city on the banks of the Ganges in the Uttar Pradesh state of North India, 320 kilometres (200 mi) south-east of the state capital, Lucknow, and 121 kilometres (75 mi) east of Allahabad. A major religious hub in India, it is the holiest of the seven sacred cities (*Sapta Puri*) in Hinduism and Jainism, and played an important role in the development of Buddhism and Ravidassia. Varanasi lies along National Highway 2, which connects it to Kolkata, Kanpur, Agra, and Delhi, and is served by Varanasi Junction railway station and Lal Bahadur Shastri International Airport.

Varanasi is also one of 72 districts in the Indian state of Uttar Pradesh. At the time of the 2011 census, there were a total of 8 blocks and 1329 villages in this district. Main languages of Varanasi are Banarasi, Bhojpuri/Awadhi.

Varanasi grew as an important industrial centre, famous for its muslin and silk fabrics, perfumes, ivory works, and sculpture. Buddha is believed to have founded Buddhism here around 528 BCE when he gave his first sermon, "The Setting in Motion of the Wheel of Dharma", at nearby Sarnath. The city's religious importance continued to grow in the 8th century, when Adi Shankara established the worship of Shiva as an official sect of Varanasi. During the Muslim rule through Middle Ages, the city continued as an important centre of Hindu devotion, pilgrimage, mysticism and poetry which further contributed to its reputation as a centre of cultural importance and religious education. Tulsidas wrote his epic poem on Rama's life called *Ram Charit Manas* in Varanasi. Several other major figures of the Bhakti movement were born in Varanasi, including Kabir and Ravidas. Guru Nanak visited Varanasi for Maha Shivaratri in 1507, a trip that played a large role in the founding of Sikhism.

CHECK YOUR PROGRESS

Explain the importance of Amarnath cave in the religious tourism in India.
Describe why visitors to Varanasi special attraction to the site.

Goa:



Fig 2.51: 'Seize the Blessings of the Supreme amid Arresting Architectural Brilliance'

Goa / o . / is a state in India within the coastal region known as the Konkan, in Western India. It is bounded by Maharashtra to the north and Karnataka to the east and south, with the Arabian Sea forming its Western coast. It is India's smallest state by area and the fourth smallest by population. Goa has the highest GDP per capita among all Indian states, that is two and a half times that of the country. It was ranked the 'best placed State' by the "Eleventh Finance Commission" for its infrastructure and ranked on top for the 'best quality of life' in India by the National Commission on Population based on the 12 Indicators.

Panaji is the state's capital, while Vasco da Gama is its largest city. The historic city of Margao still exhibits the cultural influence of the Portuguese, who first landed in the early 16th century as merchants and conquered it soon thereafter. Goa is a former Portuguese province; the Portuguese overseas territory of Portuguese India existed for about 450 years until it was annexed by India in 1961.

Goa is visited by large numbers of international and domestic tourists each year for its white sand beaches, nightlife, places of worship and world heritage architecture. It has rich flora and fauna, owing to its location on the Western Ghats range, a biodiversity hotspot.

Goa by no means is a cliché pilgrimage destination in India; however, the number of churches in Goa justifies why it should be in the list of religious tourism places in India. A legacy of the Portuguese civilization that ruled the state for over a very long period, the Churches in Goa are worth exploring. Along with being an epitome of Christian faith, these edifices contribute largely to the architectural collection of India. Amongst the most famous churches in Goa are Basilica of Bom Jesus, Church of the Lady of Immaculate Conception, Church of St. Lawrence and Church and Convent of St. Francis of Assisi.

Dwarka:



Fig 2.52: 'Enter the Kingdom of Lord Krishna'

Dwarka ([pronunciation \(help·info\)](#)) is an ancient city and a municipality of Devbhoomi Dwarka district in the state of Gujarat in northwestern India. It is located on the western shore of the Okhamandal Peninsula on the right bank of the Gomti River. In 2011 it had a population of 38,873. Dwarka is one of the foremost Chardhams, four sacred Hindu pilgrimage sites, and is one of the Sapta Puri, the seven most ancient religious cities in the country. Dwarka is often identified with the Dwarka Kingdom, the ancient kingdom of Krishna, and is believed to have been the first capital of Gujarat.

Dwarka is believed to have been the first capital of Gujarat. The city's name literally means the "gateway to heaven" in Sanskrit, as *Dwar* means "gate" and *ka* references "Brahma". Dwarka has also been referred to throughout its history as "Mokshapuri", "Dwarkamati", and "Dwarkavati". It is mentioned in the ancient prehistoric epic period of the *Mahabharata*. According to legend, Krishna settled here after he defeated and killed his uncle Kansa at Mathura. This mythological account of Krishna's migration to Dwarka from Mathura is closely associated with the culture of Gujarat. Krishna is also said to have reclaimed 12 yojanas or 96 square kilometres (37 sq mi) of land from the sea to create Dwarka.

Situated on the western tip (Gujarat) of India, Dwarka is the land of unparalleled spirituality. Once, the capital of Lord Krishna, when he escaped from Mathura, Dwarka is one of the sites of the Char Dham Yatra. The white attire of local men keeps up with the sanctity of the place. A fascinating town, the holy city shall take you back in time of the Mahabharta.

CHECK YOUR PROGRESS

Explain the importance of Goa in the religious tourism in India.
Describe why visitors to Dwarka special attraction to the site.

Rishikesh:



Fig 2.53: 'Walk Through the Land of Serenity'

The emerald Ganga, innumerable Hindu temples and the heavy settlement of yoga centres, in Rishikesh divinity has been redefined. Preserving the ancient Hindu practice called Yoga, Rishikesh opens a door to a different level of spirituality in India. At Rishikesh one can praise nature in its truest forms and take a chance to lose himself in it. Therefore this exceptional city makes for an incredible religious place to visit in India.

Mathura:

The birthplace of the Hindu God Krishna, Mathura in the state of Uttar Pradesh can rightly be called a blessed land. Today, the town is dotted with a large number of temples including the Krishna Janbhoomi Temple that is thronged by a large number of devotees all through the year. However, Janmashtami is one festival during which this small town becomes overcrowded yet full of colours

Mathura ([pronunciation \(help·info\)](#)) is a city in the North Indian state of Uttar Pradesh. It is located approximately 50 kilometres (31 mi) north of Agra, and 145 kilometres (90 mi) south-east of Delhi; about 11 kilometres (6.8 mi) from the town of Vrindavan, and 22 kilometres (14 mi) from Govardhan. It is the administrative centre of Mathura district of Uttar Pradesh. In ancient times, Mathura was an economic hub, located at the junction of important caravan routes. The 2011 Census of India estimated the population of Mathura to be 441,894.

In Hinduism, Mathura is believed to be the birthplace of Krishna, which is located at the centre of the Shri Krishna Janmabhoomi. It is one of the Sapta Puri, the seven cities considered holy by Hindus. The Kesava Deo Temple was built in ancient times on the site of Krishna's birthplace (an underground prison). Mathura was the capital of the kingdom of Surasena, ruled by Kansa, the maternal uncle of Krishna.

Mathura

Mathura has been chosen as one of the heritage cities for Heritage City Development and Augmentation Yojana scheme of Government of India.



Fig 2.54: Rejoice in the Land of Krishna'

Mathura ([pronunciation \(help·info\)](#)) is a city in the North Indian state of Uttar Pradesh. It is located approximately 50 kilometres (31 mi) north of Agra, and 145 kilometres (90 mi) south-east of Delhi; about 11 kilometres (6.8 mi) from the town of Vrindavan, and 22 kilometres (14 mi) from Govardhan. It is the administrative centre of Mathura district of Uttar Pradesh. In ancient times, Mathura was an economic hub, located at the junction of important caravan routes. The 2011 Census of India estimated the population of Mathura to be 441,894.

In Hinduism, Mathura is believed to be the birthplace of Krishna, which is located at the centre of the Shri Krishna Janmabhoomi. It is one of the Sapta Puri, the seven cities considered holy by Hindus. The Kesava Deo Temple was built in ancient times on the site of Krishna's birthplace (an underground prison). Mathura was the capital of the kingdom of Surasena, ruled by Kansa, the maternal uncle of Krishna

.CHECK YOUR PROGRESS

Explain the importance of Rishikesh in the religious tourism in India.
Describe why visitors to Mathura special attraction to the site.

Vrindavan:



Fig 2.55: 'Witness the Spiritual Illumination at the Land of Radhe Radhe'

Vrindavan in Uttar Pradesh is the city where Lord Krishna spent his childhood. Boasting about innumerable flashes from the historical pages, Vrindavan offers a journey back in time when Bal Gopal becoming Kanha and then finally Lord Krishna. Each meandering alley has traces of holiness and is blessed with small and big temples that are dedicated to Radha and Krishna. As sweet as the Peda of Mathura is to the tongue, so is the Radhe Radhe of Vrindavan to the ears. Inarguably one of the popular pilgrimage destinations in North India, Vrindavan lets you experience the spiritual illumination.

Haridwar:



Fig 2.56: 'Enter through the Gate of Hari and Receive Countless Blessings'

Haridwar, located in the lap of mystical Uttarakhand is nothing short of an empyrean for the Hindus. Located by the holy river Ganga, the sacred town offers a great peace of mind. Watch the flickering Diyas floating on the sparkling river along with the energetic Ganga Aarti in the evening and loiter around Har ki Pauri to seek unmatched divinity in Haridwar. The Kumbha Mela, which happens once in every 12 years attracts millions to the city; nonetheless the city remains crowded with devotees all year round.

Haridwar is regarded as one of the seven holiest places (Sapta Puri) to Hindus. According to the Samudra manthan, Haridwar along with Ujjain, Nashik and Prayag (Allahabad) is one of four sites where drops of Amrit, the elixir of immortality, accidentally spilled over from the pitcher while being carried by the celestial bird Garuda. This is manifested in the Kumbha Mela, which is celebrated every 12 years in Haridwar. During the Haridwar Kumbh Mela, millions of pilgrims, devotees, and tourists congregate in Haridwar to perform ritualistic bathing on the banks of the river Ganges to wash away their sins to attain Moksha. *Brahma Kund*, the spot where the Amrit fell, is located at Har ki Pauri (literally, "footsteps of the Lord") and is considered to be the most sacred ghat of Haridwar

CHECK YOUR PROGRESS

Explain the importance of Vrundawan in the religious tourism in India.
Describe why visitors to Hardwar special attraction to the site.

Rameshwaram:

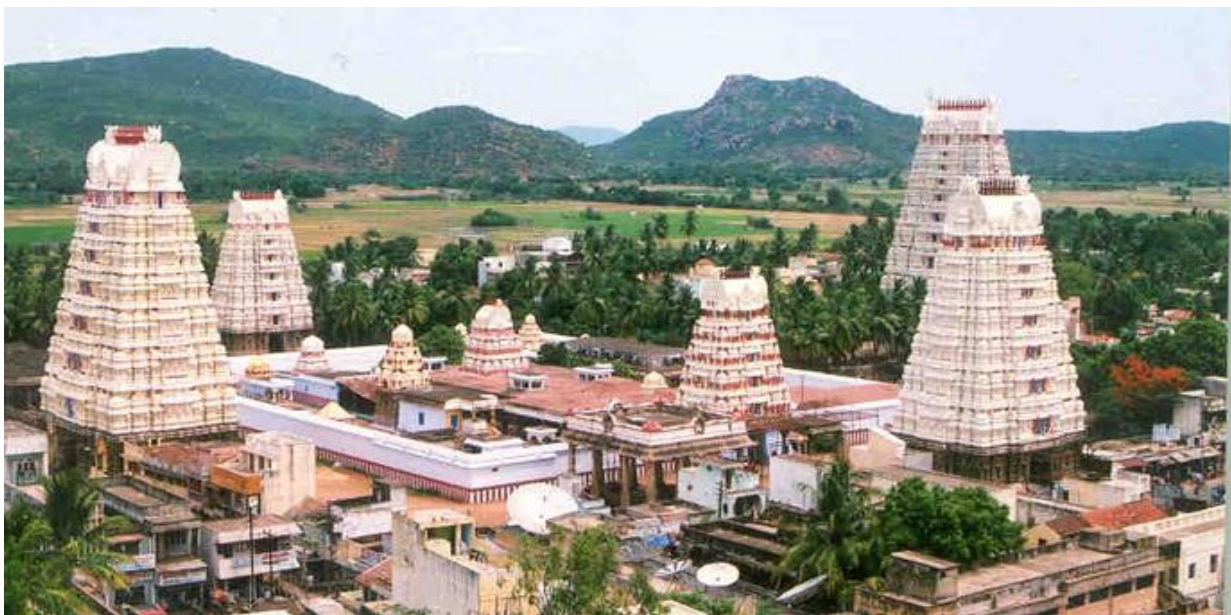


Fig 2.57: 'Pay Gratitude and Cleanse Yourself from the Sin'

Rameshwaram in the state of Tamil Nadu is one of the sites of the pious Char Dham yatra in India. Situated on an island called Mannar, this sacred destination is believed to be the place where Lord Rama worshipped and repented after killing Raavana. Spirituality is set deep in Rameshwaram and the best place to experience it is at Ramanathaswamy temple. This beautiful temple is known for its incredible architecture that weaves divinity and culture together.

It is said the Hindu god Rama built a bridge from here across the sea to Lanka to rescue his wife Sita from her abductor Ravana. The Ramanathaswamy Temple, dedicated to the Hindu god Shiva, is at the centre of the town and is closely associated with Rama. The temple and the town are considered a holy pilgrimage site for Shaivas and Vaishnavas.

It is on Pamban Island separated from mainland India by the Pamban channel and is about 40 kilometres from Mannar Island, Sri Lanka. It is in the Gulf of Mannar, at the tip of the Indian peninsula. Pamban Island, also known as Rameswaram Island, is connected to mainland India by the Pamban Bridge. Rameswaram is the terminus of the railway line from Chennai and Madurai. Together with Varanasi, it is considered to be one of the holiest places in India to Hindus, and part of the Char Dham pilgrimage.

Badrinath:



Fig 2.58: 'Climb the Staircase of Spirituality'

Nestled in the pristine Himalaya, Badrinath in Uttarakhand is a door to unmatched spirituality. It is the place where everything is cuddled by divinity. Badrinath is believed to be the home of Lord Vishnu or Badrinathji, who had come here to meditate after being rebuked by Narad for being too indulgent in worldly affairs. Thus, today Badrinath offers confinement from the materialistic world and takes you a step closer to the Supreme Power. It is the vital destination for Chardham yatra in India and Chhota Chardham in Uttarakhand.

The temple is also one of the 108 Divya Desams dedicated to Vishnu, who is worshipped as Badrinathô holy shrines for Vaishnavites. It is open for six months every year (between the end of April and the beginning of November), because of extreme weather conditions in the Himalayan region. The temple is located in Garhwal hill tracks in Chamoli district along the banks of Alaknanda River at an elevation of 3,133 m (10,279 ft) above the mean sea level. It is one of the most visited pilgrimage centres of India, having recorded 1,060,000 visits.

The image of the presiding deity worshipped in the temple is a 1 m (3.3 ft) tall, black stone statue of Vishnu in the form of Badrinarayan. The statue is considered by many Hindus to be one of eight *swayam vyakta kshetras*, or self-manifested statues of Vishnu.

CHECK YOUR PROGRESS

Explain the importance of Rameshwar in the religious tourism in India.
Describe why visitors to Badrinath special attraction to the site.

Hampi:



Fig 2.59: 'Lose Yourself in Bewitching Divinity'

In the ruins of Hampi (Karnataka) lays innumerable temples that not only stuns but take you on a spiritual journey. Not all temples are in ruins in Hampi, as there are still some temples that sing the glory of the magnificent architectural designs and innovative ideas. Hampi is indeed the perfect destination for spiritual tourism in India as it allows a peek inside the rich Indian culture, of which religion was an essential part. Virupaksha Temple is amongst the most famous temple in Hampi.

Madurai:

Madurai is closely associated with the Tamil language, and the third Tamil Sangam, a major congregation of Tamil scholars said to have been held in the city. The recorded history of the city goes back to the 3rd century BCE, being mentioned by Megasthenes, the Greek ambassador to the Maurya empire, and Kautilya, a minister of the Mauryan emperor Chandragupta Maurya. Signs of human settlements and Roman trade links dating back to 300BC are evident from excavations by Archeological Survey of India in Manalur. The city is believed to be of significant antiquity and has been ruled, at different times, by the Pandyas, Cholas, Madurai Sultanate, Vijayanagar Empire, Madurai Nayaks, Carnatic kingdom, and the British East India Company British Raj

The city has a number of historical monuments, with the Meenakshi Amman Temple and Tirumalai Nayak Palace being the most prominent. Madurai is an important industrial and educational hub in South Tamil Nadu. The city is home to various automobile, rubber, chemical and granite manufacturing industries.



Fig 2.60: 'Plunge Your Soul in the Serene Pool of Holiness'

Heart-warming is the ambiance of Madurai (Tamil Nadu), which is also rightly known as the Temple Town. Legends have it that drops of honey fell from the matted hair of Lord Shiva who had appeared in the dream of the then King of Madurai and that is how the city got its name. For centuries Madurai had been an important learning centre and a Hindu pilgrimage site in India. Madurai is also known for Meenakshi Amman Temple, which is one of the most famous temples in India. Walk through the alleys of Madurai and soak yourself in the sheer power of divinity.

CHECK YOUR PROGRESS

Explain the importance of Hampi in the religious tourism in India.

Describe why visitors to Madurai special attraction to the site.

Bodhgaya:

Witness the historical place called Bodhgaya in Bihar, where Lord Buddha is believed to have been enlightened. Bodhgaya offers Buddhist pilgrims the ultimate place to pray and meditate. The feeling of being on the land where Buddha once himself walked on is truly commendable. Mahabodhi Temple along with several other temples in Bodhgaya are frequented by many pilgrims that visit here from all over the world.

It is famous as it is the place where Gautama Buddha is said to have obtained Enlightenment (Pali: bodhi) under what became known as the Bodhi Tree. For Buddhists, Bodh Gaya is the most important of the main four pilgrimage sites related to the life of Gautama Buddha, the other three being Kushinagar, Lumbini, and Sarnath. In 2002, Mahabodhi Temple, located in Bodh Gaya, became a UNESCO World Heritage Site



Fig 2.61: Get Enlightened in the Land of the Buddha'

Shirdi:



Fig 2.62 'Take the Path of Divine Consciousness and Surrender to the Guidance'

Forget about religion, caste, creed and other forms of discrimination, Shirdi in Maharashtra is the gateway to sheer spirituality. All his life the highly revered Sai Baba preached about One God (Sab Ka Maalik Ek) and thus earned himself many followers. Today, his native place, Shirdi is thronged by multitude of devotees irrespective of religion, color or creed seeking peace, spirituality and paying homage to this great saint. Therefore, Shirdi is one of the most visited religion places in India.

Nashik

Nashik is an ancient city in the northwest region of Maharashtra in India. Situated on the banks of Godavari river Nashik is best known for being one of Hindu pilgrimage sites, that of Kumbh Mela which is held every 12 years.

Nashik hosts one of the largest religious gatherings in the world known as *Maha Kumbh*. The Kumbh Mela is celebrated every six years at Haridwar and Allahabad and Maha Kumbh takes place every twelve years at four places in Allahabad, Haridwar, Ujjain, and Nashik. According to the Puranas, it is believed that Kumbh derives its name from an immortal pot of nectar, which the devtas (Gods) and demons fought over. The four places where the nectar fell are at the banks of river Godavari in Nashik, river Kshipra in Ujjain, river Ganges in Haridwar and at Triveni Sangam of Ganga, Yamuna and invisible Saraswati River in Allahabad.

As per *Ramayana*, Nashik is the location on the banks of Godavari river where Laxman, by the wish of Lord Rama, cut the nose of Shurpanakha and thus this city was named as "Nashik". The city located about 190 km north of state capital Mumbai.



Fig 2.63: Ramkund at Nashik is one of the places where one of the four Kumbha festival is organised once every 12 years

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Leh:

Leh is not only the haven for adventure seekers, it is also the paradise for those seeking inner peace. Dotted with a large number of Tibetan monasteries, Leh in Ladakh lets you drench in the rain of spirituality. Most of the monasteries in Leh contain numerous stupas, statues, wall paintings, Thangkas, swords and large pillars that are engraved with the Buddha's teachings. While you are in Leh you cannot ignore these sanctified structures that often take you on a spiritual journey. Shey, Hemis, Lamayuru, Alchi and Thiksey are some of the most popular monasteries in Leh.



Fig 2.64: 'Imbibe from the Cup of Sanctity'

CHECK YOUR PROGRESS

Explain the importance of Bodhgaya in the religious tourism in India.
Describe why visitors to Shirdi special attraction to the site.
Explain the importance of Nashik in the religious tourism in India.
Describe why visitors to Leh special attraction to the site.

2.06 ADVENTURE TOURISM

Adventure travel is a type of **niche** tourism, involving exploration or travel with a certain degree of risk (real or perceived), and which may require special skills and physical exertion. In the United States, adventure tourism has grown in recent decades as tourists seek out-of-the-ordinary or "roads less traveled" vacations, but lack of a clear operational definition has hampered measurement of market size and growth. According to the U.S.-based Adventure Travel Trade Association, **adventure travel** may be any tourist activity that includes physical activity, a cultural exchange, and connection with nature.

Adventure tourists may have the motivation to achieve mental states characterized as rush or flow, resulting from stepping outside their comfort zone. This may be from experiencing culture shock or by performing acts requiring significant effort and involve some degree of risk (real or perceived) and/or physical danger (See extreme sports). This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, cycling, canoeing, scuba diving, rafting, kayaking, zip-lining, paragliding, hiking, exploring, sandboarding, caving and rock climbing. Some obscure forms of adventure travel include disaster and ghetto tourism. Other rising forms of adventure travel include social and jungle tourism.

Access to inexpensive consumer technology, with respect to Global Positioning Systems, flashpacking, social networking and photography, have increased the worldwide interest in adventure travel. The interest in independent adventure travel has also increased as more specialist travel websites emerge offering previously niche locations and sports.

CHECK YOUR PROGRESS

Define adventure tourism.
What is the motivation for adventure tourism?
Which activities constitute the major part of adventure tourism?

Initiatives of Ministry of Tourism to Promote Adventure Tourism

As per the policy for the diversification of tourism product of India, special attention is being given for the development of Adventure Tourism in the country. The Ministry of Tourism has also issued Guidelines for Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide adventure tour operators.

The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM ACTIVITIES. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting.

Central Financial Assistance is being extended to various State Governments/ Union Territory Administration for development of Tourism Infrastructure in destinations including Adventure Tourism destinations These include facilities for trekking, rock climbing, mountaineering, aero-sports, winter/ water related sports, trekker huts, wildlife viewing facilities etc Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibre glass boats, hovercrafts, water scooters, etc. are also provided to State Governments.

The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipment and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute.

The National Institute of Water Sports, another organization of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities.

The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination.

Ministry of Tourism has been following up with concerned related Central Ministries with regard to facilitation for development of adventure tourism. As an outcome, the Government of India has given security clearance for opening of 104 additional peaks in Jammu and Kashmir (Leh Area) subject to stipulations and clearances form State Govt., Home Ministry and other concerned agencies. The opening of the additional peaks will help in positioning the Indian Himalayas as Adventure tourism destination.

Adventure destinations in India

Endowed with many beautiful destinations and opportunities for marvelous things to do and enjoy, India is a tourist friendly country in every aspect. Whether it is pilgrimage, heritage, wildlife or adventure, there is no shortage of opportunities and options. Because of its varied topographical features, adventure tourism is one of the major highlights and striking characteristic of India. From the Himalayan mountains to spotting the Royal Bengal Tiger in its famed national parks and from its vast seashore that support numerous water sports to ancient caves, opt whichever activity you want to experience.

There is no limitation of best places for adventure activities in this South Asian beauty. Thanks to its varied landscape, climatic variation and rich biodiversity that altogether make it a dream destination for every thrill seeker. So, it is not difficult to decide where to plan adventure holidays in India; the only thing that is required is your DARING ATTITUDE!!

CHECK YOUR PROGRESS

Explain the policy initiatives taken by the Government of India to promote adventure tourism.
What are the features of safety norms set by the Government of India for adventure tourism?
Elaborate on the financial assistance given by Government of India to the state governments for adventure tourism.

Below are some recommendations for the best adventure holiday places in India:

Bir-Billing



Fig 2.65: The rolling hills and meadows encircling the villages of Bir and Billing perfectly paint a diorama of pastoral idyll.

The rolling hills and meadows encircling the villages of Bir and Billing perfectly paint a diorama of pastoral idyll. But what captures your attention is the countless paragliders soaring on the thermals. This region of Himachal Pradesh is considered as one of the finest paragliding destinations in the world.

Rajasthan



Fig 2.66: It is right to say that hot air balloon rides are new to Indian adventure tourism

It is right to say that hot air balloon rides are new to Indian adventure tourism but still it is steadily becoming a craze among tourists, especially honeymooners and family vacationers. Get a bird's eye view of sand dunes, small villages, and massive forts and palaces of Rajasthan with hot air balloon flights. Jaisalmer, Jodhpur, Pushkar, Jaipur and Ranthambore National Park are the major points to enjoy these rides.

CHECK YOUR PROGRESS

Which features of adventure tourism attractions are offered by Bir and Billing?
Elaborate the various adventure tourism features available at Rajasthan.

Rishikesh

A very common name but very special! Yes, Rishikesh holds the distinction of being one of the top adventure destinations in India in every aspect. With rafting, cliff jumping, rock climbing, rappelling, camping and many more activities at its disposal, it is the only destination in India where hard-core fans of adventure can have the adrenaline rush of BUNGEE JUMPING. However according to Wikipedia, According to environmental activists, "These [rafting] camps are not only in violation of Forest (Conservation) Act, 1980 but also the Environment (Protection) Act, 1986 as well as the Water (Prevention and Control of Pollution) Act, 1974 as it is leading to pollution of Ganga by discharging effluent, throwing of solid waste directly and adversely affecting the ecological integrity of the river system."

Environmental activists alleged that these camps, which are established as temporary sites, do not have adequate sewage and sanitation facilities, disturb the habitat of wild animals and "affect the peace, tranquility and serenity of the forest area."



Fig 2.67: Rishikesh holds the distinction of being one of the top adventure destinations in India in every aspect

Bandhavgarh National Park



Fig 2.68: Bandhavgarh National Park eagerly waits to welcome wildlife enthusiasts from all across the world

Whether you prefer an elephant ride or want to spot a big wild cat, wildlife safari in India is something that excites everyone, irrespective of age. But deciding where to go is always a big question? So, head to Umaria district of Madhya Pradesh where Bandhavgarh National Park eagerly waits to welcome wildlife enthusiasts from all across the world.

CHECK YOUR PROGRESS

Which features of adventure tourism attractions are offered by Rishikesh?

Elaborate the various adventure tourism features available at Bandhavgarh National Park.

Ladakh



Fig 2.69: It is hard to beat the allure of Ladakh in terms of trekking adventure

From strenuous Stok Kangri Trek to easy Sham Valley Trek, it is hard to beat the allure of Ladakh in terms of trekking adventure. Though there are many other trails in Himachal Pradesh and Uttarakhand, yet what distinguishes Ladakh from others are its topographical variations, highly-influencing monasteries circuit and life-surviving experiences.

Trekking is the most exciting adventure sport in Ladakh. The rugged landscape offers abundant options. There are many routes for trekkers, ranging from beginners to experienced outdoor enthusiasts. Scenic, unexplored and challenging, trekking in Ladakh is nothing less than an adventure of a lifetime. From walking on the frozen Zaskar River to passing through high altitude mountains passes and scenic spots of lush greenery, you will certainly have cherished memories that last a lifetime. An experienced guide and good camping gear are essential for a trek. The isolated villages and ancient monasteries and to the thrill.

Thattekad Bird Sanctuary



Fig 2.70: Malabar Grey-Hornbill (Ocyrocus griseus) at Salem Ali Bird Sanctuary Thattekad, Kerala, India

Gifted with dense deciduous and tropical evergreen forests, this small yet beautiful bird sanctuary is a heaven for bird watchers. Tucked in Kothamangalam in Ernakulam district of Kerala, it is a wonderful place to watch rare endemic avian species including Crimson Backed Sunbird, Rufous Babbler, Malabar Grey Hornbill, Ceylon Bay Owl and Malayan Night Heron.

Thattekad Bird Sanctuary and catch a glimpse of some of the most amazing birds and their landscapes that are hard to overlook. Sprawling over 25 km sq and at the distance of around 60 km towards the north-east of Kochi, Thattekad Bird Sanctuary is located in the Kothamangalam Taluk of Ernakulam district on the northern bank of the Periyar River. In the year 1930, Dr. Salim Ali discovered Thattekad as the richest bird habitat of peninsular India and it was named as a Bird Sanctuary in the year 1983. Since the forest is covered with a huge variety of tropical deciduous and evergreen tree, it offers a safe paradise for birds. Hence, it's an interesting place to visit for birdies and wildlife enthusiasts.

Most exciting part about birdwatching holiday in Thattekad Bird Sanctuary is that here one get an opportunity to do kayaking. Apart from enjoying the birdwatching safari, one should visit some attractions near Thattekad Bird Sanctuary like Nadukani, Bhoothathankettu, Malayattoor, Kodanad, Kalady, Wellington Island, Bolgatty, Mattancherry, etc.

Dandeli



Fig 2.71: Dandeli captivates adventure seekers with its distinct aura

Located about 125 km from Goa, Dandeli captivates adventure seekers with its distinct aura. Ancient temples, hills and the famous River Kali endow this place with striking scenic views. Along with rappelling, tourists can also try kayaking, fishing, jeep safaris and bird watching at Dandeli in Karnataka.

Dandeli is a natural habitat for wildlife, including tigers, leopards, black panthers, elephants, gaur, deer, antelopes, and bears. It is the second largest wildlife sanctuary in Karnataka and was designated as a tiger reserve in 2007. The jungle is also home to several varieties of reptiles and almost 300 varieties of birds. The rapid expansion of industry has raised fears of ecological damage to the area, and local volunteer groups have formed to address the issue.

CHECK YOUR PROGRESS

Which features of adventure tourism attractions are offered by Ladakh?

Elaborate the various adventure tourism features available at Thattekad Bird Sanctuary.

Discuss the various adventure tourism features available at Dandeli.

Sikkim



Fig 2.72: Sikkim rules the mind of peak conquerors from all over the world

When it comes to hard-core adventure like mountaineering, it is difficult to overlook the ðLAND OF LEPCHASö. With its mountainous landscape, Sikkim rules the mind of peak conquerors from all over the world. There are Mount Pandim, Mount Thingchinkhang, Mount Jopunu and of course the mighty Kangchenjunga to set your pulse racing.

An antidote for adventurous friends, a river rafting in Teesta which carves out from the flourishing Himalayas is an ultimate adventure experience. The river undoubting embellishes the natural panorama as you raft in Teesta. The lifeline of Sikkim flows from the mighty peaks to the Bay of Bengal and this rafting expedition will give you an opportunity to view the thick green forests along the riverbed, lovely small villages and some portions of cultivation. It is a perfect outdoor adventure to appreciate both nature and white water raft along Teesta River. This expedition is perfect for both beginners and advanced adventurers. You can seek the assistance from the Department of Tourism for an adventure travel guide to Sikkim. The best months to plunge in the river is from May to November.

One of the gripping adventure sports in Sikkim proves to be a perfect way to sightsee and smell the countryside of Sikkim. Mountain Biking and Cycling ó The reason we coupled them in one is because it is the only two-wheeler eco-friendly adventure in Sikkim that takes you to unparalleled trails. It results in an impressive nomadic point of craziness with unlike curves, twists and firm runs on the edge of the town. You can tour around the city on two wheelers and sightsee its many landmarks like Monasteries and Lakes. Explore the snowy cliffs, farmland, and beautiful setting of flora. A cycling tourism in Sikkim is a different experience and you can witness the many precious gems of Sikkim. You can either take a cycle from the town or take up a tour package that will take you for a long cycling expedition. The absolute season to match your tour with the season is from March to May and September to November.

Manali



Fig 2.73: There is no one to dethrone Manali from its top position of being the best destination to start biking expeditions in the country

Mountain Biking is one of the most interesting and exciting adventure activities in India and there is no one to dethrone Manali from its top position of being the best destination to start biking expeditions in the country. There are several exotic routes from Manali to enjoy the untouched beauty of Himalaya.

With all real experience exercises banned by the green tribunal, the enterprise tourism of Manali, the centre of experience games, is relying upon waterway rafting, the movement that has not been banned and is being led in Kullu.

Stream rafting is composed in the Beas around 30km downstream from Manali and is out of the domain of NGT boycott. "Water was excessively frosty. However, we encountered rafting and appreciated it a ton," said Manav Gupta, a traveller from Delhi. It is a standout amongst the most well-known adventure sports in Manali. "We couldn't do skiing and paragliding. The main accessible experience action was waterway rafting." River rafting is accessible for single persons or gathering of six persons.

One can appreciate it on 7km or 14km long extend and the cost is beginning from Rs 500 for each individual. Numerous vacationers who have no clue that experience exercises are not accessible in Manali are being baffled.

Meghalaya



Fig 2.74: In India, no one can take away the honor of being the “land of beautiful caves” from Meghalaya

If you really want to experience some off-beat adventurous activities then nothing can beat the thrill of cave exploration. And in India, no one can take away the honour of being the land of beautiful caves from Meghalaya.

Karnataka

In the varied landscape of India, sheer rock faces can be found in many areas but the ruggedness that captivates the daring attitude of rock climbers can be found only in Karnataka. This South Indian state is gifted with several marvellous rock climbing sites like Madhugiri, Savandurga, Ramanagaram, Hampi, Badami, Thuralli, Kabbal and many more.

Picture this, leaping out of a plane at an elevation of 9000-10000 feet like a bird. Feeling of floating on the cloud and seeing the bird's eye view of the Mysore city is ecstatic. Mysore in Karnataka is listed amongst the top destination to experience skydiving and it is gaining momentum every year. There are multiple types of skydiving that one can experience in Karnataka - static, tandem or accelerated freefall. First-time skydivers should go for Tandem diving as one dive in tandem with professionals. Static skydiving is relatively less expensive and risky as compared to Tandem skydiving. In Static skydiving, adventurers have a free fall from an aircraft and parachute opens almost immediately after the fall. Accelerated Freefall is the fastest way to experience the solo freefall, normally from 10,000 to 15,000 feet above ground level. Whether the person is a novice or an adventure buff, proper training is required to experience every genre of skydiving. The diversity of view that comes in front of eyes is beautiful. One will come across the palaces, colonial architecture, hills and much more.

Microlight or Ultralights is a lightweight aircraft that carries 1-2 people at the same time. Most of these aircrafts looks like hand gliders attached to the giant tricycles with a big motorized fan on the back. Feeling of soaring from the top of crashing waterfalls, dreamy landscapes, and picturesque monuments are wondrous. The scenic flight above the beautiful scenes will let adrenaline going like the clappers. The aircraft will fly over the city giving one a complete new view of familiar landmarks. Microlight brings one experience Karnataka like never before.

Har ki Doon Valley



Fig 2.75: Conquer your inner fear and reveal the secret that makes Har ki Doon Valley the best hiking destination in India

Conquer your inner fear and reveal the secret that makes Har ki Doon Valley the best hiking destination in India. This cradle-shaped hanging valley gives you golden opportunities to explore and experience the hidden treasure of Garhwal Himalaya. Adorned with wild Himalayan flowers, the valley is also quite popular among trekkers.

CHECK YOUR PROGRESS

Which features of adventure tourism attractions are offered by Sikkim?

Elaborate the various adventure tourism features available at Manali.

Discuss the various adventure tourism features available at Meghalaya.

Which features of adventure tourism attractions are offered by Har ki doon?

Elaborate the various adventure tourism features available at Karnataka.

Gulmarg



Fig 2.76: Gulmarg is the ultimate place to enjoy heli-skiing adventure in India

If you really want to inscribe your name in the list of daring souls then Heli-skiing is one such activity that you should try. Fast-blowing wind punching you hard while you step out of a helicopter to jump on the white carpet of snow for skiing, is really daring!!! And so is the location. Yes, Gulmarg is the ultimate place to enjoy heli-skiing adventure in India.

Auli



Fig 2.77: What makes Auli the best are its glittering slopes, clean environment, untouched beauty and high elevation

There are several top destinations in India for skiing but what makes Auli the best are its glittering slopes, clean environment, untouched beauty and high elevation. Auli is placed about 250 km from Rishikesh and is situated high in the hilly areas of Garhwal. The plus point for vacationers is that Auli is also a good point to start few known trekking expeditions in Garhwal region of Uttarakhand like Kuari Pass, Gorson Bugyal, Pangarchula peak climbing and many more.

CHECK YOUR PROGRESS

Which features of adventure tourism attractions are offered by Gulmarg?

Elaborate the various adventure tourism features available at Auli.

Arunachal Pradesh



Fig 2.78: Head to Arunachal Pradesh where the fierce Brahmaputra enters after cutting through the great Himalayan Mountains and gives you a challenging 180 km long rafting run to conquer.

If the ferocious nature of Indian rivers excites you the most and you love to paddle through their untamed flow then rafting is definitely meant for you. But why go to Rishikesh every time for this adventurous water sport? Head to Arunachal Pradesh where the fierce Brahmaputra enters after cutting through the great Himalayan Mountains and gives you a challenging 180 km long rafting run to conquer.

Goa



Fig 2.79: Goa, one of the top tourist destinations in India, is not just a beauty of sea, sun and sand

Goa, one of the top tourist destinations in India, is not just a beauty of sea, sun and sand. But there are much more beyond its tagged beaches and party culture. It is a paradise for water sports lovers too and is the best place in India to experience the thrill and fun of jet-skiing, water skiing and parasailing.

Andaman Islands



Fig 2.80: Pristine white beaches, turquoise water and amazing underwater life make Andaman one of the best destinations for snorkelling in the world

Pristine white beaches, turquoise water and amazing underwater life make Andaman one of the best destinations for snorkelling in the world. Beautiful and colourful reefs along with leftovers of ship wrecks are a wealth chest for divers in Andaman Islands. The enthralling Havelock Island is the foremost attraction among 572 islands of Andaman.

CHECK YOUR PROGRESS

Which features of adventure tourism attractions are offered by Arunachal?

Elaborate the various adventure tourism features available at Goa.

Which features of adventure tourism attractions are offered by Andman?

Lakshadweep



Fig 2.81: Relatively small in comparison to Andaman Islands but equally fascinating, Lakshadweep group of islands is one among the top choices for scuba divers

Relatively small in comparison to Andaman Islands but equally fascinating, Lakshadweep group of islands is one among the top choices for scuba divers. Crystal clear water, exotic marine life, natural reefs, blue lagoons and white coral sands together make scuba diving in Lakshadweep a captivating experience.

Kerala

One can enjoy the following in Kerala for thrill and adventure:

- Unique Boat Tour Experience in Calicut
- Camping in Munnar with Adventure Activities
- Long Weekend Trek to Rhodo Valley
- Forest Camping In Munnar
- Camping And Cycling Tour In Wayanad
- Camping in Wayanad Hills at Seagot Banasura
- Paragliding Training - Vagamon, Kerala



Fig 2.82: Feel the adrenaline rush in your veins with the eternal beauty of Kerala's seaside locations while indulging in windsurfing sport

Feel the adrenaline rush in your veins with the eternal beauty of Kerala's seaside locations while indulging in windsurfing sport. The cool breezy environment and placid sea make this adventurous water activity quite popular among both domestic and international surfers visiting Kerala.

CHECK YOUR PROGRESS

Which features of adventure tourism attractions are offered by Lakshdeep?

Which features of adventure tourism attractions are offered by Kerala?

2.07 ECOTOURISM EMERGING TRENDS AND CONCERNS : INTERNATIONAL SCENARIO

Consumer Behavior Trends

Green travel is here to stay:

- 24% reported green is highest it has ever been in 10 years; 51% reported that interest remains constant (Travel Guard Update, April 2013).
- 38% Travel Agents (TAs) noted archeological/caves; 22% wildlife and birds; 18% visiting national parks; 16% culture and communities.

- TAs report popular destinations: 49% Costa Rica, 12% South Africa, 8% Galapagos Islands, 7% Peru, 6% Belize (all others 5%).
- TAs report high percentage interested in giving back! 45%, volunteer activities commonly take place 25% are interesting activities for a day or two (Travel Guard Update, April 2013).
- 93% of Conde Nast Traveler readers surveyed in 2011, travel companies should be responsible for protecting the environment
- 58% said their hotel choice is influenced by the support the hotel gives to the local community
- Trip Advisor-survey 2012, 71% said they plan to make more eco-friendly choices in the next 12 months, compared to 65% that did so in the past 12 months

2012 Nielsen Wire Survey

- 66% of consumers around the world say they prefer to buy products and services from companies that have implemented programs to give back to society.
- Forty-six percent are willing to pay extra for CSRs

Social Media

- Travelers are employing technology as part of the ðexperienceö
- Possibilities for citizen science
- Used for pre-trip planning, communicating, and post trip.

CHECK YOUR PROGRESS

What are the trends towards ecotourism as seen from various survey?
 What are the main findings of Nielsen Survey 2012?
 Explain how the various surveys indicate that green travel is here to stay.

Experiencing & Learning Trends

- Consumers are demanding more individual and authentic travel experiences (ITB 2012)

Nature-based, Culture, Adventure

- 10 million US travelers in total.
- Human powered activities as a trend inputö increased in 2012, 141.9 millionö highest participation level in 6 years

Trends Break Down Barriers To Travel

In Europe alone, 80 million people with disabilities, with traveling companions, 133 million people.

-Good to invest in tomorrowø customer, 10% of travelers have some form of disability or long-term health problem. (ITB 2012)

-Given the aging market, demand will grow in years to come.

-Create sufficient facilities throughout the value chain (ITB 2012)

Trends... It's A Jungle Out There...

32% Agents stated that clients are concerned about suffering injury in remote locations; flight delays or cancellations; inclement weather; contracting a tropical disease; unexpected trip cancellations.

94% of Agents responded that clients typically purchase travel insurance. (Travel Guard Update, April 2013).

Trends Traveler Statistics

Eco-conscious consumers travel more frequently than the average consumer. During 2009, nearly 76% took at least two vacations away from home and 22% took five to eight vacations during that time. (CMIGreen Traveler Study 2010.)

Volunteer vacations growing. 2009 Conde Nast Readers poll, 47% of those who responded said they are interested in volunteer vacations and 98% of those who had volunteered said they were satisfied with their experience.

TIES Volunteer Guidelines:

In April 2012, the Adventure Travel Trade Association (ATTA) undertook a survey of over 140 members, who are tour operators working in the adventure travel sector. According to ATTA's report, 55% of those surveyed "currently run volunteer trips"; of the remaining 45%, over 41% of them are "considering [volunteer trips] for the future". Reasons cited for this included "growing awareness and demand for 'giving back' as well as consumer trends towards local and sustainable initiatives. (Source: www.adventuretravelnews.com/results-are-in-atta-survey-on-voluntourism)

- More than 25% - direct benefits to travel was to destination communities and economics.
- Nearly 50% said that travel inspired awareness of environmental diversity, promotes a culture that values the environment, and the importance of protecting endangered locations, species, cultures
- Increased number of respondents who acted on their environmental concerns while they traveled (37%, up 5% from last survey)
- Nearly 30% did not know how!

CHECK YOUR PROGRESS

What are the findings of Adventure Travel Trade Association (ATTA) of 2012 regarding consumer trends in green tourism?

2.08 HURDLES AND POSSIBLE SOLUTIONS

Bringing Ecology Back Into Ecotourism

How can we ensure that the concept of ecotourism develops along this beneficial path? The prefix "eco" that we hang on tourism comes from the Greek word *oikos* meaning "house." It is the same prefix we use on economics and ecology. In the case of ecotourism, the immediate origin should be the word "ecology" if we are to reclaim the term and support it with strength and precision.

Ecotourism means quite simply "ecologically sound tourism" or "ecologically sensitive tourism." The same amount of caring we would afford our own home is implied. Ecotourism is "tourism to the house or home." All of the attention and maintenance that a homeowner puts into a house should be the amount of care we put into tourism. The ecotourist must care for the place visited as much as she or he cares for and appreciates home.

Are there efforts under way to set standards? The vast and decentralized travel industry is not easily controlled, but a few leaders among its members have become strong supporters of standard setting and voluntary compliance. Some of the earliest efforts were by tour operators sensitive to the problems of local participation in nature travel.

Journeys International, a tour organizer operating out of Ann Arbor, Michigan, established the Earth Preservation Fund and directed 10% of all ground costs into the fund. Proceeds were used to finance conservation activities in the countries visited by Journeys. The fund has supported efforts such as tree planting and environmental sanitation and clean-up.

One of the early efforts at guidelines for nature travel was the National Audubon Society's "Travel Ethic for Environmentally Responsible Travel"©. Audubon promotes these guidelines as the rules for its tours and urges all tour operators to adopt them as goals. The seven major points deal with wildlife, sustainability, waste disposal, environmental appreciation, strengthening local conservation, respecting bans on trade in endangered species, and respect for the cultures visited. The ethic has been copyrighted and cannot be reproduced without written permission from the National Audubon Society.

The American Society of Travel Agents (ASTA) has developed similar guidelines in association with Club Med®.

ASTA's Ten Commandments on Ecotourism

Whether you are traveling on business, pleasure, or a bit of both, all the citizens of the world, present and future, would be grateful if you would respect the ten commandments of world travel:

1. Respect the frailty of the Earth
2. Leave only footprints. Take only pictures.
3. To make your travels more meaningful, educate yourself about the geography, customs, manners, and cultures of the region you visit.
4. Respect the privacy and dignity of others.
5. Do not buy products made from endangered plants or animals.
6. Always follow designated trails.
7. Learn about and support conservation-oriented programs and organizations working to preserve the environment.
8. Whenever possible, walk or utilize environmentally sound methods of transportation.
9. Patronize those members of the travel industry who advance energy and environmental conservation; water and air quality; recycling; safe management of waste and toxic materials; noise abatement; community involvement; and which provide experienced, well-trained staff dedicated to strong principles of conservation.
10. Ask your ASTA travel agent to identify those organizations which subscribe to ASTA Environmental Guidelines for air, land, and sea travel.

The time has come for establishing criteria that focus on the conservation of the resources, both cultural and natural. The standards must be clear and defined in steps or phases so that travelers can make rational choices among tours and operators. Unless the conservation community takes the lead in insisting on rigor in the definitions, they will quickly deteriorate to the least common denominator and anything green will qualify as ecotourism.

CHECK YOUR PROGRESS

Elaborate on ASTA's Ten Commandments on Ecotourism.

The Proposed Scale of Ecotourism:

Ecotourism Levels 0 – 5

What the industry needs and the public must demand is a ruler for measuring the impact of tourism on natural and cultural resources. Although there can be many motives for a trip, travelers are not in the habit of conducting an environmental impact assessment for each part. Eventually we can define the different types of tourism and the impacts they cause. For a start, I have proposed a scale for classifying nature-based travel. The scale measures the level of achievement according to the principles of ecotourism.

The scale is not strictly cumulative. Different levels of the ecotourism scale in some cases measure different attributes rather than increasing or decreasing amounts of the same attribute. For example, Level 1 involves net financial flow of support from the traveler to the site visited. Level 2 involves a separate attribute, personal commitment.

The scale is still in a preliminary phase of development and is presented as an example of the kind of cooperative effort that will involve travelers, tour operators, local communities, and environmentalists.

Table 1: The Ecotourism Levels

EL 0	The beginning (zero) level of ecotourism requires that the travelers be exposed to or made aware of the fragility of the ecosystems they have come to enjoy. This is the very lowest awareness threshold. Incidental nature travel would usually qualify at this level.
EL 1	Level 1 ecotourism requires that a net positive flow of monetary support occur between the traveling ecotourist and the ecosystems visited. Financial earmarks, whether airport departure taxes or designations of a portion of land travel costs, would qualify at this level.
EL 2	Level 2 requires that the ecotourist engage in a personal way in supporting the environment. Some ecotourists have planted trees, others have participated in litter cleanups.
EL 3	Qualifying at Level 3 requires certifying that the specific tour system is benign to the environment. The system should include the international air travel as well as on-site transport and accommodation. Level 3 requires demonstrating that the net effect of the traveler's presence is neutral or positive.
EL 4	Level 4 requires demonstrating that the net effect of the travelers is positive. On-site efforts to use appropriate technology, low energy consumption, recycling, organic agriculture, sustainable harvesting methods, and make a personal contribution to ecosystem restoration can be used to balance less environmentally benign aspects of the larger travel system that might involve air travel, stays in luxury hotels, and excessive energy consumption.
EL 5	A perfect 5 in ecotourism would be a trip where the entire system was operating in an environmentally sound way. This means that the trip advertising, transport, accommodation, and treatment of residual products must all be considered.

Level 5 should be the ultimate goal for ecotourism supporters, whether they are tour operators, the traveling public, or the resource management agencies. No deluge of third-class mail solicitations, no advertising in non-recyclable magazines. Transportation must be environmentally benign (no

Concordes, limited use of petroleum products (in fact, maybe only solar and animal transport would qualify, other than walking and swimming). On-site accommodations and all visitor and staff activities must be benign to the environment. Heating and air-conditioning would be solar and low-impact. Foods and souvenirs would be produced in sustainable ways. All residual products would have to be handled in a benign way. Sewage containment and treatment would be an absolute requirement. Used products would be recycled, soaps and cleaning solutions would be biodegradable, and non-degradation of the environment would be the standard.

CHECK YOUR PROGRESS

Elaborate on the scales of ecotourism levels.

The Ecotourism Challenge to Tour Operators, Park Agencies, and Others

Tour operators and resource management agencies must come together to ensure enviro-centric travel and use in national parks and their surrounding lands. Several efforts are needed. Park managers need to develop clear criteria for setting the limits of acceptable change for each ecosystem. Local communities, resource industries, tour operators, and national environmental organizations will each have viewpoints to consider.

Tour operators need to learn enough about the ecosystems they visit to understand the need for restrictions and limits. This same information can be used to enrich the visitor experience, as well.

Local communities need to be encouraged to take the long view in selecting a development path for their landscape and their economy. They may find partners in development and conservation by inviting the environmental groups to work with them to find solutions and the capital to make them happen.

Environmental organizations have the challenge of ensuring the objectiveness of the policy environment, where each interest group may hold a set of values very different from the next group. Promoting dialogue and facilitating conflict reduction will be continuing challenges. Providing independent analysis of official data, and independent data collection when the official data are in question, are also roles for the environmental organizations.

What the Traveling Public Can Do

The challenge of ecotourism depends on the traveling public. Through voting with dollars and pressuring with votes, the traveler can change the way the travel business treats natural areas. The first step is to be an informed traveler.

Make the effort to collect information before you travel, not just about the air fares and accommodations, but maps, guidebooks, history books, and field guides about the places you intend to visit. Get detailed information from your tour operator. Find out about the travel and lodging arrangements.

Find out if your tour operator adheres to a set of standards or code of ethics. Are these environmentally friendly? Do all of the links in the travel chain also adhere? Can you find and patronize an operator that follows the minimum disturbance approach?

Ask how food is purchased and how waste is disposed. This is a good time to ask about special dietary requirements such as organic or vegetarian food stuffs. Are non-plastic, low-energy alternatives used? Is glass and aluminum recycled?

How many people will be in your tour? How many other groups will be in the site or vicinity? Some parks and reserves have established limits for visitors overall or during certain seasons.

Does the tour use animal labor such as riding or pack animals? How are these animals treated? How is wildlife treated?

There is a certain amount of truth in the cliché “take nothing but photographs, leave nothing but footprints.” Yet today we may ask that eco-travelers leave even less. Stay on marked trails and avoid shortcuts that create paths for erosion or soil compaction — politely called “social trails” but actually very real disturbances in fragile ecosystems. And unless you have reliable information to the contrary, avoid picking wild fruits and flowers and do not collect souvenirs. In fact, some articles of natural and cultural heritage should not be touched: rock and cave art, friezes, carvings, and other monuments may be harmed by dermal oils or even excessive carbon dioxide. Wildlife may be harmed or patterns disrupted by getting too close. Young can be particularly vulnerable and should not be approached if there is any doubt.

Become an eco-traveler who slows down and spends more time studying and learning about one place. This will not only increase your level of enjoyment, but decrease your travel costs and probably contribute less carbon and ozone to global climate change, too.

Perhaps most important, vote with your money. Support the operators who adhere to high standards and admonish the others to do better. The tour operators must be competitive to survive, but the eco-traveler can endeavor to see that only the green survive, and that the very greenest prosper.

Summing up

Ensuring that nature-based travel establishes and maintains high standards will be a challenge for all parties. The roles are different for each player, but together they can find the ecologically sensitive and economically viable methods and practices that will ensure survival of the attractions of nature and culture, without harming the resources. These endeavors will be worthy of the label “ecotourism” at Levels 4 and 5, and the travelers who participate will be true ecotourists. Will the parties see their ways to adhere to the highest principles and standards of ecotourism? Or will mass tourism overtake the site and result in the demise of this goose that lays golden eggs. The choice is ours to make, as travelers and as stewards for this Earth.

CHECK YOUR PROGRESS

Explain the ecotourism challenge to tour operators, park agencies, and others to enhance the quality of ecotourism.

Elaborate what the traveling public can do to enhance the quality of ecotourism.

2.09 FIVE PILLARS OF SUSTAINABLE TOURISM FOR DEVELOPMENT

1. Inclusive and Sustainable Economic Growth

According to UNWTO:

4% or more annual increase in international tourist arrivals since 2009

7% of total world exports and 30% of world services exports from tourism

US\$ 1.5 trillion in exports from international tourism in 2015

10% of world GDP.

The UNWTO says, in part, “Capitalizing on this strong economic potential to ensure that tourism advances with truly sustainable economic growth will hinge on:

Cultivating a favorable business environment, characterized by stability and supportive policies;
Ensuring openness and a high degree of connectivity; and
Bolstering the resilience of the tourism sector.ö

Experts say...

öThe [tourism] sector is í expected to perform at a solid growth rate and outperform global economic growth once again. Travel & Tourism forecasts over the next ten years also look extremely favorable with predicted growth rates of 4% annually.ö ö World Travel & Tourism Council.

öTo secure tourism's role as an engine for inclusive and sustainable economic growth requires the adoption and implementation of plans and policies that safeguard the long-term development needs of local communities, while also conserving natural and cultural resources and guiding the responsible enjoyment of destination assets by visitors. It also requires the informed participation of stakeholders, inclusive of local participation in tourism ownership and involvement in decision making, as well as strong political leadership to ensure wide participation and consensus building. One of the principle tenets of responsible tourism is that it promotes carefully managed growth and advocates for the availability and accessibility of quality employment and opportunities for entrepreneurship to create and sustain livelihoods for members of the local community.ö ö Hugh Riley, CEO and Secretary General of the Caribbean Tourism Organization.

öTravel is more than an opening for good will. It is one of the world's most powerful economic engines, and can drive the way countries treat their citizens, indigenous peoples, wildlife, and the environment. Travel is the world's largest industry, with a trillion-dollar annual footprint. This means that travelers have enormous power. Where we put our footprints has reverberations reaching far beyond our personal experience. By ñoting with our wingsö choosing our destinations well and cultivating our roles as citizen diplomatsö we can help to change the world for the better.ö ö Jeff Greenwald, Ethical Traveler.

Consumer Support

According to an in-depth study by Sustainable Travel International in partnership with Mandala Research, 60% of all leisure travelers in the United States alone (105.3 million Americans) have taken a ösustainableö trip in the last three years. They spend significantly more (on average \$600 per trip), stay longer (seven days compared to four days), and over three-fifths believe they have a great deal of responsibility for making sure their trips do not harm a destination's people, environment, or economy.

The Global Wellness Institute reports öInternational wellness tourists on average spent \$1,613 per trip in 2015, 61% more than the typical international tourist. The premium for domestic wellness tourists is even higher, spending an average of \$654 per trip, 164% higher than the typical domestic tourist.ö

The latest UNWTO World Tourism Barometer, the first half of 2017 (January ö June), shows 6% total growth in international visitor arrivals from the previous year. This is the strongest half-year in international travel since 2010.

Researchers estimate that eight billion visitors arrive every year to the world's 140,000 protected areas. The research also calculated that these protected areas brought in at least \$600 billion to national economies. Unfortunately, only about \$10 billion is being spent to safeguard and manage these areas. WWF estimates that about 3-4 times that amount is actually required for sufficient management.

Business Case

The World Travel & Tourism Council reports the global Travel & Tourism sector directly sustains twice as many jobs as the financial sector, and five times as many jobs as the chemicals manufacturing sector.

öAs a worldwide export category, tourism ranks third, behind only fuel and chemicals, and ahead of food products and automotive industry. In many developing countries, tourism is the top export sectorí The share of tourism in total exports of goods and services rose from 6% to 7% in 2015, with

international tourism outpacing the growth of world trade in goods for the fourth consecutive year, increasing by 2.8% in 2015.

In 2016, The Travel Foundation successfully handed over the project "Taste of Fethiye" in Turkey to a local NGO, which allows local small-scale farmers to supply the mainstream tourism hotels and restaurants in the area with fresh fruits and vegetables. Twenty-four mainstream hotels have bought from Taste of Fethiye; 70% of the fresh fruit and vegetables for hotels involved now is locally sourced, compared to 45% before the project began. Farmers have increased their income by 24%.

Destination Case

In reference to the WTTC Tourism for Tomorrow Awards, "Over the years there has been a gradual rise in the quality and quantity of applications from urban destinations. This reflects not only the growth in urban tourism around the world, but the increasing focus on tourism as an economic development tool by city and town authorities with its inherent requirement for a more sustainable approach."

NOAA's Office of National Marine Sanctuaries reports tourism and recreation is 58% of the local economy in Florida Keys National Marine Sanctuary, which generated more than \$2 billion in spending during one tourist season (\$2.48 billion in 2015 dollars). On the other end of the country, \$155.6 million on average is spent annually on recreational fishing alone in the four national marine sanctuaries located along California's coast. This spending supports an average of 1,400 jobs and generates \$213.1 million in sales and output for local California economies.

Ethical Traveler has released their 2017 list of The World's Ten Best Ethical Destinations, based on the merits of environmental protection, social welfare, animal welfare and human rights. This year's winners (in alphabetical order): Belize, Cabo Verde, Chile, Costa Rica, Dominica, Mongolia, Palau, Tonga, Uruguay, Vanuatu.

Nominated for a 2017 WTTC Tourism for Tomorrow Community Award, Cinnamon Wild Yala, a Sri Lankan hotel and resort chain, has made considerable efforts to continuously support the local community. A total of 80% of all hotel staff are recruited from the local neighbourhood, and Cinnamon Wild Yala has partnered with drivers from the area who are contracted to supply safari jeeps for guests. Local school children are engaged through a nature club and are taught to appreciate their natural surroundings, and efforts are made to source select ingredients and produce from members of the local community on a regular basis. All sustainability and CSR initiatives implemented at Cinnamon Wild Yala stem from corporate level policies and are applied, monitored, and assessed on a regular basis.

CHECK YOUR PROGRESS

Discuss the UNWTO data on Inclusive and Sustainable Economic Growth

Describe what, according to UNWTO are the points on which truly sustainable economic growth will hinge on.

Discuss the expert opinion regarding Inclusive and Sustainable Economic Growth.

Elaborate Consumer Support is available regarding Inclusive and Sustainable Economic Growth in ecotourism.

Explain the Inclusive and Sustainable Economic Growth in ecotourism from business perspective.

Elaborate Inclusive and Sustainable Economic Growth in ecotourism from the point of destination.

2. Social Inclusiveness, Employment, and Poverty Reduction

According to UNWTO:

One in every eleven jobs globally is in tourism
Largest export category in many developing countries
57% of international tourist arrivals in 2030 will be to emerging economies
Almost twice as many women employers as other sectors.

UNWTO says, in part, "To harness tourism's potential for inclusivity, decent work and poverty eradication – while over-coming the challenges of unsustainable tourism activity – it will be important to:

Pursue an "inclusive growth" approach;
Create decent jobs, redress the skills gaps while ensuring fair, productive employment;
Support local communities and empower women and youth; and
Provide tourism experiences for all, via a focus on universal accessibility."

Experts say...

"As one of the world's leading employment sectors, tourism provides important livelihood opportunities, helping to alleviate poverty and drive inclusive development." – United Nations Secretary-General, Ban Ki-moon

"Travel & Tourism's contribution to world GDP grew for the sixth consecutive year in 2015, rising to a total of 9.8% of world GDP (US\$7.2 trillion). The sector now supports 284 million people in employment – that's 1 in 11 jobs on the planet." – WTTC and Oxford Economics

"Now more than ever, travelers are seeking to positively impact the communities they are visiting. It no longer suffices to simply take a vacation; travelers care about where their dollar spend is going and will make purchase decisions based on their ability to empower the community they visit. Travelers seek to provide local benefits while interacting with locals, i.e. community-based tourism and voluntourism are major trends." – Travel+SocialGood Executive Director, Kelley Louise,

Consumer Support

"Research shows that for every 30 new tourists to a destination one new job is created. The travel and tourism industry offers employment opportunities for persons entering the labour market for the first time or without many options in other sectors. [T]he industry plays a key role in creating opportunities for low-skilled workers, minorities, migrants, youth, the long-term unemployed, and women who prefer part-time work due to family responsibilities."

Sustainable Travel International and Mandala Research report more than two-fifths of sustainable travelers say they have purchased from travel companies because they believe they offer fair wages to their employees and invest in employees; while 38% say they have done business with travel companies who have helped to reduce human trafficking.

A survey by Mandala research shows that 78% of sustainable travelers perceive travel as positively impacting local residents and workers. Additionally, 71% feel as though it has a positive impact on local culture as well.

"According to a 2017 Cone Communications CSR Study, 89% of consumers will switch to a brand that supports a good cause over one that does not, given similar price and quality."

Business Case

"Working for a bigger cause excites employees. It's one of the softer measures to wrap your head around, but if you talk to someone where sustainability is embedded into the corporate culture, it's a selling-point to attract and retain workers." – Eliot Metzger, senior associate, World Resources Institute.

"Tourism is a relatively labour intensive sector and is traditionally made up of small and micro enterprises. Many activities in tourism are particularly suited to women, young people and

disadvantaged groups such as ethnic minority populations. Many tourism jobs are potentially quite accessible to the poor as they require relatively few skills and little investment.

Over 70% of the workers at Ilunion Suites Madrid have a disability and 26% at all Ilunion Hotels across Spain. They received WTTC's 'Tourism for Tomorrow Award' in 2016 in the 'People' category for their commitment to Universal Accessibility and for integrating people with disabilities into the workforce.

New research by C&M Travel Recruitment and C&M Executive Recruitment shows that women in the UK travel industry are still earning less than their male equivalents at every level, except in junior roles. Women starting in new executive roles earn, on average, 7.56% less than men in similar positions.

Destination Case

In order to make significant contributions to the alleviation of poverty, it is essential to work in the mainstream of tourism, which will require an emphasis on ensuring that tourism destinations as a whole are both competitive and sustainable, addressing issues of resource management and the relationship between tourism and other economic sectors.

In 1986, the Mexican government established the Sian Ka'an Biosphere Reserve, now a UNESCO World Heritage Site. In the early 1990s, a Mexican NGO called Amigos de Sian Ka'an started a boat tour to help fund conservation, which eventually evolved into a plan for the area to become an entire ecotourism destination that benefits the local community. In 2004, Amigos de Sian Ka'an transferred the tour initiative completely to local community cooperatives. Maya Ka'an was officially launched in 2014 and now covers 10,000 Km² in three municipalities, and there are 18 cooperatives in Mayan and fishing communities operating tours. Nine of the cooperatives and 35 of their guides are certified ecotourism operators. Amigos de Sian Ka'an has invested over 200 hours of training for the cooperatives and promotes the destination in several media and tourism fairs in Mexico and Europe. The project now directly benefits 400 people in the Mayan region of Mexico.

The remote Simien Mountains National Park in Ethiopia is in one of the poorest areas on the planet, with average income of residents in the region of less than \$1 per day. To provide a source of income for residents, Simien Lodge was built in 2005. The goal was not only to create a world-class trekking destination but also to use the lodge as a platform to involve tourists in community projects. When the lodge began, there were 5,000 annual visitors and only 20 mountain guides. Now, there are 24,000 visitors and 80 scouts and 60 guides. Guiding receipts have multiplied eight times, and the area now even boasts a university. Over the past two years, the program has allowed for eight classrooms to be built in three primary schools, several hundred desks have been donated, and monastery walls were rebuilt that had been destroyed by communist soldiers in 1987. A matching program explained in packets in guest rooms is currently raising funds to build a health center. As a rule, the lodge works in areas where there are various ethnic, tribal, and religious communities to ensure fair dealings with all people, and projects must benefit the community as a whole.

CHECK YOUR PROGRESS

Discuss the UNWTO data on Social Inclusiveness, Employment, and Poverty Reduction.

Describe what, according to UNWTO needs to be done to harness tourism's potential for inclusivity, decent work and poverty eradication and over-coming the challenges of unsustainable tourism activity.

Discuss the expert opinion regarding Social Inclusiveness, Employment, and Poverty Reduction.

Elaborate Consumer Support is available regarding Social Inclusiveness, Employment, and Poverty Reduction in ecotourism.

Explain the Social Inclusiveness, Employment, and Poverty Reduction in ecotourism from business perspective.

Elaborate Social Inclusiveness, Employment, and Poverty Reduction in ecotourism from the point of destination

3. Resource Efficiency, Environmental Protection, and Climate Change

According to UNWTO:

- [The industry is] committed to reducing its 5% of world CO₂ emissions
- Raises financing for conservation of heritage, wildlife, and the environment
- Can be a vehicle for protecting and restoring biodiversity
- Must sustainably manage an expected 1.8 billion international tourists in 2030.

UNWTO says, in part, "The tourism sector must become more rigorous in its efforts to monitor, report and reduce resource consumption and emissions. An integrated approach to environmental sustainability is required, grounded upon strategies for decoupling tourism growth from environmental degradation and excessive resource use, with a focus on:

- Enhancing the efficient use of resources;
- Biodiversity conservation and environmental protection;
- Investing in climate change mitigation and adaptation; and
- Increasing knowledge of how environmental issues are related to tourism and increasing awareness among key stakeholders."

Experts say...

"We are now in real time climate change, this is no longer just an academic exercise. For every one degree the temperature goes up on this planet from CO₂ emissions the atmosphere is absorbing 7% more precipitation. So, we are getting more violent water events, more violent winter snow, more violent spring floods, more prolonged summer droughts and wild rains, more category 3, 4, and 5 hurricanes." — Jeremy Rifkin, Economist, WTTC.

"We could put a solar panel on every ski lift tower on earth and it wouldn't matter much. But a sign on every ski lift tower saying, "Pull out your cell phone and call your congressman to tell him to stop caving to the fossil fuel industry and do something about climate change before winter vanishes forever" would be of great use." — Bill McKibben, author and climate activist.

"In the future [tourism] may be more exposed to criticism as a "dirty" sector, as other sectors move to cleaner energies while aviation remains dependent upon fossil fuels. That means that the [travel] industry should do everything it can on the ground to reduce emissions and other harmful environmental and social effects." — Randy Durband, Global Sustainable Tourism Council.

"Mother Nature challenged us as well, with some of our member-countries affected in varying degrees by hurricanes. Yet, despite the adversities occasioned by these events, our resilience and fortitude as a region stood out and even the worst affected were back open for business in quick time, proving that tourism is an effective way to re-energise an economy following a natural or other disaster." — Hugh Riley, CEO and Secretary General of the Caribbean Tourism Organization.

"Sustainable tourism is one of many options that protected area managers can use to support their conservation activities, if the conditions are right. With appropriate planning, development, operation, and partnerships - sustainable tourism can proactively contribute to conservation objectives, while also playing a positive role in the livelihoods of local economies." — Dr. Anna Spenceley, Chair, IUCN WCPA Tourism and Protected Areas Specialist Group.

"Currently, national and regional tourism strategies, with very few exceptions, fail to account for the impacts of climate change." — Helena Rey, Programme Officer, UN Environment's Economy Division.

Consumer Support

“In Germany...61% of those interviewed said they would like to make their holiday sustainable, but only 2% actually turn their good intentions into practice. The barriers mentioned mainly include concerns about possible extra costs and a lack of suitable products.”

AIG Travel's 2017 Pulse Pole, based on 1,300 respondent travelers, reveals 78% reported that sustainable travel is "very important" or "somewhat important," compared to 52% of respondents with that opinion in 2016. When considering five specific ways the travel industry could make it easier for people to travel sustainably, respondents' most frequent answer was "educate consumers about sustainable travel basics" (36%) followed by "incorporate sustainable travel practices into existing products and services" (26%).

“Every year, humans take a total of 32 million flights, producing 781 million tons of carbon! Then, when we actually get to our destinations, travelers use double the amount of water we do at home. We love the feeling of treating ourselves when we travel. Unfortunately that often means we're using much more natural resources than we normally would.”

“Brits are also taking the initiative themselves, with 75% saying that the environment and sustainability is an important consideration in their choice of holiday destination. This represents a significant increase over the past twelve months.”

“With increased regulatory pressure on the horizon, new and more sophisticated lobbying from NGOs that incorporates incentives as well as shaming and a rise in consumer activism via social media have created a new need for companies to be both transparent and authentic in their environmental strategies. While “greenwashing” is still commonplace, there is a slow shift towards a more genuine approach to green issues.”

“Ethical Traveller Tech Choice CO₂ Fit is a tracking app by Changers intended to motivate and reward people for making greener travel choices. The app invites users to “become conscious of your daily behavioural impacts and share this increased awareness with your family and friends.” Users activate the app at the start of a trip and select a transportation type: bike, bus, train, car or plane, and the distance and speed travelled is calculated and used to create a CO₂ value for that journey. If the user has used less CO₂ than they would have on an average car journey, they are rewarded with Recoins. Recoins are a form of digital currency redeemable against WWF-backed CO₂ certificates, each representing a saving of one tonne of CO₂. If they take more carbon-costly transport, they create a negative balance in their Recoin account.

According to the Rainforest Alliance, nature-based tourism accounts for about 20% of international travel.

The Adventure Travel Trade Association's "Adventure Travel Trends Snapshot" reports ecotourism has the highest level of client demand overall for travel activities in 2017, followed by cultural, environmentally sustainable, and hiking activities.

Business Case

"Except for a few hotels, aviation companies, restaurants, and tour operators, GHG and resource efficiency accounting and reporting is not yet widespread across the tourism value chain. Mapping the sustainability hotspots of the most important tourism value chains will fill a major gap for a much-needed baseline of verifiable, consistent GHG emissions, and resource efficiency. This will, however, require mature levels of cooperation and collaboration between the tourism public & private sectors.”
— Helena Rey, Programme Officer, UN Environment's Economy Division

“The internet has put into the hands of consumers more powerful tools for the probing of corporate claims of all kinds. The “new normal” will be an increased standard of sustainability transparency demanded by consumers — particularly of brands in the airline and wider travel industry.”

“Tourism is very energy-dependent, and nearly all of the energy it uses is derived from fossil fuels. Globally the sector causes some five percent of man-made CO₂ emissions. Three quarters of these are caused by transport, with aviation accounting for 40 percent of the total footprint, and cars for 32

percent. Accommodation follows with 21 percent. [T]ourism's contribution to global climate change is estimated to reach as much as 14 percent.

“Nine out of ten industry executives say sustainability is important to their organisation – up from 80% last year. While only 28% of organisations have a carbon emission reduction policy, 38% consider the travel industry's greenhouse gas emissions reduction performance to be better than other industries.”

WTTC states, “Just doing the basics or having a general sustainability goal is simply not enough anymore; data driven evidence with targets and monitoring is now embedded into the activities of those at the forefront of sustainable tourism. Tourism for Tomorrow winners and finalists are now expected to show measurable impact, and as a result the standard is increasingly high.”

“Food production has the largest environmental footprint globally of any human activity, yet 1/3 of the world's available food either spoils or gets thrown away.” This is a tremendous problem in the hospitality industry. WWF has established a partnership with the American Hotel and Lodging Association, with support from the Rockefeller Foundation, in an in-depth program to “design the best techniques, messaging, and engagement strategies for food waste prevention across the industry.”

On the issue of food waste, LightBlue Consulting's Benjamin Lephilbert says, “So when you know that a hotel selling 15,000 meals a month can generate more than 70 tons of food waste per year, and that the average true cost of food waste per kilo is US\$5, it becomes easier to understand the scale of savings to be made from reducing food waste.”

As such an important development tool, sustainable investment and financing is still sorely needed in the tourism sector. “In modeling undertaken by UNEP to quantify the likely effects of increased green investment in tourism, results indicated that despite a rise in the flow of tourists, green investment would lead to significant resource conservation through considerable efficiency improvements. Innovation and technology must be utilized to adapt to and mitigate climate change. According to the World Bank, “Engaging the private sector is essential for multiple reasons. It can mobilize financial resources and technical capabilities, leverage the efforts of governments, engage civil society and community efforts, and develop innovative climate services and adaptation technologies.” Highly innovative adaptation products and services developed and marketed by private companies are already improving climate resilience.”

Destination Case

“There are more than 70 countries and territories across the world that have million-dollar reefs – reefs that generate more than one million dollars per square kilometer. These reefs support businesses and people in the Florida Keys, Bahamas and across the Caribbean, Mexico, Indonesia, Australia, Maldives and Mauritius, to name a few.”

“Hawaii island context highlighted a critical issue for conservation in the coming decades: The nexus between biological and cultural diversity, and how their conservation and sustainability requires a combination of traditional wisdom and modern knowledge.”

“Low-lying island idylls, such as The Maldives and the Pacific Islands, are already falling victim to rising sea levels and sea acidification that is destroying the sealife that tourists flock to see. Meanwhile, rising temperatures mean snow shortages in many of our favourite ski resorts.”

“Tourism provides an economic impetus for conservation of the environment because protected and scenic areas are attractions for both domestic and international tourists. This can also contribute to a wider appreciation of nature conservation by promoting and increasing accessibility to specific sites and aspects of nature.”

In recent years, the forest concessions in Guatemala's Maya Biosphere Reserve (MBR) have become a model of successful sustainable forest enterprise for the world, maintaining an astonishing near-zero deforestation rate while improving local livelihoods.

In 2005, Misool Eco Resort in Indonesia, along with the local people, created “No Take Zones”, in which all fishing, shark finning, and harvesting of turtle eggs and shellfish are prohibited. Inside these

zones, illegal fishing activity has been reduced by 86%. As a result of this, in the past 6 years the fish biomass has increased by over 250%, and in some areas, over 600%. While coral reefs continue to face global threats, Misool's work sets a hopeful precedent for restoration & renewal.

A survey by the UNESCO World Heritage Centre found that 72% of survey respondents acknowledged climate change as a threat to natural and cultural heritage

CHECK YOUR PROGRESS

Discuss the UNWTO data on Resource Efficiency, Environmental Protection, and Climate Change.

Discuss the expert opinion regarding Resource Efficiency, Environmental Protection, and Climate Change.

Elaborate Consumer Support is available regarding Resource Efficiency, Environmental Protection, and Climate Change in ecotourism.

Explain the Resource Efficiency, Environmental Protection, and Climate Change in ecotourism from business perspective.

Elaborate Resource Efficiency, Environmental Protection, and Climate Change in ecotourism from the point of destination

4. Cultural Values, Diversity, and Heritage

According to UNWTO:

- [Tourism] revives traditional activities and customs
- Empowers communities and nurtures pride within them
- Promotes cultural diversity
- Raises awareness of the value of heritage

UNWTO says, in part, "Bolstering the links between sustainable tourism and culture will require:

- Positioning "cultural tourism" as a tool for sustainable development;
- Safeguarding and promoting cultural heritage" both tangible and intangible; and
- Linking tourism to living, contemporary culture and the creative industries.

Experts Say...

"Researchers have found that heritage sites remain a main attraction. In many areas, tourism augments cultural pride and self-worth by increasing attention paid to communities and their history and the sense of valorization they receive from being a tourist attraction, from being something worth seeing. As a result, tourism can often assist in the preservation and revitalization of cultural traditions when communities examine and reevaluate the significance of their heritage." World Monuments Fund, Preservation Society of Charleston, National Trust for Historic Preservation.

"Rationing scarce resources and overcrowding at iconic destinations is an issue...Do you do it by rationing? Vouchers? Leave it so the problem escalates? Bringing together the mayors or representatives of iconic sites to talk about best practices would be a useful thing." Professor Ian Goldin, University of Oxford.

"Most governments still measure tourism success simply by the number of visitors. The more, the better. For the moment, officials have been reluctant to regulate tourism to the benefit, first of all, of their own citizens. Instead, tourism is seen as an easy moneymaker and a short cut to economic development. The exceptions are standouts. France, Bhutan, Costa Rica and Canada are among the few countries with governments willing to co-ordinate policies of sustainable tourism and they

haven't suffered: they are among the most popular destinations in the world.ö ö Elizabeth Becker, author.

Consumer Support

According to UNESCO, öCultural tourism is growing at an unprecedented rate and now accounts for around 40% of global tourism.ö

COLLOQUY's travel-habits research shows that the millennial consumer, born between 1981 and 1997, is significantly more attracted to destinations with cultural or historical significance (76% versus 63% of the general population), access to adventures like scuba diving and hiking (59% versus 45%) and festivals or regional events (66% versus 49%). In addition, 74% of Americans said having a unique experience is the most important reason for taking a vacation, topping rest and relaxation at 69%.

According to a study of Heraklion, Greece, 80% percent of cruise passengers surveyed visited archaeological sites and historical places. Respondents listed their top three reasons for going on a cruise as ödiscovering new places,ö öexperiencing new cultures and way of life,ö and övisiting historical and archaeological sites.ö

According to the UNWTO, San Juan, Puerto Rico's Spanish colonial cultural heritage is a particularly strong draw for cruise passengers. A very high percentage of transit passengers, 91%, disembark in San Juan. The 2014/2015 BREA study found that in Puerto Rico, öguided tours(or shore excursions) and öhistoric sites and museumsöreceived the highest scores of all visit attributes, each with a mean score of 8.5 [out of 10].ö

öTravel has massive impacts on fragile communities all over the world. Local populations can really feel the impact of öun-responsible tourism.ö Native communities can be exploited and made to feel like a human zoo with tourists flashing cameras in their faces.ö

öA notable outcome of the squeeze on leisure time is that consumers are taking a greater interest in experience over possessionsí . While [increased employment] translates into higher income, it has in effect led to a larger number of people with constraints on their leisure time.ö

According to an ATTA survey of over 1,000 respondents, ötravelers are not content with just being in the presence of a new culture. They want to gain some understanding of it, along with a öbroadened perspectiveöand öexpanded horizons.ö

Business Case

öThe best responsible and sustainable tourism companies, however, go further than just improving the health and well-being of their paying guests. They look to improve it for the communities where they operate, too. Expediciones Sierra Norte won a Tourism for Tomorrow Award in 2016 for the walking trails and community tourism it runs, and these support the preservation of the 2,000 plant species that serve as a storehouse of indigenous knowledge for traditional healers from the local communities in the Mexican state of Oaxacaí . Sierra Norte annually receives around 17,000 tourists. And rather than increase pressure on their environment, the growth in visitors has been used to increase the capacity of community members to protect and sustainably manage the cultural heritage these visitors are flocking to see.ö

öTour businesses with a strong awareness of the impact they're making will benefit greatly from their already established ecotourism practices. However, that's not to say that businesses who are just waking up to this trend will be far behind! Companies will need to develop a strong social focus.ö

öFood experiences are not limited to simply dining out. They include cooking courses, farm tours and the classic food markets, which make up about 95% of these experiences. These experiences are closely tied to the culture of the location. Many travelers consider it to be one of the best ways to get to know the story of the place they are traveling to and it works as a valuable resource for tourism companies.ö

öAt their largest, such [tourism business] efforts to support people's health and sense of wellbeing can extend across an entire destination. Parkstad won the Destination award in 2016 for turning round the

fortunes of a rundown former coal mining district now seen as an all-round destination and place to enjoy activity holidays and nature.ö

A 2017 ComRes survey reports ö49% of respondents confirmed that their enjoyment of a holiday would be reduced if they observed animal abuse during their stay, whilst 71% said that they would more likely buy holidays from travel companies that care for animals.ö

Destination Case

A WWF study concludes that öelephant conservation in protected areas represents a wise investment with immediate and ongoing payback for tourism. Rates of return are positive, sometimes strongly, in these areas, indicating that touristsø willingness to pay, to see elephants as part of a visit to a protected area, are sufficient to offset the increased costs necessary to safeguard elephant populations.ö

öNational tourist boards are looking to history to find attractions for visitors, with the development and promotion of hiking trails proving a surprising success. Many of these trails are centuries old, but are seeing a resurgence in popularity. Diaspora, religious and rural tourism are all seeing the benefit of the hiking trend. Key trails include the Nativity Path in Palestine, Abrahamø Path from Turkey to Egypt, the Jordan trail and Lebanonø mountain trail.ö

Many U.S. destinations are improving their products and offerings in response to global trends such as culinary travel, cultural travel, demand for authentic experiences, adventure, and health & wellness stays.

Authored by the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Environment Program (UNEP), and the Union of Concerned Scientists (UCS), a 2016 report highlights the urgent need to:

- Identify the World Heritage sites that are most vulnerable to climate change and implement policies and provide resources to increase resilience at those sites
- Ensure that the threat of climate impacts is taken into account in the nomination and listing process for new World Heritage sites
- Engage the tourism sector in efforts to manage and protect vulnerable sites in the face of climate change and educate visitors about climate threats

5. Mutual Understanding, Peace, and Security

According to UNWTO:

- [Tourism] breaks down barriers and builds bridges between visitors and hosts
- Provides opportunities for cross-cultural encounters that can build peace
- A resilient sector that recovers quickly from security threats
- A tool for soft diplomacy

UNWTO says, in part, öAdvancing tourismø contribution to mutual understanding, peace and security requires:

- Fostering a øculture of peaceø and global citizenship through tourism;
- Harnessing tourism as an agent for peace and reconcilia-tion
- Maintaining safety and security across the tourism sec-tor.ö

Experts Say...

öThere is a clear link between peace and tourismí The research showed that countries with a more open and sustainable tourism sector tend to be more peaceful, and suffer from less conflict and violence. A sustainable and open tourism sector contributes to higher levels of øpositive peaceø namely the attitudes, institutions, and structures that create and sustain peaceful societies. Countries with a more sustainable and open tourism sector are more likely to enjoy higher levels of positive peace in the future.ö ö IPK International on behalf of ITB Berlin

“Tourism can support development and also peace, for example, when putting pressure on governments to cease fighting, or it can establish harmonious relationships between citizens, or increasing tolerance and acknowledgement of the rights of others.” – Iaia Pedemonte, Gender Responsible Tourism

“Tourism is not only a mode of consumption, but a microscopic meeting place where isolated, marginalized, and suffering people can be supported by international solidarity. Unfortunately, mainstream tourism is very rarely designed in a way, in that it contributes to understanding one another, cultivating peace and recovering justice.” – Tourism Watch

Consumer Support

“Hiking is being targeted to send out a message of peace, hope and reconciliation. Some of the trails go across country borders, offering visitors a more varied trip, as well as fostering stronger relationships between neighbouring tourism organisations. Tourism infrastructure is minimal in many places along these routes, which means that home stays are often the only lodging opportunity.”

According to a 2016 World Travel Monitor survey, outbound travelers are more sensitive than ever about possible risks from terror attacks. As many as 45% of international travelers had serious safety and security concerns. About two-thirds of these respondents said they still plan to travel abroad but only to destinations they perceive as safe. A further 14% plan to go on holiday within their own country instead of taking a foreign trip, and 19% said they would not travel at all until the security situation had improved.

“The World Travel and Tourism Council (WTTC) reported that people are choosing to travel to destinations based on perceptions of safety and that 20% of the tourists are changing their travel plans due to safety concerns.”

Business Case

Carlson Rezidor Hotel Group won the Tourism for Tomorrow Enterprise category for its Adding Color to Lives project, which is an urban art project for at-risk youth sponsored by Park Inn by Radisson. Through the project, disadvantaged youth collaborate with a renowned street artist, Joel Bergner, to create large scale urban murals in their local neighborhoods. “From a single individual to our surrounding communities – and expanding to points across the globe – it creates a ripple effect of positive change, allowing us to add color to the young people’s lives,” said Inge Huijbrechts, Vice President, Responsible Business.

The “Tourism sector can contribute to peace and coexistence in territories that have been affected by the armed conflict in Colombia, territories with natural wealth and cultural diversity. These territories have been consistently increasing their income through this sector in recent years (more than 10%), even above growth rates in Latin America (5%) and the world (4%).”

“The end of the civil war saw a remarkable upsurge of environmental activism in Lebanon dedicated to nature protection and rural preservation, the promotion of hiking and camping, especially for youth, and advocacy for publicly accessible green spaces in cities. The LMT [Lebanon Mountain Trail], which is today nearly 230 miles long, is used extensively by eco-tourism groups such as Vamos Todos and Cyclamen, who are committed to environmental and cultural preservation and the promotion of rural tourism.”

Destination Case

People-to-people travel is not only a legal way for Americans to visit Cuba, it provides guests with unique access to people and places the average tourist rarely sees and allows the traveler to discover Cuba from a local’s perspective. It provides the opportunity to meet talented artists and musicians in their home studios, and participate in discussions with Cuban government officials, experts in architecture, political scholars, journalists, & award-winning economists. The impact of the Obama administration measures was immediate: total tourist arrivals from the U.S. shot up by 77% from 2014 to 2015, and a further 76% in 2016. What’s more, this activity stimulated a significant rise in overall tourism: international arrivals rose by 17% in 2015 and 14% in 2016.

For nearly 400 years, the border area of northeastern Mexico, West Texas, and south-central New Mexico has operated as a wide multicultural, bilingual, cooperative community. Located at the intersection of two countries and three states, the North American Borderplex is a cultural melting pot unlike anywhere in the world. The Borderplex Alliance promotes cultural tourism, ecotourism, sporting & event tourism, and medical tourism.

Looking at data for individual countries, there are many examples of non-conflict-affected countries that deteriorate in their Global Peace Index Scores, but improve in their Tourism Scores. Examples include Oman, where tourism has flourished despite high levels of militarisation, and Ukraine, where tourism's contribution to GDP increased from 2.65% to 4.95% between 2014 and 2015 despite continuing war with Russia in the northeast of the country. This speaks again to the resilience of the tourism sector in light of worsening levels of violence and conflict.

CHECK YOUR PROGRESS

Discuss the UNWTO data on Cultural Values, Diversity, and Heritage.

Discuss the expert opinion regarding Cultural Values, Diversity, and Heritage.

Elaborate Consumer Support is available regarding Cultural Values, Diversity, and Heritage in ecotourism.

Explain the Cultural Values, Diversity, and Heritage in ecotourism from business perspective.

Elaborate Cultural Values, Diversity, and Heritage in ecotourism from the point of destination

2.10 ECOTOURISM POLICIES AND LAWS IN INDIA

India is the land of varied geography offers several tourist destination that not just distress but also rejuvenate us there are several ways to enjoy mother nature in the most pristine way, the few places like the Himalayan region, Kerala, north east India, Andaman and Nicobar island and the Lakshadweep islands are some of the places where we can enjoy the treasured wealth of the mother nature. Thenmal in Kerala is the first planned ecotourism destination in India created to cater to the eco-tourists and nature lovers.

The legal response on ecotourism in India, there is no any specific law on ecotourism, although some provisions of constitution of India and other environmental basis laws are preventing the pollutions of ecotourism areas.

A) CONSTITUTIONAL PROVISIONS

The constitution of India is the basic of law of India. Its provides so many provisions in protecting environment.

Article 253 of the constitution provides that parliament power to legislate for giving effect to treaties and international agreements in respect of development of any of the sector like environment areas.

Article 244 of the constitution of India provides that for notifying certain indigenous people as scheduled tribes and areas that are occupied by indigenous people as schedule areas, that people's rights are protected and also in fifth schedule of the constitution of India provides protection to the indigenous people living in the schedule areas and gives them the right to self rule. It also re-enforces the rights of the indigenous people to territorial integrity and decide on own path of development.

Article 243g directs the central and state government machinery to endow panchayats and municipalities with such powers and authority as may be necessary to enable them to function as institutions of self-government, with respect to the preparation of plan of economic development and social justice. 73rd and 74th amendments of the constitution of India, gives right to develop socio-economic development as well as protects to environment.

In *Virnder gour vs. state of Haryana* (AIR(1995) 2SCC 577) the Supreme Court observed that, the Article 21 of the constitution of India includes right to protection and preservation of good environment, ecological balance and pollution free environment.

⁹
In *Sachidnanda pandy vs. state of West Bengal* (AIR 1109, 1987 SCR (2) 223) the supreme court observed that five star hotels of west Bengal to must take additional precaution for to protect the environmental pollution and hotel could not be disturbing to the migratory birds and other species, therefore precautionary measures must be taken and need to preservation of ecological balance.

B) ENVIRONMENTAL RELATED LAWS

In India environmental related law's provisions also gives protection measures to the ecotourism areas in India Ecotourism is also consider as environmental tourism. On this regard in India, so many laws made for protection of environment as well as ecotourism.

The forest(conservation)act 1980, the law provides conservation of forest land for non-forest activity and the environmental (protection) Act,1986 provides that, too many important notifications that are closely linked to the development of ecotourism that i.e. the coastal regulation zone notification,1991 and environmental impact notification,2006, these notifications are very advantages of the protection of ecotourism.

COASTAL REGULATION ZONE MANAGEMENT 1991

The coastal zone management 1991 is an important piece of legislation guiding anthropogenic activities along with the coast. However, twenty amendments have been to the notifications over the years, which have diluted and rendered many of the protective clauses meaningless.

ENVIRONMENT IMPACT ASSESSMENT NOTIFICATION 2006:

This notification has totally omitted environmental impact assessment for required tourism, projects as against its predecessor, the notification of 1991, that environmental impact assessment of tourism projects. India has legislation to protect untouched ecologies and sensitive eco-systems. Some important laws are the three following:

- 1) The Forest (Conservation) Act, 1980 controls the use of forests for non-forestry uses.
- 2) The Wildlife (Protection) Act, 1972 designates the national parks and wild life sanctuaries and stipulates a comprehensive framework for wildlife protection and conservation. The act permits tourism in protected areas along with scientific research and wild life photography.

However, the character and volume of tourism in protected areas has changed considerably since this law was framed, hence there is an urgent need to amendments of this act or at least bring out guidelines that regulate the tourism and tourism activity in and around the protected areas.

- 3)The Environment Protection Act, 1986 stipulates several measures for protecting and improving the quality of the environment and preventing, controlling and abating environmental pollution. Coastal Regulation Zones (CRI) were gazette by a notification under the Act in 1991 and wide ranges of activities have been prohibited within 500 meters of the high tide line. In addition, the Department of Tourism has been developing a national policy and guidelines for the development of tourism in forests, deserts and marine systems. Once formulated, these guidelines would be implemented to ensure the sustainability of ecotourism development.

7.CONCLUSION:

On the positive side, tourism has some immediate social benefits. Families are not disrupted as people in the tourist areas get jobs nearer to their homes. Migration to urban areas is halted. Tourism may lead to redistribution of wealth from rich areas to the poorer area. Tourism, which is welcomed initially, can become an irritant for local people, if the influx exceeds the limits of tolerance. It can cause social tensions in the host nation by providing the essential economic underpinning of the local population's employment and welfare services. Most forms of ecotourism are owned by foreign investors and corporation that provide few benefits to local communities an overwhelming major try of profits are put into the pockets precut in to the pocket of investors instead of re-investment into the local economy or environmental protection the limited numbers of local people who are employed in the economy enter at its lowest level and are unable to live in tourist areas because of meager wages and a two market system. However, the international nature of tourism creates many obstacles for localities wishing to maintain control of their tourism industry. Too often, local people have neither the political power nor the business connections to compete at an international level with metropolitan tour agencies. Nevertheless, ecotourism's rapid growth has attracted the attention of many people and communities in low-income countries. In these, there is need, some effective laws for protecting ecotourism areas.

CHECK YOUR PROGRESS

Elaborate the various provisions in the consituitions of India which are important from ecotourism point of view.

Explain various laws which are enacted to provide for high quality of life with sustainable environment in mind.

2.11 END QUESTIONS

The following questions should help you prepare for the End Examinations. These questions are for 5 marks each and should take you 11 minutes under examination conditions.

1. Explain the need for ecotourism in India
2. Explain the various NGOs working in Ladakh
3. Elaborate on the various ecotourism attractions in Ladakh.
4. List the various places which offer eco-friendly stay in Ladakh.
5. Explain the various NGOs working in Himachal Pradesh
6. Elaborate on the various ecotourism attractions in Himachal Pradesh.
7. List the various places which offer eco-friendly stay in Himachal Pradesh
8. Explain the various NGOs working in Delhi.
9. Elaborate on the various ecotourism attractions in Delhi.
10. List the various places which offer eco-friendly stay in Delhi.
11. Explain the various NGOs working in Uttarakhand.
12. Elaborate on the various ecotourism attractions in Uttarakhand.
13. List the various places which offer eco-friendly stay in Uttarakhand.
14. Explain the various NGOs working in Arunachal Pradesh.
15. Elaborate on the various ecotourism attractions in Arunachal Pradesh.
16. List the various places which offer eco-friendly stay in Arunachal Pradesh.
17. Explain the various NGOs working in Meghalaya.
18. Elaborate on the various ecotourism attractions in Meghalaya.
19. List the various places which offer eco-friendly stay in Meghalaya.
20. Explain the various NGOs working in Assam

21. Elaborate on the various ecotourism attractions in Assam.
22. List the various places which offer eco-friendly stay in Assam.
23. Explain the various NGOs working in Sikkim.
24. Elaborate on the various ecotourism attractions in Sikkim.
25. List the various places which offer eco-friendly stay in Sikkim.
26. Explain the various NGOs working in Karnataka
27. Elaborate on the various ecotourism attractions in Karnataka.
28. List the various places which offer eco-friendly stay in Karnataka.
29. Explain the various NGOs working in Kerala
30. Elaborate on the various ecotourism attractions in Kerala.
31. List the various places which offer eco-friendly stay in Kerala.
32. Explain how ecotourism itself has become an unsustainable practice.
33. Elaborate on the various constraints which have led to considerable damage of the protected areas in India.
- 34. Explain the two angles of ecotourism**
35. Elaborate on the business opportunity angle of ecotourism.
36. Discuss the potential threats in ecotourism.
37. What steps can be taken to make tourism sustainable?
38. What is the importance of Site selection and Evaluation in plans to make tourism sustainable?
39. How is the Site Evaluation carried out in plans to make tourism sustainable?
40. Why is it required to assess the alternatives in plans to make tourism sustainable?
41. Explain the design and implementation phase in plans to make tourism sustainable.
42. Explain some of the recommendations made to make tourism sustainable.
43. Why should private resorts be given the environmental management system plans?
44. Why do changes in vegetation, biomass and biodiversity value need to be monitored in tourist zones?
45. Explain why development of infrastructure in rural areas having potential for tourism should be supported by the Government.
46. Discuss the role of Village Level Council (VLC) in promoting rural tourism.
47. Explain the concept of rural holidays.
48. Discuss the various awards in relation to rural tourism in India.
49. Explain what is meant by rural tourism as per Government of India website.
50. Discuss the major types of rural tourism in India.
51. Discuss the concept of agriculture tourism in India.
52. Describe the meaning of food tourism in India.
53. Elaborate the concept of community tourism in India.
54. Discuss what is meant by ethno tourism in India.
55. Discuss the importance of rural tourism in India.
56. Explain the importance of photographing the rustic beauty for artists.
57. Describe why people searching simplicity often travel to villages.
58. Discuss the various misconceptions about rural tourism in India.
59. Elaborate on whether travelling in Indian villages is safe.
60. Discuss whether travelling in rural India is irrelevant in the age of urbanisation and globalisation.
61. Discuss the importance of tourism activities in Puttur (A.P.)
62. Describe the various tourism attractions at Puttur (A.P.)
63. Describe the various tourism attractions at Anegundi, Karnataka.
64. Discuss the importance of tourism activities in Anegundi, Karnataka.
65. Describe the various tourism attractions at Theerthamalai, Tamil Nadu.

66. Discuss the importance of tourism activities in Theerthamalai, Tamil Nadu.
67. Describe the various tourism attractions at Shyam Gaon, Jorhat, Assam.
68. Discuss the importance of tourism activities in Shyam Gaon, Jorhat, Assam.
69. Describe the various tourism attractions at Chitrakote, Chhattisgarh.
70. Discuss the importance of tourism activities in Chitrakote, Chhattisgarh.
71. Describe the various tourism attractions at Hodka, Gujarat.
72. Discuss the importance of tourism activities in Hodka, Gujarat.
73. Describe the various tourism attractions at Pipli, Odisha.
74. Discuss the importance of tourism activities in Pipli, Odisha.
75. Describe the various tourism attractions at Lachen, Sikkim.
76. Discuss the importance of tourism activities in Lachen, Sikkim.
77. Describe the various tourism attractions at Ballabhpur Danga, West Bengal.
78. Discuss the importance of tourism activities in Ballabhpur Danga, West Bengal.
79. Describe the various tourism attractions at Kumbalangi Island Village, Kerala.
- 80.** Discuss the importance of tourism activities in Kumbalangi Island Village, Kerala.
81. Explain the concept of ethnic and rural tourism clearly giving the distinguishing features.
82. What is meant by special interest tourism? What are the various types of special interest tourism?
83. What is the significance of ethnic tourism?
84. Elaborate the special significance of ethnic tourism in context of growing urbanization which led to the monotonization of the culture.
85. Explain the ethnic tourism as a tourism product.
86. Elaborate on how ethnic tourism product can be designed.
87. Discuss the importance of cultural variation in context of the ethnic tourism.
88. Describe how marketing strategies are to be kept in mind while developing ethnic tourism products.
89. Elaborate importance of twofold analysis of Ethnic tourism for anthropological perspective.
90. Explain how ethnic tourism gives birth to a folklore market.
91. Explore the two axioms "tourism helps cultures meet", and "tourism brings development" which anthropology seem to overcome.
92. Elaborate how myths and rites of different cultures contribute to ethnic tourism.
93. Discuss the effects of tourism on host communities life style and value system as a consequence of ecotourism.
94. Explain how sustainability can be encouraged through individual behavior and, globally, by rethinking in the tourism industry.
95. What are the pointers on ethics for ethnic tourism to be observed by tourists?
96. What are the potential areas for development of ethical tourism in India?
97. Explain how festivals contribute to building interests in tourism in India.
98. Elaborate the rich festival traditions which make India interesting to tourism.
99. Which are the various fairs which are celebrated in India?
100. Define Ethnic tourism.
101. Explain the designing of a tourism product and how can we promote our Ethnic Tourism.
102. Delineate the Issues and consideration to be incorporated while developing Ethnic Tourism.
103. Explain the role of festivals and fairs in the promotion of Ethnic and rural tourism.
104. Define religious tourism.
105. Describe some data which show the extent of the religious tourism in the world.
106. What makes India an important religious tourism destination for international tourist?
- 107.

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Explain the importance of Vaishno Devi in the religious tourism in India.

108. Describe why visitors to Harmandir Sahib have special attraction to the site.
109. Discuss the various facilities at the Golden Temple for the religious tourists.
110. Explain the importance of Somnath Jyotirlinga in the religious tourism in India.
111. Describe why visitors to Ranakpur Temple have special attraction to the site.
112. Explain the importance of Tirumala temple in the religious tourism in India.
113. Describe why visitors to Hemkund sahib special attraction to the site.
114. Explain the importance of Ajmer Sharif in the religious tourism in India.
115. Describe why visitors to Velankanni Church special attraction to the site.
116. Explain the importance of Amarnath cave in the religious tourism in India.
117. Describe why visitors to Varanasi special attraction to the site.
118. Explain the importance of Goa in the religious tourism in India.
119. Describe why visitors to Dwarka special attraction to the site.
120. Explain the importance of Rishikesh in the religious tourism in India.
121. Describe why visitors to Mathura special attraction to the site.
122. Explain the importance of Vrundawan in the religious tourism in India.
123. Describe why visitors to Hardwar special attraction to the site.
124. Explain the importance of Rameshwar in the religious tourism in India.
125. Describe why visitors to Badrinath special attraction to the site.
126. Explain the importance of Hampi in the religious tourism in India.
127. Describe why visitors to Madurai special attraction to the site.
128. Explain the importance of Bodhgaya in the religious tourism in India.
129. Describe why visitors to Shirdi special attraction to the site.
130. Explain the importance of Nashik in the religious tourism in India.
131. Describe why visitors to Leh special attraction to the site.
132. Define adventure tourism.
133. What is the motivation for adventure tourism?
134. Which activities constitute the major part of adventure tourism?
135. Explain the policy initiatives taken by the Government of India to promote adventure tourism.
136. What are the features of safety norms set by the Government of India for adventure tourism?
137. Elaborate on the financial assistance given by Government of India to the state governments for adventure tourism.
138. Which features of adventure tourism attractions are offered by Bir and Billing?
139. Elaborate the various adventure tourism features available at Rajasthan.
140. Which features of adventure tourism attractions are offered by Rishikesh?
141. Elaborate the various adventure tourism features available at Bandhavgarh National Park.
142. Which features of adventure tourism attractions are offered by Sikkim?
143. Elaborate the various adventure tourism features available at Manali.
144. Discuss the various adventure tourism features available at Meghalaya.
145. Which features of adventure tourism attractions are offered by Har ki doon?
146. Elaborate the various adventure tourism features available at Karnataka.
147. Which features of adventure tourism attractions are offered by Gulmarg?
148. Elaborate the various adventure tourism features available at Auli.
149. Which features of adventure tourism attractions are offered by Arunachal?
150. Elaborate the various adventure tourism features available at Goa.
151. Which features of adventure tourism attractions are offered by Andman?
152. Which features of adventure tourism attractions are offered by Lakshdeep?
153. Which features of adventure tourism attractions are offered by Kerala?
154. What are the trends towards ecotourism as seen from various survey?
155. What are the main findings of Nielsen Survey 2012?

156. Explain how the various surveys indicate that green travel is here to stay.
157. What are the findings of Adventure Travel Trade Association (ATTA) of 2012 regarding consumer trends in green tourism?
158. Elaborate on ASTA's Ten Commandments on Ecotourism.
159. Elaborate on the scales of ecotourism levels.
160. Explain the ecotourism challenge to tour operators, park agencies, and others to enhance the quality of ecotourism.
161. Elaborate what the traveling public can do to enhance the quality of ecotourism.
162. Discuss the UNWTO data on Inclusive and Sustainable Economic Growth
163. Describe what, according to UNWTO are the points on which truly sustainable economic growth will hinge on.
164. Discuss the expert opinion regarding Inclusive and Sustainable Economic Growth.
165. Elaborate Consumer Support is available regarding Inclusive and Sustainable Economic Growth in ecotourism.
166. Explain the Inclusive and Sustainable Economic Growth in ecotourism from business perspective.
167. Elaborate Inclusive and Sustainable Economic Growth in ecotourism from the point of destination.
168. Discuss the UNWTO data on Social Inclusiveness, Employment, and Poverty Reduction.
169. Describe what, according to UNWTO needs to be done to harness tourism's potential for inclusivity, decent work and poverty eradication and over-coming the challenges of unsustainable tourism activity.
170. Discuss the expert opinion regarding Social Inclusiveness, Employment, and Poverty Reduction.
171. Elaborate Consumer Support is available regarding Social Inclusiveness, Employment, and Poverty Reduction in ecotourism.
172. Explain the Social Inclusiveness, Employment, and Poverty Reduction in ecotourism from business perspective.
173. Elaborate Social Inclusiveness, Employment, and Poverty Reduction in ecotourism from the point of destination
174. Discuss the UNWTO data on Resource Efficiency, Environmental Protection, and Climate Change.
175. Discuss the expert opinion regarding Resource Efficiency, Environmental Protection, and Climate Change.
176. Elaborate Consumer Support is available regarding Resource Efficiency, Environmental Protection, and Climate Change in ecotourism.
177. Explain the Resource Efficiency, Environmental Protection, and Climate Change in ecotourism from business perspective.
178. Elaborate Resource Efficiency, Environmental Protection, and Climate Change in ecotourism from the point of destination
179. Discuss the UNWTO data on Cultural Values, Diversity, and Heritage.
180. Discuss the expert opinion regarding Cultural Values, Diversity, and Heritage.
181. Elaborate Consumer Support is available regarding Cultural Values, Diversity, and Heritage in ecotourism.
182. Explain the Cultural Values, Diversity, and Heritage in ecotourism from business perspective.
183. Elaborate Cultural Values, Diversity, and Heritage in ecotourism from the point of destination
184. Elaborate the various provisions in the constitutions of India which are important from ecotourism point of view.

185. Explain various laws which are enacted to provide for high quality of life with sustainable environment in mind.

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UNIT 3 : RURAL TOURISM MARKETING AND PROMOTION OF TOURISM IN INDIA

3.00 BEFORE WE BEGIN

In this unit we will continue to study the concepts of ecotourism. In this unit, we will study the various ideas about rural tourism marketing. We will see that the rural tourism encompasses the beauty of culture, religion, heritage, nature, and simplicity of village folks. The tourists want to escape from the hustling and bustling of the city life and distress at a simple surrounding of villages with beauty of nature. Rural India is a treasure of folk art, theatre, music, dance, art and craft. Rural tourism is becoming popular among Tourist because they want to see & feel very closely the traditional art & culture which resides in its truest form in the Villages.

We will study how the marketing mix of tourism industry will work. We will study the seven P's of marketing mix: Price, Product, Promotion, Place, People, Process and Physical evidence. We will study the details of these in connection with the rural tourism marketing. We will also be learning about the challenges in rural tourism. Such challenges are studied from point of rural tourism marketing. This concept of challenge is different than that of problems in eco tourism studied in Unit 1. Various handicaps faced by tourism professional include illiteracy of rural population, non-familiarity of rural population regarding languages of tourists, population's concern regarding damage to their indigenous culture. We have listed thirteen of such hindrances. We will also list the benefits which the rural tourism will return to the community. We will study how rural tourism can benefit India and how it would be developed.

We will go on to study cultural tourism. We will study the various salient features of Indian culture which attracts international tourists to India. The Government of India has launched a number of initiatives to enhance cultural tourism in India. We will also study the infrastructure required for development of tourism and how it can be established.

3.01 UNIT OBJECTIVES

After studying this unit you will be able to

- Describe the concept of rural tourism
- Explain the features of rural tourism
- Elaborate the marketing mix for tourism industry
- Discuss the various challenges in rural tourism
- Describe the benefits of rural tourism
- Explain the reasons why rural tourism has grown.
- Elaborate what can rural tourism contribute to rural development.
- Describe the ways to improve rural tourism in India.
- Explain the concept of cultural tourism
- Elaborate how India can attract cultural tourists through its unique cultural masterpieces
- Discuss the various initiatives by Government of India for cultural tourism
- Describe what is meant by tourist infrastructure.
- Describe the various components of tourism
- Elaborate how tourism infrastructure can be developed
- Explain what is meant by tourism superstructure
- List various tourism superstructures

- Describe the infrastructures at Australia, Singapore and Israel
- Explain various tourism infrastructure at the Aurangabad district

3.02 RURAL TOURISM MARKETING

Concept of rural tourism

Tourism today has grown into a responsible global industry. The Rural tourism has great potentialities in attracting tourists of various interests as it is a mix of various tourism concepts. It provides everything in single package and works in non-urban setting with rural essence for the benefit of local community while preserving rural assets, values and heritage. Rural tourism inculcate following concepts of tourism:

- i. Heritage and Culture (Ethnic Tourism)
- ii. Learning and Education from natural environment about rural life style, art and culture (Eco Tourism)
- iii. Scenic value (Nature Tourism)
- iv. Religious value (Pilgrim Tourism)
- v. Adventure/Sports based activities (Adventure Tourism)
- vi. Agri Tourism

Features of rural tourism

Rural India is a treasure of folk art, theatre, music, dance, art and craft. Rural tourism is becoming popular among Tourist because they want to see & feel very closely the traditional art & culture which resides in its truest form in the Villages.

The folk art forms satisfy our innate need for self-expression. The traditional forms preserve and disseminate the tradition and culture of our forefathers infusing life into them. Every region has its own folk art from that is immensely popular and relevant in that area.

As against conventional tourism, rural tourism has certain typical characteristics:

- Experience oriented for both tourists and rural people
- Accommodation arranged mostly in rural areas
- Location are less populated
- Basically in natural scenic beauty and other unique resources in rural area
- Improves the quality of life of rural people.
- Bonding with rural and urban life style.

Marketing mix of tourism industry

Product

Product is a combination of tangible and intangible elements. The tourism product, which is mainly the destination, can only be experienced. The views of the location travel to the destination, the accommodation and facility as well as the entertainment at the destination all form the tourism product.

Thus it is a composite product combination of attraction, facilities and transportation. Each of these components has its own significance in the product mix and in the absence of even single components, the product mix is incomplete.

Price

Pricing in tourism is a complex process. Pricing includes the prices of other services Air travel, Bus, Railways, Hotels etc.

All are included in a tourism package. Pricing depends on the geographic location of the destination and seasonality. Pricing also depends on government regulation and competitors' price.

To match demand and supply tourist managers try to get discounts during a tourist season. The most important feature tourism pricing is the way in which the travel and tourism business responded to the highly complex pricing circumstances, to operate at two levels. The first level is corresponds with the marketing strategy, which concerns with the product positioning, value for the money, long run return on investments etc. The second level corresponds to the marketing operations or tactics where the prices are manipulated to match the current demand and competition.

Promotion

Creation of awareness has a far reaching impact. The tourist organizations bear the responsibility of informing, persuading and sensing the potential tourists in a right fashion. The marketers need to use the various components of promotion optimally so that they succeed in increasing the number of habitual users. Promotion helps in maximizing the duration of stay, frequency of visit by offering new tourist product in the same country to different areas, which have remained untapped or partially tapped. Advertising gives information to the actual and potential tourists has wide coverage, aimed at the public to create awareness of the travel offers available on a resort and its attractions to influence their business decisions. Publicity, sales promotions, word of mouth promotions, personal selling, telemarketing, and exhibitions are the various types under promotional mix.

Place

Different distribution strategies can be selected for tourism marketing, as product tourism is distributed as a travel. The major decision that the tourism marketer takes regarding distribution is relating to the channel of choice and channel members. Two major functions of distribution system in tourism marketing include;

- a) To extend the number of point of sales or access, away from the location at which services are performed and delivered,
- b) To facilitate the purchase of service in advance.

People

People play an important part in tourism. The local people, travel agents, guides, staff of travel companies, sales staff, etc are the people. The personnel who attend to the needs of the tourists form an essential ingredient in tourism marketing. The sales personnel are responsible for dealing with the customer behind the counter. The airline and transportation crew interact with customers while traveling. The resort or hotel representatives enter to the needs of the tourist when they reach the destination. The tourist guides, who interact with the customers at the tourist location, all form the people element in tourism marketing. These contract persons must be trained on interpersonal skills as well as knowledge of the product. In the tourism industry the travel agents and the travel guides are the two most important people who speak a lot about the industry.

Hence it is imperative that they have to be at their best at all times. Travel guides especially, are expected to have a lot of patience, good sense of humor, tact to transform the occasional tourists into habitual ones, thorough knowledge of the places, linguistic skills etc

Process

The operation process of the tourism firm will depend on the size of the tourism firm. The sequential steps involved in the delivery of the tourist products are:

- a) Provision of travel information,
- b) Preparation of itinerates,
- c) Liaison with providers of services,

- d) Planning and costing tours,
- e) Ticketing,
- f) Provision of foreign currency and insurance.

Physical evidence

The tourist attraction, which is an expensive for the customer must be converted into tangible form with the help of tangible items like, comfortable seats while travelling, layout, and design of the resort, natural service scope, etc. the sign posts that indicate directions, route maps, information regarding rules and regulations of the tourist spot and the sign regarding the public utilities like toilets, telephone booth also form a part of the physical evidence. Printed matters such as brochures also play an important role in the development of tourism. As the product, in tourism is intangible. There is a need to describe fully the product, which is done by providing an elaborate brochure, which shows how different elements of the programmes are carefully planned to include all necessary information to make holiday establishes expectation of quality value for money, product image and status, which must be matched when the product is delivered.

Challenges in rural tourism

1) Illiterate Rural Population

Rural population is uneducated and illiterate so they are bounded by the traditional values and customs. Their culture, religion, superstition have a strong influence on their attitudes and behaviours. They follow a slow life style pattern and like to stick to their traditional jobs whether they are remunerative or not and are not interested to take up risk. But after globalization even the rural economy has been affected by the growth dynamism, the media is playing an important role in changing the mindset of the rural consumer.

2) Language Hindrance

Hindi, official language in India is not popular in many parts of the country. There are 16 recognized languages and 850 dialects in India. Either the rural people have to upgrade themselves to communicate with the tourists or they will not get much benefit from the rural tourism. Villagers have to understand Hindi to interact with Indian Tourists and English to communicate with foreign tourists.

3) Fear of population regarding Damage to indigenous societies

Communities like tribal groups even don't like to mingle with other rural people. This perception (whether real or imagined) will hinder the process of tourism. There may be quarrels between tourists and hosts, etc.

4) Lack of communication skills

The ability to communicate effectively is very essential. Much of success will depend on your ability to give warm welcome to tourists. After seeing a historic site or buildings if tourists if a tourist generates some interest to know more and if there is no one to answer those questions, it will create negative impacts.

Villagers have to understand the tourist wants and needs. There should not be any communication gap between the guest and the host.

5) Challenge to preserve environment and natural resources.

It is imperative to use and preserve the earth natural resources wisely. Adequate measure should take to preserve the nature while preparing the tourism plan.

6) Lack of Business planning skills

For any business, technical knowledge and skill is required to organize and maintain it. With the help of government or nongovernmental organization, business plan could be prepared.

Additionally Villagers should participate in developing and implementing the project on rural tourism, otherwise it will not give much benefit to the rural people. Advertisements and sales promotion will

play a very important role in creating awareness and attracting the customers. It can also be promoted through print media, brochures, public relations etc.

7) Legislation problems

Tourism is a part of entertainment, so all hotels, motels and cottages must have license and should pay high taxes to the government. But in rural tourism as rural people will also be involved and there should be a provision of tax holiday.

8) Lack of trained Manpower/ Tourism education.

People trained in hotel management would not like to go to the rural areas so it will have to depend on rural people who are required to be trained to cater to the needs of the tourists. To attract different types of tourist, whether it is a nature tourism, health tourism, agro tourism everyone expects quality service at right time.

9) Proper understanding between tourists and local people.

Rural people should be prepared to accept the tourists who are coming from different culture.

10) Need to generate a democratic movement which helps people at all levels to participate in tourism development.

Local people are seldom involved in decision making, planning and implementation of policies. Otherwise local people get confused about what kind of tourism they want to establish in their own area.

11) Poor Infrastructure development in basic amenities.

Nearly half of the villages in the country do not have all weather roads. 6 lakh villages located in different terrains like plains, hills, deserts, swaps, coastal region etc. The climate condition also varies from place to place to a great extent. Due to improper planning some villages are having multi road connection while some others deprived of single road connection. One cannot deny the fact that with proper infrastructure in place, rural tourism as also ecotourism certainly has the potential to generate large scale employment.

In fact, the development of a strong platform around the concept of rural tourism is definitely useful for a country like India.

12) Challenge to attract domestic tourists and foreign tourists.

Unless the brand name or location name is not popular appropriate marketing techniques have to be used to make the destination popular.

13) Need for Trained Tourist Guide

The guide should have thorough knowledge about the place and he or she should be able to generate interest in the mind of tourist to visit the site. The guide can show album, video film, brochures to give knowledge about the place. The guide should be intelligent to handle different type of tourist and should have good communication skill and good rapport building attitude.

Benefits of Rural Tourism

1. Generating additional revenue for rural area.
2. Increased business for local businesses and services.
3. Upgrading infrastructure facilities for residents and visitors.
4. Promotion of traditional businesses in the rural area like art and crafts, weaving etc.
5. Income from associated value added services.
6. Clinics/ Visiting doctors become accessible to rural community.
7. Promoting the on-going use of local agricultural products and services.

8. Helping to diversify and strengthen rural economy for income generation.
9. Employment creation.
10. Improves quality of life and quality of the environment

To sum up

Rural tourism is a recent offshoot of tourism sector that has grown up to be a potential business in its own space. Rural tourism is a form of nature based tourism that uncovers the rural life, culture, art and heritage at rural locations, thereby favouring the local communities socially and economically. Such form of tourism has created tremendous impact on the local economy and socio-cultural scenario of the concern area on one hand and carries a potential scope for the rural residents on the other hand. Rural tourism is an opportunity for rural development and economic growth in India. The sudden boom in tourism in India took the tourism industry by storm forcing everyone to think how to sustain the growth. If India does not take advantage of this tourism revolution, other developing countries will capitalize the current boom in the tourism industry. The lack of infrastructure is visible in all segments of tourism be it related to airports, railways, surface transport, accommodation, trained manpower, shopping with ease travelling in style, medical tourism, tourism education, sustainable development norms etc.

CHECK YOUR PROGRESS

- Describe the concept of rural tourism
- Explain the features of rural tourism
- Elaborate the marketing mix for tourism industry
- Discuss the various challenges in rural tourism
- Describe the benefits of rural tourism
- Explain the product in connection with the rural tourism marketing.
- Elaborate the Price in connection with the rural tourism marketing
- Discuss the Promotion in connection with the rural tourism marketing
- Describe the Place in connection with the rural tourism marketing
- Discuss the People in connection with the rural tourism marketing
- Explain the Process in connection with the rural tourism marketing
- Elaborate the Physical evidence in connection with the rural tourism marketing

3.03 WAYS TO IMPROVE RURAL TOURISM IN INDIA

Why has Rural Tourism Grown?

Tourism generating regions for rural tourism are highly developed and urbanized ó the stresses of urban living and the remoteness from the natural environment has created a desire for escape from the monotonous culture of city living.

Rural locations offer an idealized release from stress and the opportunity to re-engage with a simpler, quieter way of life that offers rest and relaxation.

Demand fuelled by media, over-familiarity and congestion with traditional tourist resorts and increased interest in alternative attractions ó with its voracious appetite for content and the resultant over-exposure of many traditional tourist destinations, the media have sought out new and interesting tourism experiences for their lifestyle productions.

Increasing environmental awareness and interest in the relationship between humans and the environment. Green issues have raised the attractiveness of rural experiences as ecologically sustainable tourism.

Transport, communications, and the removal of political and economic barriers to travel have facilitated

accessibility of rural areas. Increasing numbers of Free Independent Travelers and world-wide long-haul travel ómany more travelers are FIT than in the past due to the increased capacity, especially in long-haul transport modes.

When combined with increasing discretionary incomes, greater awareness of the range of experiences on offer, and greater mobility through private transport, the accessibility and attractiveness of rural estinations has been dramatically improved.

A move toward short-break holidays - income and leisure time have changed so that shorter breaks with greater choice of leisure activities are sought. Changing work patterns have increased the popularity of shorter breaks that

minimize the absence from work and the effect of absences on work flow and involvement.

Better-educated travellers have increased interest in outdoor recreation, eco-tourism and special interest tourism - individualism drives a need for unique experiences and rural tourism, because of its fragmented nature and diversity of offerings, can satisfy this need.

An increased interest in heritage can be satisfied through rural tourism as rural areas are often the repositories of remnant heritage.

Rural areas are perceived as healthier, offering fresher air, cleaner water and the opportunity for outdoor recreation. Rural areas offer fresh, and sometimes, specialty foods.

An increasing desire for authentic experiences including interaction with local people - Rural tourism is REAL (Rewarding, Enriches the spirit, provides Adventure and Learning); authenticity is believed to be found in genuine country experiences and lifestyles.

What Can Rural Tourism Contribute to Rural Development

Rural tourism, while still only a minority tourism market, is making a valuable contribution to rural economies. Its contribution can be expressed not only in financial terms, but also in terms of jobs, contributions towards funding conservation, encouragement to the adoption of new working practices, and the injection of a new vitality into sometimes weakened economies.

Potentially rural tourism promises some of the following benefits to rural development:

Job retention

Rural tourism cash flows can assist job retention inservices such as retailing, transport, hospitality and medical care. It can also provide additional income for farmers, and, insome cases, for foresters and fisherman. Job retention is not as politically glamorous as job creation, but, by helping the viability of small communities, it is critical to the survival of marginal areas. Studies of rural Austria, Sweden and Ireland have documented the role of tourism in job retention.

Job creation

Job creation typically occurs in the hotel and catering trades, but can also take place in transport, retailing, and in information/heritage interpretation. Studies in Britain suggest that job creation varies

by enterprise type. Farmhouse accommodation and bed-and-breakfast can create up to 23 jobs per £ 100 000 of tourism revenue. Job creation effects are less marked in hotels and caravan/campsites, yielding approximately six jobs per £ 100 000 of revenue.

New Business Opportunities

Tourism generates new opportunities for industry. Even those rural businesses not directly involved in tourism can benefit from tourist activity through developing close relationships with tourist facilities where local foods can be used as part of the tourism offering in a locality. Rural tourism facilitates expansion of complementary businesses such as service stations and new businesses are created to cater to tourist needs for hospitality services, recreational activities and arts/crafts.

Opportunities for Youth

The tourism industry is often promoted as an exciting and growing industry suited to the energies and enthusiasm of young people. Career options are enhanced with the opportunities for training and direct involvement in running tourism businesses, especially those within small communities.

Service retention

Visitor information services can be provided by existing outlets, such as shops, thus increasing incomeflows if payment is made for acting as information outlets. Services can also benefit by the additional customers which visitors provide. Finally, importance of tourism to national economies can strengthen the political case for subsidies to help retain services.

Community diversification

Community diversification is an important activity in many upland and climatically marginal regions. Forest regions have suffered serious socio-economic problems in recent years, partly because of the mechanization of tree felling and processing, and partly because of falling prices following reduced timber demand. Rural tourism can assist forestry by diversifying income sources for forest communities if the special qualities of the forest environment for recreational use are realized and developed.

Rural Tourism Enhances and Revitalizes Community Pride Tourism encourage conformity to an ideal image of community which can result in growth of personal ties and community solidarity. Thus the basis for community solidarity shifts from shared cultural background to shared image²³. Amenities play a fundamental role in shaping a community's identity and pride and so the potential of tourism for improvements to facilities and amenities has positive implications for community pride, particularly rural museums as an important repository of rural culture.

Preservation of Rural Culture and Heritage

In rural tourism the sense of place is a fundamental element in both the tourists' and host community's feelings of what makes the area attractive to visit and live in. This sense of place is maintained partly through rural museums which play a vital role in preserving heritage. Increase arts and crafts sale Arts and crafts have a special place in the cultural heritage of regions and nations. Many commentators have noted that tourism can assist arts and crafts, both by recognizing their importance, and by purchasing craft products. Income flows from these activities are well documented. Support between the arts and tourism can be a two-way process. Many communities now use arts and crafts festivals as a marketing mechanism to encourage visitors to come to their areas.

Landscape conservation

Landscape conservation has become an increasingly important form of heritage protection. Landscape is of crucial importance to rural tourism but, equally, visitor use is vital to the landscape conservation industry. Visitor use brings political benefits, can bring economic gains, and can provide jobs in maintaining and repairing traditional landscapes worn by recreational activities.

Environmental improvements

Environmental improvements such as village paving and traffic regulation schemes, sewage and litter disposal can be assisted by tourism revenues and political pressures from tourism authorities. These help develop pride of place, important in retaining existing population and businesses, and in attracting new enterprises and families.

Ways to improve rural tourism in India

- Plan for sustainable growth of rural tourism
- Develop rural tourism protecting natural resources, local heritage and lifestyles.
- Promote traditional tourism products
- Improvement of the surroundings of the village. This would include activities like landscaping, development of parks, fencing, compound wall etc.
- Improvements to roads within the Panchayat limits. This shall not include may major road which connects the village.
- Illumination in the village.
- Providing for improvement in solid waste management and sewerage management.
- Construction of Wayside amenities.
- Procurement of equipments directly related to tourism, like Water Sports, Adventure Sports, Eco-friendly modes of transport for moving within the tourism zone.
- Refurbishment of the Monuments.
- Signages
- Reception
- Other work/activities directly related to tourism
- Tourist Accommodation

To sum up

If a proper marketing plan is done for rural tourism, it could bring lots of benefit to our society. It could be a sustainable revenue generating project for rural development of our government. It can help inflow to resources from urban to the rural economy. It can prevent migration of rural people to urban. Both short-term and long-term planning, implementing and monitoring are vital in avoiding damage to rural areas. Environmental management, local involvement, sound legislation, sustainable marketing, and realistic planning are crucial for development of rural tourism. Rural tourism will emerged as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding. It can help inflow to resources from urban to the rural economy. It can prevent migration of rural people to urban. Both short-term and long-term planning, implementing and monitoring are vital in avoiding damage to rural areas.

CHECK YOUR PROGRESS

What is Poëling?

What is basting?

What are similarities between Poëling and roasting?

3.04 CULTURAL TRAVELERS

Cultural tourism is the subset of tourism concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle, as well as niches like industrial tourism and creative tourism.

It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions.

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. These cultural needs can include the solidification of one's own cultural identity, by observing the exotic "others".

One type of cultural tourism destination is living cultural areas. Visiting any culture other than one's own such as traveling to a foreign country. Other destinations include historical sites, modern urban districts, "ethnic pockets" of town, fairs/festivals, theme parks, and natural ecosystems. It has been shown that cultural attractions and events are particularly strong magnets for tourism. The term cultural tourism is used for journeys that include visits to cultural resources, regardless of whether it is tangible or intangible cultural resources, and regardless of the primary motivation. In order to understand properly the concept of cultural tourism, it is necessary to know the definitions of a number terms such as, for example, culture, tourism, cultural economy, cultural and tourism potentials, cultural and tourist offer, and others

Culture tourism in India

India with its sheer size and heterogeneous culture stands out as the perfect destination for Cultural tourism. Following are some of the factors:

Yoga: Yoga traces its origin to the six systems of philosophy mentioned the Vedic texts. It has seen a great revival of late and is seen in the huge amount of interest it has generated across the world. India has numerous places which teach Yoga in every form - Hatha Yoga, Raja Yoga, Kriya Yoga etc. The best place to learn Yoga would be India.

Ayurveda : This ancient system of medicine was largely ignored in the past. But with increasing awareness about the side effects of allopathic system of medicine, people have started adopting it large numbers. The southern state of Kerala has got premier institutions who have been practising Ayurveda for centuries like the Kotakkal Arya Vaidhyasala which treats patients across the globe.

Ancient Libraries: This one is largely unexplored but has enormous potential. With a civilization dating back to thousands of years, India has produced books on almost every topic in the world in almost all its languages. Some of the prominent oriental libraries to mention a few are

- Khudha Bakhsh Oriental Library, Patna
- Bhandarkar Oriental Research Institute, Pune
- Saraswathi Mahal Oriental Library, Thanjavur

They contain a treasure trove of books, palm leaf manuscripts on astronomy, history, medicine, sociology, literature in a wide set of languages such as Sanskrit, Tamil, Hindi, Telugu, English....The list is endless.

4. Temples: We are not talking about the famous ones or the religious ones here. There are quite a lot of unknown temples which even most of the Indians are not aware of. From majestic temples such as Gangaikonda Cholapuram in South India to Undersea Nishkalank Mahadev temple in Gujarat to Color changing Ksheer Bhavani in Kashmir, it would take years, if not decades for someone to explore even a part of it.

5. Fairs: Fairs such as Kumbha Mela, Pushkar Mela , Mahamagam (celebrated in Tamil Nadu)where people from all over India converge to give a glimpse of its rich traditions.

6. Archaeological Monuments: Archaeological Survey of India manages a whole lot of heritage buildings such as temples, excavation sites , tombs etc. Some of the excavation sites date back to several thousands of years.

7. Sacred Grooves: They are sacred forests which are untouched by humans for hundreds of years due to their spiritual prominence. For example the Mannarshala Nagaraja temple is a small tropical forest with a shrine in the center.

8. Monasteries: Indian Landscape is dotted with Mutts, Buddhist Monasteries, Ashrams which have long served as centres of learning on spirituality and they still continue to do so. As with any other system, the respect attached to ashrams has led to rampant Commercialization and misuse. However, there are several genuine places across India which have not become prominent because they choose to remain not to be prominent.

9. Sacred Rivers and Lakes: Sacred lakes such as Pushkar, Manasarovar, Brahma Sarovar, rivers such as Ganga, Yamuna, Cauvery along with their bathing Ghats, customs, traditions have had a great impact on the culture of India. The Ganga Aarti at Haridwar or Banares is a must visit for travellers visiting these regions.

10. Antiques & Handicrafts: It is very common to find 200-300 old items in Indian houses and things which are more than 1000 years old in temples. In several temples in south India, the bronze idols used in rituals, called the Panchaloha idols, are examples of architectural beauty and antiquity. Some households have bronze idols or Saligrama stones which was used for more than 10 generations.

11. Music and Dance : Carnatic and Hindustani Music along with multiple forms of dance - Bharatanatyam, Kuchipudi, Kathakali, Oddissi have created a big interest in foreigners. Several dance schools such as Kalakshetra in Chennai have foreigners as students from almost every part of the globe.

What has been stated above is only a miniscule portion of cultural/heritage tourism aspects of India. There is a lot more which needs to be explored, documented, and translated. If the world's tourism sector could leverage this, it would be a win-win situation for all.

Cultural tourism in India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture.

Government's initiatives for cultural tourism in India

The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the "Incredible India!" campaign and this has led to the growth of cultural tourism in India.

India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India.

The most popular states in India for cultural tourism are:

- Rajasthan
- Tamil Nadu
- Uttar Pradesh
- Uttaranchal

Among the various states for cultural tourism in India, Rajasthan is the most popular. The reason for this is that Rajasthan is famous for its rich cultural heritage. The state is renowned for many magnificent palaces and forts which showcase the rich cultural heritage of Rajasthan. The various folk songs and music also reflect the cultural heritage of Rajasthan. A large number of festivals and fairs are held in Rajasthan such as the camel festival, Marwar festival, and Pushkar festival. All these attract many tourists to Rajasthan for they get to see the rich culture of the state.

Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places which also testify to the rich culture of the country. The most famous monument is the Taj Mahal in Agra. Cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh also attract a large number of tourists for they encapsulate beautiful vignettes of India.

Uttaranchal is also famous for cultural tourism India. This state has the Himalaya mountains which are called the abode of the Gods. Many ancient temples are found in the Kumaon and Garhwal regions of the state.

Cultural tourism India has witnessed a lot of growth in recent years. For this growth to continue, the government of India needs to take further pro-active steps and measures.

CHECK YOUR PROGRESS

Explain the concept of cultural tourism

Elaborate how India can attract cultural tourists through its unique cultural masterpieces

Discuss the various initiatives by Government of India for cultural tourism

3.05 TOURIST INFRASTRUCTURE

The term tourist infrastructure denotes to all those built in services which are essential for modern social life and economic development. It includes all the transport facilities such as roads, railways, and airports, water supplies and sewerage systems, supplies of energy such as electricity and gas and communication facilities.

These services are commonly supplied by the public authorities. Tourist infrastructure means the development of the accommodation sector, transport system, tourist sports, travel agencies, tour operators, the entertainment industry, arts and crafts, the souvenir industry and so on. Basically, infrastructure includes all forms of construction on and below ground required by any inhabited area in intensive communication with the outside world and as a basis for extensive human activity within. Economists frequently put stress on the development of the tourist infrastructure as it is the prerequisite for its accelerating economic growth. And that is why it is observed that high level of capital investment in building infrastructure is a characteristic of all the developing countries. The existing infrastructure in rural areas does not cope with the need of serving the tourist economy. In this connection, provision of hotels and other supplementary accommodation facilities can be regarded as the key note to promote tourism in rural areas.

Tourist infrastructure is an essential feature of the developing economy for its rapid growth and development. Tourism is one of the important factors for eradicating unemployment, earning foreign exchange and it also plays a vital role in the regional development of nation. In the rural areas where anticipated returns on public and private investment of the development of the tourist activity by itself in reality may turn out to be nil, if the employment is not realistically planned and done in stages. Therefore, one must be cautious in planning the provision of tourist infrastructure in these areas. The economic exploitation of these areas by tourists generally depends on the natural and economic resources of vast regions more difficult to access, frequently involving problems of connecting infrastructural work, the supply of consumer goods and skilled labour etc.

The influx of tourist has accentuated the need for tourist infrastructure. The discovery and development of the new tourist resorts involve increase in the movement of people, goods and services to the under developed regions. The construction of hotels, production of goods and services etc. largely depend on and is determined by available tourist infrastructure.

The discrepancy between the existing infrastructure and the growing requirement of the economy reveal the importance of building tourist infrastructure. The development of tourism may entail a more complete utilization of the system of infrastructure and of services and in turn improve the productivity of related investment. The building up of tourist infrastructure is aimed at extending inter regional economic ties which promote and accelerate the formation of domestic market. Expansion of transport system increases the ties of the countryside with the tourist spots and promotes the disintegration of the natural economy. The territory is an asset which must be exploited for the benefit of the entire economy.

The importance of the transport facilities has a great impact on the socio-economic conditions of a developing economy. It is observed that weakness of transport links between various tourist places in the exterior is a feature of the developing economy which is also one of the factors responsible for their mounting economic difficulties.

There is a need to open new tourist spots, important from the point of view of domestic as well as foreign tourists, with a simultaneous transport construction. Shortage of capital and difficulties of planning in condition of economic backwardness has been on the way of building suitable infrastructure for the development of tourism. In addition of this, it is also observed that the existing capacities of the infrastructure are not utilized because the related spheres of economy are not ready to respond quickly. Ours, being predominantly agrarian nature of economy, influences the infrastructure because the demand for means of transport is subjected to big seasonal fluctuations. It is noticed that large hotels and transport facilities are utilized for shorter periods and the rest of period they are partly used. Thus there is a question of efficient use of existing infrastructure. Since the maintenance of the whole infrastructure in condition of tropical climate, monsoons, and short temperature fluctuation is expensive, its use to optimum capacity is very acute in building new infrastructure.

It is realized that while exploitation of land water resources for agricultural development constitutes the important base for the regional development of the nation, tourist riches of the country offer an additional element of considerable significance for the economic development of the region.

Components of Tourism

Tourism is a coordinated total of many components. It takes many forms. A travel may range from several thousand kilometres which may include one or more forms of transport. It involves the stay of several days, weeks or months which require accommodation, recreation, sightseeing and a variety of facilities and services for use and enjoyments. The success of tourism depends on all these factors.

This is a colossal task and unless proper coordination between the various constituents of the tourist trade is brought about, tourist traffic will not increase progressively. For the purpose of this study, these facilities may be divided into the following categories.

- Natural Resources
- Infrastructure
- Superstructure
- Transportation and Transportation Equipments
- Hospitality Resources and Facilitation
- Touristic Attractions and Entertainment Needs

CHECK YOUR PROGRESS

Describe what is meant by tourist infrastructure.
Describe the various components of tourism

3.06 TOURISM INFRASTRUCTURE DEVELOPMENT

Development and improvement of infrastructure is another important benefit. The benefits from infrastructure investments, justified primarily for tourism ó airports, roads, water supply and other public utilities may be widely shared by the other sectors of the economy. In addition to development of new infrastructure, the improvements in the existing infrastructure which are undertaken in order to attract tourists is also of crucial importance. These improvements may confer benefits upon the resident population by providing them with amenities which, hitherto, they had enjoyed.

Furthermore, the provision of infrastructure may provide the basis or serve as an encouragement for greater economic diversification. A variety of secondary industries may be promoted which may not serve the needs of tourism. Thus, indirectly, tourist expenditure may be responsible for stimulating other economic activities.

Touristic Infrastructure

An integrated package of infrastructural facilities ó water, power, road, air transportation, accommodation, tourist attractions is the basic and urgent requirement for to achieve its goal. Boosting tourist traffic in this area and other in the region depended largely on the extent to which these minimum facilities were provided to the tourists.

The tourist infrastructure includes the following

- Water Supply System
- Sewage Disposal System
- Natural OR Artificial Gas Lines
- Electric Connection Systems
- Drainage Systems
- Highways
- Road Drive
- Parking Lots
- Parks
- Night Lighting
- Airport Runways
- Parking Areas
- Access Drives
- Facilities at Airport
- Marine and Dock Facilities
- Bus and Train Stations Facilities
- Railway Lines
- Other Tourism Installationsö

Tourism superstructure

Touristic superstructure comprises all the individual facilities within a tourist area and consists of passenger traffic terminals, accommodation, hotel, motel, catering and entertainment and shopping etc. These are mostly costly of all the elements as they involve the construction of building.

Various types of superstructure can be listed as follows.

Hotels and Catering

- Resort Hotels, Residential Hotels, Commercial Hotels, Traveller
- Lodges, holiday Camps, Health Spas, Hostels, Transit Hotels,
- Paying Guests Accommodation, Intermediate Accommodation,
- Supplementary Accommodation.
- Restaurants, Grill Rooms, Counter Service, Cafeteria, Hospital,
- Milk & Snack Bar, Drive-Inns, Clubs, Night Clubs, Tea Rooms,
- Cafe.

Places of Entertainment

- Music, Dance, Drama, Special Events, Exhibitions, Museums,
- Folklore.

Historical Monuments

- Castle, Fort, Ruins, Monasteries, Religious Edifices, Military and
- Civil Architecture Archeological Excavation, Battle Fields,
- Museums, Archives, Memorials, Libraries, Monuments,
- Souvenirs, Palaces.

Tourism Organizations

- Training and Education, Trade Unions, Trade Associations,
- Individual / Professional / Companies / Organizations. Water
- Sports, Boats, Camps, Water Skiing, Ramps, Swimming,
- Harbors, Pools, Rowing Facilities, Skin Diving, Prospecting,
- Hiking, Hunting, Mountain Climbing.

Sports

- Regatta, Winter Sports, Sky lifts, Chair lifts, Telepher Railways,
- Skating Rinks, Sky jumps, Grounding Sports, Games, Gold, Foot
- ball, Volleyball, Badminton, Tennis, Hand Balls, Ping-Pong,

Shopping Center

- Indian Handicrafts, Emporiums, Open Markets

Financial

- Banks, Post Offices, Mail, Tel, Telex

Institutions

- Insurance Companies, Other Financial Institutions

Press and the Media

- Press, Radio, Television, Travel Guides, Publications etc.

Others

- Passenger traffic terminals, Police, Customs and Immigration.

CHECK YOUR PROGRESS

- Describe what is meant by tourist infrastructure.
- Describe the various components of tourism
- Elaborate how tourism infrastructure can be developed
- Explain what is meant by tourism superstructure
- List various tourism superstructures

3.07 COMPARATIVE ANALYSIS OF INFRASTRUCTURE DEVELOPMENT THROUGH ECO AGRI RURAL TOURISM OF FOREIGN COUNTRIES WITH INDIA

Facilities and services available for farm tourists in foreign countries like Australia, Israel and Singapore are few more developed than India. Infrastructural development in these three countries and in most of Europe and other developed countries have been the main focus and thrust in their initial stages of development.

For any country to progress at a fast forward rate it is important that the basic infrastructure like energy and water supply is ample and sufficient.

Following these strong supply system than other infrastructure like roads, bridges (especially bridges over seas and rivers), railways, air services are well built. This can facilitate movement of people from one city to another or one country to another. Many countries have rivers in the interiors and can connect the cities by river or sea on which bridges can be built. All these infrastructural facilities will encourage quicker, convenient movement. In a country like Australia the infrastructure is well advanced.

INFRASTRUCTURE DEVELOPMENT IN AUSTRALIA, SINGAPORE AND ISRAEL

1. Transportation Development in Australia, Singapore and Israel

In these three countries developed modes of transportation are available. The transportation needs are also met subject to cost, comfort and speed. All transportation services are adequate and economical. There are frequent schedules of trains which makes travel in these countries rural areas more convenient. Rural areas and routes are accessible and nearby farm areas or countryside. The capacity on railways, particularly on the farm sites are improved and even the alternate special tourists railway

coaches are available. Majority of farms are accessible by roads which are well developed and free from pot holes.

Proper road transportation facilitates movement of people from one rural destination to another. Even the interiors of rural areas are connected with proper signage, pathways and other tourist utilities.

All the well developed transport facilities in these countries encourage quicker, convenient movement in the rural areas and their interiors.

2. Electricity

These three sites are well developed economies. Hence they have adequate infrastructure facilities which are readily available.

Apart from that these three countries have proper allocation of resources also.

Electricity plays a vital role in modern development of any country today. Especially, electricity generation, proper balance of demand and supply are important features of these countries.

Electricity is also important for mechanized farming and modern agricultural practices as well as for agri tourism. Constant electricity supply also ensures that farmers are able to produce quality agri tourism products as well as rural entrepreneurs are able to produce their indigenous products.

There are four types of electricity based on the sources

- 01 Thermal electricity
- 02 Hydro electricity
- 03 Nuclear electricity
- 04 Non conventional energy

All these three countries have ample and sufficient supply of thermal electricity, hydro energy, nuclear energy and with the help of these energies; farmers from these countries are able to run agricultural machineries and equipments.

Farmers of these countries are educated skilled and well trained. They adopt and experiment with new modern technologies as well as non conventional sources of energy like;

- a) Wind energy
- b) Ocean energy
- c) Solar energy
- d) Biogas

All these types of energies are used by the farmers in their farm activities.

3. Water Supply

These three countries are blessed with abundant natural water resources like lakes, rivers, sea. Hence in Australia, Singapore water supply is ample and sufficient.

In Australia there is a mix of irrigation and dry land farming. In Singapore also continuous flow of water supply is available. In Israel there is a problems of scarcity of water hence water conserving practices like rain water harvesting, sprinkler irrigation, drip irrigation systems, glass houses, poly houses are adopted by farmers.

Due to adequate water supply crop, food production and other activities like dairy farming, fishery farming, horticulture crop production, flora and fauna, poultry farming, plant nursery, adventure water sports and games are promoted. Hence all the farmers reap the benefits and tourist flow increases.

4. Garbage disposal

In all these three countries there is a proper garbage disposal system. All the waste generated by tourist like plastic, bottles, cans is taken care by local authorities. Improvement in garbage disposal

system along with environmental awareness has fostered a conducive atmosphere for tourists. Because of proper garbage disposal, even the pollution level is controlled.

5. Sanitation and Personal Hygiene

All these three countries have shown their priority towards sanitation and personal hygiene. Lack of sanitation, hygiene can cause damage to the health of tourist and even mar the image of a country.

These countries have taken various measures like camps, demonstrations of hygienic practices, workshop on cleanliness are regularly organized. Interestingly the participation of local community members for improvement of sanitation conditions have resulted in increase in average tourist stay in these countries.

6. Public Toilets

All the three countries have ample numbers of public toilets which are necessary to maintain cleanliness. The separate toilet facilities for men and women have been created strategically in places where there are maximum congregation of tourists. The toilets are also fitted with septic tanks and soak pits of adequate capacity. The maintenance of the toilets has been taken care by the local authorities in the rural sites of these countries.

7. Illumination in the Villages

In these countries because of ample and sufficient electricity the villages are accessible even during the evenings, as a number of light posts have been erected at strategic tourist locations. In case of a shortage of electricity, innovative measures like solar light facilities have been created.

This has solved the problem of tourists while traveling during night and has added to the beautification of the villages.

8. Communication

New and modern means of communication systems like telephones, STD, PCO, fax, telex, computers, internet has facilitated tremendous development. Due to modern communication it also results in saving time and energy. Tourist can access interactive websites of farm and rural areas at his fingertips. Thus communication saves great deal of time and money for tourists.

9. Signage

In all the rural areas of these countries proper direction boards, information boards, signage are developed.

Proper signage facilities smooth commute of tourist to the point of interest since they are marked. Boards conveying information and directions have increased the accessibility of the sites. Different types of signboards have been created such as;

1. Location map showing all points of Touristic value (farm).
2. Signposts indicating direction of the sites at the turnoff from the main road.
3. Information boards at each tourist spots.

10. Improvement of Pathways

In these countries pathways which help people to travel to various places of interest in the farms are developed. Even the internal roads adjacent to the farms are developed. So improvement of the pathways has resulted into the benefit of the tourists.

Improvement of pathways have ultimately resulted in convenience for tourists visiting farm areas and desired upliftment as regard to the natural beauty.

CHECK YOUR PROGRESS

Describe the infrastructures at Australia, Singapore and Israel

3.08 INFRASTRUCTURE DEVELOPMENT THROUGH ECO-AGRI-RURAL TOURISM IN AURANGABAD DISTRICT

After conducting the survey in all the identified sites in Aurangabad and tourist questionnaires in most of rural areas, there is a general lack of basic infrastructure such as transportation, accommodation, drinking water, clean toilets, well connected roads, schools, colleges, hospitals, health care, etc facilities.

But agri rural tourism sites are reasonably well developed because of Eco ó Agri ó Rural Tourism in following ways.

Transportation

From Aurangabad all these sites like Sillod, Khuldabad, Paithan, Soygaon and Kannad are well connected by road to Aurangabad.

- Paithan - 50 km
- Kannad - 60 km
- Sillod - 70 km
- Khuldabad - 30 km
- Soygaon - 130 km

Aurangabad has all the necessary infrastructure, comfortable luxurious accommodation of all types. Aurangabad is accessible from all modes of transportation i.e. by road, rail and air. It has a national airport which is operational and being modernized under Ajanta Ellora Development Project (AEDP) with Airport Authority of India.

Accommodation

01 Farm Accommodation: Another types of accommodation on the farm sites at Aurangabad sites.

02. Zopdi Accommodation : This is meant for rest, relaxation. This is unique, typical rural type of accommodation is provided to the tourists with modern facilities. It is built with Bamboo, Cane or Tur crop stalk which is used it is well ventilated.

03. Floating Accommodation : This is specially used for honeymoon couples in a lake.

04. Tree Top Accommodation : It is an adventurous type of accommodation built on a big tree with swing and bed material.

05. Machan : This is open sky accommodation on the terrace and supported by bamboo.

06. Tent and Camping : This type accommodation are provided for adventure for young tourists.

Infrastructure Development at Aurangabad Sites

Although these destinations are well developed, there are adequate accommodation facilities like lodging, boarding, budget category accommodation. However, five star or luxurious type of accommodation is not available sometimes the tourists who visit these rural sites, prefer to stay in Aurangabad which is nearest.

Water Supply System

In all the identified site, water is available in abundance. Water resources like lakes, wells are available in plenty so there is no shortage of water supply on the farm. However in city and rural areas of Aurangabad there is a lack of clean and hygienic water.

Natural Resources

01 Climate : Climate is an important factor in the development of destination. Favorable climate enhances the tourist influx, tourist flow. These sites possess good and ideal climatic condition for tourism.

a) **Temperature :** These sites have moderate type of temperature. It is not extremely hot or extremely cool. The minimum temperature is 10 C and maximum is 35 C, average day temperature is 23 C to 25 C.

b) **Rains :** In Aurangabad district the rainfall is 800 to 1000 mm.

c) **Days of Sunshine :** In rainy and winter season, because of heavy showers, fog is formed.

02 Natural Beauty : These sites are situated in Ajanta Hills. The attractive land forms, appealing hills, rocks, natural terrain all these geographical factors attract the tourists to these sites.

03 Water : These sites have lakes, ponds, rivers, waterfalls, springs all the types of amenities available in these sites.

04 Flora and Fauna : All the sites have rich diversity of flora and fauna. Fishing facilities are available in lakes and rivers. Even natural parks are there adding beauty to these sites.

05 Wildlife : Wildlife sanctuaries are located near farms. Different type of animal species, herbivorous species like deer, rabbits, monkey, colourful birds, lizards attract the no of tourist to these area.

Electrical Connection System

Aurangabad district farm sites face problem of load shedding, because of that power is supplied through generators. However rural area face lot of difficulty due to lack of constant electricity supply. In taluka places because of agri tourism, tourist flow is higher but these areas, face less shortage of electricity supply compared to others.

Drainage System

The drainage system in rural area are not proper. Hence there are lack of hygiene , open gutters are clearly visible. Sometimes the tourists are unhappy with the sanitation condition in the villages which require massive improvement.

Sewage Disposal System

In Aurangabad sites sewage disposal system is good however in rural areas there is a lack of proper sewage disposal system mechanism.

Bus Facilities

In Aurangabad sites, because of Eco ó Agri ó Rural Tourism, large tourist flow is observed. Naturally due to high tourist demand bus facilities are well developed.

Hotels and Catering

Paying guest accommodation, traveller lodges, budget category hotels, lodging and boarding facilities are available.

On site catering facilities, relish and authentic breakfast made by farmers, local delicacies, sea food, dishes like zunka bhakar, thecha, fresh green vegetables are also served.

In town places all type of dishes are available in hotels according to demand of tourists.

Places of Entertainment

On the sites different type of folk music, dances are performed like kirtan, bharud, gondhal, fugadi, dhol lezim, cock fighting, shekoti folk song, harvesting dance and songs and tribal dances.

The evenings are generally fun filled, star gazing activities of rural Maharashtra. Bonfire, campfire during winter season family games, children games and lots of fun filled programmes.

In town places theatres, drama, art galleries are available because of demand of tourist fuelled by agri tourism.

Historical Monuments

There are number of monuments, temples, forts, religious sites surrounding these sites.

Sports

On the farm sites rural sports like viti dandu, gotya, gellor, bhavra, bullock cart rides, buffalo rides, surparambha, tree climbing, simply run with cycle tyre.

But because of agri tourism development other sports like regatta, foot ball, volleyball, cricket, there are popular games in which tourists are interested in town places.

Shopping Centers

Here tourists can buy small wooden toys, mud articles, bamboo crafts, pickles, papad, chutnis, milk products, fruits and vegetables and their products.

Village and rural theme paintings, nursery plants, flowers and ornamental plants, honey, silk cloth and sarees and many more rural specialty products as souvenir gifts.

Farmers also sell these products in big market and improve their standard of living. It is beneficial for local shopkeepers, STD, PCO owners, vegetable and fruit vendors. Thus due to eco ó agri ó rural tourism all the farmers, artisans, craftsman are benefited and each their livelihood.

Following sections of society are benefited local farmers.

- 01 Local farms are able to sell their products in big cities.
- 02 Craftsman, Artisans are able to sell their indigenous products to large number of tourists.
- 03 Souvenir shopkeepers also benefit from eco ó agri ó rural tourism.
- 04 Common vegetable, fruit vendors, shopkeepers, local merchants are also benefited due to eco ó agri ó rural tourism.

Financial Institutes

Nationalized banks, commercial banks, regional rural banks, credit cooperative societies, agricultural crop insurance are available for the farmers and the tourists. The ATM services are also available 24 hours for tourists. Due to eco ó agri ó rural tourism development of banking and financial institutes have taken place.

Postal and Telecommunication Services

A large number of post offices are located in rural areas surrounding to Aurangabad. The telecommunication services, telegraph office, telephone exchange are available. All STD, ISD, PCO, internet facilities are available for tourists.

Development of Educational Institutions

Because of eco ó agri ó rural tourism development, educational institutions at primary, secondary level are established. Importance and awareness of educational institutions, school, colleges is created.

Ex. Ashram Shala, Sakhar Shala, Vocational Institutes.

Eco ó agri ó rural tourism provides incentives to local community, because of the migration is curbed and employment incentives and opportunities are created within close vicinity of rural areas, hence there is no need of rural community to migrate.

Establishment of Primary Health Care Center

Due to eco ó agri ó rural tourism basic health care units, hospitals are developed. The agri tourism units are located nearby.

Apart from the onsite medical doctor, there are specialist doctors available 24 hours on a call. First aid boxes are also available in case of any medical emergency.

In a nutshell, because of adequate infrastructure, superstructure, accommodation, transport facilities an overall development has taken place in Aurangabad sites due to eco ó agri ó rural tourism.

Aurangabad district sites have great potential for eco ó agri ó rural tourism because of infrastructure facilities. There is a infrastructure development in sites like Sillod, Khuldabad, Paithan,

Kannad and Soygaon which are near Aurangabad. These sites are geographically and culturally rich with immense potential for eco ó agri ó rural tourism. They also possess abundant natural beauty and natural resources.

Another major advantage these sites enjoy is that these are relatively closer to Aurangabad a thriving metropolitan tourist attraction which boasts of not one but two world heritage sites Ajanta and Ellora.

Superstructure Facilities at Aurangabad Sites

Good star category hotels are available at Aurangabad. In Sillod, Khuldabad, Paithan and Kannad although star category accommodation is not available, however lodging and boarding, budget accommodation is available.

Aurangabad has adequate places for entertainment, art galleries, theaters, multiplexes. In rural areas different type of folk music, dances are performed. Aurangabad sites have number of monuments, temples, forts, cave, architecture, world heritage sites like Ajanta and Ellora.

All types of shopping centers, emporiums are available in Aurangabad sites. The world famous Paithani Saree, Himroo Showls, Mashroo, Bidri work is popular among tourist. Artisans and craftsman are able to sell their idegenous products to large number of tourists.

Aurangabad sites have nationalized banks, commercial, regional and rural banks, credit societies, agricultural crop insurance is available for farmers and tourists, 24 hours ATM service, postal and communication services, primary health care services near Aurangabad and well developed state of the art, hospitals are available in Aurangabad with all modern health care facilities.

Aurangabad sites are becoming hub for education. All types of educational institutions like primary, secondary and university affiliated colleges, management and technical institutes are available.

If a fairly large number of farmers is willing to start eco ó agri ó rural tourism farms the tourist flow with increase in these sites. Further it will result in more infrastructure development because of farm tourism.

In a nutshell because of adequate infrastructure, superstructure, accommodation, transport facilities, historical monuments, ideal climatic conditions, naturally rich flora and fauna, awareness among farmers, eco agri rural tourism in Aurangabad sites is in developing stages.

With this kind of development there is ample scope for economic up gradation of farmers and also craftsman in rural areas.

3.09 END QUESTIONS

The following questions should help you prepare for the End Examinations. These questions are for 5 marks each and should take you 11 minutes under examination conditions.

1. Describe the concept of rural tourism.
2. Explain the features of rural tourism.
3. Elaborate the marketing mix for tourism industry
4. Discuss the various challenges in rural tourism.
5. Describe the benefits of rural tourism.
6. Explain the product in connection with the rural tourism marketing.
7. Elaborate the Price in connection with the rural tourism marketing.
8. Discuss the Promotion in connection with the rural tourism marketing.
9. Describe the Place in connection with the rural tourism marketing.
10. Discuss the People in connection with the rural tourism marketing.
11. Explain the Process in connection with the rural tourism marketing.
12. Elaborate the Physical evidence in connection with the rural tourism marketing.
13. Explain the reasons why rural tourism has grown.
14. Elaborate what can rural tourism contribute to rural development.
15. Describe the ways to improve rural tourism in India.
16. Explain the concept of cultural tourism.
17. Elaborate how India can attract cultural tourists through its unique cultural masterpieces.
18. Discuss the various initiatives by Government of India for cultural tourism.
19. Describe what is meant by tourist infrastructure.
20. Describe the various components of tourism.
21. Describe what is meant by tourist infrastructure.
22. Describe the various components of tourism.
23. Elaborate how tourism infrastructure can be developed.
24. Explain what is meant by tourism superstructure.
25. List various tourism superstructures.
26. Describe the infrastructures at Australia, Singapore and Israel.
27. Explain various tourism infrastructures at the Aurangabad district.

3.10 REFERENCES

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UNIT 4 : INDIAN ECOTOURISM SCENARIO

4.00 BEFORE WE BEGIN

In this unit we will study Kerala as a case study for tourism branding. Kerala is a state which has not done so well in agriculture and industry. It has therefore chose to use its natural resources to position its tourism industry. It has invested in the tourism industry and it is bringing fruits of success. The arrival and revenue are growing as seen in the track record for last ten years. The tourism in kerala is being developed in extremely professional manner. The state has developed a vision which it is trying to fulfil. Kerala has developed its natural resources like its backwater lakes, wildlife sanctuaries beaches, etc to a great extent to a tourism spots.

There is a need to preserve nature despite tourism activities. For this a number of Eco Sensitive Zones have been created by Government of India and State Governments. There are certain issues in the ECZs which need to be studied so that they work as per their original design.

The concept of eco tourism as a form of responsible tourism has led to development of such concept as eco hotels or eco lodges. We will study these concepts about what it takes to make a eco hotel and what are the features of such eco hotels. Various territories like Europe, South America have given eco labelling protocols for hotels. There are a number of hotels which can be called eco sensitive hotels. We will study a number of such hotels from the length and breadth of the country.

You will really enjoy learning this Unit. The concepts learned in this unit would be very useful in your professional developemt. You have studied various concepts about marketing and planning and development. Kerala gives you an example of how these theories are brought in practice.

4.01 UNIT OBJECTIVES

After studying this unit you will be able to

- Describe the importance of tourism for Kerala
- Explain the various tourism products for Kerala
- Elaborate the status for tourism in Kerala post liberalization.
- Discuss the potential for tourism in Kerala
- Describe the growth indicator for Kerala tourism.
- Elaborate the perceptions of tourists visiting Kerala
- Explain the growth of foreign and domestic tourists in 10 years for Kerala.
- Elaborate the progress of Kerala in generating revenue through tourism in last 10 years.
- Describe the seasonal variations in tourist arrival in domestic and foreign market.
- Discuss the Kerala model for tourism.
- Elaborate the vision statement for Kerala tourism.
- Explain various initiatives taken by State of Kerala for enhanced tourism.
- Elaborate what is meant by monsoon tourism.
- Explain how Kerala is trying to implement responsible tourism.
- Describe the status of eco tourism in Kerala.
- Discuss the various attractions to tourists for eco tourism in Kerala
- Describe the various wild life resources in Kerala
- Explain how tourism is carried out in protected areas.
- Analyze the ecotourism scenario of Kerala through a cost-benefit analysis
- Discuss the major ecotourism centers in Kerala
- Explain the features of some wild life sanctuaries in Kerala.

- Describe Wayanad Wildlife Sanctuary in Kerala in details
- Describe Konni Eco-Tourism project in Kerala in details.
- Describe Agasthyakoodam project in Kerala in details.
- Describe Thenmala Eco-Tourism Project in Kerala in details
- Elaborate the need for ecotourism in Kerala.
- Discuss the concept of eco sensitive zones
- Elaborate the various issues regarding the eco sensitive zones.
- Explain the need for guidelines regarding eco sensitive zones to state governments.
- Describe the extent of ESZ.
- Discuss the various problems with the ESZs.
- Elaborate why there are apprehensions about ESZs in mind of local population.
- Explain the debate of local versus outside interest in respect of ESZ.
- Explain the concept of eco hotels.
- What criteria should be met by hotels to be called eco hotels?
- What features are usually exhibited by eco hotels.
- Explain eco labeling of hotels in Europe.
- Discuss eco labeling of hotels in South America.
- Describe the features of some of eco friendly hotels in India .like Vythiri Village, Wayanad, Spice Village, Periyar, Coconut Lagoon, Kumarakom; Mountain Trail, Mukteshwar, Uttarakhand; The Blackbuck Lodge, Velavadar National Park; Orange County, Kabini; Shaam-e-Sarhad Village Resort, Bhuj, Gujarat; Nameri Eco Camp, Nameri National Park; Banasura Hill Resort, Wayanad; Kipling Camp, Kanha National Park, Madhya Pradesh; Nimmu House, Leh; Rainforest Retreat at Mojo Plantation, Coorg; SwaSwara, Gokarna, Karnataka; Barefoot at Havelock resort, the Andamans; Wildernest Nature Resort, Goa; The Dune, Eco Village and Spa, Puducherry; Surjivan, Gurgaon; The Orchid , Mumbai; The Park, New Delhi; Anandaóin the Himalayas- Tehri ó Garhwal;

4.02 CASE STUDY OF KERALA ECOTOURISM

Introduction

Located at the southern extremity of the Indian sub-continent adjoining the Arabian Sea, the state of Kerala is resplendent for her scenic splendour and cultural opulence. The total area of the state comprises 38863 square kilometers and a coastline length of 550 kilometers. The population of the state is 33.39 million.

Kerala is known by the name 'God's Own Country' and is one of the most sought after tourist destinations in Asia. It is the only Indian state that offers all types of tourism products. Secluded beaches, palm-fringed back waters, mist clad hill stations, lush green tropical forests, water-falls, exotic wildlife, historical monuments, diverse art forms and festivals give Kerala a distinctive charm. Apart from being a tourist destination, Kerala is India's number one state with 100 percent literate people, world-class healthcare systems, the lowest infant mortality, the highest life expectancy rates, the highest physical quality of life and the best law and order conditions. Moderate climate and the rich art and culture are positive factors that help to foster tourism development.

Kerala has not done well in agriculture and industry in the past few decades. In this context the state was focusing on the development of the services related industry which is now considered as the sunrise segment of the state's economy. More attention is now bestowed on tourism, information technology, health services, and education. Because of the new initiatives taken by the state as well as innovative private parties, Kerala has emerged as the most acclaimed tourist destination in the country.

The origin of Kerala Tourism can be traced back to the 1950s, when the state set up a Hospitality Department. Tourism as a department came into being in the 1960s. The enormous potential of

tourism in Kerala was only examined in the 7th plan. Over the last decade the growth of tourism in Kerala has been amazing.

Kerala is increasingly rated as one of the 50 must see destinations of the world. Today Kerala is the most sought and trusted tourism brand in India. Indian tourism has been growing consistently for the last three decades. Kerala, because of its notorious labour militancy image, always faced problems in attracting investors.

Unlike other industries, tourism is an amalgam of various productive sectors like transportation, accommodation, catering, recreation and travel-related services. This means that development of tourism will help to generate earnings to different categories of stakeholders, viz. taxi drivers, craftsmen, airline operators, tourist guides, and shop keepers and so on. The income generated through tourism will multiply and flow down to even the lowest strata of the economy. The industry, by virtue of its employment and income-generating impact, is expected to play a strategic role in accelerating the economic development of Kerala. Tourism is considered as a savior to drive the state economy towards development.

Perhaps no other state in India is blessed with natural resources featuring a long coastal region, elaborate systems of waterways as that of Kerala. These unmatched and rich natural resources form different unique tourism products. The name -Keralamø means -the land of coconutsø Kerala enjoys a unique biological diversity in the world. The palm-fringed Arabian Sea in the west, the majestic Western Ghats in the east, with lush green paddy fields, charming backwaters, year-round colourful festivals etc makes Kerala a paradise in the world. This distinctiveness target has helped Kerala to attain promising growth in many tourism products. Kerala has been recognised as one of the best tourism brands in the world. This is achieved by introducing a variety of tourism products, developing new centres of attraction and upgrading the existing major centers. Kerala tourism which attained the zenith of achievements by target-oriented planning and better marketing techniques has realised maturity.

CHECK YOUR PROGRESS

Describe the importance of tourism for Kerala

Tourism Products of Kerala

Kerala offers a variety of unique products. There are three categories of products like natural, man-made and symbiotic. Natural products include mountains, hills, climate, beaches, desrts, islands, flora and fauna. Man-made products include festivals, fairs, conferences, conventions, architecture, sculpture, painting and souvenirs. Symbiotic products blend natural with man-made. Wildlife sanctuaries, water spots and flower festivals are examples of symbiotic products.

Following are the important tourism products in Kerala.

Backwater Tourism

The backwaters of Kerala are unique in the world and backwater tourism is promoted as the Unique Selling Proposition (USP). A thrust area for sustainable tourism lies in its backwaters, which can contribute much to the stateø economy.

Backwater tourism means water based delightful activities in the backwater regions. The peculiarity of the calm backwaters of Kerala is that they offer a tourist great relaxation in addition to magnificent scenery. The important backwaters are Veli, Astamudi and Vembanad with the lush-green island of Pathiramanl.

Beach Tourism

Sunny beaches with silver sand are the most important natural tourist attraction in Kerala. Even though Kovalam is the most popular beach in Kerala, there are many other beaches, which are almost as good. Beaches in Kerala are said to be the best in the world with their irresistible combination of sun, sand and sea.

Heritage Tourism

Heritage tourism is defined as the tourism, which is based on heritage, where heritage is the core of the product and main motivating factor for the consumer. Heritage tourism uses historic, cultural and natural assets that already exist rather than creating new attractions. Heritage is the mainstay of tourism activities because of our vibrant past and the diversity of cultures.

Festival Tourism

Kerala is a land of festivals and most of the festivals in Kerala are predominantly religious in nature. Festivals like Onam, Thrissurpooram, Attukal Pongala and Boat Races of Kerala are spectacular and splendid.

Health Tourism

Health tourism is attracting tourists in great deal. The term includes Ayurveda, naturopathy, yoga, meditation and many other mental and physical exercises and treatments that are beneficial for health and rejuvenation. Visiting Ayurveda shala and participating in meditation classes are the important activities in the health tourism.

Sports Tourism

Kerala Sports Council at Thiruvananthapuram holds a number of sports events including aquatic sports. In major towns facilities are available for playing tennis, cricket, hockey, football, baseball and basketball. Alappuzha is the best place in the world for backwater cruises and boat races.

Pilgrim Tourism

There is wide scope for pilgrim tourism in Kerala. Sabarimala Temple, Pandalam Temple, Kulathupuzha Sastha Temple, Achankoil Sastha Temple, Aryankavu Sastha Temple, Aranmula Temple and Maramon Convention are examples of pilgrim tourism. Foreign tourists usually stay in these pilgrim centres for getting firsthand knowledge on the diversified areas of Kerala culture.

Rural Tourism

Village or rural tourism in Kerala is very much popular now a days. The state has unlimited scope for developing rural tourism potential. Village tourism is a non-seasonal tourism product and it must be promoted as such. Tourism in villages needs a social harmony of host culture and visitor culture. Rural tourism too must be limited to carrying capacity levels. Kerala has the pride of starting a rural tourism project at Kumbalangi near Kochi with assistance from the Department of Tourism, Government of India. Similar unique village attractions exist in other districts too, especially in the northern Kerala regions where tourism is still in its infancy.

CHECK YOUR PROGRESS

Explain the various tourism products for Kerala.

Tourism Development in Kerala-Post Liberalisation Period

Kerala has emerged as the most acclaimed tourist destination of the country in the recent past and has emerged as the undisputed tourism hotspots of India. The National Geographic Traveler in a landmark issue in 2000 rated Kerala in the 'paradise found' category among the 50 greatest place of a lifetime. Kerala has also won the National Award for the 'Best Performing State' for excellence in the tourism

sector for three years. The WTTC along with Oxford Economic Forecasting computed the Tourism Satellite Accounting (TSA) for Kerala. According to this study, Kerala's travel and tourism economy employment would triple from 0.7 million to 2 million. The investment in tourism is about Rs.600 crores per year. Further, the growth rate of travel and tourism demand per annum over the coming decade for Kerala is higher than not only that of India, but also of Turkey which has so far been the highest. The efforts of Kerala Tourism have been well recognised through many awards of PATA (Pacific Asian Travel Association), PATA Writers Association, Outlook Travellers-TAAI, Government of India and FICCI (Federation of Indian Chambers of Commerce and Industry) .

Tourism got Gold Award 2009 for marketing 'Dream Season in God's Own Country'. Kerala received PATA Grant International Award for the conservation of heritage and best performing state award instituted by Outlook Traveller. Compared to other states of India, Kerala was the first to have recognised and utilised its far-reaching potential.

Kerala-Tourism Potential

- Kerala is a well-known tourism destination famous with its brand name 'God's Own Country'
- Kerala has wide range of tourism resources such as backwaters, beaches, hill stations, pilgrimage centres, historical places etc.
- Kerala is blessed with good climate, suitable for everyone and moderate weather throughout the year.
- Wide range of cultural programmes.
- Kerala has good reputation for hospitality.
- Possess good tourism infrastructure, five star hotels, resorts etc.
- Good variety of cuisine.
- Shopping facilities, handicraft products.
- Ideal place for excellent recuperative holiday.
- English speaking tour guides.
- Air connectivity with all major countries.
- Three international airports.

Tourism in Kerala: Growth Indicators and Initiatives

Kerala is the pioneer in India to identify the economic potential of tourism and develop it in consonance with the overall socio economic development programmes of the state. By integrating tourism with other development activities and promoting the participation of host community in tourism centres, the state has set strong footing for inclusive growth of tourism for achieving sustainability.

Kerala tourism focuses on the conservation of ecology to reduce the negative impact of tourism on the environment and intends to promote development of tourism based on the carrying capacities of the destination.

Tourism in Kerala is fairly recent origin as can be clearly seen from the trend in the tourist arrivals and receipts, which can be regarded as the major indicators of tourism in any region. Conscious effort to develop tourism in Kerala dates back to the late 1980s and till which time tourism was a neglected sector.

Government of Kerala declared tourism as an industry in 1986, realising the importance of the industry in stimulating economic development. The current department of tourism in the state has its roots in the State Guest Department of the erstwhile Travancore state, whose functions were limited to provide hospitality to state guests.

CHECK YOUR PROGRESS

Elaborate the status for tourism in Kerala post liberalization.

Discuss the potential for tourism in Kerala

Describe the growth indicator for Kerala tourism

4.6 Perception of Tourists Visiting Kerala

Despite the general backwardness in industrial development, tourism is the only industry flourishing in Kerala over a number of years. Kerala has an active tourism industry and that has been accepted as one of the most suited industry.

Foreign tourist arrival to Kerala during the year 2010 was 6,59,265. It showed an increase of 18.3% over the previous year. Domestic tourist arrival to Kerala during the year 2010 was 85,95,075. It shows an increase of 8.6% over the previous year.

Foreign exchange earnings for the year 2010 were Rs.3797.37 crores. This recorded an increase of 33.09% over the previous year. Total revenue (including direct and indirect means) from tourism during 2010 was Rs.17348 crores showing an increase of 31.12% over the previous years figure. In India foreign tourists arrival during 2010 was 5.58 million which indicates a growth rate of 8.1% as compared to the previous year. The tourist statistics indicates that Kerala has benefited immensely from the tourism sector.

The numbers of foreign tourist arrivals in Kerala from 2008 to 2017 are illustrated in table.

Table 4.1: Foreign and Domestic Tourist Arrivals in Kerala from 2008 to 2017

YEAR	Domestic Arrivals	% Variation	Foreign Arrivals	% Variation
2008	7591250	14.28	598929	16.11
2009	7913537	4.25	557258	-6.96
2010	8595075	8.61	659265	18.31
2011	9381455	9.15	732985	11.18
2012	10076854	7.41	793696	8.28
2013	10857811	7.75	858143	8.12
2014	11695411	7.71	923366	7.6
2015	12465571	6.59	977479	5.86
2016	13172535	5.67	1038419	6.23
2017	14673520	11.39	1091870	5.15

Source: Tourism Statistics, Government of Kerala.

The figure 4:1 shows the trend in domestic tourist arrivals in Kerala,

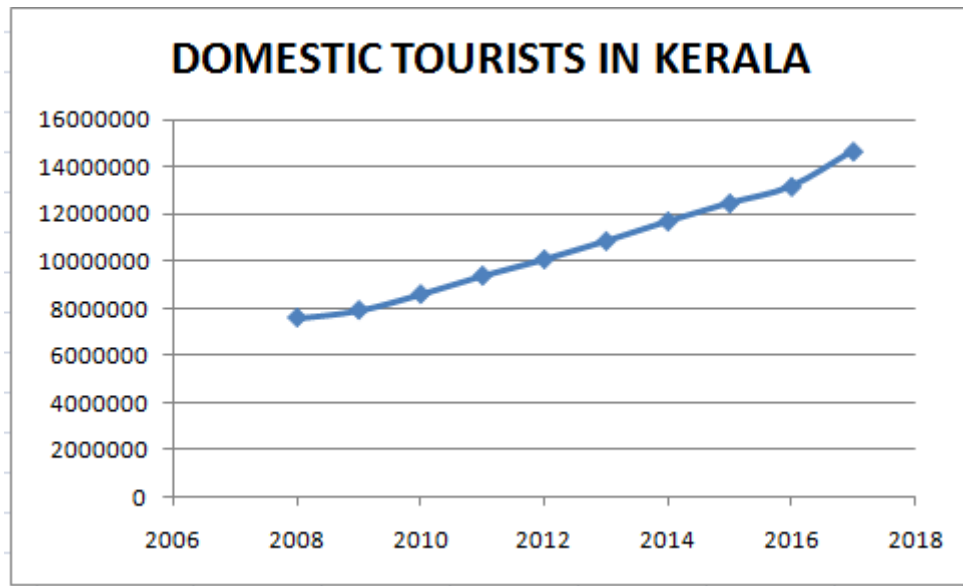


Fig 4.01: Domestic tourist arrivals in Kerala between 2008 and 2017.

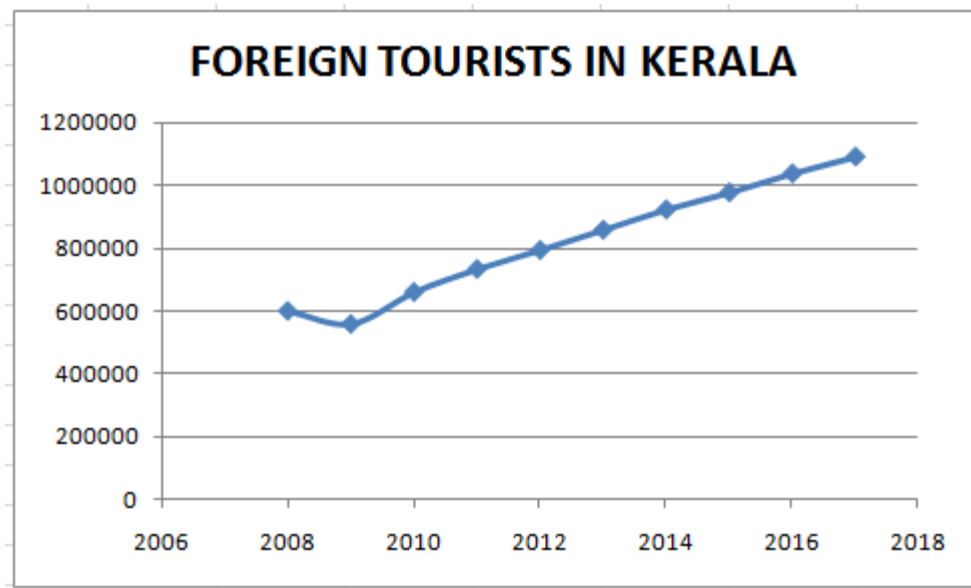


Fig 4.02: International tourists arrivals in Kerala between 2008 and 2017.

Domestic Tourist arrival to Kerala during the year 2017 is **1,46,73,520** showing an increase of **11.39 %** over the last year's figure **1,31,72,535**. Total Tourist arrival to Kerala during the year 2017 is **1,57,65,390** showing an increase of **10.94%** over the last year figure **1,42,10,954**. Foreign exchange earnings for the year 2017 are **Rs.8392.11 Crores** showing an increase of **8.29 %** over the figures of year 2016 **Rs 7749.51 Crores**. Total Revenue (direct & indirect) from Tourism during 2017 is **Rs 33383.68 Crores**, showing an increase of **12.56 %** over previous year's figure **Rs 29658.56 Crores**.

Earnings from Tourism in Kerala from 2008 to 2017

Year	Foreign Exchange Earning (Crore Rs)	% Variation	TOTAL EARNING (Crore Rs)	% Variation
2008	3066.52	16.11	13130	14.84
2009	2853.16	-6.96	13231	0.77
2010	3797.37	33.09	17348	31.12

2011	4221.99	11.18	19037	9.74
2012	4571.69	8.28	20430	7.32
2013	5560.77	21.63	22926.55	12.22
2014	6398.93	15.07	24885.44	8.54
2015	6949.88	8.61	26689.63	7.25
2016	7749.51	11.51	29658.56	11.12
2017	8392.11	8.29	33383.68	12.56

Figures below show the earning through tourism in Kerala.

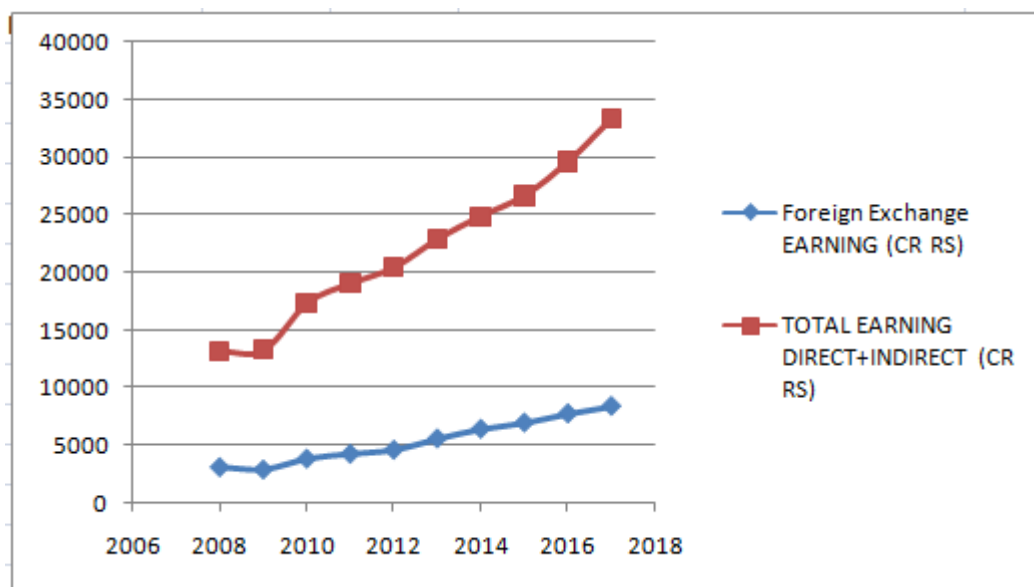


Fig 4.0223 Foreign exchange earning and total earning from tourism in Kerala between 2008 and 2017

Seasonal Variations in Tourist Arrivals

It is noted that there is month-wise and seasonal variations in tourist arrivals in Kerala. Nearly four months can be considered as the peak period for Kerala tourism which starts from mid-November and ends in mid-March.

There is moderate seasonality in domestic tourist visits. While the peak months are May and December, the lean months are June and July. It seems that school vacations contribute significantly to the seasonality in domestic tourist visits.

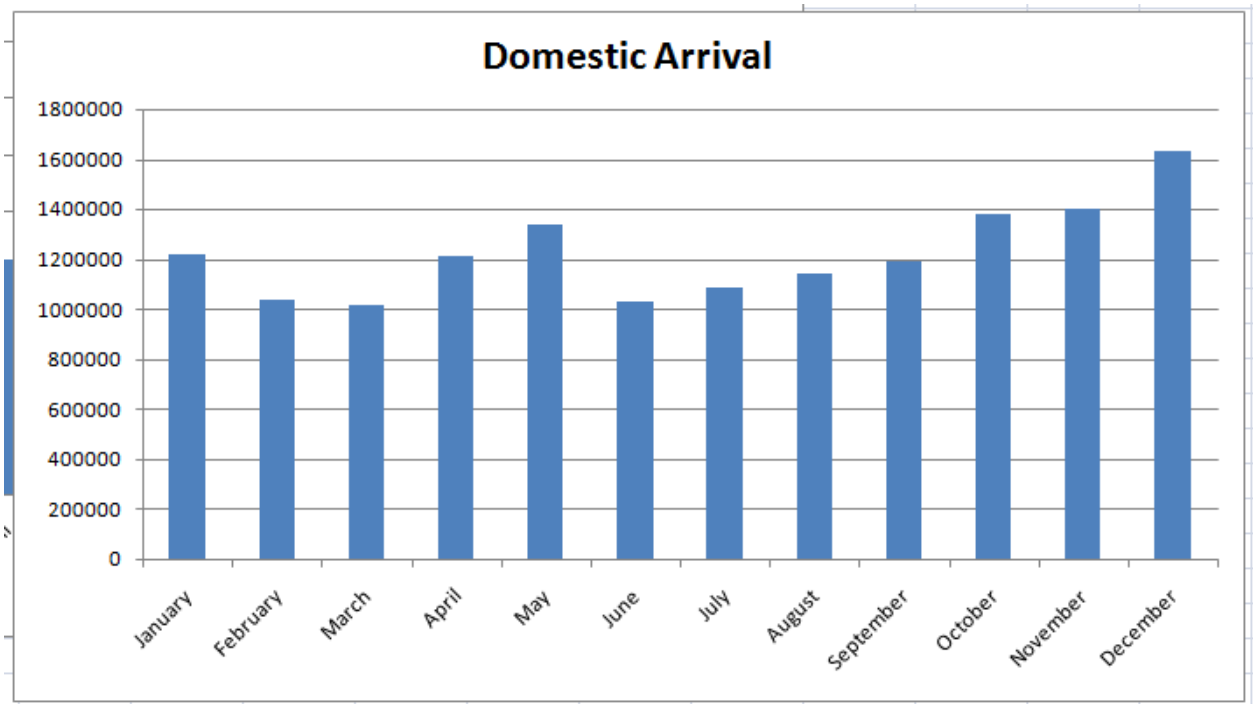


Fig 4.04: Seasonal variation in Domestic arrivals in 2017

The month-wise foreign tourists visits for 2017 are given in the table 4.7

There is significant seasonality in foreign tourists visit to the state. While the months of November, December, January, February and March receive the maximum number of tourists, the month of June receives the least number of tourists. Table 4:7 shows the tourists arrival in Kerala (both foreign and domestic) during 2017.

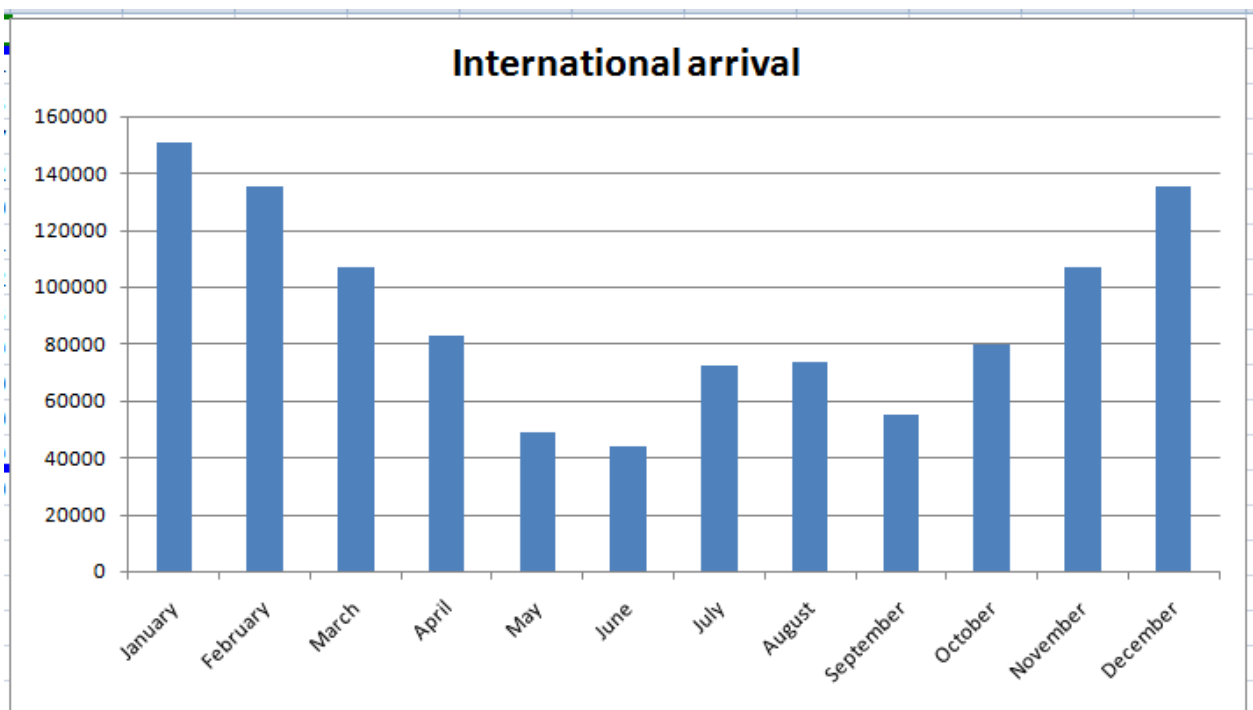


Fig 4.04: Seasonal variation in International arrivals in Kerala in 2017

Table 4:7

Month-wise Foreign and Domestic Tourist Arrivals in Kerala during 2017

Sr No	Month	International arrival	Domestic Arrival
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1	January	150808	1221074
2	February	135089	1034563
3	March	107141	1014877
4	April	82633	1213252
5	May	49073	1338330
6	June	44040	1027361
7	July	72552	1083162
8	August	73736	1138533
9	September	54700	1188959
10	October	79957	1379190
11	November	107028	1401610
12	December	135113	1632609
	TOTAL	1091870	14673520

Source: Tourism Statistics, Government of Kerala.

CHECK YOUR PROGRESS

Elaborate the perceptions of tourists visiting Kerala

Explain the growth of foreign and domestic tourists in 10 years for Kerala.

Elaborate the progress of Kerala in generating revenue through tourism in last 10 years.

Describe the seasonal variations in tourist arrival in domestic and foreign market. Discuss the

Kerala's Model for Success

In order to develop itself as a world-class tourist destination, Kerala has successfully adopted the following measures.

- Strong brand positioning
- Product differentiation
- Model of public-private partnership
- Tremendous political support
- Public acceptance, and
- Vibrant private sector

Indicators of Economic Impact of Tourism

- ○ Foreign exchange earnings during the year 2010 was Rs.3797.37 crores
- ○ Total revenue generated from tourism in 2010 came to Rs.17348 crores
- ○ Tourism's contribution to state's GDP was around 9%
- ○ The average per day expenditure of a foreign tourist was Rs.3600/-
- ○ The average per day expenditure of a domestic tourist was Rs.1800/-
- ○ The average length of stay of a foreign tourist was 16 days
- ○ The average length of stay of a domestic tourist was 6 days

Tourism Vision Statement

To safeguard the interest of all stakeholders and to promote tourism along sustainable line, Kerala has brought out its tourism policy and vision 2025. The TOURISM VISION 2025 states the Tourism Vision Statement as: "To make Kerala, the God's Own Country, an up-market high quality tourist destination through rational utilisation of resources with focus on integrated development of infrastructure sector conserving and preserving the heritage and environment and enhancing productivity, income, creating employment opportunity, alleviating poverty thereby making tourism the most important sector for the socio-economic development and environment protection of the state". The plan of Kerala Vision 2025 is to increase the earnings from tourism at not less than 10% annually, to achieve an annual rate of growth of at least 7 percent in foreign tourist arrivals and 9 percent growth in domestic tourist arrivals and to create at least 10,000 employment opportunities every year. The tourism policy of TOURISM VISION 2025 was approved by government in the year 2002.

New Initiatives

There is increasing recognition of the significant shift away from the predominance of the traditional sun, sand and sea holiday towards more experiential vacations. Johking argues that travel is increasingly about "experiences, fulfillment and rejuvenation" rather than about "places and things".

The new initiatives of the state are:

- Responsible tourism with community participation.
- To promote private investments in tourism.
- To fully utilise the tourism potential of Malabar region.
- To continue focusing on ecotourism, backwater tourism and Ayurveda.
- To strengthen the Human Resource Development sector in tourism.
- To bring innovative IT projects to promote Kerala tourism.

Special Tourism Zones: A Way to Tourism Development

Government launched Special Tourism Zones (STZs) along the lines of the country's Special Economic Zones (SEZs), which will promote the enclavisation of tourism, converting lands, landscapes and common property into exclusive islands of leisure. This is a model of tourism development.

Kerala is one of the top-listed tourism destinations in the world. So the role of STZs is very important in Kerala. Areas that have great tourism potential around the tourist destination cities as well as along the coastlines of Kerala could be identified and developed as STZs. Each Special Tourism Zone should be able to provide sufficient facilities for accommodation and dining, facilities for shopping, facilities for entertainment etc. All the concessions available to the SEZs could be fine-tuned to the Special Tourism Zones.

The government may by notification in the Gazette, declare any area which have or likely to have the importance of tourism, within the state as "Special Tourism Zone" for the conservation, preservation and integrated planned development of such area.

The present proposal of the Tourism Department has Munnar, Kumarakom, Fort Kochi and Kovalam as the composite areas of the STZ project. There is a strong demand to include Alappuzha and Malabar region in the STZ. The ecotourism projects such as Munnar, Thekkady, Kumarakom, Wayanad come under the Special Tourism Zone.

CHECK YOUR PROGRESS

Kerala model for tourism.

Elaborate the vision statement for Kerala tourism.

Explain various initiatives taken by State of Kerala for enhanced tourism

Monsoon Tourism

Travel is the fourth dimension of modern economics, said Andre Siegfried. Tourism sector plays a vital role in the economic and development process of Kerala. Since the advent of mass tourism, the economic inter-relation of considerable discussion and studies has been made on the various aspects of the economic impact produced by this phenomenon. The secret that makes God's Own Country evergreen is perhaps the wonder magic that monsoon rain plays. Monsoon provides many more choice gifts to Kerala, which makes it a paradise of biological diversity. A major component and new trend in Kerala tourism Industry is the concept of 'Monsoon Tourism'. The word 'monsoon' itself makes one happy.

Monsoon, the season of rainbows and raindrops is certainly not to be wasted indoors. Traditionally, the advent of monsoon has meant a sharp fall in the number of tourists visiting Kerala. Over the past two three years, Kerala tourism has quietly worked to attract tourists to the state during the 'off-season' especially the monsoon. Monsoons in Kerala are the most enchanting in India with green pastures at its best; it is the most sought after destination during rainy season. Kerala tourism is also working out a schedule of events to be conducted across the state during the monsoon months.

There are several special monsoon tours that the tourists avail to relish the rains in Kerala. Kerala has the potential to promote monsoon tourism. Despite dull and dreary reinsuring the monsoon seasons in Kerala, numerous tourists visit the state to savour Ayurveda packages. It is believed that the months of June and July are best suited for administering Ayurveda treatment. Kerala is fast capturing the attention of international tourists as a prime destination to visit during the monsoon season.

Monsoon treks and other activities will be developed as part of this process. Monsoon season offers attractive packages including cruise in houseboats in the lake. The Tourism Department is also working with hotels and other members of the hospitality industry to create special monsoon packages. Monsoon tourism as it is known has performed beyond the expectations of tour operators, gathering a 50% increase in both in-bound and out-bound traffic. Last year, the industry saw an increase of 20-25% in monsoon tourism.

Responsible Tourism

Kerala tourism has decided to set a new trend by implementing Responsible Tourism initiative at 4 destinations viz. Kovalam, Kumarakom, Thekkady and Wayanad. Kerala is ideally suited to achieve positive benefits through Responsible Tourism, though there are challenges to be converted as opportunities. Responsible Tourism mainly identified with three kinds of responsibilities, which are economic responsibility, social responsibility and environmental responsibility. In order to ensure consistency in implementing the responsible tourism initiative, Department of Tourism had decided to coordinate and manage the implementation by seeking service of professional expertise in diverse fields of socio-political and environmental setting of Kerala.

Government has constituted a State Level Responsible Tourism Committee (SLRTC) with three working committees in economic, social and environmental responsibility areas. Destination Level Responsible Tourism Committee (DLRTC) was also constituted. These committees have diverse representations at all levels, with the back up of people's representatives, local people and tourism industry representatives. The process is enabled to lay a frame work for the initiative in the light of the complex and diverse field dynamics. Responsible Tourism initiatives gave a new outlook about tourism to the people in four destinations. Responsible Tourism in Kumarakom got the best tourism project award in India.

CHECK YOUR PROGRESS

- Elaborate what is meant by monsoon tourism.
- Explain how Kerala is trying to implement responsible tourism.

Eco-Tourism in Kerala

Kerala is one of the most famous eco-destinations. Tourism industry in Kerala should be eco friendly and sustainable. Kerala ecotourism aims to let people have an insight of the local culture. Most of the foreign tourists choose eco friendly areas for visit. Ecotourism in Kerala has taken off in a big way because Kerala has many destinations known for their natural beauty and exquisite landscape. As Kerala is one of the greenest destinations in India, the state is perfect hub for promoting ecotourism in a big way. The verdant beauty of Kerala is richly highlighted through the different ecotourism destinations. Ecotourism along with Pilgrimm, backwater and village tourism are propelling this field into new levels of progression with each passing day. Undoubtedly our wealth is our nature. It is a way to save forests and provide positive experiences to visitors.

The Western Ghats region of Kerala contains a protected area of 2,324 sq.km which house two National Parks and 12 Wildlife Sanctuaries. The Western Ghats of Kerala, with its tropical forest ecosystem, provides a natural advantage for development of ecotourism. The Western Ghats region of Kerala can be projected as an Ecotourism Zone in the true sense. It has now become necessary to evolve appropriate location specific strategies for sanctuaries in Kerala, in the sphere of ecotourism development.

The major ecotourism products are broadly classified as beaches, backwaters, hill stations, wildlife sanctuaries etc. In Kerala these are largely spread over the Western Ghat regions. The recorded forest area in Kerala is 1112559sq.kms. All these areas provide a natural advantage for the development of ecotourism. The Tourism Department of Government of Kerala has taken steps to give focused attention to ecotourism in the state. A separate ecotourism wing has been created to give policy support for the development of the ecotourism destinations in the state.

Forest, wetlands, mangroves and aquatic ecosystems are the major types of ecosystems in Kerala. As per official classification, Kerala has 41 west flowing rivers and 3 east flowing rivers. Unlike many other states in India, Kerala is rich with evergreen forests. It has over 25% of India's 15,000 plant species, where majority of them grow in Western Ghats. It includes 150 ferns, 4000 flowering plants, 600 fungi, 800 lichens and 200 mosses. A large number of them are endemic to Kerala.

Eco-Tourism Strengths

- ☞ Kerala has 12 Wildlife Sanctuaries and 2 National Parks. These may form the base for ecotourism activities.
- ☞ Apart from these, the rich biological diversity can be an added advantage.
- ☞ The water bodies formed within the forest areas due to the construction of dams/hydel projects provide scope for recreational facilities.
- ☞ There are fifty mountains and peaks in Kerala.
- ☞ Government of Kerala in the tourism field undertakes massive marketing campaign.
- ☞ Scope for a variety of ecotourism activities such as mountaineering, trekking, bird watching etc.
- ☞ Location advantages such as short distance from seashore well developed road network up to forest areas etc.
- ☞ The forest staffs are well trained in wildlife ecology.
- ☞ Well-informed public and conservation groups who may always be watchful of the adverse impact if any.

Flora and Fauna

Richness of soil, heavy rainfall (cool monsoon season from June- November) give rise to a flora of great variety of timber trees like teak, rosewood, ebony and flowering trees, the most important are the Barringtonia and varieties of Bauhinia and Hibiscus. Jack and Mango trees are ubiquitous, Papaya and Pineapple are abundant.

Kerala's fauna too has great variety. The forests abound in elephant, black leopard, tigers, sloth bears, giant squirrels, bisons, sambars and a variety of deers.

The state accounts for 70% of the total Indian production of coconut. Kerala is also known for the black gold- pepper. It is exported to 60 countries and the state accounts for 75% of the total Indian production of pepper. Cashew is another big earner of foreign exchange. Nearly 80% of the cashew factories in India are located in Kerala and provide employment to a large work force, 90% of them being women. The state also accounts for 40% of Indian marine product exports to over

40 countries. Kerala accounts for the bulk of India's rubber, cardamom, clove, lemon grass oil, arcanut tea, coffee, ginger and tapioca.

CHECK YOUR PROGRESS

Describe the status of eco tourism in Kerala.

Discuss the various attractions to tourists for eco tourism in Kerala

4.10.2.1 Wildlife Resources in Kerala

The finest wildlife sanctuaries and national parks are settled in the luxuriant forests of the Western Ghats in Kerala. Each one forms home to rare animals, birds, reptiles, insects and plants. Kerala is home to the Neelakurinji that blooms once in every twelve years. These exotic locations are some of the most refreshing and revitalising trekking trail in the country. The management of the parks lays emphasis on creating scientific conservation methods that are complementary to the traditional lifestyle of the tribal residing in the region.

Mangroves are usually considered as a resource for the development of ecotourism. In Kerala, mangroves are seen as isolated and discreet patches in a total area of less than 50sq.km. Mangroves are distributed in almost all the districts in the state. Directorate of Ecotourism, Government of Kerala has taken initiatives to develop mangroves based ecotourism projects and recently a special project has been developed for Malabar region.

4.10.3 Kerala Backwaters

Lush Backwaters of Kerala along the 600km long coastlines of dazzling beaches are unique to Kerala. These backwaters of Kerala are the basis of a unique lifestyle and mesmerising sights. The boats cross shallow, palm-fringed lakes and travel along narrow shady canals where coir, copra and cashews are loaded into the boats. The backwaters form a unique attraction of Kerala. They include lakes and ocean inlets. There are 44 rivers cutting across the state, with innumerable tributaries and branches.

Kerala Beaches

The 600km long shoreline of Kerala dotted with some of the most enticing beaches of the world. The beaches of Kerala are all insplendour with coconut groves, natural harbours, lagoons and sheltered coves. The palm-lined beaches of Kerala are most visited for the gentle surf and the sooting azure waters.

Kerala Hill Stations

Kerala's highland area rising to an average height of 1520m covers the tropical forests of the Western Ghats, housing rich flora and fauna. The hill stations in Kerala offer the most charismatic experience of nature in all its spotless beauty. The hill station of Munnar and Nelliampathy in Kerala are ideal spots for trekking.

Eco -Tourism in the Protected Areas

Protected areas play an important role in evolving the challenge of maintaining a sustainable world. Not only they provide shelter for biological diversity, but they play an equally significant role in the changing economic and social structure of local communities and nations. There is ample scope for development of ecotourism in protected areas as they have the potential to attract tourists. The protected areas are increasingly becoming a source of tourist revenue and alternative tourism forms.

Notwithstanding the small size of the state, the diversity of physical features with corresponding variation in microclimate offers a panoramic mosaic of forest types. More than 24% of the total areas of the reserved forests are protected areas. Ecotourism activities have been institutionalised in Periyar Tiger Reserve as a community based tourism initiative with the India Eco Development Project that was operational from 1997. Community based tourism activities have been organised by the EDCs (Eco Development Committees) with participation from the various stakeholders who have organised themselves into various EDCs. The other major sanctuaries like Wayanad, Parambikulam and Eravikulam National Park are also in the process of organising community based ecotourism initiatives now. Introduction of community based tourism activities through the Eco Development Committees (EDCs) in these areas would help to increase revenues as well as in reducing pressure on sanctuaries. The formation of Periyar Foundation which is the apex body for facilitating the various initiatives has been found to be successful in providing the necessary financial and other technical support for the EDCs to organise and maintain the various activities has been found to be the culmination of the efforts made under the India Eco development Project. The same is being replicated in other sanctuaries also. The following chart (fig 4:6) explains the relationship between ecotourism and sustainability:-

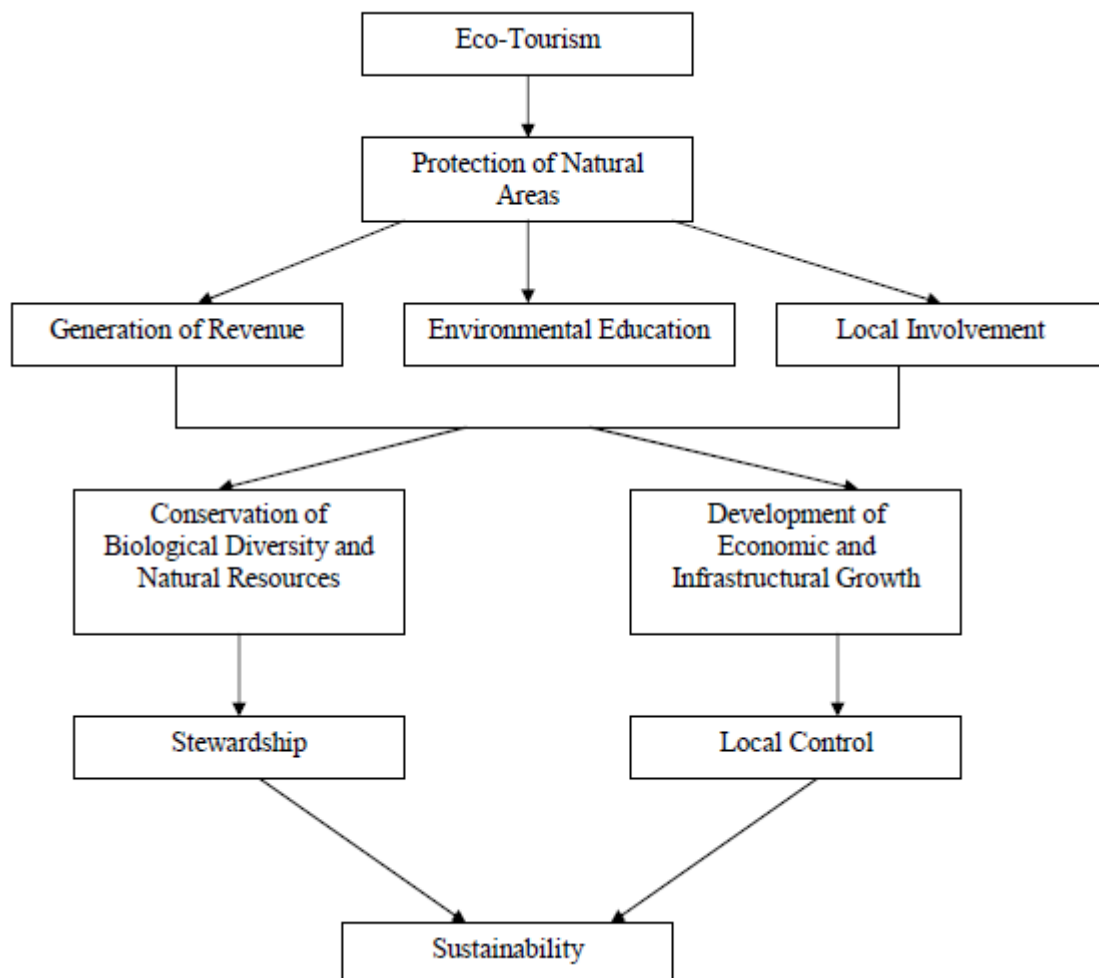


Fig 4.05: Relationship between ecotourism and sustainability

World Conservation Monitoring Centre's Threatened Plants Unit (TPU) catalogued 150 botanical sites as the world's centres of plant diversity (IUCN, 1987). Of the five locations issued for India, the Agasthyamalai Hills, Silent Valley and Periyar National Park are from Kerala. Protected areas are managed now as showcases of bio-diversity with predominance for large animals in habitat management. Participation of communities based on the principles of ecodevelopment has been initiated and this strategy has attracted co-operation of the neighborhood communities.

Recently, authorities have converted more forest areas into protected areas. Those include Pampadum Shola National Park, Kurinji Wildlife Sanctuary, Anamudi Shola National Park, Mangalavanam Bird Sanctuary and Mathikettan Shola National Park. Ecotourism brings both opportunities and threats to protected areas.

CHECK YOUR PROGRESS

Describe the various wild life resources in Kerala
Explain how tourism is carried out in protected areas.

4.10.7 Cost and Benefit of National Parks and Wildlife Sanctuaries

Cost: -

Unless carefully managed, recreation and tourism can pose a threat to both the land scape and wildlife for that the national parks were established to protect.

Granting of national park status focuses attention on the area. This may possibly lead to the attraction of too many tourists and overcrowding of the area.

Indigenous people can be excluded from their territory to protect landscape and wildlife.

Benefit: -

- Protect landscapes, wildlife and ecological communities.
- Provide a place for people to have access and to experience the country.
- Tourists can also provide revenues for scientific research and conservation projects.
- Offer employment opportunities for local people to become involved in conservation of the environment rather than destructive practices such as clearing natural vegetation for agriculture and poaching.

CHECK YOUR PROGRESS

Explain how tourism is carried out in protected areas.
Analyze the ecotourism scenario of Kerala through a cost-benefit analysis

Major Eco-Tourism Centers in Kerala

Forest department has listed 56 destinations as ecotourism centers. Some important destinations among these are:

1. Kumarakom:-This place is situated in Kottayam district, on the banks of the Vembanad Lake. Kumarakam Bird Sanctuary is an ornithologist's paradise.

One can find a wide range of migratory birds like Siberian stork, egret, darter, heron and teal. A cruise in the Vembanad Lake is the best way to experience the sanctuary. The best months to bird watch are between June and August.

Boats are available on hire for backwater cruises around the lake. The breathtaking beauty of the mangrove forests the green sea of the paddy field and the vast, fantastic coconut groves benevolently accommodating eye-pleasing and thirst quenching rivulets, canals, channeled between wild flora and mild lies extend a warm welcome to every nature loving tourist.

2. Munnar: - This is a hill station in Idukki district situated at the confluence of 3 small rivers Mudrapuzha, Nallanthani and Kundala, 1600m above sea level.

This hill station was once the summer capital of the British Government in south India. The highest peak in south India-Anamudi (2695 meters high) is in Munnar. The most variety flora; the Neelakurinji (*Strobilanthus*) is seen in this part. The major sightseeing attractions are sprawling tea plantations, boating and tea factory visits, visits to top stations (highest point in Munnar-1700m), Mattupetty (has highly specialised dairy farm), Devikulam, Rajamala (natural habitat of Nilgiri Tahr), Marayoor (natural growth of sandal wood trees), Chinnar Wildlife Sanctuary and Eravikulam National Park

3. Bhoothathankettu: - This place is situated in the northeastern part of Ernakulam district. The water body formed by the construction of a barrage across Periyar River, land embraced by evergreen forests and bamboo are the major attractions. There is also a legend about this place. A boat cruise from here to Thattekkad Bird Sanctuary is an exhilarating experience.

4. Athirappally-Vazhachal Falls: - It is a popular picnic spot, 63 kms from Thrissur in the Sholayar ranges. In another 5 km drive, we can reach the Vazhachal cascades close to the evergreen forests and is a part of Chalakkudi River.

5. Nelliampathy: - This place is situated in Palakkad district and is a fascinating hill station at a height of 467 to 1572 km above the sea level. Travelling through the hairpin bend on the ghat road that passes through the breath taking evergreen forests of the Sahya ranges, one can view Seethankadu, a place of pristine beauty.

6. Nilambur: - This place is situated in Malappuram district and famous for tea plantations. The oldest teak plantation of the world, Connolly's plot is situated here. About 40 kms from Nilambur sits the Nedungayam, the original home of the Cholanayakans, the oldest original tribe of Kerala.

7. Perumvannamuzhy: - This place is situated in Kozhikode district. A lake surrounded by natural forests is the major attraction here. This forms nearest forest area suitable for recreation and environmental education for people in and around Kozhikode and Kannur cities. There is a mini zoo and a crocodile park here at presents.

8. Kuruva Islands: - This place is situated in Wayanad district. Kuruva Islands are located in the river Kabani along the northeast border of Wayanad district. This place is located at about 44 kms from Kalpatta, here mainly there are three Islands and a few Submersible Satellite Islands. The main island contains two small fresh water lakes. Several migratory birds are also seen here. These Islands present a unique eco system that may be of great interest of nature lovers.

9. Tirunelli: - This place is also situated in Wayanad district. This is considered to be a serene locality with religious significance. Papanashini River and Temple at Tirunelli attract large number of tourists. The sylvan surrounding fascinates many. The Tirunelli Temple is a marvel of temple architecture. The shrine is shielded with 30 grant columns and the ground is paved with huge square pieces of granites.

10. Pythalmala: - This place is situated in Kannur district. This is the highest peak in the Kannur district. A large number of tourists are attracted to this place.

Meadows at the top of the hills with small patches of shoal forest present a panoramic view. This place is about 65 kms from Kannur town and about 4500 ft above sea level. This region, near Kerala-Karnataka border abounds in flora and fauna.

11. Ravipuram: - This place is situated in Kasargod district. This is the highest peak in Kasargod district. It is a good place for trekking activities. The meadow at the top presents a panoramic view. Large crowds are attracted to this place, especially on holidays. It is situated about 750m above sea level.

12. Thenmala Eco-Tourism Development Project: - Thenmala is the first planned ecotourism destination in India. The Thenmala Project envisages three components: Eco-friendly general tourism, Ecotourism and Pilgrimage tourism. The major activities undertaken for the promotion of ecotourism in Thenmala are cultural zone, leisure zone, adventure zone, boating, palaruvi falls, trekking, battery-operated vehicles, musical dancing fountain.

13. Gavi: - Visitors to Gavi can indulge in trekking, bird and animal watching and boating or canoeing in the placid waters of the reservoir. Trekking trails to Pullumedu peak offers a panoramic view of the famed Sabrimala shrine. The road leading to the picturesque Gavi is blanketed by tea plantations. Visitors can also take along a local guide and an experienced elephant chaser and then hike to Meenar, Chenthamara kokka and valley view that gives a spectacular view of a deep ravine and the forest below. Outdoor camping and night safaris

are organised to Kullar, Gavi, Pullumedu, Kochu Pampa, Pachakanam or Anathodu. A unique feature of Gavi is night-camping in the forest.

CHECK YOUR PROGRESS

Discuss the major ecotourism centers in Kerala

Some Wild Life Sanctuaries

Some wildlife sanctuaries have also come under the purview of ecotourism. They are:

A. Neyyar Wildlife Sanctuary

It is a picnic spot about 29 km from the Thiruvananthapuram. There is a watchtower. Just as crocodiles are attracted to the water, the visitors are attracted to the crocodile farm; here the majestic King of the Forest Lions can be sighted on Safari in the Lion Safari park. There is also a deer park and there is also boating facilities at the reservoir.

B. Peppara Wildlife Sanctuary

This sanctuary occupies over a 53 sq.km of the Western Ghat and is about 50 km from Thiruvananthapuram. It is rich in flora and fauna. It also has a widespread hilllock, forests and eucalyptus plus plantations. It is a never-to miss spot for every wildlife enthusiast.

C. Shenduruny Wildlife Sanctuary

Shenduruny Wildlife Sanctuary, a part of Agasthyamalai Biosphere Reserve, is one of the biodiversity richest areas in the Western Ghats. Richness and distinct biographic features of this forest area make it an ideal gene pool reserve. The sanctuary is home to identity species of 951 flowering plants.

D. Periyar Tiger Reserves

In 1899, the core area of what today is the Periyar Sanctuary was declared as reserved forests in order to protect the catchment areas of the Periyar River. In 1934 this area was declared as a sanctuary. The

total area of the present sanctuary is 777sq.km and it is located in the southern most part of Western Ghats. 70% of it includes tropical evergreen forests.

E. Idukki Wildlife Sanctuary

A game reserve comparable, though smaller to Periyar is the Idukki Wildlife Sanctuary, just above the Idukki Arch dam. This comprises 70 sq.km of forestland between the Periyar and Cheruthoni situated 40 km from Thodupuzha. There is a scenic lake around the sanctuary.

F. Eravikulam National Park

Eravikulam is another wild life sanctuary proclaimed as a national park. It supports the largest population of Nilgiri Tahr existing in the world now. Anamudi peak, the highest point south of the Himalayas falls in the southern part of this park. The Nilgiri Tahr is seen in the highlands and rocky regions of this national park.

G. Chinnar Wildlife Sanctuary

A thorny scrub jungle present nowhere else makes this sanctuary unique. There is a wide range of animals and a good number of birds in this sanctuary. It is about 60 km from Munnar, on the Kerala-Tamil Nadu border, and spreads over 90.44sq.km.

H. Thattekkad Bird Sanctuary

This bird sanctuary in Devikulam Taluk lies on the northern bank of the Periyar River. The area of the sanctuary is 25 sq.km formed between the branches of the River Periyar. The presence of more than 200 varieties of birds in this area attracted the world-renowned ornithologist Dr. Salim Ali whose efforts are also believed to be used in the formation of this sanctuary. Important birds found here include large falcon, gray jungle fowl, Rorubill etc. The vegetation in this area consists of tropical evergreen, semi evergreen and moist deciduous forest plantations of teak, rosewood, mahogany etc. Further, more than 28 varieties of animals and nine varieties of reptiles have accepted this area as their natural habitat.

I. Silent Valley National park

Spread over 90 sq.km, Silent Valley National Park is perhaps the closest to a virgin forest in the entire Western Ghat. It contains India's last substantial stretch of tropical evergreen rain forests and large number of wild animals.

J. Parambikulam Wildlife Sanctuary

The Parambikulam Wildlife Sanctuary, part of the neighboring Anamalai Sanctuary in Tamilnadu is one of the best Wildlife Sanctuary in Kerala. Sprawling over 28589 km; it has a rich diversity of flora and fauna. It has a large population of gaur, spotted deer, nilgirilangur, jungle cot, lion tailed macaque, sloth bear along with some tigers and Leo padres. The cannimare teak tree, said to be Asia's largest, stands about 5km from Thunakadavu headquarters of Parambikulam. Boating can be done at the lake at

Parambikulam. Trekking in the sanctuary is possible with the permission of forest officials.

K. Wayanad Wildlife Sanctuary

Abundant in flora and fauna, the sanctuary with a variety of wildlife forms an integral part of the Nilgiri Bio-Sphere Reserve and in making inroads in the conservation of the regional biological heritage, the purpose it is intended for. It is adjacent to the protected area network of Nayar Hale Bandhipur on the northeast and Mudumalai of Tamilnadu on the southwest. The life styles of the tribals and others of the region have appropriately been taken into account by management.

L. Aralam Wildlife Sanctuary

Aralam Wildlife Sanctuary is an easily accessible haunt for nature enthusiasts. It is 35km from Thalassery. In its 55sq.km area; we can find elephants, sloth bears, mouse deers as well as fauna and reptiles.

CHECK YOUR PROGRESS

Explain the features of some wild life sanctuaries in Kerala.
Describe Wayanad Wildlife Sanctuary in Kerala in details

Other destinations

There are so many other destinations, which also comes under the ecotourism sector in Kerala. There are many places in Kerala, which are suitable for ecotourism. The following are other important ecotourism centres in Kerala.

- Chembra Peak

Trekking to the Chembra Peak is one of the risky tourist endeavors; Chembra Peak is the highest peak in Wayanad at 2100m, above mean sea level. Trekking to the top of this peak takes almost a day. District Tourism Promotion Council provides guides, sleeping bags, canvass huts and trekking implements on hire charges to the tourists. The scenic beauty of Wayanad that is visible from the top of Chembra is very challenging and thrilling. The blue-eyed water in the lake at the top of the hill never dries up even in the peak of summer.

- Pakshipathalam

Pakshipathalam in Brahma Giri hills at Tirunnelly is a challenging tourist spot.

It is 7 km, northeast of Tirunelly Temple and is situated 1740 m, above mean sea level. To reach Pakshipathalam, 17kms have to be covered through wild forest. The deep rock caves formed among the thick blocks of rock at the northern top end of Brahma Giri is the abode of various birds and wild beasts. To go to Pakshipathalam, special permission has to be obtained from Forest Department.

District Tourism Promotion Council arranges vehicle, guides, camping, apparatus etc to the tourists on hire charges.

- Meenmutty Waterfalls

Meenmutty waterfalls lies in 12km, east of Meppadi, waterfalls to a depth of more than 500m. Trekking equipments are available at Tourist Information Centre, Kalpetta.

- Pookote Lake

The natural fresh water lake, very wide and deep is one of the rare reservoirs of water in Wayanad surrounded on all sides with meadows and trees.

- Agasthyakoodam

This place is situated in Thiruvananthapuram district. It is apart of the Sahyadari range of mountains and is the second highest peak in Kerala at a height of about 1890mts above sea level, the highest one being Anamalai. These mountains are covered with thick forests, which provide home to a large number of wildlife species. Agasthyakoodam is abundant in rare medicinal herbs with amazing curative properties. A variety of plants and birds are found here.

- Vagamon

Vagamon is situated on the border of Kottayam and Idukki district. This is 1100 meters above sea level. This is a typical hill station with beautiful tea gardens and stimulating meadows. The natural beauty and climate of this place make it suitable for ecotourism. This place is a confluence of a religious mysticism and European legacies.

- Konni Eco-Tourism project

The Konni Eco-Tourism project is one of the most innovative initiatives in ecotourism development. The project is expected to make Konni a model for other similar forest based ecotourism development initiatives. This project is envisaged in four phases. The ecotourism programs are conceived in such a way that there will be a familiarisation and soft ecotourism zones/activities in and around Konni. The ecotourism products are to be managed by Vana Samrakshna Samithi.

Elephant rides, soft treks, visit to nearby water falls on rock tops and a bath in the Achankovil River are the programs chalked out for eco tourists.

- Attappadi (Mountain Valley)

This is situated in Palakkad district. An extensive mountain valley above the crest of the Ghat ranges with Bhavani River. Mainly tribes and some settlers from Tamilnadu populate Attappadi. Attappadi offer forests in their elemental grandeur.

- Peechi Dam

Peechi dam is situated in Thrissur district. It is an irrigation project site, which offers boating facilities at the reservoir. This is one of the important ecotourism destinations in Kerala.

CHECK YOUR PROGRESS

Describe Konni Eco-Tourism project in Kerala in details.
Describe Agasthyakoodam in Kerala in details.

Eco-Tourism in Wayanad

There is ample scope for ecotourism in Wayanad. The natural scenic beauty of Wayanad and its rich natural resources offer several opportunities for ecotourism. The hill rocks and valley, which make the very unique character of Wayanad, provide a lot for catering to the ever-increasing demand for adventure tourists. Wayanad is known as one of the most beautiful retreats of Kerala. It always has a great share of the visitors arriving south India.

Muthanga and Tholpetty forests in the Wayanad Wildlife Sanctuary are the foremost and targeted tourism destinations in Wayanad district. Recreational tourism centres like Kuruva Island, Banasura Sagar Dam, Karapuzha Dam, Pookote Lake, Karalad Lake, Neelimala Viewpoint, Sunrise Valley, Sentinal Rock Waterfalls, Kanthan Para Waterfalls, Lakkidi Ghat Pass etc attract a lot of tourists.

Chembra Peak, Pakshipathalam, Meenmutty Waterfalls etc are known for adventure tourism.

With its idyllic location in the Nilgiri Biosphere, Wayanad district is a land of mysterious mountain caves, thundering waterfalls, large tracts of forestland, tree houses, jungle trails, exotic wildlife and a number of aboriginal tribes. The district's hilly terrain with numerous outback trails and trekking routes make it an ideal destination for adventure seekers. With 26% forest cover, much of the district still remains, unexplored, and constitutes the last surviving tracts of a unique ecosystem.

Thenmala Eco-Tourism Project: First Planned Eco-Tourism Project in Asia

Thenmala is a small village at the foothills of Western Ghats and predominantly a forest area with a lot of human intervention at its periphery. This place is located about 72 km from Thiruvananthapuram, the capital of Kerala.

Kerala's biggest irrigation project-Kallada Irrigation Project (KIP) is situated here. The water-spread area of the reservoir is 22 sq.km and harbours large varieties of flora and fauna. Thenmala Eco-Tourism Promotion Society (TEPS), a state government organisation registered under the Travancore-Cochin Literary, Scientific and Charitable Societies Act 1995, was formed to promote ecotourism activities at Thenmala and its surrounding areas with the co-operation of Forest, Irrigation and Tourism Department. This Society was registered in July 1998. The project envisages three major components viz. Eco-friendly general tourism, Eco-Tourism and Eco-pilgrimage tourism. Eco-friendly general tourism area is divided into three zones viz. the culture zone, the leisure zone and the adventure zone. In the culture zone, there is the tourism facilitation centre, musical dancing fountain, amphitheatre, restaurant, parking areas and the shop courts. The musical dancing fountain, which is located on the top of the hill-a synchronised rhythmic ballet of water, sound and light- and a natural ambience is rare and provides a unique and authentic experience. The amphitheatre can accommodate 1250 people at a time and satisfies the requisites of tourists by exhibiting Kerala crafts, Kerala's natural wealth and Kerala's art culture through dance performance.

The shops within the shop court are intended to sell local forest products and local handicrafts. The theme of the leisure zone is man and nature. The major attractions of this zone include the sculpture garden and board walk. The sculpture garden endeavors to depict the relationship of man and his culture with nature in the serene back drop of a green forest i.e., unpolluted nature synchronizing with the Thenmala forest range. The adventure zone is located on the other side of the leisure zone. The attractions are the elevated walk way, mountain biking facility, rock climbing, river crossing, small nature trails, lotus pond etc. The activities in this zone are carried out by National Adventure Foundation (NAF).

Ecotourism is planned in the surrounding forest area. The Shenduruney Wildlife Sanctuary is having high potential to promote ecotourism activities. The boat-landing area is inside the sanctuary. Soft trekking programmes and night camps for one to three days and bird watching trails, environmental study for school and college students are the important ecotourism activities conducted here.

The aim of the trekking packages is to prevent destruction of forest and to plant new trees with the help of tourists etc. Only eco tourists are allowed to this area. In order to avoid overcrowding and pollution created by vehicles inside the sanctuary, two battery-supported vehicles are used. The forest department, which provides a natural rehabilitation of spotted and sambar deers manage the Deer Rehabilitation Centre. Tree top huts in this area give a unique experience.

The third component Eco-pilgrimage tourism aimed at developing an eco friendly circuit from Thenmala connecting the three Ayyappa Shrines related to famous Sabarimala i.e. Kulathupuzha, Aryankavu and Achankovil, which fall within the project area. An Environmental Impact Assessment study was also conducted in this area. Further on the recommendation of Kerala Forest Research Institute (KFRI) and on the basis of EIA, TEPS amended the activities to minimise the negative impacts of the project.

CHECK YOUR PROGRESS

Describe Thenmala Eco-Tourism Project in Kerala in details.

The Need of Eco-Tourism in Kerala

The strength of Kerala Tourism is its excellent natural resources in the form of back waters, hill stations and beaches. Having understood the need for looking into the sustainable development of destinations, Kerala Tourism focuses on the conservation of ecology to reduce the negative impact of tourism on the environment and intend to promote development of tourism based on the carrying capacities of the destination. Ecotourism projects include the concept of sustainability in tourism. That is, the need of today's tourists should not be met at the expenses of future generations. Such an

ecotourism project, based on internationally accepted principles, will help infuse the sustainability concept to other tourism ventures outside the realm of ecotourism. After successfully packaging Kerala as 'God's Own Country' to millions worldwide, Kerala is now 'going green' to ensure that its beaches, backwaters and other popular spots do not suffer from the ill-effects of mass tourism. As a development tool, ecotourism can advance the three basic goals:-

- Conserve biological diversity, by strengthening protected area management systems and increasing the value of sound ecosystems.
- Promote the sustainable use of biodiversity, by generating income, jobs and business opportunities in ecotourism and related business networks.
- Share the benefits of ecotourism developments equitably with local communities and indigenous people by obtaining their informed consent and full participation in planning and management of ecotourism business.

The eco-tourists visit relatively undeveloped areas in the spirit of appreciation, participation and sensitivity. The eco-tourist practices a nonconsumptive use of wildlife and natural resources and this leads to the conservation of the site. Ecotourism promotes positive environmental ethics and it does not degrade the resources.

In Kerala, ecotourism has now been misunderstood or not properly understood by many tour operating companies and tourism project developers may jump on the ecotourism bandwagon and project an environmentally conscientious image as part of their business marketing strategy. Thus ecotourism can be misinterpreted and exploited to justify the tourism development in pristine areas, which may be sacrificed to maximize tourist numbers and profits. As the number of tourists increases, ecotourism becomes mass tourism and generates similar infrastructural demands and proportionate impact on environment as conventional tourism. This necessitates the need for defining the ecotourism properly to convey the message to all.

At present, there is no institutionalized system/ channel through which public can see the forest and have a quality and lasting experience. The quick visit to a sanctuary as being practiced now cannot be called ecotourism. It is only mass tourism into a sanctuary. What is needed is a more focused strategy, which is supply-driven and small group-oriented. Kerala's future lies in sustainable tourism which is just another facet of responsible tourism.

In Short, tourism in these nature-based areas should be ecologically sustainable. There should also be provision for learning process for a visitor. The economic benefit of such an activity should accrue to local population to ensure sustainability. There is no doubt that Kerala is very advanced and highly competitive in the ecotourism field.

CHECK YOUR PROGRESS

Elaborate the need for ecotourism in Kerala.

4.03 ECO SENSITIVE ZONES

https://en.wikipedia.org/wiki/Eco-Sensitive_Zone

Eco-Sensitive Zones (ESZs) or Ecologically Fragile Areas (EFAs) are areas notified by the Ministry of Environment, Forests and Climate Change (MoEFCC), Government of India around Protected Areas, National Parks and Wildlife Sanctuaries. The purpose of declaring ESZs is to create some kind of 'shock absorbers' to the protected areas by regulating and managing the activities around

such areas. They also act as a transition zone from areas of high protection to areas involving lesser protection.

Authority

ESZ are regulated by central government through Min. of Environment, Forests and Climate change (MoEFCC). Ministry came out with new guidelines for regulation of such areas in 2011.

Statutory backing

The Environment (Protection) Act, 1986 does not mention the word 'Eco-Sensitive Zones'. However, Section 3(2)(v) of the Act, says that Central Government can restrict areas in which any industries, operations or processes or class of industries, operations or processes shall not be carried out or shall be carried out subject to certain safeguards. Besides Rule 5(1) of the Environment (Protection) Rules, 1986 states that central government can prohibit or restrict the location of industries and carrying on certain operations or processes on the basis of considerations like the biological diversity of an area, maximum allowable limits of concentration of pollutants for an area, environmentally compatible land use, and proximity to protected areas. The above two clauses have been effectively used by the government to declare ESZs or EFAs.

The same criteria have been used by the government to declare No Development Zones. Time to time, the Ministry of Environment, Forests and Climate Change (MoEFCC) approves a comprehensive set of guidelines laying down parameters and criteria for declaring ESZs. A committee constituted by MoEF puts this together. The guidelines lay out the criteria based on which areas can be declared as ESZs. These include Species Based (Endemism, Rarity etc), Ecosystem Based (sacred groves, frontier forests etc) and Geo-morphologic feature based (uninhabited islands, origins of rivers etc).

Background

January 21, 2002 : Wildlife Conservation Strategy - 2002 was adopted in the meeting of National Board for Wildlife, wherein it was envisaged that "lands falling within 10 kilometres of the boundaries of National Parks and Sanctuaries should be notified as eco-fragile zones under Section 3(v) of the Environment (Protection) Act, 1986 and Rule 5 of the Environment Protection Rules, 1986."

February 6, 2002 : The Additional Director General of Forests requested all the Chief Wildlife Wardens for listing out such areas within 10 kilometres of the boundaries of the National Parks and Sanctuaries and furnish detailed proposals for their notification as Eco-Sensitive areas under the above-mentioned Act.

In response, only a few States Governments had concerned over applicability of the 10 kilometres range from the Protected Area Boundary and informed that most of the human habitation and other areas including important cities in these States would come under the purview of Eco-Sensitive Zone and will adversely affect the development.

The National Wildlife Action Plan (2002-2016) indicates that "Areas outside the protected area network are often vital ecological corridor links and must be protected to prevent isolation of fragments of biodiversity which will not survive in the long run. Land and Water use policies will need to accept the imperative of strictly protecting ecologically fragile habitats and regulating use elsewhere." It also indicates that "All identified areas around Protected Areas and Wildlife Corridors to be declared as ecologically fragile under the Environment (Protection) Act, 1986."

March 17, 2005 : Considering the constraints communicated by the States, the proposal was re-examined by National Board for Wildlife and it was decided that the 'delineation of eco-sensitive would have to be site specific and relate to regulation, rather than prohibition, of specific activities' and the said decision was communicated to all the State Governments vide letter dated May 27, 2005.

A Public Interest Litigation was filed by the Goa Foundation before the Hon'ble Supreme Court regarding the issue of declaration of eco-sensitive zones.

December 4, 2006 : Supreme Court directed the Ministry of Environment & Forests to give a final opportunity to all the States/Union territories to respond to the letter (referred above) and the State Government send their proposals within 4 weeks, to the Ministry.

CHECK YOUR PROGRESS

Discuss the concept of eco sensitive zones
Elaborate the various issues regarding the eco sensitive zones.

Need for guidelines

Following the Supreme Court order, only States like Haryana, Gujarat, Mizoram, Meghalaya, Assam, Goa forwarded proposals to the MoEF.

The Hon'ble Supreme Court of India vide their judgement, in Shri Anand Arya & Anr, T.N. Godavarman Thirumulpad vs Union Of India & Ors on 3 December 2010 relating to the construction of a park at Noida near Okhla Bird Sanctuary, had noted that the State Government of Uttar Pradesh had not declared Eco-Sensitive zones around its protected areas as the Government of India had not issued any guidelines in this regard.

Thereafter, MoEF set up a committee under the Chairmanship of Shri Pronab Sen for identifying parameters for designating Ecologically Sensitive Areas in India. The parameters identified were richness of flora & fauna, slope, rarity and endemism of species in the area, origins of rivers etc.

Extent of ESZ

An ESZ could go up to 10 kilometres around a protected area as provided in the Wildlife Conservation Strategy, 2002.

Moreover, in case where sensitive corridors, connectivity and ecologically important patches, crucial for landscape linkage, are beyond 10 kilometres width, these should be included in the Eco-Sensitive Zones.

Further, even in the context of a particular Protected Area, the distribution of an area of ESZ and the extent of regulation may not be uniform all around and it could be of variable width and extent.

CHECK YOUR PROGRESS

Explain the need for guidelines regarding eco sensitive zones to state governments.
Describe the extent of ESZ.

4.04 PROBLEMS WITH ECO SENSITIVE ZONES

<http://www.epw.in/journal/2015/50/reports-states/problems-eco-sensitive-zone.html>

The conservation debate has been broadly divided into two approaches on the role of human beings in conservation. The fortress or exclusionary approach is based on the separation of human beings from nature. The participatory or inclusive approach is based on the view that conservation intricately depends on the relationship of human beings with their environment. The exclusionary model of

conservation has been found to be a failure in developing and non-Western countries. Therefore there is a stress on participatory models of conservation at present (Vacarro et al 2013).

In India areas rich in biodiversity are declared protected areas— national parks, wildlife sanctuaries, conservation reserves, reserved forests and protected forests, etc. Protected areas, particularly national parks in India, are governed largely by the exclusionary approach and are sites of conflict among the resident populations over the restrictions affecting their everyday activities (Mukherjee 2009). Thus setting up protected areas brings about socio-ecological changes in the region (Guha 1991).

It was during my fieldwork in the villages (Sawalde, Ringora, Dhikala and Dhela) around the Corbett National Park (CNP), Uttarakhand that I began to understand how Eco-Sensitive Zones (ESZs) around protected areas were a contentious issue in conservation. The ESZ dispute in this region brings to light some critical issues of environmental regulation in the region as well as in the whole of India.

Eco-Sensitive Zone Guidelines

The National Wildlife Action Plan (2002-2016) of the Ministry of Environment, Forest and Climate Change (MoEFCC) stipulated that state governments should declare land falling within 10 km of the boundaries of national parks and wildlife sanctuaries as eco fragile zones or ESZs under the Environmental (Protection) Act, 1986. The purpose of the ESZ was to provide more protection to the parks by acting as a shock absorber or transition zone.

Many state governments have pointed out that the 10 km boundary would encompass many habitations and important cities; and would adversely affect the developmental works. The guidelines for the ESZ were issued in a notification letter dated 19 February, 2011 for a speedy resolution of this issue. The guidelines proposed that the boundary had to be site specific, decided in consultation with a field based team comprising representatives from the forest department, revenue department and Panchayati Raj institution. Importantly it mentioned that the ESZs are not anti-people and do not intend to hamper their everyday activities.

CHECK YOUR PROGRESS

Discuss the various problems with the ESZs.

Why ESZ?

The protected areas are based on the core and buffer model of management. The core area has the legal status of being a national park. The buffer area, however, does not have legal status of being a national park and could be a reserved forest, wildlife sanctuary or tiger reserve. Two questions arise here— if the parks already have buffer zones then why do we need ESZs? If the buffer area does act as an area of coexistence and multiple use for local populations then why are locals so apprehensive of the ESZ?

Why Local Apprehensions

“Now the forest department wants us to be nature friendly and do organic farming. However if wild animals destroy our crops or kill our cattle we will not be compensated,” said Trilok Singh, a local villager residing near CNP. “Isn’t ESZ further buffering the buffer zone? Buffer zone already restricts so many activities,” added Virendra Singh, another villager from the same area. The already existing park regulations have adversely affected the traditional practices of the locals. The new declaration has, therefore, caused apprehension in the locals who believe that it would worsen their sustenance. The local communities have organised themselves under the ESZ Sangarsh Samiti (Resistance Group) (ESZSS) to scrap the implementation of the guidelines and raise some other demands.

The ESZSS is a platform for the villages in the periphery of CNP. They have come together not only with the demand to scrap the ESZ but also to raise other livelihood issues. Different villages have different motivations to join the group based on issues impinging their survival and everyday needs. A brief reflection on them highlights the different social realities that environmental regulations have created in this landscape.

The villages in this area are of two types— traditional ones and others resettled from the core zone of CNP. The traditional villages do not have any dispute over their status, and are revenue villages, but face similar environmental regulations. Some of the resettled villages have got the status of revenue villages, but others have the status of forest village and have been fighting the battle for revenue status. “The Forest Department shifted our village here from the core area, gave us the patta (documents) of the land, but we are still treated like encroachers,” said Kamala Devi, resident of a forest village in the area. The status of forest villages deprives them of any developmental activities. There are no schools, healthcare facilities, electricity and water connection. Also these villagers are denied permission to make pucca houses (permanent concrete structures), claim old dried or felled trees in their courtyard, make fencing around their houses or claim compensation for crop loss as these areas are considered to be forest lands owned by Forest Department.

Due to the opposition of locals and protest by ESZSS in October 2013, the Corbett Mahotsav (festival) to celebrate the 75 years of CNP and promote tourism by the government of Uttarakhand had to be cancelled amid all preparations.

Locals have always been in a tussle with the FD in these areas. An interesting case which increased the discontent for the ESZ happened on 10 February 2014. There is a temple devoted to the local deity of harvest in the periphery of the CNP. Once every year in February locals from all the villages in the area visit this temple and pray for a good harvest. But in 2014 seven villagers were arrested on serious charges under the Wildlife (Protection) Act, 1972 for forest and wildlife offences and kept in custody for nine days, right in the middle of the festivities. These seven villagers had been (and still were) quite vocal on the issues of local rights and problems. The charges imposed on them were repairing the temple using cement and tiles, harming trees and entering the park area without permission.

Local versus Outside Interests

“Before going to the forests our mothers and sisters pray that they do not encounter the tiger, and tourists come here spending thousands in the hope to see the same tiger.” Prabhat Dhayan, ESZSS activist, Ramnagar, Uttarakhand

“What will you do in Dhikuli? The complete village has been sold and converted to resorts. You will not find anyone. Not more than three or four families own land. They would sell it soon,” said the locals when I wanted to meet the people of Dhikuli village. Dhikuli is just outside /adjoining the Dhangari, main gate of the CNP. The dominance of mass tourism in the area has rapidly increased land prices. According to local sources land prices in the area prior to ESZ issue was Rs 50,60,000 per bigha. Now they are reported to have increased manifold.

Many villagers (in revenue villages) have profited from this, by taking advantage of the fact that their village was situated in the periphery of the park or the buffer zone. They are also unknowingly or indirectly promoting unsustainable practices in the area. Other villagers regard their lands as assets that would fetch them money in an emergency. The ESZ did not permit change of land use from agriculture to commercial under section 143 of the Zamindari Abolition Act. This was implemented from November 2012. As the villagers came to know about this rule from the tehsildar, they were more furious on the ESZ issue.

Mass tourism has been dominating the tourism industry in the area. As the pressure of tourism is rising, the government is developing new sites and gateways to the CNP. Initially Dhikala was the only entry gate for the park. However as tourism grew Bijrani zone, Dhela zone, Jhira zone, and Dhangari zone were subsequently opened for tourism. Recently Powalgarh Conservation Reserve has been created in the areas adjoining the village Powalgarh, and is being promoted as a tourist destination. Though Uttarakhand government promotes ecotourism, it is hard to find evidence of it on

the ground. Also, there are no policies to regulate tourism in the region (Equations 2009). Hotels and mega resorts, based on metropolitan interests (Fennel 1999:8) dominate the area and locals are restricted to low paying jobs. The locals are not enthusiastic in the ecotourism business as mass tourism gives them tough competition. Also the ESZ guidelines do not restrict the current tourism practices or put any restriction on the vehicular pollution in the area. Time and again, it is only the locals who have been made to sacrifice their rights and privileges, by privileging outside interests.

Conclusions

Through the study I neither want to portray the locals as benign nor as environmentally destructive (DuPuis and Vandergeest 1996). A simple view following the Malthusian logic puts local populations harmful to the environment and will necessitate and justify environmental regulations like the ESZ. However a deeper understanding will show how social changes due to modern environmental discourse (Bosak 2009), insensitive state and the dominance of market in the form of tourism (Equations 2009) are disturbing the local ecological and social realities, in which the locals play an active role.

Simply scrapping the ESZ, however, would not resolve the local socio-ecological issues. There is a need for rethinking on the impacts of the environmental policies at the local level, the type and prospects of local participation and most importantly the prospects of alternate income generating opportunities for successful conservation initiatives

CHECK YOUR PROGRESS

Elaborate why there are apprehensions about ESZs in mind of local population.
Explain the debate of local versus outside interest in respect of ESZ.

4.05 ECO HOTELS

https://en.wikipedia.org/wiki/Eco_hotel

Eco hotel is a hotel or accommodation that has made important environmental improvements to its structure in order to minimize its impact on the environment. The basic definition of a hotel is an environmentally responsible lodging that follows the practices of green living. These hotels have to be certified green by an independent third-party or by the state they are located in. Traditionally, these hotels were mostly presented as Eco Lodges because of their location, often in jungles, and their design inspired by the use of traditional building methods applied by skilled local craftsmen in areas, such as Costa Rica and Indonesia.

Today, eco hotels also include properties in less "natural" locations that have invested in improving their "green" credentials.

Criteria

An eco hotel must usually meet the following criteria :

- Dependence on the natural environment
- Ecological sustainability
- Proven contribution to conservation
- Provision of environmental training programs
- Incorporation of cultural considerations
- Provision of an economic return to the local community

Characteristics

Green hotels follow strict green guidelines to ensure that their guests are staying in a safe, non-toxic and energy-efficient accommodation. Here are some basic characteristics of a green hotel:

- Housekeeping uses non-toxic cleaning agents and laundry detergent
- 100% organic cotton sheets, towels and mattresses
- Non-smoking environment
- Renewable energy sources like solar or wind energy
- Bulk organic soap and amenities instead of individual packages to reduce waste
- Guest room and hotel lobby recycling bins
- Towel and sheet re-use (guests can tell housekeeping to leave these slightly used items to reduce water consumption)
- Energy-efficient lighting
- On-site transportation with green vehicles
- Serve organic and local-grown food
- Non-disposable dishes
- Offers a fresh-air exchange system
- Greywater recycling, which is the reuse of kitchen, bath and laundry water for garden and landscaping
- Newspaper recycling program

CHECK YOUR PROGRESS

Explain the concept of eco hotels.

What criteria should be met by hotels to be called eco hotels?

What features are usually exhibited by eco hotels.

Definition

Ecology is a very strong trend, either convictions or a fashion, caring for the earth has become an ideal of many. As a result, eco-hotels have become an increasingly popular alternative in the tourism industry, the increase in demand has led therefore to a large range of hotels with planet friendly options for all requirements.

According to the Royal Spanish Academy, one of the interpretations of the term ecology includes "defense and protection of nature and environment" From what we understand, to be green what is sought is to defend and protect everything natural. around us. contact with nature is something almost inherent to the holiday, providing an opportunity to carry out environmental.

An ecological hotel is one that is fully integrated into the environment without damaging the environment, contributing in some way to progress and improvement of the local community and sustainable growth of the tourism industry.

The term has been used on a more regular basis as new websites devoted to the subject become more prominent and hotel owners become more interested in protecting the areas their guests have come to visit.

New properties are being built from sustainable resources tropical hardwoods, local stone and designed to better blend in with their environment. In addition, they are also being run on eco-friendly

principles, such as serving organic or locally grown food or using natural cooling as opposed to air conditioning.

Ecolabelling of hotels in Europe

The EU Ecolabel is an official sign of the environmental quality of services and goods in the European Union (EU) that is both certified by an independent organisation and valid throughout the many member States of the European Union.

Any tourism accommodation operator in the EU - from a large hotel chain to a small farmhouse has been able to apply for the European Eco-label since 2003. The operators must meet strict minimum standards with regard to environmental performance and health standards. These should include the use of renewable energy sources, an overall reduction in energy and water consumption, measures to reduce waste, environmental policy setting and the provision of non-smoking areas.

The first eco-labelled hotel in the European Union was the Sunwing Resort Kallithea, located in Rhodes, Greece in 2003 and the first eco-labelled hotel on the Iberian Peninsula (Spain and Portugal) was the Hotel Jardim Atlântico on the Portuguese island of Madeira.

Ecolabelling of hotels in South America

In Argentina, the Tourism Hotels Association (AHT) has created an annual award, Hoteles Más Verdes (Greener Hotel). The prize is a monetary award and peer-recognition of the best eco-hotels in the country, both operating and under construction. In 2013, Hoteles Más Verdes Award, eco-hotel projects Category, was given to Palo Santo Hotel in Buenos Aires. In August 2014, the city of Buenos Aires has presented a new labelling system for hotels and hostels, 'Ecosello'. With three levels of certification (Committed, Advanced and Excellence), the new label aims at developing tourism operators eco-consciousness in Buenos Aires

CHECK YOUR PROGRESS

- Explain eco labeling of hotels in Europe.
- Discuss eco labeling of hotels in South America.

4.06 SOME ECO FRIENDLY HOTELS IN INDIA

<https://www.tourmyindia.com/blog/top-eco-friendly-hotels-resorts-india/>

While going through the list of types hotels in India, I came across a unique category called 'eco-resorts'. Sometimes called eco lodge, these resorts or hotels offer innovative retreats that are committed to conservation, cultural sensitivity, isolation, and style. To cut back the carbon footprints, mostly hotels are constructed from recycled building materials and uses solar water systems, sewage treatment plants, and low consumption bulbs. They also hire local staff and benefit native communities; this is done not only to give a more authentic touch but mainly to provide employment to people living in those places. In this blog, we have compiled some hotels that are both green and glamorous, and are appropriate for a luxury stay

Vythiri Village, Wayanad- Featuring India's first artificial waterfall



Fig 4.06: Vythiri Village,

Photo: <http://goo.gl/NmAadW>

Chattering sound of the waterfall, chirps of birds, great vistas of the beautiful Chembra peak, and a whiff of spices, all this and much more can be experienced the movement you enter the Vythiri Village. Set on 24 acres of lush green forest dotted with vegetable gardens growing jackfruit, pepper vine, turmeric, ginger, and tapioca, Vythiri Village is one of the finest tree house resorts in India. Tucked in the hills of Wayanad at an altitude of 2600 feet above the sea level, the resort features 200 guest rooms, conventional hall, conference room, games room, health club center and an artificial waterfall.

Activities like trekking, cycling, zip line, archery, morning walk, stream walk, and yoga are arranged as a part of the hospitality by the hotel. A cup of tea or coffee in the traditional Kerala houseboat design restaurant and tea garden are the highlights of the hotel. Within the vicinity of the resort, there is an artificial three-tiered waterfall. On a stay in this resort to feel this perfect green getaway, guest can enjoy the beauty of the vibrant jungle where they may have an encounter with the wilderness, interact with the local tribes and relax senses by indulging in a spa session.

Location: NH-212, Near Vythiri Town, Vythiri P.O Wayanad ó 673 576, Kerala, India

CHECK YOUR PROGRESS

Describe the features of Vythiri Village, Wayanad as an eco friendly hotels in India.

Spice Village, Periyar– Feast for the eyes, treat for the taste-buds



Fig 4.07: Spice Village,

Photo: <http://goo.gl/XEyCUa>

Just a stone throw away from the Periyar Tiger Reserve, Spice Village is sprawling over an area of 14 acres pesticide-free land featuring rooms with a thatched roof made of elephant grass, earth yards, lush green gardens, fruit trees, rare herbs and a profusion of flowering plants. Spice Village bears a resemblance to the traditional tribal village of Periyar. Food served in the restaurant comes from vegetable patches within the resort. While staying the spice village, guest can go bird watching, enjoy scrumptious food made of organic vegetables, cart ride, learn traditional therapies, fishing and go for a short trip to the neighboring plantations and fruit orchards. The hotel undertakes its waste management way to seriously as it segregates and recycles the scrap in the in-house vermicompost plant to make organic manure for the vegetable and herbal gardens. There are no air conditioners in the resort, and solar panels meet all the electricity requirement. Spice Village works in close consonance with the local tribal community, and they contribute even the major artwork displayed in the hotel.

Location: Kumily Thekkady Road, Thekkady, Kumily, Kerala 685509

Coconut Lagoon, Kumarakom- Undiscovered heaven for travellers



Fig 4.08: Coconut Lagoon,

Photo: <http://goo.gl/0PwMwT>

Crisscrossed by the waterways of the great Vembanad Lake, Coconut Lagoon resort nestles in a tiled roof bungalow, a portion of which is believed to be 400 years old. Villas of the hotels are designed and crafted by the local craftsmen, and some of the artifacts featured in the rooms are sourced from the traditional homes or heritage mansions across Kerala. The resort also has a composting plant that converts waste to manure and offers rides on its solar-powered boat. Also, the hotel adopts the organic

farming strategy. In this resort, guests can spend their time canoeing, birdwatching, coconut husking or watching a Kalari wrestling match in the morning.

Location: Kumarakom, Kottayam, Kerala 686563

CHECK YOUR PROGRESS

Describe the features of Spice Village, Periyar as an eco friendly hotels in India.

Describe the features of Coconut Lagoon, Kumarakom as an eco friendly hotels in India.

Mountain Trail, Mukteshwar, Uttarakhand- Escape to the hills



Fig 4.09:Mountain Trail,

Photo: <http://goo.gl/MZfK4w>

Claimed to be the only green resort in Mukteshwar, Mountain Trail is sprawling over an area 2-1/2 acre, that too at an elevation of 2300 meters above the sea level. Inside the resort, you can see orchards with over 100 fruit trees, and flower beds with more than 70 types of flowers. Monsoon is the ideal time to book a stay in the mountain trail as this is when you can see flowers blooming in the area, and there is lush greenery as far as your eyes can see. The hotel uses cultural tourism to preserve biodiversity, puts local traditions in the spotlight and creates employment opportunities for locals. Plastic bags are strictly not allowed in the hotel; there are no televisions in the rooms, and even wasted water from the bathroom is used water the gardens.

Location: P. O. Sargakhet-263 132, (Mukteshwar) Distt. Nainital, Uttarakhand

The Blackbuck Lodge, Velavadar National Park – Witness the unparalleled beauty of the jungle



Fig 4.10: The Blackbuck Lodge,

Photo: <http://goo.gl/JNHRci>

Situated at Gulf of Cambay in Gujarat, the blackbuck lodge features a stylish retreat fit for a secluded getaway. The resort has 14 different villas, which are made of eco-friendly materials, and each has a window, from where guests can see eagles, falcons, and endangered vultures soaring high in the sky. All the unused items from the hotel like a plastic bag, bottles, etc., are sent to the city for recycling and meals in the restaurant are prepared from the freshly picked vegetables grown in the resort. The resort is furnished with a plush pool and health club. In the majestic tapestry of wildlife, the resort is a perfect option for those looking for an ideal destination for discerning traveling.

Location: Near Vallabhipur, District Bhavnagar, Velavadar, Gujarat 364313

Orange County, Kabini- Experience wildlife like never before



Fig 4.11: Orange County,

Photo: <http://goo.gl/Fh6rfK>

All the activities that take place at Orange County, Kabini, a two-hour drive from Mysore, are geared towards making visitors comfortable around wildlife. At Orange County, the guests are accommodated in the huts that adorned with the sumptuous interiors and ethnic interiors that are furnished in a tribal pattern. For the protection of the environment, the resort has taken up multiple initiatives like installing STP (Sewage treatment plant) with stream-water standard output; sending unutilized plastic, paper, glasses and metal cans for recycling and restricting the number of guests entering the resort. To get the clear image of eco-friendly practices and glimpse of the tribal life, go for a cycling tour to nearby villages.

Location: Bheeramballi Village & Post, H.D. Kote Taluk, Mysore, Karnataka

CHECK YOUR PROGRESS

Describe the features of Mountain Trail, Mukteshwar as an eco friendly hotels in India.
Describe the features of The Blackbuck Lodge, Velavadar National Park as an eco friendly hotels in India
Describe the features of Spice Village, Orange County, Kabini as an eco friendly hotels in India.

Shaam-e-Sarhad Village Resort, Bhuj, Gujarat- Enjoy a stay in the picturesque village



Fig 4.12: Shaam-e-Sarhad Village Resort,

Photo: <http://goo.gl/1sIsfQ>

A part of the Government of India and United Nations Development Program initiative to support rural tourism and create employment opportunities, Shaam-e-Sarhad Village Resort deserves a special mention in the list of eco resorts in India. The resort has rooms in the form of mud houses with sloping roofs that remain fresh during the day and warm at night. Apart from the mud houses, there are eco tents, which are adorned with the finest block prints, and Kutchi paintings. On a stay in

Shaam-e-Sarhad Village Resort, visitors have a variety of activities to choose from like a tour to Rann of Kutch and Chharid Dhand wetlands, workshops on bhunga (traditional houses in Kutch) and folk music and dance performances to wind up the day.

Location: Bhuj (Kutch), Hodka, Gujarat 370510

Nameri Eco Camp, Nameri National Park- Get close to the wonders of nature



Fig 4.13: Nameri Eco Camp,

Photo: <http://goo.gl/IX13BC>

Established 22 years ago, Nameri Eco Camp is one of the oldest nature camps in North-East India. The resort is one such vintage place from where you can see the clear blue sky, stunning view of Eastern Himalaya, and the chattering Nameri River. At Nameri Eco Camp, guests can accommodate themselves in thatch-and-bamboo tent or a cottage. For birdwatchers, the resort is heaven as here they can view of 420 species of birds, including the critically endangered white-winged wood duck. There are also some excellent trekking and bird finding routes around the camp. Also, guests can go rafting on Jia-Bhoreli River or explore the national park on foot as jeep safari isn't available. The resort is working in the close relationship with the State Institute of Rural Development of Assam; here one can find camps that started by villagers to start small agribusinesses and become less dependent on the forest. The resort is also working closely with the Eco Task Force, the special unit of the Indian Army to distribute saplings in the afforesting the area.

Location: Village- Torajan Potasali, P.O.- Gamani, Dist- Sonitpur, Assam- 784103

CHECK YOUR PROGRESS

Describe the features of Shaam-e-Sarhad Village Resort, Bhuj, Gujarat as an eco friendly hotels in India.

Describe the features of Nameri Eco Camp, Nameri National Park as an eco friendly hotels in India

Banasura Hill Resort, Wayanad- Set up on a journey to paradise



Fig 4.14: Banasura Hill Resort,

Photo: <http://goo.gl/Q5E2aN>

Calmly nestled in a part of one of the richest biodiversity in the world, Western Ghats, Banasura Hill is a treat for the nature-lovers. This 35-acre resort, dotted with tea, coffee, pepper, and cashew plantations, is located at an altitude of 3200 feet. If seen from a distance, the resort looks like a riot of colors with dull orange mud walls of the huts, framed by the riotous green of the forest, and the Banasura Hill right behind it. Since the region is a biodiversity hotspot, here one can find a beautiful waterfall, birdwatching spots, numerous streams, and jungle trails, all are a short hike away. One of the most interesting aspects of the resort is its architecture; the cottages are built using rammed earth technique and have elephant grass thatched roofs and bamboo furnishings while the fences are created by planting thousands of bamboos of different varieties around its perimeter. A rainwater harvesting system fulfills the entire resort water requirements.

Location: Vellamunda, Wayanad, Kerala 670 731, India

Kipling Camp, Kanha National Park, Madhya Pradesh- Luxury in the wilderness



Fig 4.15:Kipling Camp,

Photo: <http://goo.gl/4EEMmr>

Established by the two famous wildlife conservationists- Anne and the late Bob Wright in the buffer zone of Kanha National Park, Kipling Camp is one of the oldest forest lodges in the area. The resort works closely with the Baiga tribal community and communicates with them through a corporation that was formed years ago. The organization supports local performing and fine art. A stay at the resort offers a perfect opportunity to relax in the arms of nature. Each of the 30 cottages has an individual identity and is built up using the local materials. There are multiple dining options at the resort: under a mahua tree, on a patio, or even under the stars. Additionally, there are many private cottages in the hotel that overlook the water-body, which remains full of rainwater even during the harshest of the weather condition. Also, there is a sewage treatment plan that filters the water using sand and other natural elements.

Location: Morcha Village, P.O. Kisli ó Kanha National Park, District Mandla, Madhya Pradesh 481768, India

CHECK YOUR PROGRESS

Describe the features of Banasura Hill Resort, Wayanad as an eco friendly hotels in India. Describe the features of Kipling Camp, Kanha National Park, Madhya Pradesh as an eco friendly hotels in India

Nimmu House, Leh, Jammu & Kashmir -Reconnect with the nature



Fig 4.16: Nimmu House, Leh

Spread over three floors; Nimmu house features thirty furnished rooms, two Buddhist temples, stables and an orchard of 5000 sq. Meters with hundreds of apricot, apple and walnut trees. An epitome of Ladakh's cultural heritage, the original structure of the resort was built in the 20th century by Rinchen Namgyal Zildar, a cousin, of the then Ladakhi king. Later, in the year 2012, Lobzang Panchok Shamshu, a Ladakhi entrepreneur and Alexandre Beuan, a professional traveler, visited the house, restored it and gave it a secondary lease of life to give local people economic opportunities. All the 30 rooms in the hotel are tastefully decorated by using traditional architectural style. Along the rooms, there are many spacious and well-equipped tents.

Location: Nimmu House, c / Nangso House Nimmu, 194101 Leh, Jammu & Kashmir

Rainforest Retreat at Mojo Plantation, Coorg, Karnataka- Take a green break



Fig 4.17: Rainforest Retreat at Mojo Plantation,

Photo: <http://goo.gl/5UG4ly>

A part of the unique project that combines sustainable agriculture with eco-tourism and environmental education, Rainforest retreat at the Mojo Plantation is one of the most scenic eco-lodges in Kodagu district. The lodge was found way back in 1994 by the botanist couple, Sujata, and Anurag Goel. Inside the resorts, guest can book a stay in tents, deluxe cottages or the plantation cottages, each made of natural materials and powered by eco-friendly 12V solar lighting. A percentage of the organic waste generated in the hotel makes its way to biogas plants that helps to electrify the kitchen and rest are used as a fertilizer for coffee, kokum, cardamom, and vanilla crops. The bamboo, banana, and fragrant coffee and orange plants in the resort are home to a vast population of crawlies like wasps, dragonflies, frogs, lizards, spiders, and snakes.

Location: Rainforest Retreat, P.O. Box 101, Madikeri 571201, Kodagu, Karnataka

SwaSvara- Gokarna's best kept secret



Fig 4.18: SwaSvara, Gokarna

Photo: <http://goo.gl/jbZd1n>

Imagine this; you're doing a yoga asana or meditation facing the sun and all what backs is the sounds of the ocean. Won't that be an amazing scene? Well, if you want to experience something like this, you should book a stay in the SwaSvara, a luxurious treat built on a 26-acre land. A part of the CGH Earth (group of hotels), SwaSvara is committed to promoting ecologically-sensitive and culturally-

responsive tourism in the country. The resort has a farm and swimming pool, which runs only on harvested rainwater. Each villa of the resort is made of local laterite stone and have clay tiles, thatched roofs, and open-air showers. The resort also practices eco practices like vermicomposting, rainwater harvesting, and recycling waste water in the garden. To keep the guests busy, resorts offers a ray of activities like short hikes with field naturalists, kayaking, learning clay pottery from local artisans at the resort's arts center, and spa.

Location: Donibhai, Om Beach Rd, Gokarna, Karnataka 581326

Barefoot at Havelock resort, the Andamans- India's only beach-side jungle resort



Fig 4.19: Barefoot at Havelock resort,

Photo: <http://goo.gl/i2tz5u>

Nestled quietly amidst the rainforest on one of the picturesque beaches in Asia, Havelock, Barefoot at Havelock is India's only beach-side jungle resort. The resort has 31 elegantly designed thatch tents, cottages and villas tastefully furnished with modern amenities and bathroom. Rainwater harvesting and natural spring field is the lone source of water in the resort and the management ensure that the nearby village's water supply isn't affected, which is of particular importance because tourist season coincides with a dry period on the island. Leaving behind the babbling city life, here you can experience the art of doing nothing or unearth the treasures of nature's that can be charmed forever.

Location: SH 4, Port Blair, Andaman and Nicobar Islands 744211

Wilderness Nature Resort, Goa- Best family escape



Fig 4.20: Wildernest Nature Resort,

Photo: <http://goo.gl/DXKGc4>

Strategically located on a 450 acres land that connects Mhadei and Bhimgad Wildlife Sanctuaries, the two crucial corridors of West India, Wildernest is a famous nature resort. From the hotel, one can see the beautiful view of chattering Vazra Falls, gloriously flowing over the green gradients of the Swapnagandha Valley. A large part of the lodge's energy needs are met through solar power and even create employment opportunities for the locals. All the 16 eco-friendly cottages in the resort are built in a simple rustic style with acacia wood paneling and tiled floors inside. Use of plastic is banned in the resort.

Location: Off Sankhali, Chorla Ghats, Chorla, Goa 403708

The Dune, Eco Village and Spa, Puducherry- A resort to the nature



Fig 4.21: The Dune, Eco Village and Spa,

Photo: <http://goo.gl/sMMZhh>

The view of sea, sun and sand, the sound of waves crashing against the shore, and expanse of the bright sky, all this are some of the first impressions of the Dune Eco-village and Spa, Puducherry. This 35 acres eco-village has 55 bungalows, uniquely designed and crafted by the artists, designers, and architects from all around the world. Each room is well ventilated and equipped with low consumption bulbs, solar water system, and organic linen. All the meals served in the eco-village are made of organic vegetables that are grown in the 500 acres land benefiting around 4000 farmers. The resort's gates open out into the beach, and you can see a handful of guests enjoying the seaside. On a stay in the dune, don't forget to try the magic water treatment, a spa treatment done in a 14-meter long swimming pool partly covered by an old wooden Kerala house. If you're looking for a place to revitalize your body, mind, and soul, then the dune is the place to be.

Location: 70, ECR Road, Pudhukuppam, Keelputhupet, Via Pondicherry university, Puducherry, 605014

Surjivan, Gurgaon- Back to the Indian routes



Fig 4.22: Surjivan,

Photo: <https://goo.gl/KxVbge>

Surjivan, a luxurious retreat near the business hub Gurgaon, is an excellent spot for visitors to soak in the village culture as you sip a tea and watch villagers making some beautiful art. At Surjivan, you can book a stay at any of the 14 spacious air-conditioned cottages, adorned with aesthetically decorated with Vedic Yantra motifs. All the cottages are made of mud and Jarokhas, which provide the natural cooling. For kids, there are a variety of activities to choose from like traditional Indian games, outdoor games, village safari on the tractor, camel ride and farm routes. Here, adventure junkies can indulge in rappelling, zorbing, river crossing, wall climbing, to name a few. A large number of birds are seen fluttering through the property.

Location: Off Jaipur Highway (NH-8), Naurangpur-Tauru Road, Opposite ITC Grand Bharat Hotel, Gurgaon, Haryana

The Orchid , Mumbai- Asia's First Five Star Hotel to win the Ecotel Certification



Fig 4.23: The Orchid,

Photo: <http://goo.gl/dlJWH1>

Reckoned as Asia's first certified eco-friendly five-star hotel, the Orchid is located in Vile Parle, the heart of Mumbai; quite close to the airport. The hotel adopts solid waste management technique and sewage treatment plan that treats waste water and utilizes it for air conditioning and gardening. All the guest rooms toiletries are herbal, and all paper provided has a minimum of 25% recycled content. Also, the hotel has its band known as Green Team, which is known for organizing plantation drives, and rallies related to solid waste management, energy efficiency, and water conservation and preservation. Each of the 72 rooms of the hotel is lit up by the CFL and LED lights, and incorporates an Eco button, which when pressed increases the AC temperature of the room by 2 degrees Celsius thus conserving energy.

Location: 70/C, Nehru Road, Adjacent to Domestic Airport, Vile Parle (E), Mumbai 400099. Maharashtra.

The Park, New Delhi- A green retreat for business travellers



Fig 4.24: The Park,

Photo: <http://goo.gl/lr4UAQ>

Many people would never expect the swanky The Park on this list, but the fact is that is that the hotel makes best efforts to save the environment. Located in the heart of Delhi, Connaught Place, The Park lays primary emphasis on discreet luxury. All the 220 rooms in the hotel are lit up with low-energy consuming LED lights. Meals in the resort are prepared from organic vegetables, and solar power is used to electrify the hotel. The hotel is also equipped with a VFD system to maintain water pressure so as to avoid wastage. Moreover, all their garbage bags are biodegradable.

Location: 15 Parliament Street, New Delhi

Ananda-in the Himalayas- Tehri – Garhwal- Revive yourself, rejuvenate and enjoy this luxurious experience.



Fig 4.25: Ananda–in the Himalayas,

Photo: <http://goo.gl/i2XsVj>

There are many good reasons to love Ananda and being green is just one of them. From recycling bottles for gardening to making pens and bags of biodegradable matter, the hotel adopts many measures to adopt eco-friendly credentials. The hotel often organizes afforestation drive to increase the forest cover in the surrounding hills. Also it encourages guest to embrace eco-friendly techniques and many environmentally-conscious guests are more than happy to comply.

Location: Narendra Nagar, Tehri Garhwal, Uttarakhand

CHECK YOUR PROGRESS

Describe the features of Nimmu House, Leh as an eco friendly hotels in India.

Describe the features of Rainforest Retreat at Mojo Plantation, Coorg as an eco friendly hotels in India

Describe the features of SwaSwara, Gokarna, Karnataka as an eco friendly hotels in India.

Describe the features of Barefoot at Havelock resort, the Andamans as an eco friendly hotels in India

Describe the features of Wildernd Nature Resort, Goa as an eco friendly hotels in India.

Describe the features of The Dune, Eco Village and Spa, Puducherry as an eco friendly hotels in India

Describe the features of Surjivan, Gurgaon as an eco friendly hotels in India.

Describe the features of The Orchid , Mumbai as an eco friendly hotels in India

Describe the features of The Park, New Delhi as an eco friendly hotels in India

Describe the features of Ananda in the Himalayas- Tehri Garhwal as an eco friendly hotels in India

4.07 END QUESTIONS

The following questions should help you prepare for the End Examinations. These questions are for 5 marks each and should take you 11 minutes under examination conditions.

1. Describe the importance of tourism for Kerala
2. Explain the various tourism products for Kerala
3. Elaborate the status for tourism in Kerala post liberalization.
4. Discuss the potential for tourism in Kerala
5. Describe the growth indicator for Kerala tourism.
6. Elaborate the perceptions of tourists visiting Kerala
7. Explain the growth of foreign and domestic tourists in 10 years for Kerala.
8. Elaborate the progress of Kerala in generating revenue through tourism in last 10 years.
9. Describe the seasonal variations in tourist arrival in domestic and foreign market.
10. Discuss the Kerala model for tourism.
11. Elaborate the vision statement for Kerala tourism.
12. Explain various initiatives taken by State of Kerala for enhanced tourism.
13. Elaborate what is meant by monsoon tourism.
14. Explain how Kerala is trying to implement responsible tourism.
15. Describe the status of eco tourism in Kerala.
16. Discuss the various attractions to tourists for eco tourism in Kerala
17. Describe the various wild life resources in Kerala
18. Explain how tourism is carried out in protected areas.
19. Analyze the ecotourism scenario of Kerala through a cost-benefit analysis
20. Discuss the major ecotourism centers in Kerala
21. Explain the features of some wild life sanctuaries in Kerala.
22. Describe Wayanad Wildlife Sanctuary in Kerala in details
23. Describe Konni Eco-Tourism project in Kerala in details.
24. Describe Agasthyakoodam project in Kerala in details.
25. Describe Thenmala Eco-Tourism Project in Kerala in details
26. Elaborate the need for ecotourism in Kerala.
27. Discuss the concept of eco sensitive zones
28. Elaborate the various issues regarding the eco sensitive zones.
29. Explain the need for guidelines regarding eco sensitive zones to state governments.
30. Describe the extent of ESZ.
31. Discuss the various problems with the ESZs.
32. Elaborate why there are apprehensions about ESZs in mind of local population.
33. Explain the debate of local versus outside interest in respect of ESZ.
34. Explain the concept of eco hotels.
35. What criteria should be met by hotels to be called eco hotels?
36. What features are usually exhibited by eco hotels.
37. Explain eco labeling of hotels in Europe.
38. Discuss eco labeling of hotels in South America.

39. Describe the features of Nimmu House, Leh as an eco friendly hotels in India.
40. Describe the features of Rainforest Retreat at Mojo Plantation, Coorg as an eco friendly hotels in India
41. Describe the features of SwaSwara, Gokarna, Karnataka as an eco friendly hotels in India.
42. Describe the features of Barefoot at Havelock resort, the Andamans as an eco friendly hotels in India

43. Describe the features of Wilderndest Nature Resort, Goa as an eco friendly hotels in India.
44. Describe the features of The Dune, Eco Village and Spa, Puducherry as an eco friendly hotels in India
45. Describe the features of Surjivan, Gurgaon as an eco friendly hotels in India.
46. Describe the features of The Orchid , Mumbai as an eco friendly hotels in India
47. Describe the features of The Park, New Delhi as an eco friendly hotels in India
48. Describe the features of Anandaóin the Himalayas- Tehri Garhwal as an eco friendly hotels in India
49. Describe the features of Banasura Hill Resort, Wayanad as an eco friendly hotels in India.
50. Describe the features of Kipling Camp, Kanha National Park, Madhya Pradesh as an eco friendly hotels in India

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V101: B. Sc. (Hospitality and Tourism Studies)
HTS 603: Eco Tourism