CHAPTER – 2
REVIEW OF LITERATURE

After furnishing a general introduction, an attempt is made in this chapter to review the literature on the subject. The literature on various aspects of ecotourism is quite extensive. In order to find out major developments that took place in ecotourism, a brief review of existing literature on different aspects of ecotourism is made in this chapter.

Tourism industry in India plays a significant role in transforming the society and economy. Pandit Jawaharlal Nehru’s oft-quoted remark, namely “welcome a tourist and send back a friend” has been the essence of Indian tourism approach in the post independence era. Tourism as an industry has great potential to bring about social and cultural development. Today Kerala is the most sought and trusted tourism brand in India. According to the report of World Travel and Tourism Council (WTTC), travel and tourism in Kerala is expected to grow at the rate of 11.4% per anum in real terms between 2004 and 2013.

The importance of ecotourism is evident from a recent study conducted by the World Tourism Organisation. According to the study global spending on ecotourism was increasing by 20% a year. This is about six times the average rate of growth for the tourism industry as a whole. Research findings indicate that there is an increase in the demand for and participation in outdoor activities in general, specifically ecotourism. Since the present study is relatively new topic, specific literature on the topic is hardly available. However, a few studies are available in the different aspects of tourism in general and ecotourism in particular.

2.1 Studies on Eco-Tourism

Following are some of the research studies on tourism and ecotourism.

Batra (1990) in his study on ‘Tourism in Rajasthan-Problems, Potential and Future Prospects’ points out the various snags, impediments and obstacles in the promotion of tourism in the state of Rajasthan in particular and India in general, some of which are in-built in nature. He strongly recommends that, tourism activity in Rajasthan must be taken as a dynamic tool in uplifting the
social status of the society. For this he recommends frequent get together of local people with the foreign tourists. According to him such meetings will help to break some of the age-old rotten social barriers and orthodox systems prevalent in the state.

Sudheer’s (1992) study on ‘Tourism in Kerala-Problems and Prospects’ highlighted the importance of tourism in Kerala and various problems confronting the tourism sector.

According to Santhosh Thampi (2001) ecotourism came into prominence as a strategy for reconciling conservation with development in ecologically rich areas. He points out that ecotourism comprises a number of inter-related components all of which should be present for authentic ecotourism to occur.

Rajakumari (2007) in her study on ‘Tourism-An Epitome of Incentives’ explains that to decrease financial leakages in tourism, it would be important to increase local ownership of tourism-related business, building up tourism infrastructure using local investors and avoiding purely foreign investment.

Bijender Punia (1999) in his study on ‘Problems and Prospects of Tourism in Haryana’ has highlighted the importance of elements like climate, seasonality, accessibility, attitude of host population, availability of man-power resources and the planning expertise in tourism development in any area, region, state or country.

Seema and Jojo (2006) in their study hold the view that ecotourism in the Indian context has significant implications for nature and culture conservation, rural livelihoods and conservation education. Existing documents on ecotourism policy are briefly reviewed in this paper to draw insights for the Indian context. This paper also suggests ways of linking indicators of impacts and incentives.

Poya Moli (2007) in his paper on ‘Eco-Cultural Tourism in Indian Islands: Some Implications’ attempted to focus on paradigm shifts in tourism and environment management with particular reference to Indian Island eco systems. Sustainable alternatives are suggested to ensure that the tourism in Indian Islands are not merely financially self-sustainable, but ecologically and socially sustainable as well, besides culturally responsible.
Haque Immanuel and Shanawaz Ahammed Dur (2007) in their study titled ‘Dynamics of Tourism Economics: An Indian Perspective’, showed the significance of tourism specifically with reference to employment sector, infrastructural facilities and poverty eradication.

According to Vijayakumar (1995) “ecotourism implies an enjoyment of nature’s bounty as well as understanding the culture and natural history of the environment”. His thesis mainly stressed the promotion of ecotourism in Kerala as it cares the conservation of eco-system, while respecting the environment.

Katja Pactz (1997) studied the relationship between sustainable development and tourism and concluded that “sustainable development is to be seen as the way forward to guarantee the long term viability of the tourism business”.

Rao (2005) after analysing the relationship between tourism and foreign exchange concluded that tourism is a revenue earner and the most significant source of foreign exchange in several countries. He warns that a badly organised tourism development strategy will have some adverse effects on the country rather than the development of the country.

Anil Reddy (2000) in his paper holds the view that ecotourism is entirely a new approach in tourism. It is reserving travel to natural areas to appreciate the cultural and natural history of the environment. He reviews various issues and information about ecotourism.

Manonmoney (1995) in her study highlighted the benefits and problems encountered while framing and implementing ecotourism measures. According to her the three main aspects to be emphasised under ecotourism are prevention of pollution, carrying capacity based tourism and tourist environmental policy.

According to Dhanasekaran (2005) “protection, development and improvement of the various constituents of the environment are among the basic conditions for the harmonious development of tourism”. Similarly intelligent tourism management can contribute in large measure to the protection and development of the physical environment and cultural heritage of mankind as well as the improvement of the quality of human life. It is therefore advisable that
tourism development and sound environmental management should be integral concerns of national development policies.

Syamala (2002) believes that ecotourism has become a need for everyone who wants to refresh from the routine fast city life. Ecotourism provides many interesting tours to the heart of Mother Nature. Ecotourism in India is about taking a break from the busy life and leading a slow paced life in the midst of greenery. In her words, instead of waking up with the alarm we can wake up with the chirping of birds, we can have healthy and timely food rather than having fast food-fried stuffs. India offers many ecotourism spots, which are safe.

Aga Iqrar Haroon (1999) emphasised the role of communities in ecotourism. To him ecotourism has no meaning without the role of local communities. Ecotourism is a blend of controlled activities of a group of people having a goal of sustainable development in their respective area.

Aparna Raj (1999) emphasises on sustainable tourism development that Indian tourism needs to be revamped so as to have sustainable development and she made some suggestions and policies for the sustainable tourism development.

Vijaya Raju (2007) in his study opines that the current massive degradation of habitat and extinction of species is taking place on a catastrophically short timescale, and their effects will fundamentally reset the future evolution of the planet’s biota. The fossil record suggests that recovery of global eco systems has required millions or even tens of millions of years. Thus intervention by humans, the very agents of the current environmental crisis, is required for any possibility of short-term recovery or maintenance of the biota. In a world already transformed by human activity, the connection between humans and the eco systems they depend on must frame any strategy for the recovery of the biota and for the maintenance of biodiversity.

Daniel Gnana Sagar (1998) holds the view that ecotourism is the only way to maximise the economic, environmental and social benefits of tourism. Everyone is a stakeholder in the process and we clearly need to avoid our past shortcomings and negative momentum with more and more travel and travel related organisations are addressing the needs of the eco-tourists and impact that
they have had. In India too the movement is gathering and promoting ecotourism in the country.

According to Thomas (2002), the former Minister of Tourism, Government of Kerala, in order to make Kerala the real God’s Own Country, an up market high quality tourism destination through national utilisation of resources with focus on integrated development of infrastructure sector, conserving and preserving the heritage and environment and enhancing productivity, income, creating employment opportunities and alleviating poverty thereby making tourism the most important sector for the socio-economic development and environmental protection of the state.

Babu Paul (2001), the former Secretary of Tourism, Government of Kerala, in his paper entitled ‘A Perspective Paper on Tourism Development in Kerala’ sketched the profile of tourism in Kerala and brought out the constraints and prospects of tourism industry. He also brought out a clear perspective on tourism promotion and on the role of private sector in Kerala tourism.

According to Ralf Buckley (2000), “ecotourism, like tourism in general, is an industry as well as a social phenomenon and for private-sector ecotourism operators, ecotourism is a business enterprise”. He also emphasised the marketing of ecotourism and environmental education.

Singh (2008) made an in-depth study into different travel attractions and the different motivators of travel. He argues that historical and cultural attractions play a crucial role in the promotion of foreign tourism. He analyses tourism industry in India in detail. He elaborately evaluates the governmental and institutional role in tourism promotion and the problems of development of tourism in India. He explains how to generate awareness among the people and highlights the importance of domestic tourism.

Niranjan Das and Syiemelieh (2004) in their study ‘Ectourism in Assam’ explain that Assam has tremendous potentiality for growth and development of ecotourism. Assam forms a part of global biodiversity hot spot, with varieties of flora and fauna, which can provide a sound base to start ecotourism ventures.
James Buller (2000) in his study enunciates that ecotourism promotes positive environmental ethics and it doesn’t degrade the resources. He concentrates on intrinsic rather than extrinsic values, and it is biocentric rather than homocentric in philosophy. He defines ecotourism as a responsible way of travelling that supports preservation of natural and cultural heritage and welfare of local communities.

According to Kirti Shiva Kumar (2007), “ecotourism is the management of tourism and conservation of nature in a way, so as to maintain a fine balance between the requirements of tourism and ecology on the one hand and the needs of local communities for new job skills, income generating employment and a better status for women on the other”.

James Macgregor (1994) stated that ecotourism provides a direct return of a reasonable share of the revenues generated by the business to the local people and to the conservation of the local environment.

Sankar (1999) advocated suitable amendment to the Wildlife Protection Act, 1972 especially liberalisation of protected area management for promoting wildlife tourism. The report further stated that money from ecotourism should be utilised to: -

- Develop and maintain areas where funds are generated.
- Promote conservation
- Conduct environment education.
- Monitor and evaluate ecotourism development.

Raina (1999) strongly advocated ecotourism for sustainable tourism development. In his article, he explains that ecotourism as a logical component of sustainable development requires a multi-disciplinary approach, careful planning and strict guidelines and regulations that will guarantee sustainable operation only through inter-sectoral involvement, this goal can be achieved.

On the basis of their study conducted in the US, Wearing and Neil (1999) pointed out that eco-tourists have higher than average incomes and levels of education, and are also willing to spend more than the normal tourists. In terms of
their psycho-graphic characteristics, Wearing and Neil report that they possess an environmental ethic and are bio centric rather than a anthropocentric in orientation.

According to Ratna Sree (2010) ecotourism can develop a destination economically, infrastructurally and culturally, but if poorly developed it can create crime and other social problems, which is detrimental. In order to achieve sustainable development through ecotourism, effective partnership between local people, tourists, government and other sections of the industry are essential, otherwise ecotourism a boon for the development of Nation may become a doom.

Shini Dev (2005) conducted a study about relationship between demographic characters and preference of ecotourism activities among Indian eco-tourists. This study attempted to explore the relationship between the demographic characteristics of eco-tourists and their preferences of ecotourism activities. His study reveals that the preference of ecotourism activities of Indian eco-tourists is almost same, irrespective of their age.

Claire Doole (2000) conducted a study about ecotourism in China. The number of eco tourists is growing in China. They have realised that to attract foreigners they have to show their cultural side, offering more traditional singing and dancing and ensuring that houses are built in the traditional way. Women are now making an income selling their handicrafts to tourists on the way to the reserve.

Shaik Ameer and Yasmin Fathima (2007) in their paper titled ‘tourism growth in India and ecotourism impact on rural development’ clarified that ecotourism is based on the four principles - (i) nature orientation, (ii) eco-sustainability, (iii) possibility of conducting research and (iv) involvement of local people. Modern tourism industry may take different forms including adventure, health, trade fairs, cultural and religious festivals, national celebrations and food festivals. Among these ecotourism blends a different strategy of enjoying the nature’s serenity in its own way.

Tony Parr (1994) conducted a case study about Sirubari Village Tourism Project and says that partnership between the local community and a commercial promotion and marketing agency has successfully established Sirubari as the model for future development.
Lakshmi (2007) says that there is no second opinion that the protection of good environment will have a positive impact on the development of tourism. Again tourism development will have positive impact on the protection of environment. One thing should be noted here, is that the growth of tourism, without proper control and supervision will endanger the environment and then tourism industry itself will face a setback.

2.2 Studies on Eco-Tourism from Books

Praveen Sethi (1999) in his book ‘Nature and Scope of Tourism’ opines that earnings from international tourism represent an visible export. They are the result of selling the country’s tourism product to tourists from abroad. Expenditure on tourism is the opposite. They represent an invisible import. The residents are buying a tourism product from elsewhere.

In the book ‘Environment and Tourism’ Andrew Holden (2000) highlighted that “ecotourism today is a big business”. Products with an eco-label are able to command higher prices in the market place. Similarly, there is also substantial funding for ecotourism proponents by donors and well meaning agencies, making it a lucrative consultancy based business as well.

According to Rajiv Bhartari (2008) ecotourism development has entered an exciting phase in North India. However, there is tremendous scope for sharing experience and scaling up of activities through well-planned collaborative projects both amongst Himalayan States of India and with bordering nations of Nepal and Bhutan.

Kandari and Ashish Chandra (2003) in their book ‘Tourism, Bio-diversity Sustainable Development’ hold the view that “ecotourism becomes more important economically ensuring that it follows a truly sustainable path will require co-operation and partnerships among tourism industry, government, local people and above all, tourists themselves”. They also stipulate that ecotourism is reputed to be the fastest growing sector of the world tourism industry and sustainability is the key concept in defining genuine ecotourism.

David and Fennell (2000) in their book ‘Ecotourism: An Introduction’ highlighted the need to promote the right kind of tourism, that is, quality and eco-
friendly tourism, so that maximum benefit can be harnessed without affecting and altering physical and social quality.

In the book ‘Sustainable Tourism-A Geographical Perspective’, Hall and Alan (1999) describe, “Ecotourism is environmental friendly and sustainable tourism, which also benefits the local community”. But in fact, many ecotourism ventures destroy the very ecosystems they claim to protect. With poor planning, ecotourism ends up in environmental degradation.

In the book, ‘Tourism Management- A Global Perspective’, Batra and Chawla (1994) hold the view that “ecotourism is perceived as a viable alternative route by which a measure of economic benefit can be reaped from tourism, with minimal damage to the environment and society and maximum advantage to local people.”

Usha Verma and Rajnish Kumar (1991) make an attempt to highlight broad issues related to the concept and principles of ecotourism. They highlight the growth of tourism industry in India and the necessity to promote ecotourism for the purpose of preserving the uniqueness of tourist destinations.

Sophy Roberts (2008) observes that sophisticated travelers weary of industrial tourism are pushing into the world’s wilder margins. He gave more importance to luxury ecotourism. Luxury ecotourism symbolised by new expensive eco lodges point out the rising movement in high-end sustainable tourism with an acute sense of environmental responsibility.

Peter Murphy (1997) in his book ‘Tourism Community Approach’ highlights the different impact of tourism in connection with the individual entrepreneurs and community. He says “Tourism has managed to become a holy cow that can be let in anywhere”.

Prem Nath Phar (1996) in his book ‘International Tourism Emerging Challenges and Future Prospects’ opine that increasing number of tourists alone is responsible to generate massive environmental problems. Among the environmentally sensitive areas that have been most affected by tourism are the high mountains. Ecotourism with proper planning can rectify this problem.

Birundha and Raj (1999) explain that tourism, economic development and environment have to go hand in hand and must develop a symbolic relationship. Thus, it is high time that we should examine sustainable tourism development from a regional, sub regional or even from an international standpoint.

Rathandeep Singh (2003) in his book ‘Indian Ecotourism: Environmental Rules and Regulations’, explains the Indian environmental regime in detail. Indian environmental rules and regulations are discussed very deeply. In his words “biodiversity conservation has become an essential prerequisite for successful ecotourism inside a national park or sanctuary in India”. Similarly, public participation and local community’s share in benefits due to ecotourism activity is not covered.

Prabha Shastri Ranade (2008) in his book ‘Ecotourism, Perspectives and Experiences’ analyses a number of issues arising in trying to determine what constitutes successful ecotourism and how to balance conservation with development. She also makes an attempt to highlight broad issues related to the concept and principles of ecotourism. His book focuses on ecotourism experiences and strategies of various countries, including island nations. It highlights ecotourism and local economic development. It considers how ecotourism can generate economic benefits and provide alternative employment and income opportunities for the local communities.

Sarngadharan and Raju (2000) in their book ‘Tourism and Sustainable Economic Development-Indian and Global Perspectives’ remarks that ecotourism is a high risk venture. This should not be the sole source of livelihood for communities. It is essential to view rural development in a broader context, taking into account issues such as land rights, citizenship status and the impact of modern communications in the “global village”. There is urgent need for improved
analysis of ecotourism issues as part of the ecotourism planning and development process.

Vijaya Koteswari (1995) observes that any nature based forms of tourism with observation and appreciation is for admiring, enjoying and studying the nature. Tourists in small groups with local partners can go on ecotourism. It gives awareness towards the conservation of heritage, natural and cultural assets, both among locals and tourists by participatory, interactive, enlightening and educational experiences apart from immense pleasure. It also empower the locals to restrict the others interacting with the nature.

In the book, ‘Tourism Management-The Socio-Economic and Ecological Perspective’, Tapank Panda (1992), Sitikantha Mishra, Bivraj Bhusan Parida remark that tourism, a multifaceted economic activity, interacts with the environment in the framework of a two-way process. On the one hand, environmental resources provide basic ingredients, for the production of the tourism product: the natural and /or man-made setting for the tourist to enjoy, live and relax. On the other hand, tourism produces a variety of unwanted by products, which are intentionally and unintentionally disposed and modify the environment: negative environmental externalities.

Dimtri Loannides and Keith Debbage (2000) in their book ‘The Economic Geography of the Tourist Industry; A Supply-Side Analysis’ explain “tour operators give more importance to eco tours”. The emphasis placed on environmental protection by travel industry specialists in their key destinations is an attempt to protect ecotourism products.

Ravi Shankar Kumar Singh (1995) in his book ‘Ecotourism and Sustainable Development’ remarks that ecotourism activities have been increasing rapidly worldwide over the past two decades and further growth is expected in the years coming ahead.

Jennifer Hil and Timgale (2000) in their book ‘Ecotourism and Environmental Sustainability Principles and Practice’ observe that relationship between tourism and the environment is a complex one to evaluate. Tourists are increasingly searching for more experiential types of tourism and ecotourism is one such example. Ecotourism has been discussed in terms of other modified
settings, including artificial reefs, agricultural lands and surface mines and quarries.

Seema Bhatt and Syed Liyakhat (1996) in their book ‘Ecotourism Development in India-Communities, Capital and Conservation’ say that ecotourism is a term debated upon by practitioners all over the world. The initiatives carried out in the name of ecotourism have adversely affected on people and the environment in some areas. However, sustainable ecotourism-tourism carried out within certain defined norms, can lead to the development of the people.

In the book, ‘International Tourism’, Bhatia (1995) remarks that in the field of tourism there has been a growing concern over years regarding environmental protection and conservation and also a growing concern for the individual’s quality of life. It is within this context that the relationship between tourism and environment has been receiving a growing level of attention.

Manickavasagam (1991) gave emphasis on environmental problems associated with tourism. He explains the effect of tourism on different ecosystems, terrestrial and aquatic. Tourism must be correlated to the resources that are available.

David Barkin and Carlos Pailles (1999) examined the creative role of a local NGO in promoting an alternative approach to developing that might contribute to reconciling the conflicting interests in the region. They recognise the special role that NGOs can play in different cultural backgrounds and social classes in what promises to be an innovative program of diversified development in which environmental tourism will play a fundamental part. They also review many ecotourism projects in Mexico and Central America reveals their destructive impacts on local processes of sustainable advance.

In the book ‘Tourism: Past, Present and Future’ Burkart and Melik (2000), conduct a study about the relationship between tourism and environment. In this book, the author indicates the relationship between leisure, tourism and mainly natural resources as a general background to planning and development in tourism.
2.3 Studies on Eco-Tourism from Periodicals

Vijai Kaprihan (2004) pointed out that ecotourism is an amalgamation of two separate concepts ecology and tourism, but viewed jointly the coinage assumes great significance both for ecological conservation and development of tourism. Ecotourism ensures satisfaction and is conducted for small homogeneous groups.

Bose (2005) suggests that tourism is now becoming a major socio-economic activity, which contributes to the country and its economy. He also points out that the Kerala has potential to develop as a major tourist attraction in the country.

Jagmohan (2001) conducts a study about ecotourism planning. He says that “all the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirants of present and future generations”.

Santhosh Yadav (2010) emphasises the importance of ecotourism for long-term conservation and bio-diversity. He explains that in most protected areas, ecotourism remains an unrealised possibility and the links between ecotourism development and conservation are poorly understood. He also says that ecotourism developments are often limited by a narrow focus on infrastructure development and have failed to maximise opportunities for generating local benefits.

Joel Sarosh Thadamalla and Bhavesh Makwana (2007) have conducted a study about the revival of ecotourism in Sri Lanka. According to them tourism authorities are taking a fresh look at their plans to make ecotourism a high value market in Sri Lanka. Private players are increasingly allowed to help to boost the tourism industry here. Natural calamities like Tsunami had adverse impacts on tourism in Sri Lanka.

Mohd Nawayai Yasak (2007) in his article ‘Development of Ecotourism in Malaysia’ made an attempt to review the ecotourism in Malaysia. Local residents are involved actively in ecotourism activities in Malaysia. National ecotourism
plan was developed to provide a more integrated approach to achieve specific national objectives.

According to Usha Bande (2005) ecotourism stands for the management of tourism in such a manner that man derives maximum benefits from nature without disturbing its innate balance. It seeks to restore man’s communication with nature and to ensure the fulfillment of the need of the local cultures and traditions remain undisturbed and intact.

Drumm and Moore (1996) in their article define the concept of ecotourism in a broader way and give its evolution. They discuss about conservationists and ecotourism, local stakeholders and ecotourism, travel industry and ecotourism and also explain some terms associated with ecotourism.

Peter Rossing Agersted (1996) in his study about successful ecotourism explains a number of different issues arising in trying to determine what constitutes successful ecotourism and how to balance conservation with development. He suggests a framework to evaluate the success of ecotourism activities in conservation and management of biosphere reserve. He emphasises that ecotourism impacts should be evaluated at community level.

Kreg (1995) in their paper titled ‘Ecotourism and Other Services Derived from Forests in the Asia-Pacific Region’ made an attempt to prove that the growth rate for ecotourism will be higher than for tourism generally. Tourism makes a substantial contribution to the region’s economy. Ecotourism in the regionally and globally has grown faster than tourism generally, and this probably will continue over the next several years.

Stone and Wall (2008) in their article ‘Ecotourism and Community Development: Diaoluoshan National Forest Park (DNFP, Hainan)’ made an overview of ecotourism conducted at DNFP. They identified a number of important opportunities and shortcomings. Recommendations based on these are intended to help to promote the successful development of ecotourism at this national park.

Richard Denman (2004) in his article ‘Ecotourism Challenges Within a Sustainable Development Agenda’ looks at the position of ecotourism within the
wider agenda now being ascribed to the sustainable development of tourism, and then considers three selected issues and opportunities for ecotourism that have global application. His article presents an agenda for making tourism more sustainable, based on 12 aims, which can help to understand the requirements of quality ecotourism. He concludes that more attention should be paid to opportunities for ecotourism on private holdings.

David M. Silbergh (1999) in his article titled ‘New Tourism Enterprises and the Complexities of Sustainable Development Policy: The case of the Cairngorm Funicular Railway’ studied the complexity of the issues that can surround new tourism developments. The case of the Cairngorm Funicular is immensely complex and its development has been perfect as an example of sustainable tourism.

Kohli (2002) conducted an outstanding study about Ecotourism and Himalayas. According to him, “it is necessary to develop Himalayas in order to improve the standard of living of the local people and to promote further growth of national economies of this region”. The solution lies in carrying out all this development in a new era of heightened co-operation without disturbing the ecosystems of the Himalayas.

Jussi and Anne (1996) explain that sustainable tourism and the concept of carrying capacity, which recognises that for any environment or tourism destination there are limits to growth, otherwise it will cause harmful and sometimes irreversible changes in the environment. They emphasises that sustainable tourism is a highly contested issue, involving differing values and complex power relations within and between stakeholders.

Mahashwar Rao (2002) explains the role of tourism in every country as a revenue earner and the most significant source of foreign exchange. He warns that a badly organised tourism development strategy have some adverse effects on the country rather than the development of the country.

Abhimanyu Singh Arha (2007) in his article ‘Foreign Travelogue in the Seventeenth Century A.D: Traces of Eco-Tourism’ observes that study of ecology is the study of nature and its components. The study of ecology cannot be limited to the domain of scientific or mathematical analysis. It is very much of the nature
of social science as well. Being a study of the inter-relationships of living creatures, it is never too far from the unpredictable, erratic and random human values and tendencies.

Mohan and Sampad Kumar Swain (2007) in their study reveals that lack of community participation stands a chief barrier to the ecotourism promotion as the results showed that communities are still depending on the forest products. As yet, ecotourism as an alternative tool for supplementing the income of the communities has practically become a failure proposition. They suggest some measures such as community empowerment; involvement of tourism organisations and pro-active role of sanctuary authority should be followed to exploit the ecotourism potential of the sanctuary.

Mohanlal (2007) holds the view that ecotourism is being entertained by many communities and governments as a reasonable and rational way for economic development and preserving their particular bit of the environment. He also emphasises that the potential spots for ecotourism activities in the Kerala are immense.

Julia Ohl-Schacherer (2006) says that ecotourism can capture biodiversity values and provide incentives for conservation and many integrated conservation and development project include an ecotourism component. One key assumption behind this strategy is that ecotourism business can achieve financial viability.

Tensie Whelan (2000) in his article ‘Ecotourism and its Role in Sustainable Development’ points out that ecotourism will not on its own save disappearing eco-systems. But when ecotourism is planned as a tool for sustainable development, it can indeed make an important contribution to the welfare of both the visited and the visitors and every aspect of the environment.

Raghavan (2005) opines: ecotourism is the ecologically sustainable with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation. It is therefore necessary to bring together conservation and development in the activities yearning for economic progress.
Sasikumar and Binu (2006) have remarked the principles under which the concept of ecotourism was based such as natural conservation, sustainability, benefits to local community and possibilities of education and interpretation, the nature and category of eco-tourists; and the potentiality of the spot are the primary variables which are to be considered while planning for an ecotourism project.

An attempt has been made in the study by Oscar Braganza Dmelo and Camelita D Mello (2008) to explain the importance of ecotourism in Goa. According to them, there is an urgent need to encourage tourism that deters the locals from giving up their traditional form of occupation and livelihood and provide local with source of revenue. Tourism has also to be compatible with conservation. They also suggest that ecotourism thus promotes environmentally compatible tourism while enhancing tourist experiences.

Donatas Burneika and Edis Kriauciunas (2005) in their article ‘Some Premises for Balanced Development of Eco-Tourism on the Territory of Lithuania’ tried to analyse the possibilities to develop nature-friendly ecotourism in Lithuania as an opportunity for sustainable development of Lithuanian territory. Authors have also proposed certain measures for the future development of ecotourism in Lithuania. They revealed the existing variety of concepts and definitions of ecotourism, trying to find the most suitable one for Lithuania.

Colin Hunter and Jon Shaw (2004) in their article ‘Applying the Ecological Foot Print to Ecotourism Scenarios’ tells that academic interest in ecotourism has grown rapidly in recent years, fuelled by the increasing popularity of ecotourism holidays. This paper adopts ecological foot print (EF) analysis as a means of estimating the potential net EF of hypothetical international ecotourism scenarios involving air travel.

Rajan and Thankappan (2001) have attempted to explain the impact of tourism on the environment. In their view, proper implementation of ecotourism activities can raise awareness and the call for conservation that can greatly contribute to the environmental protection and respect that these places deserve.

Abdul Malek and Anand (1993) have suggested that tourism has a positive impact on the social aspects as it provides more and high quality services and
shopping opportunity. They pointed out that ecotourism has a positive impact on preservation and spreads awareness about natural environment.

Vinay Tandon (2007) in his article explains that a fundamental requirement for ecotourism to be practiced is control on access to an area. Various hill stations or beaches therefore don’t get categorised as ecotourism destinations because it is impossible to control access to them. National parks and wildlife sanctuaries are, on the other hand must amendable to regulate access and thus most suitable as eco-tourist destinations.

Harikumar (2007) advocate the role of backwater spots in ecotourism in Kerala. He explains the role of houseboats and backwaters in Kerala in ecotourism development.

Mathew (2004) in his article ‘Natural Environment and Tourists Inflow’ made an attempt to probe into the positive and negative externalities of an economic activity like tourism and also suggest how one can minimise negative externalities and maximise the positive ones. It also looks into the possibility of developing ecotourism as an alternative to mass tourism.

Vijai Caprihan and Kirti Shivakumar (2004) have made a humble attempt to bring light problems and prospects of ecotourism in India and analyse current trend in ecotourism in India.

Carlos Miguel Barber Kuri and Karla Rosa Davila Ramirez (2002) in their study about ‘Ecotourism in Costa Rica’ highlighted that Costa Rica is one of the most fortunate countries in the world: rich in natural resources and an attraction for tourists and adventurers. This country has different climates and landscapes, indeed showing richness and diversity. Its plain territory, fauna, flora, 1200km of shores and beaches and vacation destinations make Costa Rica one of the most interesting places for natural tourism and ecotourism.

Biju (2004) highlighted the need for defining ecotourism properly. He also mentions tourism which is an ecologically sensitive area needs close monitoring. In short, tourism in the nature-based area 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.

Shrivastav (2010) advocates the role of ecotourism in the community upliftment. In his words, “tourism stimulates cultural activities and leads to improved understanding of each other and better relations between the tourists and the hosts”. Ecotourism act as a tool for initiating uplift of the community especially in the villages.

Noyal Thomas (2007) emphasis that regulated tourism has always been an important part of the protected area management to generate valuable revenue and also to raise the awareness levels of the people visiting these areas towards the conservation of these resources.

Santhanakumar (1999) in his article ‘Bio-diversity Conservation-Eco-Tourism’ emphasis that man and all living matters have the duty to make environmental conservation. For sustainable utilisation of tourism requires conservation of natural resources.

Thilagavathi and Selvi Parameswari (2008) say that ecotourism is an offshoot wave of environmental awareness. The main idea behind this concept is to make use of tourism as a tool for the protection of natural eco-system by giving them a socio-economic value in their original state. One of the important factors of ecotourism is its potential for promoting environmental conservation.

Puneet Aneja (2006) highlighted sustainable tourism is considered as tourism development that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future, leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

Ravi (2009) in his article ‘Sustainable Tourism: A Way Forward from Eco-Tourism’ highlighted sustainable tourism helps to achieve sustainable development. Tourism development across the world created a range of environmental problems and ecological imbalance and they negatively affected the economic sustainability of tourism industry. Ecotourism came into existence
to solve ecosystem related negative impacts tourism. Against this backdrop, he examines the different dimensions of sustainable tourism in the context of ecotourism.

### 2.4 Studies Conducted by Various Institutions on Eco-Tourism

According to National Biodiversity Strategy and Action Plan (NBSAP) (1999), the recent tendency to qualify tourism in ecologically sensitive areas like the forest and the coast as ecotourism or nature tourism is a terminology that is supplied for the convenience of tourism service provides.

According to the Worldwide Fund for Natural-India (2002), ecotourism is an alternative tourism and it respects social and cultural traditions. It is decentralised in nature and seeks to integrate rural development.

According to a WTO (2000) study, areas such as national parks and wilderness areas cover more than ten percent of earth’s surface and play a vital role in promoting tourism.

WTO workshop on environmental aspects of tourism held in 1983 affirmed the protection, enhancement and improvement of the various components of man’s environment are among the fundamental conditions for the harmonious development of tourism.

The Tata Consultancy Service Survey (1999) titled ‘Economic Benefits to Tourism Sector in Kerala’ highlights the economic benefits received by Kerala because of tourism. The survey has gone through the duration of stay and expenditure of tourists and the employment and income generated by tourism. It also calculated the economic impact of the arrival of foreign tourists and domestic tourists.

### 2.5 Studies on Eco-Tourism from Websites

According to Diksha Rajput’s (1992), environmental protection and tourism are closely linked with each other; as vacations and outdoor recreation require a healthy environment. A tourist resort with clean environs - air, water and scenery is most sought after by leisure seekers. India with its geographical diversity has been endowed with a wealth of eco-systems comprising biosphere reserves, mangroves, coral and coral reefs, deserts, mountains and forests, flora
and fauna, sea, lake, river and other water bodies. These eco-systems form the major resources for ecotourism.

Shekhar Singh (1997) has made an attempt to study about ecotourism and environmental conservation in India. He also mentions protected areas in India. In case of India, the biodiversity conservation is necessary.

Sandeep Tambe (2000) examines the economic estimates of the recreational value of nature-based tourism and estimates the economic potential for the development of such tourism. In simple, ecotourism is environmentally responsible tourism.

Chettri (1998) in his case study about ‘Impact of Tourism on Biodiversity’ made an analysis about environmental impact of Tourism in the Sikkim and Himalaya. Initiation of conservation activities has been geared up and the communities started participatory monitoring for resources and wildlife. In order to maintain biodiversity of the area, it is necessary to look for the specific niche depending on qualitative indigenous species for firewood, fodder and timber.

Anthony Chamy (2001) tells that environment has become one of the most important criteria for today’s traveller. Where as comforts and luxuries once played the major role in a traveler’s decision-making process, things have very much evolved since then. Today’s tourists are willing to pay for the preservation of the natural and social environments they seek to explore. He tries to explain bridging the gap between innovation management models traditionally used in high technology industries with the new emerging ecotourism industry.

Vinu Kumar and Chandrasekar (1995) analyses that the national policy of tourism stipulates that tourism should become a unifying force internationally. It should also help to preserve, retain and enrich our worldview and lifestyle, our cultural expressions and heritage in all its manifestations. The prosperity that tourism brings should strengthen and cause accretion, rather than damage, to our social and cultural values and depletion of our natural resources. He opines that realisation of these policy objectives particularly in the context of ecotourism would involve a selective approach and scientific planning.
Banerjee and Smiriti Kumari (1999) conducted a case study about Remote Sensing and GIS based ecotourism planning. According to them, being a nature based tourism; ecotourism takes into account the natural ecological attraction, their conservation and development. Its main aim is to safeguard the environment, making it beneficial to the local people by generating revenue and education and pleasure for the tourist. In their study, an attempt is made to identify potential ecotourism sites in eastern India using Remote Sensing and GIS techniques in forest dominated area of Western Midnapore, West Bengal.

2.6 Research Gap

It is revealed from the empirical literature review that most of the studies deal with social, economic and environmental aspects of ecotourism and its importance. Tourism research has typically centered on topics related to the social and economic impacts of the tourism industry. Ecotourism is undoubtedly one of the most significant areas of research in tourism studies today. The literature survey shows that studies have been conducted on the impact of ecotourism. They suggest some corrective measures to overcome the problems in this area. It is clear that no systematic study has been conducted so far on the evaluation of ecotourism projects in Kerala, impact of ecotourism on local people and importance of protected areas. Despite the growing number of eco tourists and their worldwide impacts, research in this field has been limited. As a result, many basic research questions remain unanswered. Moreover an in-depth destination wise study has not yet been made. There are no studies associated with ecotourism projects in Idukki district. Hence infilling this gap, the present study has much relevance.

2.7 Theoretical Aspects of Tourism

Theoretical framework is a logical requirement of any research work. Theoretically ecotourism means “Management of tourism and conservation of nature in a way so as to maintain a fine balance between the requirements of tourism and ecology on the one hand and the needs of the local communities for jobs - new skills, income generating and a better status for women on the other”. The term Environmental Economics has entered into the Economics literature only since the early 1970s.
Here we are discussing the explanation of some theories from the viewpoint of tourism.

2.7.1 Contingent Valuation

Contingent valuation is a survey based economic technique for the valuation of non-market resources, such as environmental preservation or the impact of contamination. While these resources do give people utility, certain aspects of them do not have a market price as they are not directly sold – for example, people receive benefit from a beautiful view of a mountain, but it would be tough to value using price-based models. Contingent valuation surveys are one technique which is used to measure these aspects. Contingent valuation is often referred to as a stated preference model, in contrast to a price-based revealed preference model. Both models are utility-based. Typically the survey asks how much money people would be willing to pay (or willing to accept) to maintain the existence of (or be compensated for the loss of) an environmental feature, such as biodiversity.

Contingent valuation surveys were first proposed in theory by S.V. Ciriacy-Wantrup (1947). The first practical application of the technique was in 1963 to estimate the value hunters and tourists placed on a particular wilderness area. He compared the survey results to an estimation of value based on travel costs and found good correlation with his results. The method rose to high prominence in the 1980s when government agencies were given the power to sue for damage to environmental resources which they were trustees over.

2.7.2 Carrying Capacity Based Tourist Planning Process

In many countries tourist planning as well as developmental planning are traditionally based on the concept of minimum needs and maximum benefits in which planning priorities and targets are established to meet the short-term needs of the people. This approach has led to greater inequality in societies of developing countries. Many of the governments in developing countries had failed to realise that the basic requirement of availability of resources form building blocks in the developmental process. Three types of carrying capacity limitation have been identified. They are physical capacity, environmental capacity and ecological capacity. Physical capacity is the absolute limit on tourist numbers that
a resource can cope with. Environmental capacity is the maximum number of tourists that an area can accommodate without initiating a decline in the general perceived attraction of the area. Ecological capacity is the maximum number of tourists that an area can absorb before ecological decline takes place. It may, however, be possible to increase carrying capacity through the use of appropriate management techniques.

As in the case of different economic sectors ‘tourism’ sector also frames its programmes and plans based on carrying capacity. In every tourist spot, there is a carrying capacity for tourists. For example, recreational beaches, hill stations could be endangered by excessive number of people. Enjoyment of such an environment by tourists necessitates a degree of restraint. Planning facilities for tourism development would require accounting of regional resource inventories and evaluation of limitations on hotels and similar other installation in the region concerned in order not to encourage excessive number of tourists. Tourism has the greatest need to protect the environment of tourist places. The planners must consider the environmental process wherever large investments are made in tourism development. The designing of carrying capacity based tourism development planning process requires a series of adjustments to reconcile competing aspirations in planning process.

Michael Dower has developed the concept of the capacity of tourist resources for Irish Republics. If capacity is exceeded the result may be discomfort to the people using it or damage to the resources itself. The capacity of a resource thus depends upon the chosen objectives. If it is proposed to increase the capacity of a resource by investment, then it is likely that there will be a number of thresholds to cross, which require a large investment. The tourism planners while preparing a detailed plan for an action area, it is important to estimate the capacity of all the facilities that tourists will use. It is obvious that the success of this approach depends entirely on planner’s participation in the process and its acceptance by administrative and political jurisdiction.

2.7.3 Conspicuous Demand / The Veblen Effect

It was Thorstein Veblen, a renowned American Social Theorist and Economist, who introduced the notion of ‘Conspicuous Consumption or Demand’
also called ‘Veblen Effect’ which over time has gained currency not only in economic theory but also in travel and tourism activity. It implies the practice of purchasing goods/services or experiences owing to the inherent attribute of status. Unlike economic theory, Veblen effect institutes and introduces new demand curves based on elegance, grandeur, status and prestige. Alternately, the higher the price of an experience or product, the more enviable it may be to a certain extent. The use of luxury star-hotels, travelling in deluxe cruises and first or business class flights can, of course, be brought up as a touch-stone for the applicability/relevance of the concept in tourism.

The demand for tourism can be depicted with the help of a flow chart:-

![Flow Chart: Demand for Tourism](image)

There are many quantitative measures of tourism demand especially helpful in collecting tourism statistics of interest to the tourism planners and policy makers. These measures are travel propensity and travel frequency.

**2.7.4 Engle Curve**

Drawing on economic theory, the economist’s categorises goods as ‘preferred’ and ‘non-preferred’ goods. Infact, the difference between the two is explained by Engle Curve.ie, there is a positive correlation between income and the size of the purchase-but at varied rates. Travel is considered as a preferred superior good and in that more is warranted with the increase in income. The
Engle Curve exemplifies the real and extant experiences in tourism growth over the last three decades of the 20th century. That is, as more families get to higher income groups world over, the demand for travel experiences has increased more than that of increase in income.

2.7.5 Pricing a Tourism Product Over its Life Cycle

The tourism product is, indeed, an amalgam/blend of travel experiences from anticipation to recall while the destination forms a key element of the product. Tourism products, destinations, also go through a cycle of evolution similar to the product life cycle, simply numbers of visitors replacing the sales of the product. Plog (1974) characterises the tourist segments as allocentrics, near allocentrics, midcentrics, near psychocentrics and psychocentrics as depicted in ‘Psychographic Positions of Destinations’ in the figure 2:2:-

![Figure 2:2](image)

Plog envisages a destination appealing to allocentrics in the early stages of evolution as allocentrics normally belong to high income groups, are adventurous in nature and require very little in the form of tourist plant. They seek culture and environmental differences in their norm ie, are ever seeking new destinations. The destination becomes attractive to midcentrics in the later stages of ‘development’ and ‘consolidation’. The development of the destination, on the one hand, attracts the midcentric forming the bulk of the tourist market; estranges/alientes the allocentric (the trend setters) on the other. Most destinations tend to lose fervour
as tourists start considering them as having lost their original distinctiveness and being too commercialised. However, destinations with a strong competitive advantage (climate, location or quality tourist plant) may continue to maintain grasp over the midcentric market. Otherwise, the destinations move down to the psycho centric market in ‘stagnation’ and ‘decline’ stages of cycle. The psychocentrics seek familiar surroundings in addition to security of the travel trade, belong to relatively low-income groups, are unadventurous and require a high level of tourist plant. The product (destination) is offered at lower rates, more comprehensive packaging and more scheduling of activities-‘the no surprises vacation’. Midcentrics have some of the characteristics of both allocentrics and psychocentrics. In other words successive waves of different numbers and types of tourists with distinctive preferences, motivations and desires populate the destination at each stage of the lifecycle.

Figure 2:3

Destination Life Cycle

Tourist destinations are dynamic, with changing provision of facilities and access matched by an evolving market in both quantitative and qualitative terms. Infact, TALC is a conceptual framework for understanding how destinations and their markets evolve. Butler (1980) identifies the various stages of Destination Life Cycle as represented in the figure 2:3.
Exploration: - Small numbers of adventurous visitors tending to avoid institutionalised travel are attracted by the untouched natural beauty and culture; contact with local people will be high.

Involvement: - Increased and regular numbers of visitors result from local initiatives to provide for visitors and to promote the destination.

Development: - Large numbers of visitors and a shift in control of tourism from local hands to external companies to supply the requisite up-to-date facilities that may even alter the appearance/outlook of the destination. In this stage, the impacts of tourism may also start emerging.

Consolidation: - Though the total numbers of visitors continue to increase but at a declining rate. The destination possesses adequate infrastructure and superstructure with all the major franchises and chains represented.

Stagnation: - The numbers of visitors have reached the peak level and the destination is no longer a novelty requiring major efforts to maintain tourist business.

Decline: - The destination starts losing its market but with a high property turnover. Tourist facilities such as accommodation are converted into other uses. Alternately the planners may decide in favour of rejuvenation of the destination.

To sum up, although the role of non-price factors in the modern marketing process is expanding, price hitherto retains its significance as one of the prime elements in the industry marketing mix in general and tourism marketing mix in particular.

2.7.6 Linkage Effects of Tourism

Like other industries, tourism has the capability of exerting strong backward and forward linkage effects with a number of other related areas of the economy. Backward linkages pertain to the demand exerted by tourism on input sectors namely transport the demand for specialised equipment, services of tour agents and travel companies.

Forward linkages, have a more immediate and direct impact on the local economy of the tourist resort. These include the growth of local hotels, local sightseeing services and the demand for services such that for tourist guides, porters, entertainment facilities. Further, local handicraft industries of the region
also receive a tremendous demand stimulus for their products with the growth of brisk tourist traffic. The figure 2:4 depicts the linkages of sustainable tourism:

**Figure 2:4**

**Linkage Effects of Tourism**

MULTI-DISCIPLINARY STRUCTURE AND LINKAGES OF SUSTAINABLE TOURISM

Comprehensive and Integrated Planning and Management Programme for Sustainable Tourism

- Ecological and Environmentally Sustainable Tourism Development
  1. Forest ecosystem reserve based sustainable tourism development
  2. Agro-village ecosystem based tourism development and sustainability
  3. Marine/Costal ecosystem resource based tourism development and sustainability
  4. Plantation and spices resource based tourism development and sustainability
  5. Dam and backwater resource based tourism development and sustainability

- Economic and Technological Sustainability of Tourism
  1. Income and employment generation
  2. Revenue generation through polluter pay and user pay tax
  3. Resource creation and profit creation through
     - Waste recycling
     - Energy saving
     - Water conservation
  4. Zero waste and resource conserving infrastructure development for sustainable tourism development

- Social Sustainability of Tourism
  1. Social re-engineering for sustainable tourism promotion
  2. Marking social system and sustainable tourism symbiotic through awareness programmes
  3. Making symbiotic integration between socio-cultural systems with tourism sector
  4. Re-generations of Socio-cultural resources for sustainable tourism development

- Cultural Sustainability of Tourism
2.7.7 John Krutilla’s Modern Theory of Resource Conservation

John Krutilla was the founding father of the Modern Theory of Resource Conservation. John Krutilla began his work in the fifties during a period of strong economic growth when few others took notice of the environmental effects. Krutilla and Kneese established Resource and Environmental Economics as a respectable and understandable research discipline. They were the first to combine economics and ecology and made a systematic analysis of different aspects of environmental effects in relation to the current economic system. Their research laid down the principles of management and in doing so they established a foundation on which a large number of today’s researchers have based their work. John V. Krutilla was one of the designers of cost benefit analysis and its use for public investment projects. He developed the existing theory of investment to incorporate external consequences. During that period, his research played a key role in the development of economic analyses of the value of natural resources and was a major influence on the public dialogue concerning environmental issues. His research led to the extensions of the principles of public investment theory to the conservation of wild and endangered species, wild lands, river and scenic resources. The impact of Krutilla’s theories on environmental preservation and economics can hardly be overstated. Krutilla laid the intellectual cornerstone of what today is an international discipline that is central to the assessment and protection of the environment. Environmental and Resource economics is a research discipline that lays a foundation for analysing economic activities with external consequences. This field covers different approaches such as:

- How to measure and evaluate consequences that are external to the economic system.
- Is it possible and desirable to set prices on these activities in order to let a market make a trade-off between economic and non-economic consequences.
- How programs for environmental protection should be analysed and formulated from an economic point of view.
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