CHAPTER 1
INTRODUCTION

Tourism

Tourism is basically what the tourist and the agency involved in meeting the needs of the tourist do; it is therefore a mix of activities of tourist and that of those who cater to the needs of the tourist. These movements influence and get influenced by many factors like economic, social, historical, political, national and international and present factors.

Developing countries are competing with each other to entice the international tourist along with promoting domestic tourism. Tourism in India is a fast growing industry and the country is taking various measures to exploit it fully.

The earliest definition of tourism was made by Ogilvie in 1933 “the act of leaving ones home or country, with an intention of returning after limited space of time. “

Tourism is all about visiting different places based on our interest for entertainment, vacation, utilizing the spare time or for dealing with some business purposes. The World Tourism Organization defines tourists as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”

Tourism has turned out to be a well-liked and accepted overall leisure time activity. In the year 2011, it’s surveyed to have 983 million international tourist arrivals worldwide, rapidly increased with a growth of

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4.6 percent comparative to 940 million in 2010². International tourism receipts are expenses by means of international inbound visitors along with payments to national delivery services for international transport grew up to US$1.03 trillion (€740 billion) in 2011, with respect to an increase in real terms of 3.8 percent from 2010. In 2011, international travel insisted on continued recovery from the losses resulting from the late-2000s recession, where tourism department bared a delay from the second half of 2008 through the end of 2009. After a 5 percent growth in the first half of 2008, growth in international tourist onset was pushed into negative area in the second half of 2008, and finished up with only 2 percent for the year, when compared to a 7 percent increase in 2007. The negative trend became more immense during 2009, and made worse in some countries due to the outburst of the H1N1 influenza virus, consequentially there was worldwide decline of 4.2 percent in 2009 to 880 million international tourists’ arrivals, and a 5.7 percent decrease in international tourism receipts.³

Tourism is important and sometimes more vital for many countries. It was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations."⁴ Tourism turns out a rich source of income in payment for goods and services available, contributing for 30 percent of the world’s exports of services, and 6 percent in the overall


exports of goods and services. It also gives more openings for employment in the service sector of the economy, related with tourism.

The service industries like Transportation: airline, cruise ships and taxi cabs; Hospitality Services: accommodations, including hotels and resorts; Entertainment venues: amusement parks, casinos, shopping, music venues and theatres.\(^5\)

**Etymology of Tourism**

Theobald in 1994 recommended that "etymologically, the word tour is a derivative of the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the turning round of central point or axis'. But now the complete meaning has changed in English to represent 'one's turn'. The suffix –ism is means 'an action or process; typical behaviour or quality', and the suffix, –ist denotes 'one who performs a given action'. When the word tour and the suffixes –ism and –ist are combined, it gives the action of movement around a circle represents a starting point, which in the end returns back to its beginning. Therefore, similar to a circle, a tour represents a journey which is a round-trip, i.e., leaving from one point and returning to the same starting point, the person involved in this journey is named as tourist."\(^6\)

In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."\(^7\) In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where

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they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.8

In 1994, the United Nations grouped tourism into three categories in its Recommendations on Tourism Statistics, they are9

- Domestic tourism, where inhabitants of the particular country travelling only within their country.
- Inbound tourism which involves non-residents travelling in the particular country.
- Outbound tourism which involves residents travelling in any other country.

**History of Tourism**

Rich and well-off persons have always been travelling to distant parts of the world, to witness great buildings, works of art, to learn new languages, experience new cultures and to taste different foods. Long ago, in Roman Republic period, places such as “Baiae” were the most popular and admired coastal resorts for the rich. The word *tourist* was used in 1772 and *tourism* in 1811. Whereas in1936, the League of Nations defined *foreign tourist* as "a big shot travelling overseas for at least twenty-four hours. The United Nations in 1945 revised the above definition just by including a maximum stay of six months10.

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Leisure travel

Leisure travel was related to Industrial Revolution in the United Kingdom – which is the first European country to endorse leisure time because of the rapid increase in industrial population. Firstly, it was for the owners of the machinery of production, the economic oligarchy, the factory owners and the traders who all comprised the new middle class. A company by name Cox & Kings was the first official travel company to be formed in the year 1758.11

In Nice, France, the first and best-established and recognized holiday resorts is on the French Riviera, the long esplanade alone is now know as Promenade des Anglais; there are many other historic resorts in continental Europe, which might be old and also well-established palace hotels with names like the Hotel Bristol, the Hotel Carlton or the Hotel Majestic – as a sign of the power of English customers.

Many leisure-oriented tourists used to travel to the tropics in any season (summer and winter). Places with such natural heritage are listed below as Bali in Indonesia, Colombia, Brazil, Cuba and also the Dominican republic, Malaysia, Mexico with many beautiful and attractive Polynesian tropicalislands, Queensland in Australia, Thailand, SaintTropez and Cannes in France, Florida, Hawaii and Puerto Rico in the United States, Saint Vincent and the Grenadines, Barbados, Trinidad and Tobago, Jamaica, St.Lucia Saint Maarten, Saint Kitts and Nevis, The Bahamas, Anguilla, Antigua and Barbuda, Aruba, Turks and Caicos Islands and Bermuda.

Winter tourism

Even though Swiss were not the inventors of skiing, but St. Moritz, Graubünden became the frame of the rising winter tourism from the year

1865 in St. Moritz, at that time many hotel managers were ready to take risk on opening their hotels even in winter. In 1970s winter tourism exceeded compared to summer tourism in many of the Swiss ski resorts. Even during winter, at an average of one third of all guests with respect to locations consist of non-skiers.

**Mass tourism**

This sort of tourism started with the leap in the technology which made transport and communication easy for huge groups of people to visit the chosen spots of their liking, which naturally made way for large group of people to enjoy their pass time.

In the United States, the first seaside resorts in the European style were at Atlantic City, New Jersey and Long Island, New York.

In Continental Europe, resorts named Ostend was popularized by the people of Brussels; Boulogne-sur-Mer (Pas-de-Calais) and Deauville (Calvados) for the Parisians; and Heiligendamm, founded in 1793, to be the foremost seaside resort on the Baltic Sea.

**Growth of Tourism**

The World Tourism Organization (UNWTO) predicts that international tourism will grow with an average annual rate of 4 percent. With the help of e-commerce, tourism products have become one of the majority business points on the internet. Tourism yields and services are available through intermediaries, even though tourism

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providers like hotels, airlines, etc. can trade their services directly. This is a big pressure on intermediaries from both on-line and traditional shops.

It has found that there is a strong association between tourism expenditure per capita and the degree to which countries play in the global context\textsuperscript{16}. This is not only as a result of the significant economic contribution of the tourism industry, but also as an meter to measure the assurance with which global citizens persuade the resources of the globe for the benefit of their local economies. That’s why growth in tourism influences each country to implement it role in the future.

**Space tourism**

Space tourism is anticipated to "take off" in the first of the 21st century, but when compared with routine destinations the count of tourists into the orbit is considerably very low until technologies like space elevator makes travelling to space easier and cheaper.

Technological improvement is likely to make possible air-ship hotels, based either on solar-powered airplanes or large dirigibles. Underwater hotels, such as Hydropolis, expected to open in Dubai in 2009, will be built. On the ocean, tourists will be welcomed by ever larger cruise ships and perhaps floating cities.

**Sports tourism**

Sports tourism has become increasingly popular since 1980s. Various events are being conducted worldwide, like rugby, Olympics, Commonwealth games, Asian Games and football World Cups which made travel companies to gain official ticket allotment and sell them in packages including flights, hotels and excursions.

\textsuperscript{16}"Airports & tourists". Global Culture. 2007.
The attention towards sports and spreading knowledge on the subject recently, lead to rapid increase in the sport tourism. Most notably, the international event such as the Olympics made the audience to realize the variety of sports that exist in the world. In the United States, the most popular sport that usually was focused on is Football. It increased its popularity through the major events like the World Cup. In Asian countries, the frequent soccer events also increased the popularity of soccer. But the impact of Olympics brought together the different sports that lead to the boost to sport tourism. The interest on sports has drastically increased in general not any one particular sport caught the attention of travel companies but all, then the travel companies began to sell flights in packages. Due to only little number of people purchased these packages, the cost of these packages plummeted initially. Gradually when the number started to increase slightly, the packages also increased to regain the lost profits. But due to some economic state, the number of purchases of these packages was drastically decreased once again. The oscillation in the number of packages that were sold was exclusively dependent on the economic situation, therefore, most travel companies decided to focus on setting aside the plan to execute the marketing of any new package features.17

**Latest trends**

Due to late-2000s recession, international arrivals experienced a strong slowdown beginning in June 2008. Growth from 2007 to 2008 was only 3.7percent during the first eight months of 2008. This slowdown on international tourism stipulation was also reflected in the air transport industry, with a downbeat growth in September 2008 and a 3.3percent growth in passenger traffic through September. The hotel industry also

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reported a slowdown in room occupancy declining. In 2009 worldwide tourism arrivals decreased by 3.8 percent.\textsuperscript{18} By the first quarter of 2009, real travel order in the United States had fallen 6 percent over six quarters. While this is considerably better than what occurred after the 9/11 attacks, the decline was at twice the rate as real GDP has fallen.\textsuperscript{19}

However, there are evidences which say that tourism as a global phenomenon does not show any amount of substantially lessening in the long term. Literature states that, travel is necessary in order to uphold the relationships, because the social life is more and more networked and conducted at a distance\textsuperscript{20}. For many occasions, travelling are rising and being viewed as a necessity rather than a luxury, and this is replicated in tourist numbers recovering some 6.6 percent globally over 2009, with growth up to 8 percent in upcoming economies.\textsuperscript{21}

**Recent Developments**

There has been an up-trend in tourism in few decades, particularly in Europe, where international travel for short breaks is become regular. Tourists have a broad selection of tastes and budgets, and a wide variety of resorts and hotels have enlarged to cater for them. For example, some people prefer simple beach vacations, while others want more specialized holidays, quieter resorts, family-oriented holidays or niche market-targeted destination hotels.

\textsuperscript{18}UNWTO. "UNWTO Tourism Highlights". UNWTO. Retrieved 05/02/2012


\textsuperscript{21}UNWTO. "UNWTO Tourism Highlights". UNWTO. Retrieved 05/02/2012
The developments in technology as well as the transport infrastructure like jumbo jets, low-cost airlines and more accessible airports have made many types of tourism reasonably priced.

On 28 April 2009 The Guardian found that "the WHO estimates up to 500,000 people are on plane at any time." There have also been changes in lifestyle, for example some retirement-age people continue year around tourism. This is made possible by internet sales of tourist services. Some sites have currently started to offer dynamic packaging, in which complete price is quoted for a tailor-made package requested by the customer upon his desire.

There have been a few slow down in tourism also due to some reasons, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on 26 December 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. Thousands of lives were missing including many tourists. This, together with the vast clean-up operations, blocked or strictly hampered tourism in the area for a time.

The terms tourism and travel are sometimes used interchangeably. In this context, travel is holding similar definition to tourism, but entails a more reasonable journey. The terms tourism and tourist are sometimes used pejoratively, to imply a trivial interest in the cultures or locations visited by tourists.

Sustainable tourism

"Sustainable tourism is visualized as foremost to management of all resources such that economic, social and aesthetic needs can be fulfilled while preserving cultural integrity, essential ecological processes, and

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biological diversity and life support systems." (World Tourism Organization)\textsuperscript{23}

Sustainable development means "meeting the needs of the present without compromising the ability of future generations to meet their own needs." (World Commission on Environment and Development, 1987)\textsuperscript{24}

Sustainable tourism can be considered in regard to ecological and socio-cultural carrying capacities and includes community of the destination in tourism development planning. It also involves incorporating tourism to match current economic and growth policies so as to mitigate some of the negative economic and social impacts of 'mass tourism'. Murphy (1985) promotes the use of an 'ecological approach', for both 'plants' and 'people' while implementing the sustainable tourism development process which is a contrast to ‘boosterism’ and ‘economic’ approaches to tourism planning, neither of which considers the negative ecological or sociological impacts of tourism development to a destination.

However, Butler queries the term 'sustainable' in the context of tourism, referring to its uncertainty and stating that "the emerging sustainable development philosophy of the 1990s can be viewed as an expansion of the broader realization that a obsession with economic growth without regard to its social and environmental consequences is self-defeating in the long term." Thus 'sustainable tourism development' is hardly considered as an autonomous function of economic regeneration as a split from general economic growth.


**Pro-poor tourism**

Pro-poor tourism, which looks for to helping the poorest people in developing countries, is getting an increased attention by those involved in development; the topic has been concentrated on small-scale projects in local communities and through effort by Ministries of Tourism to catch the attention of large numbers of tourists. Research by the Overseas Development Institute suggests that the best way to encourage tourists' to give money to reach the poorest as only 25% or less ever reaches the poor; such winning examples of money reaching the poor include mountain-climbing in Tanzania and cultural tourism in Luang Prabang, Laos.\(^{25}\)

**Recession tourism**

Recession tourism is a travel trend, which change by approach of the world economic crisis. An American entrepreneur Matt Landau (2007) says, recession tourism is low-cost, high-value experiences taking place of once-popular generic retreats. Many recessions tourism hotspots have seen business boom during the recession. Due to low costs of living and a slow world job market, travellers are elongating trips where their money travels further.

**Medical tourism**

When there is a considerable cost difference between countries for a particular medical procedure, mainly in Southeast Asia, India, Eastern Europe and countries where there are diverse regulatory regimes, with respect to particular medical procedures like dentistry, travelling to take benefit of the price or regulatory differences comes under "medical tourism".

\(^{25}\)Jonathan Mitchel (2009). "Value chain analysis and poverty reduction at scale". Overseas Development Institute
**Educational tourism**

Educational tourism has a vital development; this is because of the increasing popularity of teaching and awareness on learning and gaining knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity comprises visiting another country to learn about the culture, such as “in Student Exchange Programs and Study Tours”, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

**Creative tourism**

Creative tourism has continued as a form of cultural tourism from the origin of tourism. Europeans rooted out the Grand Tour, where the sons of aristocratic families travelling for the purpose of interactive, educational experiences. More recently, creative tourism was given its name by Crispin Raymond and Greg Richards, who as members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the European Commission, together with cultural and crafts tourism, known as sustainable tourism. They define "creative tourism" as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning experiences.

Creative tourism has been chosen up by high-profile organizations such as UNESCO, who through the Creative Cities Network, have approved creative tourism as a busy, genuine experience that endorse a dynamic understanding of the specific cultural features of a place.

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Recently, creative tourism has gained popularity as a type of cultural tourism, picturing out an active participation by travellers in the ethnicity of the host communities they visit. Several countries recommend examples of this kind of tourism development, including the United Kingdom, the Bahamas, Jamaica, Spain, Italy and New Zealand.

**Dark tourism**

On a special interest, Lennon and Foley in 2000 introduced a "dark" tourism. It involves visiting to "dark" sites like battlegrounds, scenes of horrific crimes or acts of genocide like concentration camps. Dark tourism remains a tiny niche market, infatuated by varied motivations, such as mourning, remembrance, education, ghastly interest or entertainment. In its early hours, it was deep-rooted in fairgrounds and medieval fairs.

**Doom tourism**

This type of tourism is also known as "Tourism of Doom," or "Last Chance Tourism" this rising trend is all about travelling to places that are environmentally threatened like the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, The coral of the Great Barrier Reef and so on before it is too late. Recognized by travel trade magazine "Travel Age" west editor-in-chief Kenneth Shapiro in 2007 and further discovered in The New York Times that, this type of tourism is believed to be get higher in future. Each one sees the tourism in different perspective. For some the trend is related to sustainable tourism or ecotourism because numbers of these tourist destinations are considerably threatening by environmental factors such as global warming, over population or climate change. And the rest thinks that travelling to many of these endangered sites raise an individual’s carbon footprint and only speeds up troubles intimidate locations are already facing.

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\(^{27}\)Lennon, J. John; Foley, Malcolm (2000). *Dark Tourism*. London: Continuum

Ecotourism

Ecotourism is also termed as ecological tourism, which is a responsible travel to fragile, pristine, and generally protected areas that attempts to be low impact and probably small scale. It facilitates to instruct the traveller; provides funds for maintenance; which openly benefits the economic development and political empowerment of local communities; and promotes respect for all cultures and for human rights.

Development of Tourism in India

It was exclusive after the 1980's that tourism activeness gained strength in India. The Government took various probative steps to win this end. A Human National Policy on tourism was announced in 1982. Afterward in 1988, the National Commission on tourism formulated a widespread plan for achieving a sustainable ontogeny in tourism. In 1992, a National Action Plan was embattled and in 1996 the National Strategy for import of Tourism was drafted. In 1997, a deglutition new tourism policy in strain with the efficient policies of the Regime and the trends in tourism evolution was publicized for un exclusive debate. The pull instruction is now under revising. The planned policy recognizes the roles of central and state governments, localized bodies, and non-governmental organizations.29

The Panchayati Raj institutions, local bodies, non-governmental organizations and the local infancy have been involved in the utilization process. The different evidentiary process that took square were the mounting up of the India Tourism Process Firm in 1966 to support India as a traveller goal and the Tourism Economics Corp in 1989 to direct tourism projects. overall, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Nutrient Perspicacity Institutes

were also grooved for imparting technical grooming in hoteliering and catering.

**Travellers Attractions**

India is famous for its overgenerous and warm welcome of all visitors, no issue with which area of the mankind they turn from. This, linked with its diverse traditions, variegated lifestyles and ethnic acquisition and flashy fairs and festivals comprise an overpowering entertainer for the tourists. The added attractions include sensuous beaches, dumb naive forests and serine story and landscapes for eco-tourism, flurry, river and elevation peaks for undertaking tourism, technological parks and subject museums for learning tourism; centres of journeying for sacred tourism; acquisition trains and hotels for heritage tourism. Yoga, Ayurveda and innate upbeat resorts also attract tourists with the prospect of rejuvenating their souls and bodies. The Soldier handicrafts, peculiarly adornment, carpets, leather, dentine, ivory and brass appeal. A study shows that nearly forty per cent of the tourist expenses on shopping are spent on such items.\(^\text{30}\)

**Thrust Areas**

In a bid for rapid improvement of tourism in the country, several prime areas been identified for acquisition during the Ninth Five Year Plan (1997-2002). The region where there has been spectacular exercise are stock, products, trekking, season sports, wildlife and beach resorts and reformation of facilitation procedures at airports, human resource development and facilitating reclusive facet involution in the ontogenesis of structure.\(^\text{31}\)


16
Boosting Tourism

Some of the current initiatives seized by the Governance to advance tourism countenance allocation by bringing in large revenue to the tourism sector and incentives for promoting esoteric finance in the grade of Income Tax exemptions, power subsidy and reduced implication obligation. The hotel and tourism-related business has been professed a screechy priority industry for foreign investment which entails reflex acceptance of direct assets up to 51 per cent of foreign justice and allowing 100 per cent non-resident Indian finance and make things easier regarding the assignment tourism has large untapped potency for travel agents and transport representatives.

Indian tourism has enormous intact potential for creating employment and guarantees a stable run of foreign exchange in addition with giving improvement to the country’s whole economic and social growth. Presently there is a significant enhancement in the globe of increasing air seat capacity, trains and railway connectivity to important tourist destinations, four-lancing of roads connecting important tourist centres. Accommodation facilities are also improved for the convenience of the visitors. Luxury resorts to paying guest accommodations, each tourist have something for them depending to suit their pocket. Hotel industry has also brought Heritage hotels also.32

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India's Tourism Industry

"Nowhere in the world has put aside this kind of attractive, varied and heterogeneous status, flora, fauna, religions, languages, dialects, outfit patterns, life styles and rituals, such like India."

Tourism is one of the world’s most thriving industries, generating approximately $4 trillion annually worldwide. Over 550 million world tourists, see distinct parts of the world every year to enforce their desire to enjoy the life. It is mostly the middleclass society, with their minor resources has contributed a lot in increasing the tourism turn over. When the world earns a lot over the tourism, the contribution of India is nearly lower than 0.5 percent, which gives an alarming bell to wake up and catch with the concern. Foreign earnings from this tourism for 1997-98 were overly Rs. 11264 crore.33

Though, late the tourist arrivals to India has magnified by 16percent, but there is a place for feeling happy why so few people opt to come to India, as compared to the other countries of South Eastbound like Malaysia and Thailand where the tourist crowd is three times more than that of India.

India is called a traveller’s destination where not only the sacred places but also historical places and monuments exist. The splendour of Taj Mahal, ancient architectural model of Ajanta and Ellora caves, the temples of Tamilnadu, the enclose places of Rajasthan, the flora and fauna of Kanyakumari, the Puri tabernacle of, the comedian devotion of Ooty, Darjeeling, Kodaikanal, Shimla, Manali, the pretence mountains of Chain, all are specified magnet for the tourists, rarely found in other country.

33Annual Report 2009-2010, Ministry of Tourism, Government of India
In spite of India, endowed with much picturesque spots, the tourist's are not arriving in India in specified mass is a thing to be pondered upon. Though the influx of tourists increased from 1.2 million in 1981 to 3 million in 2003, yet the growth is not as expected.

To boost tourism as a healthy industry, the government has to come out with certain measures to serve the tourists reaching India. Be it a laymen or a foreigner, must be ensured to see that the value and recreation commensurate and are satisfying to the tourist equal to the money spent by them. The journey should be enjoyable by the tourists, be it a bus, railway or air. It should cater to the needs of all the tourists from rich to the poor. The stay at the place should be very homely and very hospitable. This should be taken care by the established tourist concern. The transporters should be very tourist friendly. Fleecing of the tourists by rickshaw pullers, beggars in and around tourist spots should be checked and curtailed with iron fists. The Railway/Bus clerks should be very cooperative and courteous to the tourists. The tourist should be made to feel confident and secure in the tourist destination. They should be guarded against cheats, vagabonds and sexually harassing miscreants. All unfavourable atmospheres should be cleared and efforts have to be put to see the tourists are comfortable, there by attracting the tourists.

Miscreants also cause a nuisance among the visitors. such a circumstance should be dealt firmly, so favourable effects are there on all our efforts to attract the tourists.34

Such nuisance and illegal activities can be prohibited provided the government of the state and all those agencies involved unite together and formulate guidelines. The guidelines should be such that the tourism industry not only helps us to acquire money and foreign currency, but also to change the national perspective on tourism by encouraging village

34Bradnock, Roma (2004). Footprint India Footprint Travel Guides, Bath, UK
industries and by improving handicrafts of local communities, thus enhancing the standard of living. These things promote domestic and international tourism.

The government at the centre and the state assign the task of promoting tourism to some agencies. The State Department of Tourism, Indian Tourism Development Corporation, the state tourism development corporations and The Hotel Industries together train the people to facilitate tourism industry. Such trained people are an asset in the development of tourism.

The Department of Tourism, Which is a part of Ministry of Tourism at Centre, formulates various policies and programmes to be themselves as a member World Tourism. It is obligatory on their part to make all policies and guidelines required for the tourism industry. It is an important fact that, in spite of different departments and agencies involved in the development of tourism in India, we are virtually very backward in the status of income. Cambodia, which is a smaller state than India and whose main attraction is Angkorvat, attracts the same number of tourists as India. Various countries having little attraction for tourists that India are earning more. The facilities provided should be in the way of hospitality, security and the safety of the tourist. The charges should commensurate with the facilities provided.

The government has setup a committee on tourism for improving the relation with other countries by allowing foreign investment in infrastructure development like hotels, roads, transportation in tourism areas. Apart from that, some state governments have sold some hotels to the private agencies in order to improve the standard of hotels and involvement of private participation in the tourism industry. The Central Government Programme for developing tourism was Rs 225 crore, during 2002-03, which was quite less compared to other developing countries. Though the above budget has been hiked a little by Rs 65 crore, which is
quite less considering the events in the context of last slogan “Incredible India”.

Though, packaging of tourism avenues can indeed help in the propagation of job and earning foreign exchange, yet a strong and dependable procedure needs to be formed to avoid harmful effects on eco-balance of the forest and natural resources of the country. The government and the private agencies should pay due attention on preserving the biological diversity to promote the tourism zone to acquire national receipts and thereby avoid to penalize the very hen that lays ‘Golden Eggs’. The government should watch the activities of the department, Non-Governmental Organisations (NGOs), private agencies which run hotels, travel agencies and tour operators, the varied sub-offices of the section to remove non performing agencies in the promotional efforts in different areas and also in foreign countries.

Since 1966, the Indian Tourism Development Corporation has been working on developing Tourism in India. ITDC is finding new avenues for constructing new hotels and restaurants, lodges for tourists including marketing of hotels making gettable ship facilities, distribution of publicity physical for indispensable advertisement ITDC also furnish needed consultation and managerial services in India and foreign.

The Indian Institute of Tourism and Management Directorate is an independent body to train people in tourism and other allied sectors. The distant management courses are also in demand as professionally trained people are required in the tourism industry.

One of the important segments of tourism industry is the Hotel Sphere, which has vast possibility for occupation beginning and earning adulterant interchange. The fresh declared Industrialised Policy has accorded precedence to the Hotel Industry. Various tax benefits are also acknowledged. A new categorization of Heritage Hotels is introduced
which covers the running of hotels in humanities Havelis, Castles, Forts and Residents, built antecedent to 1950. These old structures where one finds the splendour yesteryears are extremely popular with the tourists.

Most of the State Governments has their own State Tourism Development Corporations. These corporations conduct several organised schemes for the tourists, in a bid to upgrade tourism in the real sense. Rajasthan Tourism Development board offers captivating assemblage for the association incorporated by the organized aspect, governance division at elect holidaymaker sports. Likewise the government of M.P., Orissa and other states furnish individual schemes to attract and promote tourism in their respective states.

The terrorist activities in the Kashmir valley had an unfavourable touch on the flow of tourists in India. The security, calmness and safety are the foremost obligations for the free flow of tourism in India.\(^{35}\)

Foreign Travel Arrivals in India

Foreign travels Arrivals in India was taken in to account from 1997 to 2012 was considered and found that there was a steady growth in the arrivals but in 2002 there was a slight dip in the arrivals due to global recession but it did not see back until 2009 but during this period there was not much increase in the arrivals due to some terrorist activities and security reasons. When the terrorist activities were handled properly things started falling in line and tourism also gained momentum.

Table 1.1
Foreign Travel Arrivals in India

<table>
<thead>
<tr>
<th>Year</th>
<th>FTAs in India (in Millions)</th>
<th>Percentage change over the previous Year</th>
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<tr>
<td>1997</td>
<td>2.37</td>
<td>3.8</td>
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<tr>
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<tr>
<td>2012(jan-june)(P)</td>
<td>3.24</td>
<td>7.8@</td>
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</tbody>
</table>

(p) Provisional
\(\@\) Growth rate over Jan-June 2011

Source-
1. Bureau of Immigration, Govt. of India, for 1997-2010.
2. Ministry of Tourism, Govt. of India, for 2011-2012

23
Foreign Exchange Earnings in India

Foreign exchange earnings has seen a huge growth in 1998 with a immediate decrease in the percentage change from the previous and then came to negative in the year 2001 this can be referred to global recession but after that the growth was huge in2004 due to the recovery in the global economy after 2004 it was a steady growth inFEE during 2012 with 24percent change over the previous year.

Table 1.2
Foreign Exchange Earnings in India in crores

<table>
<thead>
<tr>
<th>Year</th>
<th>FEE from Tourism in India(in Crores)</th>
<th>Percentage change over previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>10511</td>
<td>4.6</td>
</tr>
<tr>
<td>1998</td>
<td>12150</td>
<td>15.6</td>
</tr>
<tr>
<td>1999</td>
<td>12951</td>
<td>6.6</td>
</tr>
<tr>
<td>2000</td>
<td>15626</td>
<td>20.7</td>
</tr>
<tr>
<td>2001</td>
<td>15083</td>
<td>-3.5</td>
</tr>
<tr>
<td>2002</td>
<td>15064</td>
<td>-0.1</td>
</tr>
<tr>
<td>2003</td>
<td>20729</td>
<td>37.6</td>
</tr>
<tr>
<td>2004</td>
<td>27944</td>
<td>34.8</td>
</tr>
<tr>
<td>2005</td>
<td>33123</td>
<td>18.5</td>
</tr>
<tr>
<td>2006</td>
<td>39025</td>
<td>17.8</td>
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<tr>
<td>2007</td>
<td>44360</td>
<td>13.7</td>
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<tr>
<td>2008</td>
<td>51294</td>
<td>15.6</td>
</tr>
<tr>
<td>2009</td>
<td>53700</td>
<td>4.7</td>
</tr>
<tr>
<td>2010#</td>
<td>64889</td>
<td>20.8</td>
</tr>
<tr>
<td>2011#</td>
<td>77591</td>
<td>19.6</td>
</tr>
<tr>
<td>2012(jan-june)#</td>
<td>43760</td>
<td>24.4@</td>
</tr>
</tbody>
</table>

# Advance estimates, @ Growth rate over Jan-June 2011

Source:
Graph 1.2

FEEs in Crores

# Advance estimates, @ Growth rate over Jan-June 2011
Source:
Foreign tourist visits in India during 2011

Foreign tourist in India was taken during 2011 and it was found that Maharashtra was the state where 24 percent of the total tourist arrive this large percentage of tourist arrivals could be attributed to the various reasons like it has an international port and harbour and one of the oldest city of India and also it has the oldest international airport, followed by these it has the world famous AJANTA AND ELLORA CAVES along with good national park like Melghat National Park which is a tiger attraction. Maharashtra is followed by Tamilnadu with 17.3 percentage share because of its various pilgrimages and beaches followed by Delhi with 11.1 percent for its golden triangle concept of Delhi Agra and Jaipur, Uttar Pradesh is behind Delhi with 9.7 percent for its Himalayan foot hills along with pilgrimage and corbet national park followed by Rajasthan with 6.9 percent for its great deserts, pink city and the world famous Ranthambore National Park. West Bengal is just behind with 6.2 percent for its glorious Sunderbans and the Royal Bengal tiger. Bihar has got 5 percent share for its jain and Buddhist places followed by Kerala with 3.8 percent for its gods own country concept finally it is Karnataka and Himachal Pradesh with 2.9 and 2.5 percent. Karnataka tourism could be mainly attributed to IT and BT and ecotourism and Himachal Pradesh is due to pilgrimage and ecotourism these 10 states get 90 percent of the share and the remaining other states are contented with 10 percent of the FEE`s.
Table 1.3
Foreign tourist visits in India during 2011

<table>
<thead>
<tr>
<th>Rank</th>
<th>State/UT</th>
<th>Foreign Tourist Visits in 2011(P)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Number</td>
<td>Percentage Share(%)</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Maharashtra</td>
<td>4815421</td>
<td>24.7</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Tamil Nadu</td>
<td>3373870</td>
<td>17.3</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Delhi</td>
<td>2159925</td>
<td>11.1</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Uttar Pradesh</td>
<td>1887095</td>
<td>9.7</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Rajasthan</td>
<td>1351970</td>
<td>6.9</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>West Bengal</td>
<td>1213270</td>
<td>6.2</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Bihar</td>
<td>972487</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Kerala</td>
<td>732985</td>
<td>3.8</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Karnataka</td>
<td>574005</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Himachal Pradesh</td>
<td>484518</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total of Top Ten States</td>
<td>17565550</td>
<td>90.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>1929329</td>
<td>9.9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>19494879</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

(P) Provisional.
Source- State/UT Tourism Departments
Note:
1. Figure for Chhattisgarh has been estimated on the basis of all-India growth rate.
2. For some states, data adjusted using the information available with the Ministry of Tourism.
Graph 1.3

Top ten states/Union territories in India in number of foreign tourist visits

(P) Provisional.
Source- State/UT Tourism Departments
Note:
3. Figure for Chhattisgarh has been estimated on the basis of all-India growth rate.
4. For some states, data adjusted using the information available with the Ministry of Tourism.
Domestic Tourism in Top Ten States

Domestic tourism is a sleeping giant if aroused it can be the greatest potential in the tourism industry. Uttara Pradesh is first in the list with 18.3 percent share then comes Andrapradesh with 18 percent share followed by Tamilnadu with 16.2 percent share and Karnataka stands 4th with 9.9 percent share, Gujarat taking 10th position with 2.5 percent share. The first 10 states share lion’s share of 85.4 percent and the remaining 14.6 percent is managed by all other states. Karanatak’s tourism can be attributed mainly to the world famous Mysore dussera and also to the IT industry and good many archaeological and ecotourism sites.

Domestic tourism in top ten states

Table 1.4

<table>
<thead>
<tr>
<th>Rank</th>
<th>State/UT</th>
<th>Domestic Tourist Visits in 2011(P)</th>
<th>Number</th>
<th>Percentage Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Uttar Pradesh</td>
<td></td>
<td>155430364</td>
<td>18.3</td>
</tr>
<tr>
<td>2</td>
<td>Andhra Pradesh</td>
<td></td>
<td>153119816</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>Tamil Nadu</td>
<td></td>
<td>137512991</td>
<td>16.2</td>
</tr>
<tr>
<td>4</td>
<td>Karnataka</td>
<td></td>
<td>84107390</td>
<td>9.9</td>
</tr>
<tr>
<td>5</td>
<td>Maharashtra</td>
<td></td>
<td>55333467</td>
<td>6.5</td>
</tr>
<tr>
<td>6</td>
<td>Madhya Pradesh</td>
<td></td>
<td>44119820</td>
<td>5.2</td>
</tr>
<tr>
<td>7</td>
<td>Rajasthan</td>
<td></td>
<td>27137323</td>
<td>3.2</td>
</tr>
<tr>
<td>8</td>
<td>Uttarakhand</td>
<td></td>
<td>25946254</td>
<td>3</td>
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<tr>
<td>9</td>
<td>West Bengal</td>
<td></td>
<td>22256968</td>
<td>2.6</td>
</tr>
<tr>
<td>10</td>
<td>Gujarat</td>
<td></td>
<td>21017478</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>Total of Top Ten States</td>
<td></td>
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<td>85.3</td>
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<td></td>
<td>Others</td>
<td></td>
<td>124874769</td>
<td>14.7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>850856640</td>
<td>100</td>
</tr>
</tbody>
</table>

(P) Provisional.
Source: State/UT Tourism Departments.
Note:
1. Figure for Chhattisgarh has been estimated on the basis of all-India growth rate.
2. For some states, data adjusted using the information available with the Ministry of Tourism.
Why Tourism for India

Tourism - an Efficient and Multiethnic Phenomenon

Over the decades, tourism industry has practiced continuous progress and development, transforming completely the scenario of the country among the developing countries. Of late tourism industry is closely linked to jobs and comprises of new places like pristine areas and tranquil destinations. These aspects can bring tourism as a key driver for social- cultural-economical progress of any country.

Employing nearly 260 million people and generating about 10.7 percent of growth in GDP, Tourism is the largest as well as the fastest growing industry compared to other industries. The basic need for boosting tourism is the responsibility of saving the biodiversity and tranquillity of a tourist spot. Dealing predominantly with such sensible
issues, sustainable tourism becomes the main concern, as it is all about protective the resources, valuing the local society, tradition and culture.

Today, the income generated from tourism equals or surpasses that of oil exports, finished products or automobiles. Tourism is one of the eye raisers in global markets and is one of the main sources of income for non-industrial countries. Examples are Kenya and Costa Rica. This development give a competition among the countries having natural and pristine forest whereby they can earn from the natural landscape they have.

The global movement in tourism in industrial countries have produced large economic and employment benefits in all round areas, right from local handicrafts and farming to high end technology like Information Technology where cell phone and GPS are used.

The share of the tourism and the health of the community or the country at large depend on the dimension and quantity of the revenue generated by the sector. United Nations World Tourism Organisation (UNWTO) states that tourism destinations should be sustainable and should be interwoven with domestic and global markets as United Nations is devoted to development of tourism internationally. The United Nations points out that, developing countries are not so much concerned about sustainability which should be carried out in all eagerness as sustainability is the main theme for any development.\(^\text{36}\)

Contemporary developments & forecasts\(^\text{37}\)
- International tourist arrivals grew by nearly 4% in 2011 to 983 million;

\(^{36}\text{Akhila Mol, Essay on Tourism industry on India, http://www.preservearticles.com, Retrieved 20October 2009}\)

• International tourism generated US$ 1,032 billion (€ 741 billion) in import earnings in 2011;
• UNWTO forecasts a progress in tourism arrivals between 3% and 4% in 2012.

Ecotourism - An Introduction

Ecotourism is a broad word which has got two disciplines in it. i.e. Ecology (to preserve) and Tourism (to develop). Before the proper coining of the word, all tourism connected with nature like trekking, surfing, climbing, mountaineering and wildlife tourism were thought to be ecotourism. But lately ecotourism is a speciality in tourism involving visiting to fragile, pristine and usually protected areas which is of low impact and in small ways which help educate the traveller get funds for conservation and proportionally benefits the economic development and empowerment of local communities. As defined by the cofounder of the centre for responsible travel, Martha Honey, Ph.D., in her book ‘Ecotourism and Sustainable development, Second edition: Who owns paradise?

Ecotourism is to those people who are socially and ecologically conscious. It focuses on personal growth and learning new ways to live on this planet. Basically it involves places where flora, fauna and cultural heritage are the prime attraction. It is a conceptual experience in researching and understanding the environment around them. It impacts the human beings to appreciate the natural habitats. It is a responsible tourism unlike the conventional tourism where the negative impacts are minimized for the cultural integrity of the local people. Very important part of ecotourism is recycling, water conservation and creation of economic opportunities for local communities.
**What is Ecotourism?**

"An ecosystem is a unit of biological organisation interacting with the physical environment such that the flow of energy and mass leads to a characteristic tropic structure and material cycles." - Eugene Odum "the grandfather of ecology".

Eco-tourism is traced from two text - 'Ecosystem' & 'Tourism'. Together it is prefab Eco-tourism. To realise Eco-tourism Ecosystem and Tourism has to be blended.

Ecotourism also called as ecological tourism, is a travel to fragile, pristine and usually protected areas that strives to be low impact and small scale, it educates the traveller, provides funds for conservation, benefits the economic development and political empowerment of local communities and enhances respect for different cultures and human rights. As defined by the co founder for the Centre for responsible, Martha Honey, Ph.D, in her book Ecotourism and sustainable development, second edition: who owns paradise?

**Ecosystem**

Ecosystem is the grouping in which we live - the group which include the material, the liquid, the sky and of course the experience and the non-living objects in all these systems. It is a motivator multiplex of flora, organism and micro-organism communities and their non-living environs interacting as a useable thing.

But, there is no much proper and primary abstraction unit or scrap to step an Ecosystem. Thus, the statement "ecosystem" does not, necessarily, agree to the position "biome" or "bionomic divide", but can concern to any functional organisation at any area. It could, for example be, a pond, a woods, the sea, the river, a biome or the full biosphere.
Thus, a tourism which contains a trip to an Ecosystem is noted as Eco-tourism.38

But, that is not all. Eco-tourism is not exclusive travelling to many Ecosystems, but also to protect them. Basically Eco-tourism implementation is the Tourism involving steering to areas of innate or ecological areas, typically under the message of a biologist, for the mean of perceptive wildlife and acquisition of knowledge of the surroundings and at the synoptically conform on wildlife and also to improve the surrounding areas."

This is a scrupulous comprise of tourism industry and employment, which encourages effort to support the local people in every area and help them to conserve nature. It is also the key to maintain the biodiversity.

**Criteria of Ecotourism**

Ecotourism is a type of tourism that involves visiting secluded and pollution free natural areas. As per the definition and principles of ecotourism by the International Ecotourism Society (TIES) in 1990, ecotourism is a responsible tourism to undisturbed areas the conserve the environment and improves the well being of the local people. Martha Honey expanded the TIES definition by describing the seven characteristics of ecotourism, which are:39

- Involves travel to undisturbed and natural destinations
- Minimizes tourists impact
- Builds environmental consciousness
- Gets straight financial benefits for conservation
- finds monetary benefits for empowerment of local community
- Respects local culture

---


• Supports human rights and their movements

Along with this Ecotourism must satisfy many other conditions at the local natural surroundings such as
• Conservation of biological diversity and cultural variety through ecosystem protection.
• Promotion of sustainable use of biodiversity, by providing jobs to local populations
• Sharing of socio-economic benefits with local communities and indigenous people by having their informed consent and participation in the management of ecotourism enterprise
• Tourism to unspoiled natural resources, with minimal impact on the environment being a primary concern
• Minimization of tourisms own environmental impact
• Affordability and lack of waste in the form of luxury
• Local culture, flora and fauna being the main attractions

The word ecotourism is widely misrepresented and often used as a catching word to promote tourism which is close to nature. This is a common misuse in the term of jungle tourism which could be called as green washing practices followed in the name of ecotourism, like, building a hotel in a beautiful landscape which is very detrimental to the ecosystem. They wrongly think ecotourism is to sensitise people to the beauty and fragility of the nature. They condemn some operators as green washing their movement using the labels of green and eco friendly while behaving in environmentally irresponsible ways.

Currently, there are various moves to create domestic and transnational ecotourism accreditation programs, though the project is also debatable. Individual ecotourism confirmation programs bed been put in practice in countries specified as Costa Rica, Australia and Kenya.
Why Ecotourism?

Ecotourism is one of the fastest sectors in the tourism industry which has a development value of 15-20 percent every year. Though the concept is new, ecotourism is explored in most new natural areas which are remote and undisturbed. These tourism areas are appreciated by the tourists for the nature of the place and cultural of the local communities surrounding them, to spend time and get themselves educated and learn new ways of life from the local communities.

Availing the splendid looking of places loaded in their unprocessed model put travellers at sound quality with environment and in giving with psychogenic and personal calmness. Eco guidance is not all around seeing and surveying the nature supported places, but it also let you deplete into different nature supported eco activities equal disorderly animals dirtying, birding, angling, trekking, rock-climbing, mountain-biking, river rafting, para-gliding, hills and lakes vigil, seafaring, nature achievement and etc. Experiencing these nonprofessional and consultatory activities are the incomparable ply that an eco tour, dissimilar another trips, can worship to tourists.

Ecotourism in India

The activity of people going to and staying in places outside their usual place of residence, not more than a year for leisure, business or any other purpose form tourism. Such tours, for being close to nature to observe and enjoy its enormous creation in full biodiversity in a most environmentally nurtured manner, without impacting adversely on the ecosystem is specifically called as ecotourism. The WTO says tourisms involved in travelling to relatively undisturbed natural areas with object of studying, admiring and enjoying the scenery and its flora and fauna as well as the existing cultural aspects including the past found in these areas is defined as ecotourism. Ecotourism is distinguished from mass tourism or resort tourism by having a lower impact on the environment
and requiring less infrastructure development. The basic elements of ecotourism are natural environment, optimum number of eco friendly visitors and activities which do not have serious impact on the ecosystem and the full involvement of local community in maintaining the ecological balance. Examples of ecotourism are losing oneself in a beautiful natural forest or landscape, watching animals, birds and vegetation in a forest, corals and marine life in sea, engaging in rafting, trekking and boating or simply wandering in the sand dunes. These are a few forms of ecotourism.

The geographical diversity of India is a natural wealth of ecosystem that are protected and preserved. These ecosystems have become the very important resources for ecotourism in India. These resources could be broadly classified into the biosphere reserves, the mangroves, the coral reefs, deserts, mountains and forests, the biodiversity of flora and fauna, seas, lakes, rivers and caves.

The biosphere reserves are multipurpose protected areas for preservation of genetic diversity, integrity of plants, animals and microorganism in their ecosystems.

Mangroves are much specialised forest systems of tropical and sub-tropical regions bordering sheltered sea coasts and estuaries. For example: Coondapur, Tadadi and Honnavar in Karnataka.

The great Thar Desert and the little deserts in the north western regions in the country are distinct ecosystems which have fascinated tourists from all over the world.

The great Himalayas and other mountain ranges in the country with the snow clad slopes, forest and rivers have also become great attraction for eco tourists.
Likewise the flora and fauna is very rich in India. It has about forty five thousand species of plants and about sixty five thousand species of fauna, which includes one thousand two hundred twenty eight types of birds, four hundred and twenty eight types of reptiles. In order to protect and preserve these biodiversity constituents India has created number of national parks and wildlife sanctuaries in different parts of the country. Bandipur, Nagarhole, Kudremukh, Anshi and Bannerghatta are the national parks in Karnataka. Likewise the Arabian sea, Indian ocean and the Bay of Bengal covers the Indian subcontinent except for the northern boundary. This land is crisscrossed by several rivers and holds many lakes. These water bodies provide opportunities for water sports.

**The Concern for Ecotourism**

These forms of tourism are gaining importance of late. India has been experiencing various forms of ecotourism all through the ages. Promotion of domestic tourism needs state initiatives. Government policies should not be short sighted. Indians must see India should be the orientation. As ours is a land of diversity majority of us do not have direct glimpse of this diversity. From ancient to present times, religion has been a motive force for tourism. Every religion has cast upon it followers some duties that involve travel and tourism. Religious holidays abound these days facilitating people to undertake travel. For example: going to Tiruputhi in Andhra Pradesh, Sabrimala in Kerala, Mukambikha in Karnataka, Mount Abu in Rajasthan, Prayag in Uttarpradesh, Haridwhar and Rishikesh in Uttar Pradesh and Amarnath in Himlayas. With these examples the concern for ecotourism can be achieved under the Piligrimage tourism.

**Ecotourism in Karnataka**

Karnataka is a land blessed with many fascinating worlds. One can simultaneously discover ageless monuments, world heritage sites, lush green forests, amazing wildlife, spectacular waterfalls, romantic hill
stations, timeless temples, pristine beaches, exhilarating adventure sports and vibrant art and culture.

The state is blessed with natural wealth. Misty mountains, dense forests, gurgling streams and breathtaking waterfalls can be found across the state, making it an ideal destination for those who would want to rediscover themselves amidst nature.

It boasts of some of the largest jungle tracts south of the Vindhya Ghats from the majestic evergreen forests of the Western Ghats to the scrub jungles of the plains.

The state has its share of hill stations which are perhaps lesser known. But each is uniquely charming. Nestled in the Western Ghats, the hills stations present a spectacular view of dense forests, deep valleys and magnificent sunsets. Sandalwood forests, coffee plantations, trekking trails, waterfalls and wildlife make the state an even more interesting destination for the tourist.

Karnataka has big history of tourism with Forestry and Wildlife as the main attraction along with coastlines, western ghat areas including pilgrimage spots which are usually inside the forests. The total geographical area in Karnataka is 1, 91,791 sq. kms out of which the forest area is almost 43,356.95 sq. kms which constitutes almost 22.6%. The Karnataka Forest Act, 1963 and Karnataka Forest Rules 1969 regulate certain acts in the forest areas. Karnataka has five National parks and twenty two wildlife sanctuaries which encompass6576.76 sq. kms which forms nearly 15.17% of the whole forest areas. Wildlife (protection) Act 1972 is in force to protect the wild animals and birds including flora. This forms a basis for ecotourism. Karnataka is one land with different world. It has got monuments of archaeological importance, great heritage sites, abundant reserved forest and protected areas,
awesome wildlife, thrilling waterfalls, age old temples, pristine beaches, exhilarating water sports, vibrant art and civilization.

One can see a profuseness of monuments in Province and thence it is called the base of historical architecture. The magnificent world heritage sites at Hampi and Pattadakal, the delicate temples at Belur, Halebeedu and Somnathpur, the cave temples of Badami and Aihole and the tall forts, domes and minarets of Bijapur revive the land's chronicle and ethnical affluence. They remind one of the states princely heritages.

The state can boast of many rich tourism sites like Misty mountains, thick forests, gurgling streams and breathtaking waterfalls can be found across the state, making it an undisputed land for those who would need to rediscover themselves amidst nature.

The states wildlife and forests are valuable assets. It boasts a few of the maximal jungle tracts south-eastward of the Vindhya Ghats, from the evergreen forests of the Western Ghats to the jungles of the plains. There is a different variety of fauna and flora. Many of them are endemic to the region. These were conserved and preserved by the late rulers of Karnataka. These sanctuaries were protected by the local communities.

The land is surrounded by the soaring Western Ghats in the eastward and the picturesque Arabian Sea in the region, the state boasts of 320 Km-long coastlines with pristine and clear beaches and temples all along the beaches. They are remote, where the tourists long to visit.

The state has got many elevated hill stations inside the thick forests, where pristine valleys, deep gorges, magnificent sunsets, sandalwood forests, thick plantations, lovely trekking trails, fascinating waterfalls with breathtaking wildlife.
Given its different topography, Karnataka is a heaven for adventure lovers. It provides an opportunity for trekking and rock-climbing and it is a paradise for tourists to enjoy ecotourism to the fullest.

**ECOTOURISM AND JUNGLE LODGES AND RESORTS**

Jungle lodges and resorts (JLR) was started as a tool to promote tourism in wild life destination in Karnataka. The jungle lodges and resorts started its venture from kabini backwater resorts in kanapur, and today it can boast of 15 properties on the Beach, River and jungles of Karnataka.

Jungle lodges and resorts was started in 1980 as a private limited company as a joint sector between Government of Karnataka and M/s Tiger top(I)pvt Ltd, eventually in 1987 the tiger tops sold its entire shares to government of Karnataka thus making the JLR a Government organisation this organisation provides wilderness tourism, adventure tourism water rafting, trekking, fishing, boating and nature tourism.

The kabini river lodge, karapur was rated by Tatlers travel guide as one of the top wild life resorts in the world(1995)and CNB(AWAAZ) as the best ecotourism practises (2008) The Ministry of tourism, Government of India named The jungle lodges and resorts as the best ecotourism organisation. In spite of all these appreciation this organisation got a setback in its latest venture, The bannerghatta night safari project. The Apex court stayed its project as the movement of elephants and other wild animals at the site of the night safari which was well inside the area of wild animals was ignored. Hence safeguarding the wildlife is a part of ecotourism.

**Motive to opt ecotourism for the study**

Ecotourism is a tourism where maximum people move to natural areas in search of tranquillity, peace and well being. This is one of the highest money spinning units in tourism. The reality tourism structure reported in 2009 alone, 880 million foreign tourist arrivals were noted,
and the developed countries reported that $90 billion in international travellers receipts. With the size and the location and sustained development of tourism in the industry, the concern on eco tourism development cannot be ignored. Specific research is required as to understand how to benefit from it voiding the disadvantages with the tourism industry (Reality Tourist Report, 2001).

The places of Karnataka, in South-West India have pristine forest with many undisturbed flora and fauna. It has an area of 38720 sq Km, which constitutes 20.19 percent of the total geographical area of the state. Under this, there are five national parks and 22 wild life sanctuaries which cover an area of 6576.76 sq km. This forms nearly 15.17 percent of the total forest area. This is managed by the Principle Chief Conservator of Forest, Wildlife, who is the chief wildlife warden of Karnataka. The ecotourism is encouraged in the buffer areas of the national parks and wild life sanctuaries. Few of the advantages of ecotourism are:

- It is minimum impact tourism, where people go the natural undisturbed places and the revenue is reinvested in protecting the natural environment.
- It builds environmental awareness and also benefits in protecting the plants and animals.
- Ecotourism offers new opportunities for small-scale investments and increases the concerned sphere in protecting the flora and fauna. Especially in developing countries, it is a substance of socio-economic and environmental upliftment, where the local communities can be benefitted.
- Ecotourism provides supports for human rights and demographic movements of the people in the natural surroundings.

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• Shares the socio economic benefits with local communities and indigenous people after having their consent and involvement in the management of ecotourism.

• It cannot afford to waste in the form of luxury as this is low impact tourism.

• It is tourism to unpolluted natural resources with minimum impact on the environment being a primary concern.

• Ecotourism is a very fast growing industry where local community can earn their livelihood and improve their standard of living without going to cities and faraway places.

• Ecotourism helps local communities to sell their handicrafts and other locally made articles, thereby helping their livelihood.

• Ecotourism is also a real popular tourism today as people rush to pristine areas for bird watching, water sports and trekking.

The above mentioned benefits from ecotourism were the motive for the researcher to study and investigate on ecotourism in Karnataka. From this study, some useful suggestions can be offered for the management of ecotourism areas.

**Benefits of Ecotourism**

Ecotourism is one of the fastest growing industries in developing countries where the local communities are usually benefited. Many people choose ecotourism spots to other places to find peace of mind and to be one with nature, performing activities like bird watching, trekking, rock climbing and walking trails. During the trip, there is a large possibility of getting involved with local culture and civilization and learn some different customs, purchase different costumes and handicrafts, thus, collecting mementos.

Ecotourism helps to modify the rules and policies of the local areas due to the large money involved in it where the revenue has to be
reinvested in the local area development and for the local communities. Hence, local human resources can be fully tapped.

**Conclusion**

Ecotourism is an upcoming activity, especially suited for states like Karnataka which boast of a diversified topography. However, certain precautions need to be taken. Concentration of tourism activities in and around eco tourism sites should be prevented. Otherwise, there will be a spurt in different types of construction activities resulting in the loss of “undisturbed or uncontaminated” nature of these tourist sites.

At the level of the ecotourism destination, the administration has to tone up its official machinery. Basic amenities should be ensured and malpractices on the part of the various stakeholders should be strongly dealt with. In particular, travel and tour agencies, tourist guides and other such stakeholders should be properly regulated. Strict enforcement of the regulations will go a long way in promoting ecotourism.