ANNEXURE  I (A)

SOCIOCULTURAL IMPACT OF ECOTOURISM IN THENMALA (KERALA)
Semi Structured interview Schedule I: Thenmala Ecotourism Promotion Society

Personal details

Name

Designation

Organisation
Describe the history and development of the TEPS.
What has it done differently from the mass tourism in its growth and design?
How effective is TEPS in terms of 1) business success, 2) environmentalism, and 3) cultural preservation?
Describe your current initiatives in ecotourism and environmentalism.
What factors contributed to the successful growth of ecotourism in thenmala? What advantages has it had over its neighbors? What factors have limited Thenmala’s successful implementation of ecotourism?
What specific actions would you take in the next year? Why?

Staff training
What kind of an ecotourism education/training is given for guides and managers?
Do you allow managers, staff and contract employees know and participate in all aspects of company policy to prevent impacts on the environment and local cultures?
Do you give managers, staff and contract employees’ access to programs that will upgrade their ability to communicate with and manage clients in sensitive natural and cultural settings?
Is there some kind of a training that teaches you how to deal with local people, minimize social impact, increase local initiatives in ecotourism and so on?

Certification
Do you have any certification programme for certifying ecotourism products? What kind of a certification programme you have? Is it voluntary or compulsory?
What are the pros and cons for having certification programs run by the government?
What certification movements are there in ecotourism in Thenmala? Do these certification programs solve the authenticity problem? Why or why not?
Environmental Conservation
How large are the groups you allow at a particular time to ensure minimum group impact on destinations?
Do you contribute to the conservation of the Shendurney Wildlife Sanctuary?
How do you monitor negative environmental impacts, including trail erosion, improper waste dumping, littering, water pollution, species harassment, illegal collecting of plants or animals, feeding of wildlife?
How do you use the ecotourism-generated revenues?
Do you facilitate visitor contributions to local conservation initiatives? How?
Do you facilitate visitor contributions to local conservation initiatives after the trip?

Socio-Cultural impact
Do you have any cultural guidance policy?
What sociocultural measures have you taken?
To what extent should TEPS be involved in solving social problems in the local area like alcohol abuse?

Tourists
What steps have you taken to educate the ecotourists?
How do you encourage sustainable behaviour?
Do you prepare tourists for each encounter with local cultures and with native animals and plants?
Do you try to minimize traveler impacts on local cultures by offering literature, briefings, leading by example, and taking corrective actions?
Do you conduct briefings, including behaviors to avoid, restricted practices and zones, special alerts for fragile and endangered species, specific distances to maintain with local wildlife and local regulations?

Local participation
What aspirations and concerns do local people have regarding the development of ecotourism in the area?
Did you involve local participation in the project? If so, at what level?
Did you have formal and/or informal training and awareness-raising activities to make the local community understand what ecotourism is and how it can contribute to sustainable development?
Is there a lack of training and expertise on the part of local community to allow full participation?
Is there may be a lack of understanding by local people about ecotourism now also? Does that make you reluctant to allow the local community to participate?
Are local people unwilling to become involved in planning because they feel inadequate in dealing with the issues involved?
Do you hire locally-owned businesses including transport (vehicle and boat rental services), accommodations (hotels, lodges, camps), and restaurants?
Do you contribute to local economy and employ local people in increasingly responsible positions?
Are you planning to involve more local people in future? If so, how?

*Date and Time:*
CHECKLIST FOR ECOTOURISTS

Ecotourist Profile

- Age
- Education (highest level achieved)
- Income
- Gender
- Marital status
- Occupation
- Average expenditure
- Visitor origin
- Duration of stay
- Activities undertaken in Thenmala
- Satisfaction factors

Motivations for an ecotrip

What are your motivations in visiting Thenmala?
Why you chose to visit Thenmala?
Where did you hear about it? How?
What did you expected to see?

Perception of ecotourism

What do you think are the objectives of ecotourism?
What do think are the advantages and disadvantages of ecotourism?
Do you think ecotourism promotes cultural exchange?
How do you think ecotourism affects local culture?

Environmental knowledge

Are you a member of any environment organisation?
How interested are you in conservation?
Did you listen to the environmental/sociocultural advice given by the guides?
How interested are you in learning new skills. Did you learn any new skills?

Education

Do you have an interest in learning about the environment and its management?
Were you informed of the environmental as well as sociocultural consequences of your actions?
Did they encourage you to engage in sustainable behaviours?
Did it motivate you to behave more environmentally friendly?
Has it strengthened environmental awareness, concern and commitment, through an increased understanding and appreciation of nature?
Do you feel you have acquired a consciousness and knowledge of the natural environment together with its cultural aspects?
Do you think this trip has helped you to get involved in conservation issues in future?
Are you satisfied with tourist information needs and of visitor management?
Did you demand more environmentally responsible services and products as well as information?
Did you want to learn about the environments you visit?
Have you gained better understanding, awareness and appreciation of cultural environment as a result of your tour in Thenmala?

Interaction with the locals

Were you educated about the culture of the local community in Thenmala?
How interested are you in learning about the local culture? What aspects are you interested in?
How interested are you in interacting with the local community?
Where did you interact with the local community mainly?
Did you go into any local house?
Did you take part in any rituals?
What was your impression before coming here? Has it changed?
Has interacting with the hosts brought in any change in you?
What has been your relationship with the guides?
How do you perceive the locals?
What do you think is their reaction to your presence?
What has been your experience with fellow tourists and locals in terms of gender?
Did you have access to the back stage of the hosts?
Did you perceive any attitudinal difference among the hosts of people belonging to different background?

Reflections on sociocultural impact

How concerned are you about the sociocultural impact?
Has the tour encouraged better understanding of the cultural environment visited?
Have the guided tours provided you with an opportunity to learn more about the social issues in Thenmala as well as cultural ones?
Do you feel that your presence causing any social and cultural impact? How?

Date and Time:
ANNEXURE 1 (C)

Semi Structured interview Schedule: Local community

CHECKLIST FOR THE LOCAL COMMUNITY

Profile of interviewee:

1. Name
2. Age
3. Sex
4. Caste / Community
5. Educational level
6. Occupation

Essential questions

Describe the history and makeup of the community.
Describe the types of information that best describes the community (e.g., demographic, historical, political, civic participation, key leaders, past concerns, geographic, world view)
What has been the occupational structure in the past? How has it changed now?
Describe economic changes that have occurred after 1999?
Who in this community is actively involved in ecotourism? How?

Guiding questions

Awareness
What do you think are the goals of ecotourism?
What are your expectations about ecotourism in Thenmala?
Have you ever been sensitised towards ecotourism? What kind of sensitisation was provided?
What are the advantages and disadvantages in Thenmala?

Interaction with tourists
What are your expectations about tourists?
Are their expectations about you stereotypical?
How interested are tourists in learning about your culture?
Do you think interactions with tourists are segmented and for limited purposes only or it were genuine?
How the interactions with tourists change the minds and lives at a personal level?
Do you allow tourists to have access to "back stage"?
Do you feel that there is overdependence on tourism in Thenmala?
What do you think is the effect of ecotourism on ecotourists?

Environment
What was your relationship with the nature previously and what change is there now?
How is the physical environment changed after ecotourism?

Participation
Are you directly or indirectly involved in ecotourism?
What do they feel about participating in ecotourism?
Who do you consider should participate more? Why?
Did you choose to be part of the organizations that receive tourists? Or was it forced? Do you like it?
Do you think there is sufficient participation of local community in ecotourism? If not, what are they ways that you would want to be involved in future?
Is ecotourism helping the local public to improve their welfare? If yes, what kind of benefits?
How do they think ecotourism has an effect on others within the village?
Do you feel a denigration or commodification of local culture?
Is there any resentment over outside control?

Impact
Does ecotourism has a direct impact on your everyday life? What kind of an impact?
Do you perceive changes in values, local attitudes and behavior after the arrival of ecotourism?
Is there any loss of resources, access, rights, privacy?
Does ecotourism results in communication or corruption of culture?
Is your community cohesion weakened or strengthen now?
Do you think there is disruption of traditional kinship and community bonds?
What do you think are the positive changes that have resulted due to ecotourism?
Has ecotourism changed its ideologies, politics and social interaction among you? If so, how?

Specific change
Has any change in communication and language taken place because of ecotourism?
Has ecotourism affected adolescents and youth in Thenmala?
How have tourism paved the way for changes among different generations/ethnic groups?
What are the attitudes to alcohol and drugs? Has it changed?
Is there any increase in crime rates?
What are changes in the role of women and men?

**Future**
How might local community involvement in tourism development and management reduce adverse socio-cultural impacts?
How do the expect ecotourism in Thenmala to influence your future?
What do you think lies in the future of ecotourism for this community?

**Checklist for participant observation.**
- Scenery (nature)
- Scenery (built)
  - Overall image? What is the dominant visual scene and how is it achieved?
  - Image components that represent the uniqueness of the community
  - Public and Private Signage (for tourists: useful? distracting? nonexistent?)
  - Types of lodging and amenities for that lodging
  - Service personnel
  - Restaurants for a wide variety of people? For large numbers?
  - Types of shops
  - Types of services
  - Local community reactions to ecotourists

**Date and Time:**
ANNEXURE I (D)
Semi Structured interview Schedule I: Local participants in Thenmala

Profile of interviewee:

1. Name
2. Age
3. Sex
4. Caste / Community
5. Educational level
6. Occupation
7. In what way are you involved in ecotourism in Thenmala?

Essential questions:

Who are the major stakeholder groups in ecotourism?
How is the local community involved in the decision-making process and in the benefits of ecotourism development?
Who are the local leaders?
How eco-aware are local community groups?
What aspirations and concerns do local people have regarding the development of ecotourism in the area?
What ecotourism initiatives are already in existence?
What is the community’s past experience of participatory planning and management?

CHECKLIST FOR ACCOMMODATIONS IN THENMALA
How do you use of energy saving devices and renewable energy resources?
How do you treat solid and organic waste?
Are all products from threatened natural resources avoided?
Do you purchase food from local farmers?
Is the locally produced craft and food item available for sale on the premises or used in its restaurants?
Do you offer opportunities to visitors for interaction with local owners, managers, staff and guides?
What are the interpretive/educational materials inside the facility that are available to guests?
Do you contribute to conservation or community development efforts with financial, technical or logistical support?

From Observation
Do they offer a natural setting that has been preserved and contains local plant life?
Is it in compliance with environmental regulations?
Does it keep up with the local environment and reflect national or local cultural design motifs in architecture and interior design?
Assess their use of local and sustainable and/or recyclable building materials.
Assess the facility's sensitivity to interpretive opportunities; i.e. how well the facility has interpreted its own land's natural features and natural resources, or the local cultural backgrounds and perspectives of its own staff, for visitors.

CHECKLIST FOR TOUR OPERATORS
How does it contribute to the definition of genuine ecotourism? Why are the functions of "inbound" tour operators so important to good ecotourism practices?
Tell me how founders/owners have tried to balance sound business theory and practices with their fundamental ethical principles. What have been the successes and limitations of applying values, including a commitment to ecotourism, to business operations? In what ways have ethical values been in sync with and in what ways have they been at variance with prescribed business practices?
How do you try to make ecotourism in Thenmala sustainable?

Only to local tour operators
What are the main advantages to local ownership?
Has the fact that it is founded, owned and run by two affected its operations and its image?
Should it tried to more consciously market itself as created and directed by locals?
What is the normal size of your tourist groups?
Do you only use local labor?

Pre Departure
Do you provide introductory information on the people and ecosystems to be visited in predeparture packages and stress the importance of reading it?
Do you provide information on the equipment, clothing and personal supplies suitable?
Do you provide information on the local culture as well as the behaviour that might offend local community?
How do you prepare travelers to minimize their negative impacts while visiting sensitive environments and culture in Thenmala?
Educating Tourists
Do you offer visitors the educational materials they need to learn about the people in Thenmala?
How do you educate visitors about the full range of natural and cultural phenomenon to be observed?
Do you educate visitors to consider the effects of their visit in advance and to modify their behavior while traveling, with the objective of minimizing impacts?

Limiting Impact
Do you pave the way for reciprocal sensitivity between cultures by teaching tourists to be unobtrusive while they are encountering environments and cultures?
Do you provide visitors with the opportunity to learn more about the social and political circumstances of the region being visited and to learn more about local environmental problems and conservation efforts?
Do you encourage interaction with local people while overseeing contact to avoid cultural errors?
Do you stress to the visitors the importance of contributing to the conservation of places in Thenmala?

CHECKLIST FOR GUIDES
What is your formal education?
How many languages do you know?
How interested in conservation are you?
Tell about your career as a guide?
What are the working conditions?
Do you feel you have a proper understanding of ecotourism, its principles and goals that lead to sustainable tourism?
Do you feel competent to be ecotourism guide?
How many female guides are there?
How many trained and untrained guides are there?
What is your principle training need?
How do you improve your product and technical knowledge?

Interpretation
Do you make connections between the place and the visitors, and incite them to question and discover new things?
What kind of an interpretive technique do you use?
Do you use interpretive techniques such as models, diagrams and activities?
Do you educate guests about the forest through scheduled presentations?
Environmental education
Do you brief visitors on proper behavior - on trails, in campsites, around wild animals, around fragile plants - and with trash, with human waste, with fires and with perfumes? Do tourists make unrealistic expectations of observing rare wildlife and plants? Do you advise against collecting souvenirs from natural areas, such as feathers, bones and shells, unless it is specifically condoned by local authorities?

Culture
Are you proud or embarrassed by the lifestyle of locals? Do you appreciate the local culture? Do you feel that the villages are of interest to the visitor? Do you encourage interaction between local people and visitors? Where would community visits and other cultural encounters rank in visitors’ preferred activities? Do tourists purchase of quality handicrafts, representative of the culture, as opposed to unauthentic items? Do you advise visitors to accept differences, adopt local customs and be unobtrusive? Do you discuss appropriate behavior when photographing? Do you discuss appropriate behavior when purchasing goods, tipping, and responding to begging? What range of strategies do you use to conserve local cultural? How do you interpret local cultural values and history of local cultures? How do you enhance visitor understanding of local cultures but avoiding intrusions into the private lives? Do you help the local people in choosing what to make as handicrafts? Do you accept gifts from tourists?

Date and Time:
Venue of interview:
Number of people present during interview:
The participants to the World Ecotourism Summit, aware of the limitations of this consultative process to incorporate the input of the large variety of ecotourism stakeholders, particularly non-governmental organizations (NGOs) and local and indigenous communities,

*Recognize* that ecotourism embraces the principles of sustainable tourism, concerning the economic, social and environmental impacts of tourism. It also embraces the following specific principles which distinguish it from the wider concept of sustainable tourism:

- Contributes actively to the conservation of natural and cultural heritage,
- Includes local and indigenous communities in its planning, development and operation, and contributing to their well-being,
- Interprets the natural and cultural heritage of the destination to visitors,
- Lends itself better to independent travellers, as well as to organized tours for small size groups.

*Acknowledge* that tourism has significant and complex social, economic and environmental implications, which can bring both benefits and costs to the environment and local communities,

*Consider* the growing interest of people in travelling to natural areas, both on land and sea,

*Recognize* that ecotourism has provided a leadership role in introducing sustainability practices to the tourism sector,

*Emphasize* that ecotourism should continue to contribute to make the overall tourism industry more sustainable, by increasing economic and social benefits for host communities, actively contributing to the conservation of natural resources and the cultural integrity of host communities, and by increasing awareness of all travellers towards the conservation of natural and cultural heritage,

*Recognize* the cultural diversity associated with many natural areas, particularly because of the historical presence of local and indigenous communities, of which some have maintained their traditional knowledge, uses and practices many of which have proven to be sustainable over the centuries,

*Reiterate* that funding for the conservation and management of biodiverse and culturally rich protected areas has been documented to be inadequate worldwide,

*Recognize further* that many of these areas are home to peoples often living in poverty, who frequently lack adequate health care, education facilities, communications systems, and other infrastructure required for genuine development opportunity,

*Affirm* that different forms of tourism, especially ecotourism, if managed in a sustainable manner can represent a valuable economic opportunity for local and indigenous populations and their
cultures and for the conservation and sustainable use of nature for future generations and can be a leading source of revenues for protected areas.

*Emphasize* that at the same time, wherever and whenever tourism in natural and rural areas is not properly planned, developed and managed, it contributes to the deterioration of natural landscapes, threats to wildlife and biodiversity, marine and coastal pollution, poor water quality, poverty, displacement of indigenous and local communities, and the erosion of cultural traditions.

*Acknowledge* that ecotourism development must consider and respect the land and property rights, and, where recognized, the right to self-determination and cultural sovereignty of indigenous and local communities, including their protected, sensitive and sacred sites as well as their traditional knowledge.

*Stress* that to achieve equitable social, economic and environmental benefits from ecotourism and other forms of tourism in natural areas, and to minimize or avoid potential negative impacts, participative planning mechanisms are needed that allow local and indigenous communities, in a transparent way, to define and regulate the use of their areas at the local level, including the right to opt out of tourism development.

*Understand* that small and micro businesses seeking to meet social and environmental objectives are key partners in ecotourism and are often operating in a development climate that does not provide suitable financial and marketing support for ecotourism.

*Recognize* that to improve the chances of survival of small-, medium-, and micro enterprises further understanding of the ecotourism market will be required through market research, specialized credit instruments for tourism businesses, grants for external costs, incentives for the use of sustainable energy and innovative technical solutions, and an emphasis on developing skills not only in business but within government and those seeking to support business solutions.

*Accept* the need to avoid discrimination between people, whether by race, gender or other personal circumstances, with respect to their involvement in ecotourism as consumers or suppliers.

*Recognize* that visitors have a responsibility to the sustainability of the destination and the global environment through their travel choice, behaviour and activities, and that therefore it is important to communicate to them the qualities and sensitivities of destinations.

In light of the above, the participants to the World Ecotourism Summit, having met in Québec City, from 19 to 22 May 2002, produced a series of recommendations, which they propose to governments, the private sector, non-governmental organizations, community-based associations, academic and research institutions, inter-governmental organizations, international financial institutions, development assistance agencies, and indigenous and local communities, as follows:

A. To national, regional and local governments

1. *formulate* national, regional and local ecotourism policies and development strategies that are consistent with the overall objectives of sustainable development, and to do so through a wide
consultation process with those who are likely to become involved in, affect, or be affected by ecotourism activities;

2. guarantee in conjunction with local and indigenous communities, the private sector, NGOs and all ecotourism stakeholders- the protection of nature, local and indigenous cultures and specially traditional knowledge, genetic resources, rights to land and property, as well as rights to water;

3. ensure the involvement, appropriate participation and necessary coordination of all the relevant public institutions at the national, provincial and local level, (including the establishment of inter-ministerial working groups as appropriate) at different stages in the ecotourism process, while at the same time opening and facilitating the participation of other stakeholders in ecotourism-related decisions. Furthermore, adequate budgetary mechanisms and appropriate legislative frameworks need to be set up to allow implementation of the objectives and goals set up by these multistakeholder bodies;

4. include in the above framework the necessary regulatory and monitoring mechanisms at the national, regional and local levels, including objective sustainability indicators jointly agreed with all stakeholders and environmental impact assessment studies to be used as feedback mechanism. Results of monitoring should be made available to the general public;

5. develop regulatory mechanisms for internalization of environmental costs in all aspects of the tourism product, including international transport;

6. develop the local and municipal capacity to implement growth management tools such as zoning, and participatory land-use planning not only in protected areas but in buffer zones and other ecotourism development zones;

7. use internationally approved and reviewed guidelines to develop certification schemes, ecolabels and other voluntary initiatives geared towards sustainability in ecotourism, encouraging private operators to join such schemes and promoting their recognition by consumers. However, certification systems should reflect regional and local criteria.

Build capacity and provide financial support to make these schemes accessible to small and medium enterprises (SMEs). In addition, monitoring and a regulatory framework are necessary to support effective implementation of these schemes;

8. ensure the provision of technical, financial and human resources development support to micro, small and medium-sized firms, which are the core of ecotourism, with a view to enable them to start, grow and develop their businesses in a sustainable manner;

9. define appropriate policies, management plans, and interpretation programmes for visitors, and earmark adequate sources of funding for natural areas to manage visitor numbers, protect vulnerable ecosystems, and the sustainable use of sensitive habitats. Such plans should include clear norms, direct and indirect management strategies, and regulations with the funds to ensure monitoring of social and environmental impacts for all ecotourism businesses operating in the area, as well as for tourists wishing to visit them;
10. **include** micro, small and medium-sized ecotourism companies, as well as community-based and NGO-based ecotourism operations in the overall promotional strategies and programmes carried out by the National Tourism Administration, both in the international and domestic markets;

11. **encourage and support** the creation of regional networks and cooperation for promotion and marketing of ecotourism products at the international and national levels;

12. **provide** incentives to tourism operators and other service providers (such as marketing and promotion advantages) for them to adopt ecotourism principles and make their operations more environmentally, socially and culturally responsible;

13. **ensure** that basic environmental and health standards are identified and met by all ecotourism development even in the most rural areas. This should include aspects such as site selection, planning, design, the treatment of solid waste, sewage, and the protection of watersheds, etc., and **ensure** also that ecotourism development strategies are not undertaken by governments without investment in sustainable infrastructure and the reinforcement of local/municipal capabilities to regulate and monitor such aspects;

14. **institute** baseline environmental impact assessment (EIA) studies and surveys that record the social environmental state of destinations, with special attention to endangered species, and **invest, or support** institutions that invest in research programmes on ecotourism and sustainable tourism;

15. **support** the further implementation of the international principles, guidelines and codes of ethics for sustainable tourism (e.g. such as those proposed by UNEP, WTO, the Convention on Biological Diversity, the UN Commission on Sustainable Development and the International Labor Organization) for the enhancement of international and national legal frameworks, policies and master plans to implement the concept of sustainable development into tourism;

16. **consider** as one option the reallocation of tenure and management of public lands, from extractive or intensive productive sectors to tourism combined with conservation, wherever this is likely to improve the net social, economic and environmental benefit for the community concerned;

17. **promote and develop** educational programmes addressed to children and young people to enhance awareness about nature conservation and sustainable use, local and indigenous cultures and their relationship with ecotourism;

18. **promote** collaboration between outbound tour operators and incoming operators and other service providers and NGOs at the destination to further educate tourists and influence their behaviour at destinations, especially those in developing countries;

19. **incorporate** sustainable transportation principles in the planning and design of access and transportation systems, and encourage tour operators and the travelling public to make soft mobility choices.
B. To the private sector

20. bear in mind that for ecotourism businesses to be sustainable, they need to be profitable for all stakeholders involved, including the projects’ owners, investors, managers and employees, as well as the communities and the conservation organizations of natural areas where it takes place;

21. conceive, develop and conduct their businesses minimizing negative effects on, and positively contributing to, the conservation of sensitive ecosystems and the environment in general, and directly benefiting and including local and indigenous communities;

22. ensure that the design, planning, development and operation of ecotourism facilities incorporates sustainability principles, such as sensitive site design and community sense of place, as well as conservation of water, energy and materials, and accessibility to all categories of population without discrimination;

23. adopt as appropriate a reliable certification or other systems of voluntary regulation, such as ecocert, in order to demonstrate to their potential clients their adherence to sustainability principles and the soundness of the products and services they offer;

24. cooperate with governmental and non-governmental organizations in charge of protected natural areas and conservation of biodiversity, ensuring that ecotourism operations are practiced according to the management plans and other regulations prevailing in those areas, so as to minimize any negative impacts upon them while enhancing the quality of the tourism experience and contribute financially to the conservation of natural resources;

25. make increasing use of local materials and products, as well as local logistical and human resource inputs in their operations, in order to maintain the overall authenticity of the ecotourism product and increase the proportion of financial and other benefits that remain at the destination. To achieve this, private operators should invest in the training of the local workforce;

26. ensure that the supply chain used in building up an ecotourism operation is thoroughly sustainable and consistent with the level of sustainability aimed at in the final product or service to be offered to the customer;

27. work actively with indigenous leadership and local communities to ensure that indigenous cultures and communities are depicted accurately and with respect, and that their staff and guests are well and accurately informed regarding local and indigenous sites, customs and history;

28. promote among their clients an ethical and environmentally conscious behaviour vis-à-vis the ecotourism destinations visited, such as by environmental education or by encouraging voluntary contributions to support local community or conservation initiatives;

29. generate awareness among all management and staff of local, national and global environmental and cultural issues through ongoing environmental education, and support the contribution that they and their families can make to conservation, community economic development and poverty alleviation;
30. diversify their offer by developing a wide range of tourist activities at a given destination and by extending their operations to different destinations in order to spread the potential benefits of ecotourism and to avoid overcrowding some selected ecotourism sites, thus threatening their long-term sustainability. In this regard, private operators are urged to respect, and contribute to, established visitor impact management systems of ecotourism destinations;

31. create and develop funding mechanisms for the operation of business associations or cooperatives that can assist with ecotourism training, marketing, product development, research and financing;

32. ensure an equitable distribution of financial benefits from ecotourism revenues between international, outbound and incoming tour operators, local service providers and local communities through appropriate instruments and strategic alliances;

33. formulate and implement company policies for sustainability with a view to applying them in each part of their operations.

C. To non-governmental organizations, community-based associations, academic and research institutions.

34. provide technical, financial, educational, capacity building and other support to ecotourism destinations, host community organizations, small businesses and the corresponding local authorities in order to ensure that appropriate policies, development and management guidelines, and monitoring mechanisms are being applied towards sustainability;

35. monitor and conduct research on the actual impacts of ecotourism activities upon ecosystems, biodiversity, local and indigenous cultures and the socio-economic fabric of the ecotourism destinations;

36. cooperate with public and private organizations ensuring that the data and information generated through research is channeled to support decision-making processes in ecotourism development and management;

37. cooperate with research institutions to develop the most adequate and practical solutions to ecotourism development issues.

D. To inter-governmental organizations, international financial institutions and development assistance agencies

38. develop and assist in the implementation of national and local policy and planning guidelines and evaluation frameworks for ecotourism and its relationships with biodiversity conservation, socio-economic development, respect of human rights, poverty alleviation, nature conservation and other objectives of sustainable development, and to intensify the transfer of such know-how to all countries. Special attention should be paid to countries in a developing stage or least developed status, to small island developing States and to countries with mountain areas, considering that 2002 is also designated as the International Year of Mountains by the UN;

39. build capacity for regional, national and local organizations for the formulation and application of ecotourism policies and plans, based on international guidelines;
40. *develop or adopt, as appropriate*, international standards and financial mechanisms for ecotourism certification systems that take into account the needs of small and medium enterprises and facilitates their access to those procedures, and *support* their implementation;

41. *incorporate* multistakeholder dialogue processes into policies, guidelines and projects at the global, regional and national levels for the exchange of experiences between countries and sectors involved in ecotourism;

42. *strengthen* efforts in identifying the factors that determine the success or failure of ecotourism ventures throughout the world, in order to transfer such experiences and best practices to other nations, by means of publications, field missions, training seminars and technical assistance projects; UNEP, WTO and other international organizations should continue and expand the international dialogue after the Summit on sustainable tourism and ecotourism issues, for example by conducting periodical reviews of ecotourism development through international and regional forums;

43. *adapt* as necessary their financial facilities and lending conditions and procedures to suit the needs of micro-, small- and medium-sized ecotourism firms that are the core of this industry, as a condition to ensure its long term economic sustainability;

44. *develop* the internal human resource capacity to support sustainable tourism and ecotourism as a development sub-sector in itself and to ensure that internal expertise, research, and documentation are in place to oversee the use of ecotourism as a sustainable development tool;

45. *develop* financial mechanisms for training and capacity building, that takes into account the time and resources required to successfully enable local communities and indigenous peoples to participate equitably in ecotourism development.

**E. To local and indigenous communities**

In addition to all the references to local and indigenous communities made in the preceding paragraphs of this Declaration, (in particular para. 5, 8, 9 and 10 on page 2; para. 1 on page 3; in A 2 and 17; B 21 and 27; C 35; D 45) participants addressed the following recommendations to the local and indigenous communities themselves:

46. As part of a community vision for development, that may include ecotourism, *define* and *implement* a strategy for improving collective benefits for the community through ecotourism development including human, physical, financial, and social capital development, and improved access to technical information;

47. *strengthen, nurture* and *encourage* the community’s ability to maintain and use traditional skills, particularly home-based arts and crafts, agricultural produce, traditional housing and landscaping that use local natural resources in a sustainable manner.

**F. To the World Summit on Sustainable Development (WSSD)**

48. *recognize* the need to apply the principles of sustainable development to tourism, and the exemplary role of ecotourism in generating economic, social and environmental benefits;

49. *integrate* the role of tourism, including ecotourism, in the outcomes expected at WSSD.
ANNEXURE III

EXTRACTS FROM THE NATIONAL TOURISM POLICY

In order to develop tourism in India in a systematic manner, position it as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner, the National Tourism Policy was formulated in the year 2002. Broadly, the “Policy” attempts to:-

- Position tourism as a major engine of economic growth;
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
- Focus on domestic tourism as a major driver of tourism growth.
- Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination;
- Acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst;
- Create and develop integrated tourism circuits based on India’s unique civilization, heritage, and culture in partnership with States, private sector and other agencies; and
- Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and “feel India from within”.

Scheme for Product/Infrastructure and Destination Development

The focus under this scheme is on improving the existing products and developing new tourism products to world class standards. For infrastructure and product development, the Ministry of Tourism has been providing Central Financial Assistance to the State Governments during the 9th Five Year Plan which resulted in strengthening of the infrastructure and product development in the country. The scheme has been restructured during the 10th Five Year Plan to meet the present day infrastructure requirements. The past experience had been that a large number of small projects had been funded under the Scheme, spreading the resources very thinly, which at times had not created the desired impact. The focus in the Tenth Plan has been to fund large projects of infrastructure or product development in an integrated manner.

Under the revised scheme, the destinations are carefully selected based on the tourism potential. Master planning of these destinations is undertaken so as to develop them in an integrated holistic manner. The master plan is suppose to tie up all backward and forward linkages, including environmental considerations. Realizing the importance of destination development, the total outlay for this sector has been increased substantially. Important tourist destinations in each State,
in consultation with the State Governments, are taken up for development. This include activities ranging from preparation of master plans to implementation of the master plans. The destinations are selected in consultation with the State/UT Governments.

**Scheme for Integrated Development of Tourist Circuits**

Under this Central Financial Assistance scheme the Ministry of Tourism Government of India has been extending assistance to States for development of tourism infrastructure. Experience has shown that in the past funds under the CFA have been used to fund a large number of small isolated projects, spread throughout the length and breadth of the country resulting in the resources being spread very thinly. Therefore, in order to provide quick and substantial impact, during the 10th Five Year Plan, this new scheme of Integrated Development of Tourist Circuits have been taken up. The objective of the scheme is to identify tourist circuits in the country on an annual basis, and develop them to international standards. The aim is to provide all infrastructure facilities required by the tourists within these circuits. The Ministry of Tourism aim at convergence of resources and expertise through coordinated action with States/UTs and private sector.

**Scheme of Assistance for Large Revenue Generating Projects**

It is recognized that the development of tourism infrastructure projects requires very large investment that may not be possible out of the budgetary resources of the Government of India alone. In order to remove these shortcomings and to bring in private sector, corporate and institutional resources as well as techno-managerial efficiencies, it is proposed to promote large revenue generating projects for development of tourism infrastructure in public-private partnerships and in partnerships with other Government/Semi-Government agencies.

Large revenue generating project, which can be admissible for assistance under this scheme, should be a project, which is also a tourist attraction, or used by tourists and generates revenue through a levy of fee or user charges on the visitors. Projects like Tourist trains, Cruise vessels, Cruise Terminals, Convention Centres, Golf Courses etc. would qualify for assistance. However, this is only an illustrative list.

Hotel & Restaurant component will not be eligible for assistance under the scheme either on a stand-alone basis or as an integral part of some other project. Besides hotel & restaurants, procurement of vehicles and sports facilities like stadiums will also not be eligible for assistance under the scheme.

**Scheme for Support to Public Private Partnerships in Infrastructure (Viability Gap Funding)**
Development of infrastructure require large investments that cannot be undertaken out of public financing alone. Thus, in order to attract private capital as well as techno-managerial efficiencies associated with it, the government is committed to promoting Public-Private Partnerships (PPPs) in infrastructure development. This scheme has been put into effect for providing financial support to bridge the viability gap of infrastructure projects undertaken through Public Private Partnerships.

Scheme for Market Development Assistance (MDA)
The Marketing Development Assistance Scheme (MDA), administered by the Ministry of Tourism, Government of India, provides financial support to approved tourism service providers (i.e. hoteliers, travel agents, tour operators, tourist transport operators etc., whose turnover include foreign exchange earnings also) for undertaking the following tourism promotional activities abroad:
- Sales-cum-study tour
- Participation in fairs/exhibitions
- Publicity through printed material

Recent Initiatives

During 11th Five Year Plan (2007-2012) Ministry of Tourism propose to continue supporting creation of world class infrastructure in the country so that existing tourism products can be further improved and expanded to meet new market requirements and enhance the competitiveness of India as a tourist destination. In consultation with the State Governments and UTs the Ministry of Tourism have identified several tourist circuits and destinations for integrated development. During the current financial year the Ministry has sanctioned so far Rs.323.00 crore for various projects throughout the country. This is an all time record and will facilitate timely execution of projects during the working season.

Eco Tourism
- A project of Eco tourism for development of Horsely Hill in Chittoor Distt. of Andhra Pradesh has been sanctioned.
- The project of development of Satkosi in Orissa (Rs. 4.25 crore) has been sanctioned in which Interpretation Centre, Landscaping, Elephant camps, Trekking park, Watch Towers and parking facilities, etc. are proposed to be developed.
- MOT has sanctioned a project for development of Eco tourism in Morni-Pinjore Hills and Sultanpur National Park in Haryana for which Rs. 2.63 crore have been sanctioned.
The project of Integrated Development of Tribal Circuit with special focus on Eco tourism in Spiti in Himachal Pradesh has been approved for Rs. 6.98 crore.

- Development of Wayanad in Kerala for an amount of Rs. 2.01 crore.
- Development of Tourist Circuit (Western Assam Circuit) Dhubari-Mahamaya-Barpeta-Hajo has been sanctioned for an amount of Rs. 4.97 crore.
- Development of Mechuka Destination (Rs. 4.41 crore in Arunachal Pradesh).
- Development of Tourist Destination at Khensa at a cost of Rs. 4.58 crore in Nagaland.
- Circuit - Udhyanandalam- Madumalai- Anaimalai, Tamil Nadu Rs. 4.39 crore.
ANNEXURE IV

THE POTENTIAL ECOTOURISM SPOTS IDENTIFIED IN THE FORESTS OF KERALA

Thiruvananthapuram District
1. Agastyaarvanam Biological Park
2. Neyyar
3. Peppara
4. Ponmudi
5. Arippa

Kollam District
6. Thenmala
7. Kulathupuzha
8. Achancoil
9. Palaruvi

Pathanamthitta District
10. Konni
11. Pamba
12. Kochupamba

Alapuzha District
13. Gandhi Smrithivanam, Purakkad

Kottayam District
14. Kumarakom

Idukki District
15. Kolahala Medu / Peerumedu
16. Kuttikkanam
17. Thekkady
18. Munnar
19. Rajamala / Eravikulam
20. Idukki
21. Thonnankuthu
22. Chinnar
Ernakulam District
23. Bhoothankettu
24. Thattekkad Bird Sanctuary
25. Mangalavanam
26. Kodanad

Thrissur District
27. Athirapally
28. Vazhachal
29. Chimmony
30. Peechi
31. Vazhani
32. Sholayar

Palakkad District
33. Chullannoor
34. Nelliyampathy
35. Silent Valley
36. Parambikulam
37. Malampuzha
38. Walayar

Malappuram District
39. Nilambur
40. Nedumkayam, Nilambur

Kozhikode District
41. Kakkayam
42. Peruvannamuzhy
43. Chaliyam

Wayanad District
44. Tholpetti
45. Muthanga
46. Kuruva Islands
47. Thirunelli
48. Banasurakotta
49. Vellarimala
50. Mananthavadi

Kannur District
51. Pythalmala
52. Aralam
53. Kottiyoor
54. Mangrove based Ecotourism, Kannur

Kasargode District
55. Ranipuram
56. Parappa
ANNEXURE V
EXTRACT FROM KERALA TOURISM VISION STATEMENT 2025

Tourism Vision Statement

"To make Kerala, the God's Own Country, an upmarket high quality tourist destination through rational utilisation of resources with focus on integrated development of infrastructure sector conserving and preserving the heritage and environment and enhancing productivity, income, creating employment opportunities, alleviating poverty thereby making tourism the most important sector for the socio-economic development and environment protection of the State."

Objectives

1. To make tourism, Kerala’s core competency sector

Tourism has emerged as the global industry and has been playing a lead role in economic growth. In Kerala, Tourism has played a significant role in terms of employment and economic growth. In view of its potential in creating employment, enhancing production and productivity and contribution towards the development of the state, a growth model led by Tourism will take the state to the pinnacle of socio-economic development.

2. To generate employment and enhance productivity

Tourism in Kerala has recorded remarkable growth in the last few years. The number of foreign tourist and domestic tourists visiting the state has crossed 2 lakhs and 50 Lakhs respectively. Total employment generated in this sector both direct and indirect is about 7 Lakhs and the total revenue generated in the economy due to Tourism is nearly Rs. 4000 crores which is 6.29 percent of the G.D.P. With the accelerated investment in Tourism sector, there should be direct employment opportunities for over 10,000 persons every year.

3. To promote and market Kerala Tourism products at national and international level thereby making Kerala as a premier global tourism destination.

Promotion and marketing is an important component for development of tourism. Kerala Tourism will take steps to develop and implement effective market strategies to get better mileage and value for the money spent. This will be based on the market analysis and the consumer preferences.
4. To define and endorse the role of the Government as a catalyst and facilitator for the growth of tourism industry

Tourism is basically a private sector activity. The state will play the role of catalyst and facilitator. The state will work towards inter-governmental co-ordination, rationalised and mild taxation policies, regulating growth in a sustainable manner and providing safety to Tourists. In order to define the role of the Government, the Tourism Vision will be brought out by the Government.

5. To rationalise tourism related legislations and policies of the Government so that it is tourism friendly and promotes tourism growth.

As tourism is a multi-sectoral activity and it is affected by many other sectors in the economy, the state has to play a lead role in enacting tourism friendly legislations. The existing legislations like KLU Order, Rent control act, Labour Acts, Building Tax Act, Excise Law etc. will be reviewed in order to facilitate growth of tourism.

6. To create awareness and tourism consciousness among the people in general and among the taxi drivers, policemen, bus conductors, porters, customs and emigration officers, and others with whom tourists interact thereby removing prejudices and misconceptions and to make Kerala society a tourism friendly society.

One of the most important components in the development of Tourism is the host population. The host population or the local community, which is Tourist friendly, will send the right message and that leads to a higher growth. Government should therefore initiate programs for creating awareness about tourism, culture, art and heritage of the State and to inculcate among the host population positive and helpful attitudes towards tourists.

7. To develop and improve roads, drinking water supply, electricity and power supply, sewage and sanitation systems, signages, transport systems like roads, rail, sea, inland water and air for selected tourist centres.

An important component for the development of Tourism in any state is the basic infrastructure facilities. The state has to ensure that the basic facilities like motorable roads, clean drinking water, uninterrupted electricity and power supply, efficient waste disposal systems, good transport facilities and signage systems are in proper place at least in important tourist areas. The Government will have a mechanism for coordination with other departments like PWD, Water
Authority, Irrigation, Transport, Forest etc. The state will make special efforts to welcome investment in infrastructure sector from NRI's, NRK's and International Funding Agencies.

8. To promote sustainable and eco-friendly tourism in the State based on the carrying capacity of the destinations.

The strength of Kerala Tourism is its excellent natural resources in the form of beaches, backwaters, hill stations and wildlife sanctuaries. Having understood the need for looking into the sustainable development of these destinations, Kerala Tourism focuses on the conservation of ecology and preserving the pristine environment to reduce the negative impact of tourism and intend to promote development of tourism based on the carrying capacities of the destinations. Development of the tourist destinations will be controlled and regulated based on the guidelines formulated through Area Development Plans.

9. To conserve and preserve the art, culture and heritage of the State.

Kerala is immensely rich in its unique art forms, culture and heritage. The tradition of classical and folk arts in Kerala dates back over a thousand years. Koodiyattom, one of the oldest art forms of Kerala, and the only surviving form of the ancient Sanskrit drama, was recently selected by UNESCO for proclamation as an oral and intangible world heritage. Kathakali, Mohiniyattam, Thullal, Theyyam, Thira etc. are unique in their style and forms. The architectural monuments in the state maintain a unique character. The state will hasten the process for the preservation and conservation of these heritages.

10. To develop and promote new innovative tourism products, lesser-known destinations, art forms, cuisines, monuments and handicrafts.

Tourism in Kerala is now concentrated in the Southern parts of the State. Considering the fragile nature of ecology and environment, it is necessary to disperse the activities to lesser known destinations to avoid over crowding and exceeding carrying capacities. It is also necessary to develop and promote new products to sustain the positioning. Constant and continuous innovation will be the route to ensure the top slot for Kerala Tourism in the hearts of discerning travellers.

11. To identify, conserve and preserve special tourism zones
Tourism in Kerala is mainly nature based and unless the developments are controlled/regulated based on special guidelines formulated for identified special tourism zones, the destination will not sustain for long. Hence, guidelines will be formulated for the conservation, preservation and growth of Special Tourism Zones.

12. To develop and promote KIITTS, KIHMS and IHMCT into the institutions par excellence in India and regulate the syllabi and training facilities of other institutions to maintain the quality standards.

Human resource development is an important sector to be developed for effective promotion and development of tourism in the State. In this regard the existing institutions like KIITTS, KIHMS and IHMCT will be developed into institutions of excellence. The other institutions offering tourism related courses will be regulated to maintain quality standards.

13. To involve PRIs and NGOs in the development of tourism infrastructure and tourism awareness

Any scheme/project in the field of tourism can only become successful if it is implemented through local participation. The strong Panchayathi Raj Institutions and NGOs in the State can contribute greatly in building up tourism infrastructure and necessary basic amenities. Creation of awareness on the benefits of tourism in terms of economic, physical and social development, traditions of Indian hospitality and importance of providing assurance on safety and security to tourists cheating, to prevent harassment to tourists will be done through the PRIs, NGOs and Youth Centres.