CHAPTER-5

ECO-TOURISM AND SUSTAINABLE DEVELOPMENT

5.1 Introduction

Tourism is a travel to the destinations to enjoy or to appreciate the scenic or natural beauty of the Nature and thereby contributes the development of a country together with other development factors. However, increasing in the number of tourists, it has been started to pollute or degrade the environment. For the protection of environment and to develop the tourism industry, many concepts such as Ecotourism\textsuperscript{205}, ‘Nature based tourism’\textsuperscript{206}, heritage tourism\textsuperscript{207}, responsible tourism, ethical tourism\textsuperscript{208} and ‘Sustainable tourism’ has come into minds of environmentalists\textsuperscript{209}. Ecotourism first grew out of the global environmental movement in the late 1970s. While the development and growth of ecotourism took various paths in different parts of the world, by the early 1990s ecotourism, along with nature-based, cultural, heritage and adventure tourism had become among the fastest growing sectors of the tourism industry worldwide. More recently, ecotourism has helped to spawn a variety of new terms, such as sustainable tourism\textsuperscript{210}, pro-poor tourism\textsuperscript{211}, and responsible

\textsuperscript{205} The concept of ecotourism is one of ambiguity and dispute. There is no universal definition for ecotourism, nor is there a certifying agency. A common misconception is that ecotourism is just nature based tourism, the act of surrounding yourself with nature’s little wonders. The truth is far more complex. Ecotourism has to be both ecologically and socially conscious. Its goal is to minimize the impact that tourism has on an area through cooperation and management and in some case it even encourages travellers to have a positive impact on their new surroundings.

\textsuperscript{206} Nature-based tourism is an important part of the world tourism industry and of increasing significance to developing countries. However, in reality, nature-based tourism destinations are not appropriately developed due to several structural and operational limitations in local planning processes.

\textsuperscript{207} The Cultural heritage tourism (or just heritage tourism or diaspora tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for History Preservation in the United States defines heritage tourism as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past,” and “heritage tourism can include cultural, historic and natural resources.

\textsuperscript{208} Ethical tourism simply means tourism which benefits people and the environment in different destinations. It can offer a better income to families living in the area, by sourcing products and services locally.

\textsuperscript{209} \url{http://www.ecoindia.com/eco.tourism.in.india.html} visited on 25.05.12 at 07.02pm.

\textsuperscript{210} Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. A key aspect is respect for the people who call the location home, the culture and customs of the area, and the socio-economic system. While sustainable tourism is sometimes confused with ecotourism, ecotourism is actually only one aspect of sustainable tourism.

\textsuperscript{211} Pro Poor tourism is set up in developing countries as a means to improve the local economy for local people. It enhances the linkages between tourism businesses and poor people; so that poverty is reduced and poor people are able to participate more effectively in tourism development. The aims of pro-poor ranges from increasing local employment to involving local people in the decision making
tourism, all of which encompass the concept that tourism can and should benefit conservation and host communities. An important trend within the development of sustainable tourism is initiatives to mainstream sustainability within travel and tourism, by taking the principles and good practices of ecotourism and applying them to wider swath (a row of grass) of the market, e.g. hotel chains, urban tourist attractions, ski resorts, golf courses, and beach resorts. In search for new tourism products, travelers are today seeking to reshape the meaning of nature as a tourism attraction. New products have been developed in order to guarantee quality of a nature-experience and to protect the natural and cultural base for business and generation of visitors. The nature based tourism, which focuses on experiencing flora and fauna in natural settings, ecotourism, which is a broader environmentally friendly concept.

The environmental movements have boosted awareness of the importance of natural resources for tourism development. Environment quality is important for all forms of nature tourism. Environmental quality management of a tourist destination involves protection environmental information ensures and environmental quality. Environment friendly tourism tries to minimize the negative impacts of tourism, social, cultural and environmental that maximizes the positive impacts and incorporate environmental education, ethics and log-turn social and economical benefits for the local population. Ecotourism has grown because of the dissatisfaction with conventional forms of tourism, which have in a general sense, ignored social and ecological elements.

Ecotourism is a growing segment of the global tourism industry that is making significant positive contributions to the environmental, social, cultural and economic well-being of destinations and local communities around the world. Offering market-linked long-term solutions, ecotourism provides effective economic incentives for conserving and enhancing bio-cultural diversity and helps protect the natural and cultural heritage of our beautiful planet. By increasing a capacity-building opportunity, ecotourism is also an effective vehicle for empowering local

process. Any type of company can be involved such as a small lodge or a tour operator. The most important factor is not the type of company or the type of tourism, but that poor people receive an increase in the net benefits from tourism.

Responsible Tourism is about “making better places for people to live in and better places for people to visit.” Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.
communities around the world to fight against poverty and to achieve sustainable development. Furthermore, ecotourism has provided an impetus to assist in greening the tourism industry on many fronts\textsuperscript{213}.

The Eco-tourism plays an important role in protecting environment. It is an eco-friendly travel which has both positive and negative impact on environment. The concept of sustainable development emerged out the ever-increasing concern and awareness among the Government for the environment decay, depleting natural resources and increasing poverty that threatens the very survival of man and other living beings. The United Nations World Commission on Environment and Development\textsuperscript{214} was assembled in 1983 at the request of the United Nations General Assembly. The WCED (World Commission on Environment Development) published a report entitled 'our common future in 1987', concluded that the “human survival and well being could depend on success in elevating sustainable development to a global ethic”.

5.2. Definition of Eco-tourism:

An ecosystem as said by the Eugene Odum\textsuperscript{215}, “the father of Modern ecology\textsuperscript{216}” is an unit of biological organization. Interacting with the physical environment such that the flow of energy and mass leads to a characteristics tropic structure and material cycles Eco-tourism is derived from two words Eco-system and Tourism, together it is made Eco-tourism. To understand Eco-tourism, we have to understand our Eco-System first.

Eco-system is the system in which we live the system, which includes the earth, the water the sky, and of course, the living and non-living object in all these systems. It is a dynamic complex of plant animal and microorganism communities

\textsuperscript{213} http://www.ecotourism.org/mainstream-sustainability-in -tourism. visited on 12-12-2012 at 9-30 pm

\textsuperscript{214} The World Commission on Environment and Development (WCED), the called as a Brundtland Commission's mission is to unite countries to pursue sustainable development together. The Chairman of the Commission, Gro Harlem Brundtland, was appointed by Javier Pérez de Cuéllar, former Secretary General of the United Nations, in December 1983. At the time, the UN General Assembly realized that there was a heavy deterioration of the human environment and natural resources. To rally countries to work and pursue sustainable development together, the UN decided to establish the Brundtland Commission. Gro Harlem Brundtland was the former Prime Minister of Norway and was chosen due to her strong background in the sciences and public health.

\textsuperscript{215} Eugene Pleasants Odum was an American biologist at the University of Georgia known for his pioneering work on ecosystem ecology

\textsuperscript{216} Ecology is the scientific study of interactions among organisms and their environment, such as the interactions organisms have with each other and with their biotic environment.
and their non-living environment interacting as a functional unit but there is no such specific and spatial unit or scale to measure an ecosystem. Thus, the term Ecosystem does not agree to the terms biome\textsuperscript{217} or ecological zone\textsuperscript{218} but can refer to any functioning unit at any scale. It could be a gain of Soil, a pond a forest the sea, the river, a biome or the entire biosphere.

In addition, tourism means the practice of traveling for pleasure thus tourism, which contains a visit to an Ecosystem, is known as Eco-tourism but that is not all. Eco-tourism is not only traveling to such eco system but also conserving them. Basically eco-tourism means tourism involving travel to areas of natural or ecological interest, typically under the guidance of a naturalist, for the purpose of observing wildlife and learning about the environment at the same time focus on wildlife and promotion of understanding and conservation of environment\textsuperscript{219} although there is no universal definition for Ecotourism although some Organizations are define the ecotourism in the falling way,

According to the \textit{English Oxford Dictionary}\textsuperscript{220}, “it is an organized holidays or vacations that are designed so that the tourists damage the environment as little as possible especially when some of the money they pay is used to protect the local environment and animals”.

\textit{The Travel Industry defines} ecotourism as "purposeful travel that creates an understanding of cultural and natural history, while safeguarding the integrity of the ecosystem and producing economic benefits that encourage conservation… the long-term survival of this special type of travel is inextricably linked to the existence of the natural resources that support it”\textsuperscript{221}

The \textit{World Conservation Union defines} ecotourism as “… environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features- both past and

\textsuperscript{217} a complex biotic community characterized by distinctive plant and animal species and maintained under the climatic conditions of the region, especially such a community that has developed to climax.

\textsuperscript{218} Large biogeographical units of land/water that are characterized by their distinct species and communities. The major ecozones are further divided into many smaller ecoregions which share similar natural communities, climate, meteorological factors, topography, elevation, soil types, edaphic factors, and/or other physical characteristics.

\textsuperscript{219} The “eco” in eco-tourism, \textit{Down To Earth’}, 31\textsuperscript{b} July 2002 pp. 27-28

\textsuperscript{220} English Oxford Dictionary, published by Oxford University 2010

\textsuperscript{221} Globalforestcoalition.org/wp.../11/Case study-Ecotourism-in-India1.pdf, last seen 16/05/2014 at 11-22 pm.
present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations.\(^{222}\)

According to The World Tourism Organization\(^{223}\) tourism that involves travelling to relatively undisturbed natural areas with the specified objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects [both of the past and the present] found in these areas is defined as ecotourism. An optimum number of environment friendly visitor activities, which do not have any serious impact on the ecosystem and the local community and the positive involvement of the local community in maintaining the ecological balance are some of its key elements.

According to the Quebec Declaration on Ecotourism\(^{224}\). The definition of ecotourism is a firm that:

a) Contributes actively to the conservation of natural and cultural heritage,

b) Includes local and indigenous communities in its planning, development and operation, and contributing to their well-being,

c) Interprets the natural and cultural heritage of the destination to visitors, and

d) Lends itself better to independent travelers, as well as to organized tours for small size groups.

The International Ecotourism Society\(^{225}\) defines ecotourism eco-tourism is ‘responsible travel to natural areas the conserve the environment and sustains the well being of local people’.

The world conservation Union States that eco-tourism is “Environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to

\(^{222}\) IUCN, 1996 (The International Union for Conservation of Nature is the world’s oldest and largest global environmental organization).

\(^{223}\) World Tourism Organization (WTO) is a specialized agency of the United Nations and leading International Organization in the field of tourism. The main task of the WTO is to promote sustainable tourism development with special emphasis on developing countries.

\(^{224}\) It was created at the United Nations International Year of Ecotourism meetings, where over a thousand people from 132 countries met to discuss issues.

\(^{225}\) The International Ecotourism Society is a nonprofit organization dedicated to promoting ecotourism. Founded in 1990, it has been on the forefront of the development of ecotourism, providing guidelines and standards, training, technical assistance, and educational resources. TIES' global network of ecotourism professionals and travelers is leading the efforts to make tourism a viable tool for conservation, protection of bio-cultural diversity, and sustainable community development.
enjoy and appreciate nature and any accompanying cultural features both past and present that promotes the conservation, has low visitors impact, and provider for beneficiary active socio-economic involvement of local population.226

**Ceballos-Lascuriaín**227 is pioneer in defining ecotourism and he says, “Tourism that involves traveling to relatively undisturbed or uncontaminated areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals as well as any existing cultural manifestations (both past and present) found in these areas.”228

**Fenellan** an American academic worker has reviewed more than one dozen of definitions on ecotourism and finally he says, “Ecotourism is a sustainable form of natural resource-based tourism that focuses primarily on experiencing and learning about nature, and which is ethically managed to be low impact, no consumptive, and locally oriented (control, benefits and scale). It typically occurs in natural areas, and should contribute to the conservation or preservation of such areas.”229

**The Green Globe International Ecotourism Standard** defines ecotourism as ecologically sustainable tourism with a primary focus experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.”230

The Ecotourism is “promote responsible travel to natural areas that conserves the environment and improves the well-being of local people.” Its member companies pledge to run tours that:

a) Minimize impact,

b) Build environmental and cultural awareness and respect,

c) Provide positive experiences for both visitors and hosts,

d) Provide direct financial benefits for conservation,

226 http://www.ecoindia.com/sustainable-tourism/risks visited on 25.02.10 at 07.08 pm
227 Mexican architect, environmentalist, and ecotourism and cultural tourism expert. He graduated as an architect with highest honors at the Instituto Tecnologico y de Estudios Superiores de Monterrey in Mexico and carried out graduate studies in the fields of regional planning, architectural design and systems building in Paris, Rotterdam, London and Mexico City. He is currently the Director General of the Program of International Consultancy on Ecotourism (PICE) and Special Advisor on Ecotourism to IUCN (The World Conservation Union) and the World Tourism Organization (WTO).
230 The Green Globe International Ecotourism Standard is a Licenced product of Ecotourism Australia and the cooperative research centre for sustainable tourism. it has been developed for Green Globe for its exclusive use interNationsally.2003.
e) Provide financial benefits and empowerment for local people,

f) Raise sensitivity to host countries' political, environmental, and social climate, and

g) Support International Human Rights and labor agreements.

5.3. Evolution of Ecotourism

The origins of nature travel are truly remote. One might say that Herodotus\textsuperscript{231} was one of the first nature tourists. His extensive travels included visits to the Black Sea, Egypt, southern Italy, Athens and the Aegean Sea. Inferences drawn from his remarks show that he was deeply interested not only in history, but also in geography, the natural environment and ancient monuments (such as the pyramids of Egypt). Aristotle also practiced nature tourism. After he failed to become master of the academy following Plato's death in 347 BC, he went to the island of Lesbos in the Aegean Sea where he spent his time studying marine animals. Other notable precursors of ecotourism include Pytheas, Strabo and Pliny the Elder, (explorers) all of whom travelled, moved by a desire to see the natural and cultural environments of the world in which they lived.

However, the globetrotters (a person who travels widely) and explorers of the past were exceptional people, endowed with formidable energy and willpower, who undertook their journeys in a highly individual manner, often experiencing many privations and difficulties. Nature travel as a popular pastime cannot be considered to have truly developed until the late 19th Century, following advances in mass travel.

Nature travel during the 19th Century was essentially a quest for spectacular and unique scenery. During this time, the National park concept was created; and while the founders of National parks wanted to protect the environment rather than provide resorts, it was the tourist who "provided the economic and political rationale needed to translate philosophy into accomplishment" Not until the mid-20th Century did worldwide travel become possible for more than just an elite. The technological revolution in communication and transport now permits an ever-growing number of people from different parts of the world to undertake trips to remote destinations previously inaccessible to the common traveler.

\textsuperscript{231} Ancient Greek historian and Father of History, 484 to 425 B.C.
The first tours organized around some special interest began to appear in the Twentieth century, especially in Europe. Castles, cathedrals, museums, gardens, mountainous areas, and gastronomy became popular foci for such tours.

After World War II, the tourism industry exploded worldwide. However, as the numbers increased, the image of tourism deteriorated. In the 1950 to 1960, Americans were ridiculed for their insensitive and boorish behavior when touring in foreign countries; they became the “Ugly Tourist”. For some time it was thought that, this was just a result of particular American traits. However, in the Seventieth century it was the turn of the Germans to be seen as the Ugly Tourist in Europe and East Africa and in the Ninetieth century, the Japanese. The Ugly Tourist phenomenon is not based on actual personality traits, but rather is a result of the feeling of invasion by people who are different from the host community. It does not even require different ethnic groups. In addition, it has been accompanied by over-development and local disruption of cultural values and economies such that tourism has developed a very bad name indeed.

As mass tourism exploded in the 20th Century, another type of tourist emerged in a smaller way but with a different reputation. During the Sixties, public concern (mainly in industrialized countries) about the environment increased. Conservation organizations were formed to lobby governments to set aside land not just for tourists or for certain animals, but to preserve the natural integrity of whole ecosystems. The whale-watching industry in the USA developed at this time in response to a concern about the worldwide depletion in whale populations. By 1966, publicity from these activities and from scientists created enough public pressure that the Humpback whale was made a wholly protected species, followed by protection of the Blue whale in 1967. This period marks the birth of the ecotourism.

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232 The term ‘ugly’ tourist is a term that can be used to describe any tourist that does not respect the country he or she is in. In the year, 1959 two Americans William Burdick and Eugene Burdick used the term “The ugly American” in a book by the same name. The term “Ugly Tourist” refers to every tourist that shows ignorance, conceit, lack of respect and obscenity about a different culture from his.


234 Mass tourism is group travel to a destination for purposes of leisure. It is the large-scale tourism commonly done by people from Europe and North America who visit areas such as the Caribbean or Africa. It has been argued that mass tourism has a way of degrading the local culture of the place being visited.
Support for conservation activities was of course stronger if people had experienced an area or endangered species at first hand. A protected area, for example, needs a constituency of supporters who appreciate and understand it if its long-term survival is to be assured. Ironically, though, increased interest in nature and nature travel can lead to problems of overuse and disruption. Indeed, overuse, resulting in degradation of the environment, loss of economic benefits due to damage to the resource or the local community, and disruption of local cultures and/or values, are often cited as drawbacks to ecotourism. However, if tourism is damaging a natural resource (whether it be a species or a protected area), then it is not ecotourism. True ecotourism can in fact be one of the most powerful tools for protecting the environment. Attraction is the one main part of the eco-tourism. Attraction in ecotourism is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure, amusement and medical services for aging travelers. Many types of attractions like, Geographical, Man-Made, Cultural, and Historical attractions.

5.4. Characteristics of Ecotourism

"Ecotourism is simply describes travel to natural places, ecotourism is a type of nature-based tourism that benefits local communities and destinations environmentally, culturally and economically. Ecotourism represents a set of principles that have been successfully implemented in various global communities, and are supported by extensive industry and academic research. Ecotourism, when properly executed based on these principles, exemplifies the benefits of socially and environmentally sound tourism development. It is tourism based on the natural attractions of an area. Examples include bird watching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural, cultural, or historical experience. From the standpoint of conservation, nature-based tourism provides incentives for local communities and landowners to conserve wildlife habitats upon which the industry depends – it promotes conservation by placing an increased value on remaining natural areas. As nature tourism becomes more important to the local economy, communities have additional incentive to conserve their remaining natural areas for
wildlife and wildlife enthusiasts. The nature-based tourism efforts in Texas will continue to focus on achieving habitat conservation by providing information and assistance to private landowners, communities, businesses, and local community leaders wishing to make nature-based tourism an integral part of their business and community. By empowering people at the local level, we hope to build and provide guidance to a growing industry that holds great promise for sustainable economic development and conservation of wildlife habitat.

Modern nature-based tourism focuses on experiencing flora and fauna in natural settings and occurs in such forms as whale watching (Whale is the common name for various marine mammals of the order Cetacean) trips to rainforests and habitat of large mammals and viewing sceneries in natural parks or virgin areas. Nature tourism includes all forms of mass tourism, eco-tourism that use natural resources—including species, habitat, landscape, scenery and salt and fresh water features. Nature tourism is travel for the purpose of enjoying undeveloped natural areas or wild life.

Present days the term tourism is often synonymously with ecotourism although it shares only some of the ecotourism requirements. While nature based tourism relates to nature, its attractiveness, and the visitor experience in natural settings. Ecotourism considers unspoiled natural and social cultural attractiveness; further ecotourism is closer to social and cultural impacts.

The concept of ecotourism refers to environmentally responsible travel and visits to relatively undisturbed natural, cultural areas that promote environmental education, management and conservation, while providing for the beneficially active socio-economic involvement of local population. Ecotourism is low impact nature tourism which contributes to the maintenance of species and habitats either directly through a contribution and provides revenue to the local community.

The main characteristics of the Ecotourism are as follows:

a) Ecotourism inspired primarily by natural history of an area including its indigenous cultures.

b) Ecotourists visit relatively undeveloped area in the spirit of appreciation, participation and sensitivity.
c) Ecotourists practices non-consumptive use of wild life natural resources and contributes to the visited area through financial means.

d) Directly benefiting the conservation of the site.

e) Economic well-being of the local residents.

f) The visit should strengthen the tourist appreciation of and dedication to conservation issues in general, and to specific needs of the local.

g) Ecotourism also implies a managed approach host community regions, which commits itself to establishing and maintaining the sites with the participation of local residents.

h) In addition, using the proceeds of the enterpriser to fund the area land management as well as community development.

_The Green Globe International Standard_ has propounded some basic principles of ecotourism to promote the global ecotourism. The principles are:

a) Ecotourism policy, performance and framework: Ecotourism operators make a public commitment to uphold the principles of ecotourism and put in place manage systems to ensure their performance.

b) Natural Area Focus: Ecotourism requires a direct personal experience of nature.

c) Interpretation and Education: Ecotourism provides opportunities to experience nature and culture in ways that lead to greater understanding, appreciation, and enjoyment.

d) Ecologically Sustainable Practice: the ecotourism product employs ecologically sustainable practices in operational management in order to ensure that the Tangible Learning Environment (TLE) activities do not degrade the environment.

e) Contribution to Conservation: Ecotourism shall provide a tangible contribution to conservation.

f) Benefiting Local Communities: Ecotourism shall provide ongoing contributions to the local community.
5.5. Importance of Ecotourism

The WSSD\textsuperscript{235} plan of Implementation makes particular reference to activities carried out in conjunction with the 2002 United Nations International Year of Ecotourism, amongst other International activities, in implementation of its sustainable tourism goals. The International year of Ecotourism offered an ideal opportunity not only to review ecotourism experiences around the world, but also to promote worldwide recognition of the important role of sustainable tourism in the broader International sustainable development agenda. There is however a crucial distinction between ecotourism and sustainable tourism while the former can be broadly defined as an alternative, nature-based type of tourism, sustainable tourism calls for adherence to the above mentioned sustainability principles in all types of tourism activities and by all segments of the tourism industry.

Ecotourism is still a relatively small segment of the overall tourism sector. At the same time, it is the one of the fastest growing tourism segments and further rapid growth is expected in the future. There is, however little consensus about its exact meaning because of the wide variety of so-called ecotourism activities provided by many different suppliers and enjoyed by an equally broad range of diverse tourists. Its main features include

\begin{itemize}
  \item g) Cultural Respect and Sensitivity: An Ecotourism product in its development and operation phases must be respectful of, and sensitive to local cultures.
  \item h) Customer Satisfaction: Ecotourism products meet customer's expectations.
  \item i) Responsible Marketing: Ecotourism provides accurate and responsible tourism information about the tourism products.
  \item j) Minimal Impact codes of Conduct: Ecotourism products have minimal impacts on the natural, social, and cultural environment and are undertaken in accordance with a defined code of practice.
\end{itemize}

\textsuperscript{235} World Summit on Sustainable Development, at the 2002 World Summit on Sustainable Development (WSSD) held in Johannesburg, South Africa, sustainable development was reaffirmed as a central component of the International agenda. A wide range of targets and concrete commitments for action to implement sustainable development objectives were agreed and reaffirmed by governments. Health (the theme of the first plenary) was identified as one of five priority sectoral issues under the framework of the Water, Energy, Health, Agriculture and Biodiversity (WEHAB) initiative.
a) All forms of nature tourism aimed at the appreciation of both natural world and the traditional cultures existent in natural areas.

b) Deliberate efforts to minimize the harmful human impact on the natural and socio-cultural environment.

c) Support for the protection of natural and cultural assets and the well-being of host communities.

5.6. Benefits and Risks of Eco-tourism

Ecotourism is a growing segment of the global tourism industry that is making significant positive contributions to the environmental, social, cultural and economic well-being of destinations and local communities around the world. The main important thing of ecotourism is offering market-linked long-term solutions and provides effective economic incentives for conserving and enhancing bio-cultural diversity and helps protect the natural and cultural heritage of our beautiful planet. By increasing capacity-building opportunities, ecotourism is also an effective vehicle for empowering local communities around the world to fight against poverty and to achieve sustainable development. Furthermore, ecotourism has provided an impetus to assist in greening the tourism industry on many fronts.

Ecotourism is one of the fastest growing sub sectors of the tourism industry. In an effort to be more ecologically aware and hoping to help save the earth's natural resources, more and more people are participating in ecotourism and travelling to far away destinations. However, the ecotourism industry has major flaws. Many countries, hotels, destinations, resorts, and corporations are making profits off these unsuspecting tourists. On the surface, the concept of ecotourism seems very beneficial to save the environment but in practice,

a) How much of the environment is being saved?

b) Would tourist activities do more harm to the environment than good?

c) Would local communities and economies benefit from the ecotourism boom in their local areas? On the other hand, would the corporations exploit them and use them as cheap labor?
There are many factors to consider about ecotourism. Each benefit of ecotourism that one can think of often has many flaws, negative impacts and drawbacks. Please use the menus to browse different articles on the benefits of ecotourism as well as other discussions of ecotourism and how ecotourism affect each country.

Eco-tourism is one of the latest additions to the tourism industry, which is fast gaining momentum. It is a responsible tourism to the natural areas, which conserve the ecology and promote the welfare of the people. It entertains the visitors in a way that is does not affect the world’s natural and cultural environments. In fact, it is one of the fastest growing sectors of the tourism industry. The revenue generated from the tourism industry encourages the State and central Government to find various conservation programmes in a country.

This culturally responsible and high quality environment friendly tourism is capable to satisfying the visitors in all aspects. Each one of us has a responsible towards the environment whatever it is, whether a nature camping tour or the trekking trip. One should always keep in mind not to disturb the nature. Eco tourism ensures the survival of the attraction of the nature and culture, without harming the resources. Eco tourism is a sound environmental tourism, which is promoting nature travel as the hottest eco correct activity available. It focuses tourism to the destination where flora, fauna cultural and historical heritage and the prime attraction.

5.6. A. Benefits

a) As the eco-tourism is a nature based tourism it preserves the nature and the cultural values of the locals. : ecotourism is a responsible tourism to natural areas, that conserves the environment and improves the welfare of local people, has caught the attention of diverse interest, both as an economically profitable leisure activity, and as a means of conservation and development.

b) Eco-tourism minimizes the negative impacts on the local people and the natural environment:

c) Eco-tourism directs economic and other benefits to the local people by providing them employment:
d) It promotes conservation of natural assets and enhances the cultural integrity of the local people:

e) Eco-Tourism has become the major source of income and is attracting lot of travel agencies than ever before:

f) It promotes the preservation of wildlife and the natural habitat:

g) Providing positive attitude and experience among the travelers:

h) Eco-tourism supports the international labour agreements:

i) It ensures that natural resources are conserved and managed properly so that they could be saved for the future generations:

5.6. B. Risks

If ecotourism is not monitored properly, it can be as damaging as the mass tourism.

a) It is the major threat to the rich biodiversity and nature habitats of the wild life in the jungles.

b) Eco-tourism tends to conserve the environment at the expense of the development prospects for the third world countries.

c) Located in the eco-system eco-tourism projects it is the biggest obstacle in the way of the development of the environment.

d) Competition for eco-tourism income between the various groups leads to social disharmony.

e) Increased use of resources by the human population even in the smallest sense cause problem to the environment.

f) Another major threat to the environment is the production waste and effluent pollution as well as increasing human activates like logging (Logging is the cutting, skidding, on-site processing, and loading of trees or logs onto trucks) and agricultural clearance.

5.7. Development of ecotourism in International level

Ecotourism activities have been expanding rapidly over the past two decades world-wide and further growth is expected in the future. Recognizing its global importance, the United Nations designated the year 2002 as the International Year of
Ecotourism, and its Commission on Sustainable Development requested International agencies, governments and the private sector to undertake supportive activities. The World Tourism Organization (WTO) and the United Nations Environment Programme (UNEP) have joined forces to take the leading role in the preparation and co-ordinations of activities to be undertaken at the International level during the IYE.

WTO and UNEP aim at involving all the actors in the field of ecotourism during the International Year, with the following objectives in mind:

a) Generate greater awareness among public authorities, the private sector, the civil society and consumers regarding ecotourism’s capacity to contribute to the conservation of the natural and cultural heritage in natural and rural areas, and the improvement of standards of living in those areas.

b) Disseminate methods and techniques for the planning, management, regulation and monitoring of ecotourism to guarantee its long-term sustainability.

c) Promote exchanges of successful experiences in the field of ecotourism.

d) Increase opportunities for the efficient marketing and promotion of ecotourism destinations and products on International markets.

e) In order to reach the above goals, the two organizations envisage to jointly undertake the following main activities:

1. To publish, jointly with the World Conservation Union (IUCN), a guide for the sustainable development and management of tourism in National parks and protected areas, which are prime destinations for ecotourism.

2. To facilitate and participate at regional conferences and seminars on specific aspects of ecotourism to take place during 2001 and early 2002 world-wide.

3. To dedicate the World Tourism Day of 2002 to the subject of Ecotourism.

4. To create a Web-based venue to allow various organizations and stakeholder representatives to access information about activities and events, and exchange lessons learned on ecotourism projects.
5.8. Development of Eco-tourism in India

Since the ages, nature warship and the conservation ethics have been an inseparable part of Indian thought and traditions. Traces go back to ancient civilization of India when people used to nature the philosophy of the oneness of life. The Indian tradition has always taught that, human kind is a part of nature and one should look upon all creation with the eyes of a love and respect. To be with nature and enjoy its creations in the most natural way without endangering it is known as ecotourism. It can take several forms: to be in a beautiful natural forest or landscape; to enjoy watching animals, Birds, trees or corals and marine life in a sea; to engage in trekking, boating or rafting; and to wander into sand dunes (a ridge of sand created by the wind; found in deserts or near lakes and oceans). These are some of the common forms of ecotourism. Though the word ecotourism has gained importance only recently, India has been experiencing it through the ages.

It is tragic that since last few decades, the mad quest for the material end and economical progress in India and abroad has become identical with the exploitation of nature in all its appearance. Today the entire world is facing a deep crisis and is in the danger of being doomed. The rich forest areas and biological diversities have been relentlessly divested to erect concrete walls. The continuous denuding of forest reserves has led to global warming and green house effect. Fortunately, this had led to some realization and now the world has awakened for new beginnings about responsibility towards nature.

India the land of varied geography offers several tourist destinations that not just distress but also rejuvenate us there are several ways of enjoy Mother Nature in the pristine way. The few places like the Himalayan Region Kerala. The northeast India, Andaman & Nicobar Island and the Lakshadweep Island are some of the places where we can enjoy the treasured wealth of the Mother Nature “Thenmala in Kerala” (one of the main ecotourism place in Kerala) are the first planned eco-tourism destinations in India created to cater to the eco-tourists and nature lovers.

The Indian topography boasts an abundant source of flora and fauna India has numerous rare and endangered species in its surroundings. The declaration of several wild life areas and National parks has endangered the growth of wild life resource, which reduced due to the wild life hunt by several kings in the past. Today, India has
many wildlife sanctuaries and protection laws. Currently there are about 80 National parks and 441 sanctuaries in India, which works for the protection and conservation of wildlife resource in India.

There are numerous Botanical and Zoological gardens in India, which work towards the enhancement of the eco system. Poaching has stopped to large extent. There are sever punishments for poachers, hunters and illegal traders of animals and trees. Tree plantations are taking place in several places. There are several animals and plans rights originations that fight for the rights of the animals and plants numerous and organizations and NGOs are coming forward to provide environmental education to the common people at the grass root level.

The most definition of eco-tourism boils down to a special form of tourism that meets three criteria. They are

a) It provides for conservation measure

b) It includes meaningful community participation and

c) It is profitable and can sustain itself.

India has consistently included environmental and ecological safeguards in the development of ecotourism in order to avoid gross commercialism. Opening ecological areas for tourism is generally done after careful assessment of carrying capacity to ensure that nature's bounty is not destroyed. India has also always tried to ensure that, tourism does not impinge on the culture and heritage. In general, a sound and sensitive environmental approach is adopted to tourism development planning and is integrated with other activities to ensure the following:

a) Levels of development are to be compatible with the general capacity of the physical environment and resources.

b) Sufficient facilities and services need to be provided to serve tourists and the local population.

c) Hotel rooms must be distributed in such a manner that the natural characteristics and qualities of the area are enhanced.
d) The three dimensional manifestation of tourism development should be designed carefully and with a sensitivity that merges with the surroundings and enhances the natural beauty.

e) Architectural heritage sites and other areas of historic value are to be adequately protected. In the initial years of ecotourism development, greater emphasis was given to the development of tourism in the Himalayas and the deserts. One of the earliest projects was the Gulmarg Winter Sports Resort. However, the focus has been on the provision of basic minimum facilities for visits by eco-friendly tourists to the hills, National parks and wildlife sanctuaries. Forest lodges and viewing towers were provided in some of the important sanctuaries along with transport facilities in the form of jeeps and elephants.

There are several interesting trek routes of varying difficulty in the Himalayas. Facilities like camping sites, trekkers' huts, tents and trekking equipment are provided to encourage the development of a few of these routes and promote trekking tourism. Several bodies of water including lakes, backwaters and seas constitute major sources of tourist attractions. Facilities like houseboats, water sports equipment, glass bottom boats, hovercraft, etc. are provided to benefit tourists. Landscaping and upgrading the environment of parks, gardens and other natural areas has been another stream of developmental activity associated with ecotourism. Creation of public conveniences and roadside amenities was also given considerable importance in the development process.

Some recent initiatives in the development of ecotourism include the establishment of a resort in 1988 with 70 beds at Bangaram Island in Lakshadeep with private sector participation. The clear seawater, abundant marine life and corals provide an ideal setting for enjoying nature's beauty. The Coconut Grove at Kumarakam and Spice Village at Thekady in Kerala are some new additions to India's ecotourism resorts. These are private enterprises, which specialize in providing experiences with nature in full measure. India has also been aware of the importance of preparing master plans for the sustainable development of tourism. A study on the sustainable development of tourism at Andaman and Nicobar Islands is now
underway with the assistance of UNDP and WTO. Similar studies are also being considered in other areas identified for resort development.

The Himalayan Tourism Advisory Board was set up in 1987 as a voluntary consultative mechanism for cooperation among the States to promote Himalayan tourism. The Board meets at different places in the Himalayan States to formulate policies and programmes for the development of tourism in the region. Issues already considered by the Board in various meetings include development of alternative resorts to reduce over-crowding in the established tourist spots, use of alternative sources of energy, registration of porters and guides, coordination of mountain rescue operations, preservation of eco-systems, establishment of effective communication, garbage disposal systems and safety and security of tourists.

As a major segment of Indian tourism, ecotourism is given considerable importance in publicity and promotion. The places being developed for ecotourism are given publicity through print and electronic media. A brochure listing some simple codes to follow in order to become an eco-friendly tourist has been published recently by the Department of Tourism.

5.9. Legal Controls and Sustainability

India has enacted legislation to protect untouched ecologies and sensitive eco-systems. Some important laws as follows:

a) *The Wildlife (Protection) Act, 1972* designates the National parks and wild life sanctuaries and stipulates a comprehensive framework for wildlife protection and conservation. The most serious threat to wild life is posed by habitat destruction. Expanding agriculture, industry, and urbanization, etc are the causes of this destruction. Realizing the importance of the wildlife resources and in order to prevent the gene erosions, our country or wildlife parks sanctuaries, enactment of all India Wildlife Protection Act 1972, becoming a party to the convention of International trade in endangered Species of fauna and flora, launching a National component of UNESCO's man and Biosphere programme and by starting conservation projects for individual endangered species like Hungal, Lion, Tiger. Crocodile and brown antlered Deer. The wild life protection Act governs wildlife conservation and protection of endangered species. The Act prohibits trade and endangered species. The wild life Act is adopted by all States
except Jammu and Kashmir, which as it own act. The Centre provides financial assistance to States for strengthening management and protection of infrastructure of National parks and sanctuaries, protection of wild life and control of poaching and illegal trade in wild life products, captive breeding programmes for endangered species of wildlife, wildlife education and interpretation and development of selected zoos.

b) *The Environment Protection Act, 1986* stipulates several measures for protecting and improving the quality of the environment and preventing, controlling and abating environmental pollution. Coastal Regulation Zones (CRZ) were gazetted by a notification under the Act in 1991 and a wide range of activities has been prohibited within 500 meters of the high tide line. In addition, the Department of Tourism has been developing a National policy and guidelines for the development of tourism in forests, deserts and marine systems. Once formulated, these guidelines would be implemented to ensure the sustainability of ecotourism development. The act refers to the Stockholm conference of 1972 and is based on article 253 of the Indian Constitution. By virtue of this Act, the Union Government has armed itself with considerable powers deemed necessary for the prevention, control and abatement of environmental pollution. The powers include, coordination of action by States, planning and execution of nationwide programmes laying down environmental quality standards. Specially those governing emission or discharge of environmental pollutants, placing restrictions on the location of industries and so on.

The powers claimed are indeed comprehensive; the coverage includes handling of hazardous substances, prevention of environmental accidents, research, inspection of polluting units, establishment of laboratories, disseminations of information, etc.

Regulatory measures can be implemented by controlling the number of tourists and activities. This awareness of the problems which tourism creates has led in recent years to a new movement to restrict its excesses. This movement for a new tourism is variously described as Sustainable tourism, and its aim is to develop tourism with a properly planned strategy, to prevent any irreparable damage to the environment. Ecotourism is environmentally friendly travel that responds to regions
ecological, social and economic needs. It is an alternative to mass tourism. Sustainable tourism attempts to make a low impact on the environment and local culture, while at the same time helping in generating income, employment and conservation of local ecosystem.

5.9. A. Policy Framework

a) *National Biodiversity Strategy and Action Plan*: The plan deals with gross impacts of tourism activities in major ecosystems and focuses on principles in relation to tourism and biodiversity that need to be adopted for the sake of conserving biodiversity. The Ministry of Environment & Forests – Government of India has rejected the NBSAP on grounds of it being unscientific. The preparation of the NBSAP was one the most participatory processes in Indian history.


c) *Ecotourism Policy & Guidelines, 1998*: Drawing from International guidelines prepared by tourism industry associations and organizations, the Ecotourism Policy & Guidelines, 1998 issued by the Ministry of Tourism – Government of India represent interests of global industry players. The policy approach is environmental protection for the sake of profits. The policy outlines all ecosystems of India as ecotourism resources and States that these have been well protected and preserved.

d) *Andaman & Nicobar Islands Tourism Policy*: This is a rather simplistic document serving very little of its purpose of providing guidelines and principles for implementation.

e) *Chhattisgarh does not have an ecotourism policy*. Information on ecotourism sites is provided on the official website, which States that one of the major objectives of the policy is to promote economically, culturally and ecologically sustainable tourism in the State; with ecotourism in the three National parks and eleven wildlife sanctuaries.

f) *Madhya Pradesh’s Ecotourism Policy, 2007*: salient features include development of infrastructure, promotion of lesser-known areas, diversification of tourism activities, building awareness and securing local community and private sector
participation. Ecotourism activities will include nature camps, eco-friendly accommodation, trekking and nature walks, wildlife viewing and river cruises, adventure sports, angling, herbal ecotourism, urban ecotourism through eco-parks, visitor interpretation centers, and conservation education.

g) Uttarakhand does not have a separate ecotourism policy but the development of ecotourism has been included in the tourism policy of the State, which was formulated in April 2001. The Policy’s vision is to elevate Uttarakhand into major tourist destinations both Nationally and Internationally and make Uttarakhand “synonymous to tourism”. It wishes to develop this sector in an “eco-friendly manner, with the active participation of the private sector and the local host communities”. Finally, it wishes to develop tourism as a major income earner for the State and as a source of employment to the extent of being “a pivot of the economic and social development in the State”.

**Sachidanand Pandy v/s State of West Bengal**

In this case, a part of zoological garden has been granted lease for establishing five star hotels by the West Bengal Government. Many objections were made against the granting of the lease and many supported the decision. Finally cabinet took the decision for giving a 99 year lease to the Taj group or setting up the hotel however in the opinion of the Chief Minister and JLD Taj, the hotel would not be a disturbance to the migratory birds and that adequate precaution would be taken. Writ petition was filed in the High court to restrain the zoo authorities from handling over the land and to cancel the lease deed. On the dismissal of petition by High Court, petitioner's two citizen of the Calcutta approached the Supreme Court on special leave. Various aspects of the need to preserve ecology were studied in this case and discussed at length.

The prominent use to which the land was evidently put at that time was as a dumping ground for refuse and rubbish and growing fodder. The proposed hotel is a garden hotel. According to Supreme Court, perhaps there is every chance of the ecology environment improving because of planting numerous trees all around the proposed hotel and removal of the burial ground and damping ground for rubbish. On the question of migratory birds, the court agreed with the opinion of renowned

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236 AIR 1987 SC 119
ornithologists that a 75 feet building would not interfere with the landing and flying of the birds. The grounds of the zoo between the lake and Belvedere Road are covered with tall trees and those birds negotiating the trees would have to fly of a steeper angle to negotiate at the proper level. The vehicular traffic on the road is heavy, but it does not seem to disturb the birds. The court pointed out that particular care would be taken in the case of illuminations of the hotel so that bright lights or neon lights from the hotel would not disturb the birds. Convinced that the Government had considered all the issue (objectively) or in an objective manner applying its mind. The court found no reason for interfering with the wisdom of the Government in these matters.

Hon’ble Supreme Court of India observed as under, "On a consideration of all the facts and circumstances of the case, we are satisfied that the Government of West Bengal acted perfectly bona fide in granting the lease of Begumbari land to the Taj Group of Hotels for the construction of a Five Star hotel in Calcutta.". Though the Supreme Court and High Courts did not specifically refer to the Doctrine of Public Trust directly in this case.

5.9. B. Restriction on Visits to National Parks

Sanctuaries are National park are meant for the protection of wild life and thus for the preservation of the ecological importance of the area. Even movement of tribal population had been restricted within the area. If this is so, it is not surprising that tourist traffic is regulated and visit to the park be dispensed with.

There is some problem regarding, tourists entering National parks, it creates problems to animals by way of vehicle sounds and their privacy, although there is some restrictions that are adopted in these for protection of animals. Zoo also considered one of the ecotourism spot, because zoo’s are proved one of the most tourists visited area.

In Mysore Sri Jayachamrajendra Zoological gardens popularly known as Mysore Zoo is the one oldest zoos in India, established in 1892, in the period ruler of Mysore Sri Chamrajendra wodeyar. Mysore zoo holds an important place in Karnataka, Mysore zoo displays native and exotic animal’s species in natural settings, providing conservation education and experience based tourism activities. At present there are 1450 animals belonging to 170 different species. The large number of animals is exotic like gorilla, chimpanzee, zebra, Giraffe, African Rhinos, Tapir,
Marmoset, Lemur, Baboon, emu, and Cassowary etc. Even among the native fauna, there is a great diversity comprising fields, candies, Bovines, Deer, Antelopes, primates, Reptiles, Birds, all these beautiful and majestic animals can be seen in open natural enclosures. Hence, a visit to Mysore zoo is quite rewarding. There is considerable increase in the number of visitors. As Mysore zoo has gradually grown into one of the major tourist centers, the annual visitation increased from 5 lakhs to 30 lakhs. Forty percent of them are students.\(^\text{237}\)

Although at least three of the eight zoos in the State may be closed down soon if the State Government does not consider allocating additional funds. The Zoo Authority of Karnataka (ZAK) has been finding it “difficult” to run the zoos categorized as “mini-zoos” because of lack of revenue from them. Its governing council, which met here recently, resolved to close down the zoos in Belgaum, Gulbarga and Davangere if the Government did not provide financial assistance. The animals from these zoos will be shifted to the zoo coming up at Kamalapur, near Hampi. However, the governing council has decided to retain Binkadakatte Zoo in Gadag. The Bellary zoo will be closed down once the Hampi zoo opens. However, it is only subject to Government approval.

Central Zoo Authority of India had given its nod for the Hampi zoo project and the master plan. “With Hampi being a prominent tourist destination and a World Heritage Site, a conscious decision was taken to establish the State’s biggest zoo near Hampi to boost tourism,” All the eight zoos in the State, including the Sri Chamarajendra Zoological Garden, Mysore, and Bannerghatta Biological Park, Bangalore, come under ZAK. While the ones in Mysore, Bangalore and Shimoga (Tavarekoppa) are categorised as major zoos, those in Davangere, Bellary, Gadag, Gulbarga and Belgaum are listed as mini-zoos.\(^\text{238}\)

All these years, the mini-zoos have been crying for attention. However, perhaps because there is a lack of revenue from these zoos, the authorities did not take up any development works there. In the meantime, the Government came up with the proposal of establishing a major zoo near Hampi. This gave the authorities the option of shifting the animals from the “non-viable” zoos to the zoo near Hampi.

\(^{237}\) Available at mysorezoo.info last seen on 28/04/2014 at 9.30.

According to the World Association of Zoos and Aquariums, over 700 million people visit zoos each year (WAZA, 2012) and with the growing popularity amongst tourist the debate continues whether it is moral for animals to be kept in zoos, although the primary objective of entertainment has changed to include research, education and conservation. And even botanical zoological gardens are considered as ecotourism spot.

In *Forest friendly Camps Pvt v. State of Rajasthan*239 Whether the Wildlife Warden has powers under Sec.28 of the Wild Life (protection) Act, 1972 to grant permits for the development of tourism inside a National park? To what extent this power involves the power to introduce new systems for tourist rides inside the National park? How would such a system be valid under the law were the questions answered by the court in the present case. The appellant, forest friendly Camps Pvt. Ltd is the owner of hotels and runs the business of arranging tours for tourists from all over and the world. The State of Rajasthan established a tiger Project in the vicinity of Ranthanbore National park to attract tourists to view the tigers in the sanctuary. Up to 1997, any person was entitled to enter or reside in the Park area for the purpose of tourism by obtaining a permit and payment of a prescribed fee. There was no restriction on vehicles too. During this period, the State of Rajasthan encouraged ecotourism and helped in setting up hotels and resorts in the park area. Under the Wildlife Rules 1977, the State of Rajasthan introduced the ‘roster system’ for regulating tourism business by controlling vehicular entry of private vehicles. The roster system allows the registration of vehicles, tour operators tourists and hoteliers thereby forming a common pool for persons, who cater to the tourists needs in the National park the roster system was under severe criticism for various reasons including charges of high rent by the driver, cutting the drive short, misbehavior by the guides and mismanagement of tourists, subsequently, the Government of Rajasthan than came up with a new policy for an eco friendly tourism development, to restrict the number the number of vehicles on a particular route, to have a system of registration for vehicles, provide guides with training etc, seven routes were identified on which tourist vehicles like Maruthi Gypsies and Minibuses were permitted after registration with the office for Rs.5000. several safeguards in respect to type and quality of vehicles and pollution control certificates were prescribed. The roster

239 AIR 2002 Raj.214
system is challenged in this writ by the appellant on the ground that it hampers the tourism and consequently results in affecting the earning of the foreign exchange. The system also affects the transparency in allocating license and registration to tour operators. Sec. 27 provides for restriction is not absolute and is subject to the provisions of sec.28, which provides for grant of permit. Under sec.28 the Chief Life Warden, may on application, grant to any person, a permit to enter or reside in a sanctuary for all or any of the following purpose:

a) Investigate or study of wildlife:

b) Photography:

c) Scientific research:

d) Tourism and

e) Transaction of lawful business

The court held that the roster system and its registration are well within their jurisdiction and valid in law. The authority to control and regulate vehicles is within the powers, under sec.28 of the Wildlife Act. At the same time, it would be just and fair to maintain a careful balance between the preservation of wildlife in forest and sustainable development on ecotourism. Tourism activities in no way shall adversely affect the wildlife and environment. Generation of funds is one aspect, while maintaining ecological balances the other. All such tourism activity, which directly or indirectly contribute to the conservation of nature and biological diversity and which benefits local people and communities should be promoted. Tourism should be environmentally, economically, socially and culturally sustainable. Thus, viewing the pros and cons of the present system, the court held that within the roster system itself, changes should be made so as to provide more concession to the tour operators and benefit the influx of tourists to the National park.

In Animal and Environment Legal Defence Fund v. Union of India240 was public Interest Litigation filed by an association of Lawyers, who are concerned about the protection of environment. This writ petition was filed before the Supreme Court under Article 32. The petitioners filed the petition challenging the validity of granting permits for fishing to 305 tribal families’ in reservoirs within the “Pench National

240 AIR 2000 Del 449……
Park” (Madhya Pradesh). The petitioners contended that by the fishing activities of the villagers, the very purpose of declaring the National park would be defeated. The Supreme Court adopted a humanitarian approach keeping in mind economic sustainability and environment protection. The Supreme Court directed the forest authorities and wildlife authorities to take adequate measures to protect the environment and at the same time keep watch on the villagers. The villagers were also directed not to enter other areas other than the reservoir.

In Tarun Bharat sangh, alwar v. Union of India\textsuperscript{241} (The Sariska case) the question was whether the mining lease in the notified area was illegal. The petitioner argued that as the area where mining was being carried on was illegal. The petitioner argued that as the area where mining was being carried on was notified as a tiger reserve under the Rajasthan wild animals and Birds Protection Act, 1951, as a National Park and Sanctuary under the wild life Act and as a reserve forest under the Rajasthan Forests Act, the mining leases were contrary to law. In this case some mines fell squarely within the protected area where others were partly inside and partly outside. The Court interpreted section 2 of the Forest Conservation Act and held that any mining leases in the protected area without the prior approval of the Central Government were invalid. Even if the protected area is wasteland, it enjoys legal protection against mining, as protection is meant not just for the existing forest, but also afforestation. Another relevant fact is that the Central Government had issued a notification under section 3 of the Environment (protection) Act, prohibiting mining in the Sariska National park hence; the mining leases were also illegal on this ground. The mining lease also violated Rule 4(6) of the Rajasthan Minor Mineral concessions rules, 1986. The Supreme Court appointed a committee to identify the protected area and assess the damage to the environment if mining was carried out in the area. The Court held that till the committee submits its report, the granting of licence was prohibited. The Court further directed the Central Government to examine the proposal of the Government to delete the mining area and replace it with other lands.

\textsuperscript{241} AIR 1992 SC 514’
5.9. C. Geographical Diversity of India

India is a country of continental dimensions consisting of four distinct regions, namely,

a) The great mountain zone,

b) Plains of the Ganga and the Indus rivers,

c) The desert region and

d) The southern peninsula.

Almost two-thirds of the Himalaya is in the mountain zone of India, including large plateaus and valleys. The plains of the Ganga and the Indus are formed by basins of three distinct river systems, the Indus, the Ganga and the Brahmaputra. The desert region consists of the great desert and the little desert. The great desert extends from the Rann of Kachchh and runs through the Rajasthan-Sind frontier. The little desert extends from the Luni River between Jaisalmer and Jodhpur up to the northern wastes. The peninsular plateau is flanked on one side by the Eastern Ghats and on the other by the Western Ghats. Between the Western Ghats and the Arabian Sea there is a narrow coastal strip, while between the Eastern Ghats and the Bay of Bengal lies a broader coastal area. India is thus endowed with every landform, mountains, plains, deserts and seacoasts.

The geographical diversity of India has also given it a wealth of eco-systems, which are being protected and preserved. They have also become the major resources for ecotourism. One specific element is biosphere reserves. These are multi-purpose areas protected in order to preserve the genetic diversity and integrity of plants. Animals and microorganisms in comprehensive eco-systems. There are seven such reserves in India at present: Nilgiri; Nanda Devi; Nokrek; Great Nicobar; Gulf of Mannar; Manas and Sunderbans. A second element is mangroves, which are specialized forest eco-systems in tropical and sub-tropical regions of the world bordering sheltered seacoasts and estuaries. Major mangrove areas are: Northern Andaman and Nicobar; Sunderbans; Bhitarkanika and Mahanadi Delta; Coringa, Godavari Delta and Krishna Estuary; Pichavaram and Point Cali mar; Goa; Gulf of Kutch; Coondapur; Achra/Ratnagiri; and Vembanad. The third element is coral and coral reefs. There are four coral areas identified in India so far: Gulf of Mannar; Andaman and Nicobar Islands; Lakshadeep Islands; and Gulf of Kutch. The fourth
element is the great and little deserts in the North-Western region of the country. This is a distinct eco-system which has attracted the fascinations of tourists. The fifth element consists of mountain and forests, including great Himalayas and other mountain ranges in the country. Along with their forests, rivers and snow, they have also become great attractions for eco-tourists. The country has an area of about 752 million hectares designated as forests, and of which about 406 million hectares are classified as reserve forests and 215 million hectares as protected forests. India’s sixth element is the flora and fauna, which are very abundant. There are about 45,000 species of plants, including shrubs. The country also has a great variety of fauna, numbering a little over 65,000 known species, including 1,228 species of birds, 428 species of reptiles, 372 species of mammals, 204 species of amphibians and 2,546 species of fishes. In order to protect and preserve these genetic resources, India has created 75 National parks and 421 wildlife sanctuaries in different parts of the country. Some have already become popular with tourists, such as Kaziranga and Manas in Assam; Jim Corbett Park in Uttar Pradesh; Bharatpur, Ranthambore and Sariska in Rajasthan; Kanha and Bandhavgarh in Madhya Pradesh; Bandipur in Karnataka; and Simlipal in Orissa\textsuperscript{242}.

5.10. **Sustainable Tourism:**

According to World Tourism Organization the world tourism organization defined sustainable tourism as early as 1988 as "leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, essential ecological processes, biological diversity and life support systems" the achieving sustainable tourism requires that several objectives be achieved;

a) The natural, historical, cultural and other resources for tourism are conserved for continuous use in the future, while still bringing benefits to the present society.

b) Tourism development is planned and managed so that it does not generate serious environmental or socio-cultural problems in tourism area.

\textsuperscript{242} http://www.ecoindia.com/eco-tourism-in-india.html last seen 05/07/2012 at 1.30 pm
c) The overall environmental quality of tourism areas is maintained and improved where needed.

d) A high level of tourist satisfaction is maintained so that tourist destinations will retain their marketability and popularity.

e) The benefits of tourism are widely spread throughout society.

The relationship between environment and many forms of tourism is fundamental. From the earliest times, the enjoyment of environments has had a major impact in shaping succession of tourism geographies as public desires for different kind of leisure. Environment had developed through time, through the formation of resorts or the changing preferences for scenic landscapes in the 19th century or the quest for amenable climates or the attraction of historic heritage in the 20th century. So new spatial patterns of interaction between people and environments have been formed.

The number of tourists has been increased in the present days, and like their pressure on environment has been increased. Tourism has actually shown itself to be a major generator of environmental problems with considerable capacity to destroy the resources upon which it depends. Consequently, more attention is now being focused upon understanding the environmental impact of tourism and ways of producing more sustainable forms of tourism development that maintain key resources rather than degrade. The relationship between tourism and environment has been multi dimensional243. Firstly “The mass tourists who go to the destination create much broader and serious range of impact than small groups will create, where mass forms of tourism are well planned and properly resourced environmental consequences may be less that those created by small numbers of people visiting location that are quite unprepared for the tourism.

Secondly, tourism is a seasonal activity in any parts of the world and it exerts pressure on the environment for part of the year but allows fallow periods in which recovery is possible.

Thirdly, some environment can sustain very high levels of visiting because their build infrastructure makes them relatively or because they possess organizations structure such as planning frame works, which allow for effective provision for visitors. In contrast, other places are much less robust and it is unfortunate that a great deal of tourist activity is drawn to far more fragile place. This diversity depends on types, nature of visitation and destination”.

The concept of sustainability has been defined by the world commission on Environment and Development “as development that meets the needs of the present without compromising the ability of future generation to meet their own needs.

When viewed in these terms the relevance of sustainable forms of development to tourism is obvious. Tourism is an industry with a high level of dependence upon environments as a basic source of attraction but it is also one with considerable capacity to erode the long-term viability of those self same environments. Therefore, tourism needs to be involved in sustainable developments.

For the development of tourism a middle path between this extremes one which manages growth within acknowledge resource conservation limits is generally held to offer the best prospects. Therefore, sustainable tourism needs to,

a) Ensure that renewable resources are not consumed at a rate that is faster than rates of natural replacement,

b) Maintain biological diversity,

c) Recognize and value the aesthetic appeal of environments.

d) Follow ethical principles that respect local cultures livelihoods and customs.

e) Involve and consult local people in development processes

f) Promote equity in the distribution of both the economic costs and the benefits of the activity amongst tourism developers and hosts.

5.10. A. Characteristics of Sustainable Tourism

Sustainable tourism tries its utmost to maintain the importance of local culture and traditions.
Sustainable tourism is informative as it does not only let tourist know about the destination but also it helps locals knowing about the culture and civilization of tourists.

a) This kind of tourism is aimed to conserve the resources of destination where one is visiting too.

b) Sustainable tourism seeks deeper involvement of locals which provide local people an opportunity and make their living Above all sustainable tourism stresses upon integrity of the tourist place.

5.9. B. Principles of Sustainable Tourism

With the increased footfalls of tourists, the deep need today is that tourism like other sector be planned and managed suitably. Sustainable development of tourism is possible only if it follows some of its guidelines and principles.

a) Tourism ought to be initiated at any location with the help of local community. The involvement of local community helps maintaining the appropriate tourism development.

b) The local community has to meet the direct benefit of flourishing and tourism enables local people gain economically as well.

c) To cause large growth in sustainable development there is need that codes ethics and some other fair guidelines be appointed.

d) In order to heighten the importance of heritage and natural resources and manage them better, training and education programme should be instituted.

5.10. C. Towards a Sustainable Relationship between Tourism and Environment

The problems, which surround tourism and the environment, have led to the formulation of a range of management responses to the perceived difficulties. This has been reflected both in the development of site-specific management techniques and in strategies and approaches aimed at developing sustainable forms of tourism.

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245 Supra, at 21.
There are number of tourism management techniques, which have been widely applied in area where protection of environments is a key consideration.

For example, within designated National park. These techniques normally focus upon:

a) Spatial Zoning

b) Spatial Concentration or dispersal of tourist

c) Restrictive entry or pricing

a) Spatial Zoning

It is an established land management strategy, which aims to integrate tourism into environment by defining areas of land that have differing suitabilities and capacities for tourism. Suppose there is an area where conservation is needed, on such time zoning of land may be used to exclude from such primary conservation area and to focus environmentally abrasive activities into locations that have been prepared for such even or to focus general visitors into a limited number of location where their needs may be met and their impacts contained and managed.

b) Spatial Concentration or Dispersal of Tourists:

Some area may have less carrying capacity. On such time, tourist should be motivated by management to change their travel to alternative destination.

Zoning policies are often complemented by strategies for concentrating tourists into preferred sites or where sites are under pressure depleting visitors to alternative destination. Honey pots (home stays) are commonly provided as interceptors or panned location that attract the tourist by virtue of their promotion and on site provision and which then effectively prevent further penetration of tourists into more fragile environments, which may lie beyond. Commercial tourist attractions tourist information and visitor's centers, country parks and heritage sites are all examples of location that can act as honey pots and assist in the wider environmental management of tourism.

In contrast, where conditions require a redistribution of tourist activity devices such as planned scenic drives or tourist routes may have the desired effect of taking people away from environmental pressure points.
c. Restrictive entry or Pricing:

Regulation of environmental impacts of tourism is being now achieved through pricing policies and/ or exclusion and controls. The nature of such these practices varies from place to place. For example in U.S.A, entry to the many of the National parks is subjected to payment of an entry toll whereas in England and Wales entry is free.

It's an accepted truth in India that foreigners will pay more than Indian citizens for pretty much anything. The price of a rickshaw in Varkala, the small tourist town in which I live, jumps up to between 150%-400% of normal rates if the person getting in is from abroad. The drivers do this because they can; foreigners generally don't know any better, and by their foreign standards of pricing, 400% at the day's exchange rate often sounds like a pretty good deal.

It actually makes good economic sense to charge these greatly inflated rates, and there are a number of reasons why. As mentioned, foreigners are accustomed to prices being much higher in their home countries. For example, entry to the Anne Frank Museum in the Netherlands is €9 (Rs 600), the New York Metropolitan Museum of Art is US$20 (Rs 886) and the Tower of London is £19.80 (Rs 1460). In that context, the Taj – an acknowledged wonder of the world, with centuries of tradition and some of the most striking architecture ever created by man – is very reasonable at Rs 970. India is more and more a part of the global market nowadays, and if we take the established countries of that global market as a yardstick, India's tourist prices measure up pretty well. As the consequence of increasing or growth of tourism industry its pressure will increase on environment or life of animals or fauna and flora of that places so it is needed to control and practicing of exclusion of tourists activities from such places. For example encouraging tourist towards a relatively small number of higher capacity sites and regulation of vehicle movement based upon their size and weight and formulate the park wide traffic policy, which both restricts and segregates vehicles to prescribe routs.

5.11. Approaches to the Evaluation of Environmental Impacts and Sustainable Tourism:

The central attributes of sustainable tourism may be mapped easily but practical problem is how to measure sustainable forms of development, which are less
easily resolved. This particular challenge had focused attention onto alternative approaches to evaluating the environmental impacts of tourism.

Those approaches are

A. The concept of carrying capacity

B. The limits of acceptable change (LAC)

C. The use of Environment Impact Assessment (EIA)

5.11. A. The Concept of Carrying Capacity:

The concept of carrying capacity is a well-established approach to understand the ability of tourist places to withstand use and is inherent in the notion of sustainability. Carrying capacity can be visualized in distinct ways several. They are

a. As physical carrying capacity: Here, it is viewed as a measure of absolute space such as number of space within a car park.

b. As ecological capacity, sustainability of environment of that place is measured before damage occurred to the environment.

c. As perceptual capacity, which is, the level of crowding that a tourist will tolerate before they decide a location is too full and relocates elsewhere.

Where more numbers of tourists and vehicles are, the environment cannot have the potentiality to tolerate or sustain them. By determining the carrying capacity of the sites or places. Proper planning should be adopted and regulated the tourist’s activity. Then only environment can be preserved for long time for the tourist (for coming generations).

5.11. B. The Limits of Acceptable Change (LAC):

LAC was developed in the U.S.A as a means of resolving development related conflicts in conservation area. The central features of the methods are,

a. The establishment of an agreed set of criteria surrounding a proposed development.

b. The representation of all interested parties within decision-making.

c. The prescription of all desired conditions, and levels of change after development.
d. The establishment of ongoing monitoring of change and implementation of agreed strategies to keep impact of change within the established limits.

Therefore, LAC embodies several key aspects of sustainable forms of tourism development. It recognizes that change is an inevitable consequence of development but asserts that by the application of rational planning sustainable forms of development may be realized.

5.11. C. Environmental Impact Assessment (EIA):

An environmental impact assessment is an assessment of the possible impacts that a proposed project may have on the environment, consisting of the environmental, social and economic aspects, it is becoming a widely used method for evaluating possible environmental consequences of all forms of development. Four key principles are as follows:

a) Assessment should identify the nature of proposed and induced activities that are likely to be generated by the project.

b) Assessment should identify the elements of the environment that will be significantly attacked.

c) Assessment will evaluate the nature and extent of initial impacts and those that are likely to be generated through secondary effects.

d) Assessment will propose management strategies to control impacts and ensure maximum benefits from the project

Where environment consequences and benefits of development project or activities are evaluated in advance, sustainable form of development will more effectively be achieved.

5.12. Sustainable Tourism in Practice:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destination, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development,
and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.\footnote{\textit{Making Tourism More Sustainable - A Guide for Policy Makers}, UNEP and UNWTO, 2005, p.11-12}

The Great Barrier Reef off the northern coast of Queensland Australia provides one of the largest systems of coral reefs in the world. A maze of some 600 island 300 day and nearly 3,000 submerged reefs, the Great Barrier Reef region is home to 1500 species of fish, about 350 types of coral, over 400 sponges and more than 4000 molluscs (compose the large phylum of invertebrate animals known as the \textit{Mollusca}). Apart from some small areas of development, the reef has been largely unaffected by human activity and remains in excellent condition.
The main strategy within the park management is a zoning system based around three primary categories: general use zones which cover about 80% of the park, most activates, provided they are Ecologically sustainable.

1. National park zones allow only activities that do not remove living resources.

2. Preservation zones permits only scientific research within zones, specific local variation may also be enforced particularly limitation on building.

Tourism and its associated developments may occur in all zones except the preservation zones subject to the issue of permits. The factors considered in issuing permits will include the objectives of management within the zone in question. The size extent and location of the use, access conditions. Likely effect upon environment in general and the ecosystem in particular and likely affects upon resource and their conservation. Proponents of large-scale developments are also encouraged to conduct an EIA and to produce an EIS as a routine part of development applications. The tourists themselves are targeted through educational strategies, reinforce by local controls and prohibitions, aimed at encouraging responsible behaviors that help to conserve the marine environment.

3. The development of the desert resort of Palm Springs is a remarkable example of sustainable tourism in a difficult environment. Located in the Coachella valley some 160 km south-east of Los-Angeles, Palm springs is a true desert region with mean July temperature of 42 Celsius and less than 75mm of rain per year. However, the presence of springs fed from a substantial aquifer initially allowed the development of irrigated forming and the growth of a fashionable tourist resort. More than 2 million visitors annually visit palm springs and with over 200 hotels, 7,500 swimming pools and more than 80 golf courses, the Coachella valley has become a major recreational environment within southern California.

The success of the resort has depended entirely upon the sustainable management of its water supplies. The key to the development was the construction in 1948 of the Coachella branch of the all-American canal, which transfers water from the Colorado River near Yamuna to the valley. This new supply not only helped to recharge the main ground water sources which farming had already began to diminish.

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247 Sustainable tourism in practice the great Barrier Reef Australia sources Digran,1994
but also created a surplus of water that permitted the expansion of the resort. Diverted water is trapped in intake basins from where it percolates into underground storage, and despite the increasing demand for water in Palm Springs, ground water reserves have actually increased in recent years, rather than diminished.

To reinforce the effectiveness of the scheme for recharging ground water, a wide ranging programme for managing water supply and demand has been implemented. This has included.

1. Improved extraction techniques to maximize the potential of ground water resources.
2. Improved application systems, including computer controlled drip irrigation system and metered supplies
3. Increased charges to moderate demand
4. Increased reuse of wastewater.

The latter policy has benefited the tourism industry as some 3 million gallons a day to cheap reclaimed water is distributed to park, urban amenity spaces and particularity resort’s golf courses.

Sustainability has also been increased by complementary moves towards more water efficient urban design and land-scaping in Palm Springs (the Palm Springs Amtrak station is a train station in Palm Springs, California, United States served by Amtrak, the National railroad passenger system). New golf courses are now encouraged to limit watered turf to only the essential parts of the course main the greens trees and key sections of fairway whilst urban parks, hotels, civic buildings and even private residences have been persuaded to adopt the practice of low water use landscaping using desert plants and natural surfacing. Although extensive areas of lush, green, green ornamental space still adorn the resort, the wider use of desert style landscaping has permitted a 10 percent reduction in outdoor use of water in five years, even though parkland and amenity acreages have actually risen\textsuperscript{248}.

\textsuperscript{248} Ibid at 21.

The World Ecotourism Summit\textsuperscript{249} in Quebec may 2001, was the culminations of the preparatory meetings. Hosted in Quebec City, Canada, between 19 and 22 May 2002. The Quebec Summit represented the Culminations of 18 preparatory meetings held in 2002, involving over 3000 representatives from National and local Government.

The Quebec report contains the summaries of the debates held and conclusions reached at the world Ecotourism summit and its preparatory process, as well as the Quebec declaration on ecotourism.

The world ecotourism summit was held in Quebec City, Canada from 19 to 22 may, 2002. This was the principle event to mark 2002 as the International year of Ecotourism.

The summit was an initiative of the World Tourism Organisation (WTO) and the United Nations Environment Programme (UNEP) it was hosted by tourism commission. These four organisations were the partners responsible for the summit.

The purpose of the summit was to bring together government, International agencies, NGOs, tourism enterprises, representatives of local and indigenous communities, academic institutions and individuals with an interest in ecotourism, and enable them to learn from each other and identify some agreed principles and priorities for the future development and management of ecotourism.

**Main themes are discussed in the Quebec convention**

UNEP and WTO, in consultation with other organizations and ecotourism stakeholders, had defined and adopted the following main discussion themes for the International year of ecotourism and for the summit.

*Theme A- Ecotourism Policy and Planning: the sustainability challenge*

Sustainable ecotourism plans, policies and programs at International, National and local levels, integration of ecotourism policies into sustainable development plans

\textsuperscript{249} The World Ecotourism Summit serves as a forum for a systematic and critical review of ecotourism as it stands at present and as a filter to identify priority issues and indicate general directions of action. The World Ecotourism Summit conclusions and recommendations are meant to be reported to the World Summit on Sustainable Development (WSSD), to be held in Johannesburg, South Africa, 26 August- 4 September 2002.
and frameworks, land use planning, use of natural parks and protected areas, balance between development and conservation objectives in policies, development agency programmes on ecotourism and their role in funding related pipeline investments, plans for human resource development in ecotourism.

**Theme B- Regulation of Ecotourism: Institutional Responsibilities and frameworks**

Legislation, norms and other regulations for ecotourism activities, voluntary schemes and self regulation, certification, accreditation and eco-labels, International and inter governmental guidelines, principles and codes, roles of different stakeholders in ensuring compliance with regulations or voluntary schemes.

**Theme C- Product Development, Marketing and Promotion of Ecotourism: fostering sustainable products and consumers.**

Building sustainable ecotourism products, multi-stakeholder cooperation for product development especially in protected areas and biosphere reserves, market research, marketing techniques and promotional methods, information to tourists, ethical behaviour, environmental education for consumers, public-private sector relationships for marketing and promotion, co-operative marketing for small ecotourism operations.

**5.13. Recommendations of the Quebec Convention**

The following are general recommendations that emerged during the sustainable development of ecotourism web conference

a) Ecotourism should balance top-down and bottom-up development strategies.

b) Effective standards are the result of a consensus building process among all agented interests.

c) Policy makers need to learn more about ecotourism as practiced in the field, not only as designed in the office or classroom.

d) National developments policies need to be harmonized to favour ecotourism planning, at the very least, National policies should not undermine ecotourism development.
e) Priority should be given in the training of local people and park managers and to monitoring the delivery of services and products to ensure they meet expectations.

f) An umbrella organization of multi-sector ecotourism enterprises and public authorities should be created to develop and market a particular region membership in this organization should not be priced out of the reach of small local operators.

g) Accessible financing (grants, inexpensive long-term loans) is needed for ecotourism projects and must include ways to measure whether these monies are being used effectively.

h) Internet communication provides a low-cost and efficient mechanism for both promotion and development; it needs to be complimented with other communication strategies.

i) Information needs to be accurate; access to timely and useful information needs to be improved for all stakeholders.

j) Media professional need to provide better insights into ecotourism without losing the human dimension.

5.14. Need for Responsible Tourism Industry

Responsible Tourism (RT) is mainly conceived with three kinds of responsibilities, which are termed as the ‘triple bottom-line’ economic responsibility250, social responsibility251 and environmental responsibility252. Though the concept of responsible tourism was there right from 1996, it was after the Cape Town Declaration of 2002 that a detailed picture of responsible tourism - including its aims, and factors evolved. Responsible Tourism encompasses all forms of tourism and seeks to minimize negative economic, environment and social impacts. It generates greater economic benefits to local people and enhances the wellbeing of

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250 Economic responsibility means ensuring that there is an economic benefit both to the region from which the purchase came and to the region in which it is marketed. Is the process economically fair to everyone involved? Is anyone being exploited?
251 Socially Responsible means that people and organisations must behave ethically and with sensitivity toward social, cultural, economic and environmental issues. Striving for social responsibility helps individuals, organisations and governments have a positive impact on development, business and society with a positive contribution to bottom-line results.
252 A comprehensive view of the environmental community's expectations of companies that claim to be environmentally responsible.
local communities. It also makes positive contributions to the conservation of natural and cultural heritage, and maintenance of the world’s diversity.

a) Many tourism businesses are beginning to take positive steps.

b) Restructure management and operations along environmental lines, including reducing consumption of water, energy and other resources and improving management, handling and disposal of waste.

c) Accelerate the transfer of environmentally sound technologies, practices and management tools to the developing world including desalination plants and other water saving systems renewable energy technologies, and ecologically sound chemical management practices.

5.15. Role of Government and NGO

A Government is the system by which a State or community is governed. A group of people governs a community or unit. It sets and administers public policy and exercises executive, political and sovereign power through customs, institutions and laws within a State.253

1. Governments need to play a proactive role in supporting the growth of sustainable tourism.

2. Encourage tourism planning authorities at the National, regional and local levels to incorporate key social and environmental goals.

3. In 1997 the council of Europe recommended that member Governments limit tourism development to a level compatible with ecological capacity.

4. Develop regulations and policies that support smaller scale tourism initiatives that are actively planned and managed by local communities.

The NGO’s should take responsibility in the development and implement of ecotourism.

1. Non-Government Organization plays an important role in generating much of the pressure for more sustainable tourism.

2. International institutions such as World Bank and UNEP have to step up their support for sustainable tourism including engaging in efforts to create benchmarks for sustainable tourism, which will make it easier for Governments and businesses to measure progress.

3. Discourage unsustainable and in appropriate tourism developments.

4. Help in raising the awareness of tourism’s negative impact through information campaigns and training.

5. Encouraging tourists to engage in environmentally and culturally sensitive behavior.\(^{254}\)

In the International level, one of the important organizations of ecotourism is that, The International Ecotourism Society (TIES) is a program of the International Tourism Collective, a 501(c) (3) nonprofit organization dedicated to promoting ecotourism. Founded in 1990, TIES has been on the forefront of the development of ecotourism, providing guidelines and standards, training, technical assistance, and educational resources. TIES’ global network of ecotourism professionals and travelers is leading the efforts to make tourism a viable tool for conservation, protection of biocultural diversity, and sustainable community development.

Through membership services, industry outreach and educational programs, TIES is committed to helping organizations, communities and individuals promote and practice the principles of ecotourism. TIES currently has members in more than 120 countries, representing various professional fields and industry segments including: academics, consultants, conservation professionals and organizations, governments, architects, tour operators, lodge owners and managers, general development experts, and ecotourists.

The laws pertaining to ecotourism are current environment and forest laws; there are no laws on tourism at the National levels.

a) Wild Life (Protection) Act, 1972: The Act permits tourism in protected areas along with scientific research and wildlife photography. However, the character and volume of tourism in protected areas has changed considerably since this law was framed. Hence, there is an urgent need to

\(^{254}\) http://www.Rio.com/tourism/sustainable/dec.html visited on
amendment the Act or at least bring out guidelines that regulate tourism and tourist activity in and around the protected areas.

b) *Forest (Conservation) Act, 1980:* The law prohibits conversion of forestland for 'non-forest’ activities (any activity that does not support protection and conservation of forests). However, ecotourism is being propagated on the notion that it supports conservation and hence is being allowed in forest areas. Although this Act has the potential to regulate ecotourism, there is an urgent need to verify the claim that ecotourism supports conservation in the context of implementation of this Act.

c) *Environment (Protection) Act, 1986:* Under this Act, there are two very important Notifications that are closely linked to the development of ecotourism – the Coastal Regulation Zone Notification, 1991, and Environmental Impact Notification, 2006.

d) *Coastal Regulation Zone Notification, 1991*: This is an important piece of legislation guiding anthropogenic activities along the coast. However, twenty amendments have been made to the Notification over the years, which have diluted and rendered many of the protective clauses meaningless.

e) *Environmental Impact Assessment Notification, 2006:* The Notification has totally omitted Environmental Impact Assessments for tourism projects as against its predecessor, the Notification of 1991 that required Environmental Impact Assessments of tourism projects.

5.16. Ecotourism Guidelines for Responsible Travelers:

The conscious attitude, actions, participation and interactions on the part of the individual traveler directly affect the outcome for all involved. As a thoughtful and responsible traveler, there are several things you can do before, during and after your journey to ensure the experience is in line with the values of "ecotourism" and minimize your impact on the host country. It is far easier to simply go on vacation as

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255 Notification Under Section 3(1) and Section 3(2)(V) of The Environment (Protection) Act, 1986 and Rule 5(3)(D) of The Environment (Protection) Rules, 1986 Declaring Coastal Stretches as Coastal Regulation Zone (CRZ) And Regulating Activities In The CRZ.
an uninformed tourist but making the choice to be an informed traveler can have far-reaching impacts on the world around us. The more you put into your trip the more you will get out of it. The following is a code of conduct for responsible travelers.

1) **Prepare for your trip:** Educate yourself about your destination. Be on the lookout for news and current events about the area. Learn about local history, customs and culture as well as vital ecosystems. Learn at least the basics of the local language. A simple hello, please or thank you goes a long way. Approach travel with the desire to learn rather than just observe.

2) **Respect local traditions and etiquette:** Wear clothing that is accepted by the local culture. Be aware of people's sensitivity to being photographed; always ask first. Observe local customs. Be perceptive of your own cultural values and how they affect your judgment of others. Remember that you are the visitor. There are many different concepts of time, personal space, communication etc., which are not wrong or inferior, just different. Act as an example for other travelers who are less informed than you.

3) **Avoid ostentatious display of wealth:** What may not seem a display of wealth to you may be considered extravagant by another culture. For example, a camera hanging around your neck or something as simple as a wristwatch or wedding band. Tuck these items away when visiting rural communities. Leave jewelry and other unnecessary valuables at home. They only create barriers and inhibit genuine interactions. Don't hand out sweets and loose change, this only serves to corrupt and create a begging mentality where none existed before.

4) **Be flexible in your expectations:** Approach your adventure with an open mind and you will not be disappointed. Sometimes plans change and an opportunity for more in-depth learning or a unique cultural experience presents itself. Adapt yourself to the situation rather than trying to adapt the situation to you.

5) **Conserve resources:** Often times the resources in an area visited by tourists are under a great deal of pressure already. Be aware of the resources that are being used because of your visit. This includes your personal consumption of items like water and wood for building fires or specialty foods that had to be transported from afar. Don't allow your guide to hunt endangered or threatened species or harvest rare plants
for your consumption. A large luxury hotel in the middle of nowhere takes far more resources to build and maintain than does a small family run inn.

6) **Practice environmental minimum impact:** Follow the International Leave No Trace Rules. Pack out everything that you bring in including toilet paper (if there is no toilet) or plastic water bottles (use purification tablets or a filter). Go to the bathroom at least 200 feet (70 paces) from any water source. Remove litter that others left behind. Do not remove any objects, plants or animal products from nature. Be aware of local endangered or threatened species so as not to purchase souvenirs made from their skin, feathers etc. Not only is this impactful on the environment but it is illegal.

7) **Choosing a tour operator or guide:** Thoroughly research your tour operator or guide by asking them pointed questions about specifically what they do that is "eco" and how they involve the local communities and economies. The "greening of tourism" has led companies to promote them as "eco" simply to sell trips. The larger the company with more luxurious accommodations, the less likely it is to be true ecotourism. Be persistent in your inquiries of an International or local tour operator.

8) **Support local economies:** How will your visit directly benefit the local economy or entire community? This is an integral part of true ecotourism. Use local transportation, guides, inns, restaurants and markets. This helps create a buffer zone for the environment surrounding protected natural areas by giving locals an economic alternative to potentially destructive practices. Community based ecotourism spreads the wealth and workload.

9) **Bridging cultural gaps:** Take the opportunity to be a cultural ambassador. Much of the world's image of western tourists is based on the unrealities of television and magazines. Look for situations for cultural exchange whereby learning about each other's lives is mutual. Getting to know the person sitting next to you on a local bus or the person cooking your food takes some effort but is often a rewarding experience.

10) **Continued ecotourism:** Ecotourism does not need to end with your flight home. Follow through on your commitment to conservation in your everyday life. Share your experiences with others to foster a greater understanding of our world. You will have seen and learned much from your journey. While it is still fresh in your heart and mind, take action using the various agencies, grassroots organizations and resources available to you.
5.17. Conclusion:

Tourism is a highly competitive industry that heavily depends on customers' satisfaction from personalized services; customers have many choices about how and where they use their time and money. From the supply side, many commercial tourist service providers and business also have a wide choice of locations and tourism products. They play an important role in shaping the demand for tourism through active appropriate marketing and advertising. At present, The tourism industry is marching towards to provide ecotourism sustainable development concept has reached the minds of tourism. Where the policy enlists its principles and elaborates operational aspects for key players in the ecotourism business, the role of communities is considerably reduced to protecting environmental resources and providing services to tourism in the role of ‘hosts’. An environment protected by communities is a resource for ecotourism when tourists experience the natural beauty. Indigenous and local communities become important “stakeholders” thereby becoming subservient to a process where environmental protection is vested from their control and is being pursued for the sake of supporting economic enterprise. What the policy fails to realize is the cross linkages between ecotourism and the social, cultural, economic and institutional processes of indigenous and local communities. Their lives are very closely linked to the environment they live in and their customs and traditions bear strong linkages to it.