The Role of Maharashtra Tourism Development Corporation (MTDC), Government of Maharashtra, Mumbai, Republic of India in Organizing, Promoting, and Implementing Ecotourism and Responsible Tourism in the State of Maharashtra: A Study

A Project Submitted To
Maharashtra Tourism Development Corporation, Mumbai
for the
Summer Internship programme of MTA 3rd semester between 19th May - 5th July, 2017
Department of Tourism Administration, Dr. B.A.M University
Aurangabad, Maharashtra, India

In the Subject of
Tourism Administration

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2017 - 2018
PREFACE

In the recent years, professional courses have reached a great height amongst the present generation. The course of Master of Tourism Administration, (MTA) has extensively developed for the students to meet high expectations and requirements to be a part of the corporate sector and acquire knowledge in various aspects in Tourism Industry.

As a part of the academic course curriculum in Administration, MTA students from Department Of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra, are sent to different business organizations to undergo training to practice the theoretical knowledge gained through studies and get accustomed to the day to day workings of an organization.

I, Ahmed Abdullah Omer Ahmed pursuing Master in Tourism Administration from Department Of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra, Republic of India. I took up the project on “The Role of Maharashtra Tourism Development Corporation (MTDC), Government of Maharashtra, Mumbai, Republic of India in Organizing, Promoting, and Implementing Ecotourism and Responsible Tourism In The State of Maharashtra: A Study” and it has been my privilege to be associated with “INTRODUCTION TO Maharashtra Tourism Development Corporation(MTDC) with the aim to obtain practical exposure.
ACKNOWLEDGMENT

Grateful acknowledgement is here made to those who helped to gather data for this Paper. This work would not have reached its present form without their individual help.

This training part of (MTA) programme taught me a lot to understand the key to success in an organization. For the preparation of this project, many people have helped me directly or indirectly since no project can be completed through the individual effort only. Therefore, I would like to thank all those who helped me in completion of my project. This project is not an individual effort but a collection of efforts by each & every member associated with it. Working with MTDC has been a gratitude to the following people without whose cooperation and help at every stage, successful completion of the project would not have been possible. My foremost thanks to Mr. Vijay Waghmare, IAS, Managing Director, MTDC, Mumbai.

I would also take the opportunity to thank my department, Department Of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra, and Dr. Rajesh Ragde Head of the Department as well as Dr. Madhuri Sawant, Coordinator of the Department for putting the theoretical inputs gathered at the institute to practice.

I take this opportunity to express my deep sense of gratitude to my Organizational guide Mr. Chandrashekhar S. Jaiswal, Deputy General Manager, Maharashtra Tourism Development Corporation Limited (MTDC), Mumbai for his help and guidance, which greatly contributed to the effective completion of this project and also for suggesting the topic of my research and also to my project Supervisor Dr. Mukesh N. Kulkarni, Project Officer (MTDC), Mumbai for his continuous support in preparing this report. Without their support, encouragement and guidance, this project would not have been possible to prepare. Last but not the least thanks to Mr. Rajendra Patil of MTDC’s Tourism Research and Development.

Ahmed Abdullah Omer Ahmed
DECLARATION

I hereby declare that the project entitled "The Role of Maharashtra Tourism Development Corporation (MTDC), Government of Maharashtra, Mumbai, Republic of India in Organizing, Promoting, and Implementing Ecotourism and Responsible Tourism In The State of Maharashtra: A Study" is a record of independent research carried out by me at (MTDC, Mumbai) in a partial fulfillment requirement for the third semester MTA degree as per course curriculum offered by the department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra.

It is a genuine work of mine and has not previously formed the basis for the award of any degree, diploma or other similar title in the full or part.

[Signature]

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TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Ahmed Abdullah Omer Ahmed student of Department Of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra, has successfully completed his SUMMER INTERNSHIP TRAINING from 19th May to 5th of July 2016 at our organization (MTDC, Mumbai).

During the training period, he did the project on “The Role of Maharashtra Tourism Development Corporation (MTDC), Government of Maharashtra, Mumbai, Republic of India in Organizing, Promoting, and Implementing Ecotourism and Responsible Tourism In The State of Maharashtra: A Study” and his project was found satisfactory. During the training period, he has been found sincere and hard working. We wish him all success in his future endeavors.

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TOPIC :
“THE ROLE OF TOURISM DEVELOPMENT CORPORATION (MTDC), GOVERNMENT OF MAHARASHTRA, MUMBAI, REPUBLIC OF INDIA IN ORGANIZING, PROMOTING AND IMPLEMENTING ECOTOURISM AND RESPONSIBLE TOURISM IN THE STATE OF MAHARASHTRA: A STUDY”

AREA OF STUDY : TOURISM ADMINISTRATION

PLACE OF STUDY : MAHARASHTRA TOURISM DEVELOPMENT CORPORATION LIMITED.
C.D.O. HUTMENTS, OPP. L.I.C. (YOGAKSHEMA) BUILDING,
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# ABBREVIATIONS

1. **MTDC**: Maharashtra Tourism Development Corporation.
2. **PPP**: Public Private Partnership
3. **RP**: Responsible Tourism
4. **IES**: International Ecotourism Society
5. **DFEWM**: The Department of Forests, Environment and Wildlife Management
6. **JICA**: Japan International Cooperation Agency
8. **ECOSS**: Ecotourism & Conservation Society of Sikkim
9. **GSTC**: Global Sustainable Tourism Council
10. **UN**: United Nations
11. **SEC**: Sikkim Ecotourism Council
12. **ED**: Ecotourism Directorate
13. **FEWMD**: Forest, Environment and Wildlife Management Department
14. **CBO**: Community-Based Organizations
15. **TDC**: Tourism Development Committee
16. **SHG**: Self-help Groups
17. **G-SHE**: Governance for Sustaining Himalayan Ecosystem
18. **NGOs**: Non-Governmental Organizations
19. **NREGA**: National Rural Employment Guarantee Act
20. **GITPAC**: Great India Tourism Planners & Consultants
21. **DoT**: Department of Tourism
22. **FDCM**: The forest Department of Maharashtra
23. **JLR**: Jungle Lodges and Resorts
24. **SGNP**: **Sanjay Gandhi** National Park
25. **UNDP**: United Nations Development Programme
26. **EPA**: Environment Protection Authority
27. **SGBP**: Socotra Governance and Biodiversity Project
28. **PRT**: Responsible Tourism practice
29. **IUCN**: International Union for Conservation of Nature
30. **CBNRM**: Community-Based Natural Resources Management
ABSTRACT

Tourism has become an important source of income in many countries - even in those considered as developing ones. Mass tourism, beside financial benefits, however, carries lot of risks. Especially when realizing that every year 950 million people go on foreign holidays. The effect of the number of tourists on the environment and local communities is not without significance. Therefore, tourist industry more and more speaks of "responsible tourism", aiming at maintenance of sustainable development, i.e. the balance between the economic, environmental and social spheres.

Ecotourism also is a growing sector of the global tourism industry that is making significant positive assistance to the environmental, social, cultural and economic well-being of destinations and local communities around the world. Offering market-linked long-term solutions for the natural degradation and economical upliftment of the local people, ecotourism provides effective economic incentives for conserving and enhancing bio-cultural diversity and helps protect the natural and cultural heritage of our beautiful earth. By increasing capacity building opportunities, ecotourism is also an effective medium for empowering local communities around the world to fight against poverty and to achieve sustainable development.

The State of Maharashtra has up to 15,732 sq km reserved forest which is about 5.02 per cent of the State’s geographical area. Maharashtra is rich with varied biodiversity ranging from forests, wetland, and grassland to coast and evergreen forest. Natural site, Kaas in Western Ghats has been included in the World Heritage Site list by UNESCO.

This study attempts to find out the significance and the role of Maharashtra Tourism Development Corporation (MTDC) in Organizing, Promoting, and Implementing Ecotourism and Responsible Tourism in the State of Maharashtra as well as to understand the concepts of Ecotourism and responsible tourism.

KEY WORDS: - Ecotourism, Responsible Tourism, MTDC, biodiversity, economic responsibility, social responsibility, environment responsibility.
CHAPTER ONE
INTRODUCTION OF MAHARASHTRA

1.1 INTRODUCTION:

Maharashtra, the third largest state is one of the most industrialized and urbanized states of India. It is located on the west coastline along the lush green Konkan region. Several hill stations and water reservoirs with semi evergreen and deciduous forests are found in Western Ghats and the Sahyadri mountain range. The Vidarbha region, northern part of Maharashtra, features dense forest. It is home to several wildlife sanctuaries and national parks. The state abounds in natural and cultural attractions ranging from unspoiled beaches, forest, wildlife, unique hill stations, ancient cave temples, forts, temples and rich tradition of fairs and festivals. Unique diversity of Maharashtra reflects through Kaleidoscope of races, languages, customs and traditions (Joshi, 2014). The scenic 720 km long coastline of the Konkan has been included for development as tourist circuit. The main attractions for the international tourism are the capital city Mumbai, the hill stations and the beaches. It is one of the states that have largest forest cover in India. Ecotourism is sustainable nature based tourism that helps to conserve the biodiversity. Biodiversity of Maharashtra continues to be threatened by growing human population that not only places pressure on its biological resources but also impacts the overall change in the pattern of seasons. Maharashtra with a geographical area of 3,07,713 Sq. Km is the 3rd largest state in India in terms of area, with a coastal line spreading more than 720 km and 2nd in terms of population (96.75 million). It occupies a broad portion of the Deccan Plateau.

1.2 GEOGRAPHICAL COVERAGE:

Maharashtra is surrounded by the Arabian Sea in the west, Gujarat in the northwest, Madhya Pradesh in the north, Chhattisgarh on the East, Andhra Pradesh in the southeast and Karnataka and Goa in the south. The triangle of Maharashtra is divided into specific natural regions. The great divide, running north south, the Western Ghats is also known as the Sahyadri range. The narrow strip between the Arabian Sea and the Western Ghats is known as Konkan. The eastern portion is known as Vidarbha, the northern area is known as Khandesh and the central area as Marathwada.
1.3 MAP OF MAHARASHTRA:-

(Source: MTDC)

Figure 1: Map of Maharashtra

1.4 TOURISM INFRASTRUCTURE IN MAHARASHTRA:

As Maharashtra is a major trade and tourist destination of India, it attracts thousands of tourists from across the world every year. There are three international and five domestic airports in Maharashtra. Most of these airports have regular connections through the Indian Airlines and other domestic airlines. Mumbai is the most connected international airport in India and most of the important international destinations are connected with this place.

It is the hub of the railway network and most of the important places in India are connected by rail to Mumbai. Many important tourist spots in the state are directly connected to Mumbai by regular trains. Maharashtra has the best road connection in India and all the places of importance are conveniently connected to each other. The Maharashtra State Road Transport Corporation as well as private operators provides good services connecting all the tourist centers in the state. Maharashtra offers excellent accommodation facilities ranging from star category hotel to budget hotels, paying guest accommodation etc at various places of tourist interest.
1.5 TOURISM RESOURCES OF MAHARASHTRA:-

Maharashtra offers attractions of varied kind. It offers natural attractions in the form of lakes, beaches, hill stations, wildlife sanctuaries etc. Man made attractions are forts, caves, palaces etc. It also enjoys unique position in the realm of rock cut architecture, because of its peculiar rock characteristics of Satpuda and Western Ghats. Apart from Mumbai, Pune, home of Maratha leader, Aurangabad once the seat of the Mughal Empire now ‘Tourism capital Maharashtra’, Maharashtra has a score of pilgrimage destinations, ranging from the ones that centre around mythology (e.g., Nasik; Pandharpur) and those celebrating the achievements of religious leaders and reformers (Shirdi, Haji Ali Shrine) to new age pilgrimage destinations such as the Osho Commune at Pune. Nasik is one of the four sites of the Kumbh Mela. The scenic 720 km long coastline of the Konkan has been included for development as tourist circuit has unexplored beaches. Maharashtra is the first state to declare a tourism district for tourism development. Sindhudurg is the first district in Maharashtra to be declared as a tourism district. The Vidarbha region, northern part of Maharashtra, features dense forest. It is home to several wildlife sanctuaries and national parks (Joshi, 2014)

1.6 TOURISM INFRASTRUCTURE IN MAHARASHTRA:

As Maharashtra is a major trade and tourist destination of India it attracts thousands of tourists from across the world every year. There are three international and five domestic airports in Maharashtra. Most of these airports have regular connections through the Indian Airlines and other domestic airlines. Mumbai is the most connected international airport in India and most of the important international destinations are connected with this place. It is the hub of the railway network and most of the important places in India are connected by rail to Mumbai. Many important tourist spots in the state are directly connected to Mumbai by regular trains. Maharashtra has the best road connection in India and all the places of importance are conveniently connected to each other. The Maharashtra State Road Transport Corporation as well as private operators provides good services connecting all the tourist centers in the state. Maharashtra offers excellent accommodation facilities ranging from star category hotel to budget hotels, paying guest accommodation etc at various places of tourist interest.
CHAPTER TWO
INTRODUCTION TO Maharashtra Tourism Development Corporation (MTDC):

2.1 BRIEF DESCRIPTION OF MAHARASHTRA TOURISM DEVELOPMENT CORPORATION

Maharashtra Tourism Development Corporation (MTDC) has been established under The Companies Act 1956 and it was set up in 1975 by Government of Maharashtra with an authorized share capital of Rs 25 crore for systematic development of tourism on commercial lines and to double the tourist traffic into the state. It has been involved in the development and maintenance of various tourist destinations of Maharashtra and it owns and maintains resorts in all tourist centers such as Harihareshwar, Velneshwar, Tarkarli, Ganpatipule, Matheran, etc. Apart from this, it has 11 information and reservation counters located in the state. MTDC aims to promote tourism in the state of Maharashtra and change its image from a favorable tourist destination to a premier tourist destination. Apart from acting as the nodal agency of the state for promotion and development of tourism, MTDC also projects and enhances its historical, physical and cultural heritage. Apart from acting as the nodal agency of the state for promotion and development of tourism, MTDC also projects and enhances its historical, physical and cultural heritage. A State Tourism Board, MTDC has been playing a pivotal role in protecting the multi-faceted culture and heritage of Maharashtra among visitors from all over the country and the world. The main role of this Government body is to act as the nodal agency for the development of tourism in the state, run holiday resorts, Resorts, motels, restaurants, and produce publicity and promotional material for tourists.

2.2. MARKETING STRATEGY ADOPTED BY MAHARASHTRA TOURISM DEVELOPMENT CORPORATION:-

Maharashtra has embarked upon marketing blitzkrieg and initiative to promote tourism in the state are on the roll. Through slogan ‘Maharashtra Unlimited’ MTDC is promoting vast tourism potential of the state as a premier tourist destination. Marketing of the tourism destinations is done through following ways:

- Tourism promotion Literature and publications
- Use of Information Technology
- Cultural Events/ Festival
2.3. NEW INITIATIVES OF MAHARASHTRA TOURISM DEVELOPMENT CORPORATION:

MTDC has organized road shows in foreign countries, like Europe, South East Asia and Americas which are generating markets depicting cultural facets of Maharashtra wherein the locals, travel writer and tour operators are made aware with the travel characteristics of Maharashtra. The tourist destinations in Maharashtra are published in the various international travel magazines, radio and T.V. MTDC has appointed around 100 recognized Travel Agents within the state.

- To facilitate tourists at originating market, MTDC has opened one office in New Delhi and one in Goa.
- MTDC is operating Non- pollution buses from T-point to Ajanta as this area is declared as no vehicle area. This was necessary to minimize the damage caused by vehicular pollution to the painting of Ajanta.
- Innovative promotion drive- Deccan Odyssey. Tourists train revealing the heritage of Maharashtra is a project jointly undertaken by Ministry of Railways, GOI, MTDC and Govt. of Maharashtra which runs on seven days itinerary which include Ellora and Ajanta along with other tourist destinations. With a view of effective marketing, promotions and reservation, MTDC has appointed 13 General Sales Agents throughout the world.
- Co-ordination with other state tourism Development corporations through MOU’s with West Bengal, Uttar Pradesh, Madhya Pradesh and Andhra Pradesh.
2.4. AWARENESS ABOUT M.T.D.C.:

Maharashtra Tourism Development Corporation is a Government organization concerned with promotion of tourism. The awareness of the efforts of MTDC has been analyzed in the following table. (Joshi, 2014)

Table 1 (Analysis about the Awareness of MTDC)

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<tr>
<td></td>
<td>Domestic</td>
</tr>
<tr>
<td>Yes</td>
<td>289 (58%)</td>
</tr>
<tr>
<td>No</td>
<td>208 (41%)</td>
</tr>
<tr>
<td>No Comment</td>
<td>03 (.006%)</td>
</tr>
<tr>
<td>Total</td>
<td>500 (100%)</td>
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CHAPTER THREE
INTRODUCTION TO THE CONCEPT OF ECOTOURISM

3.1 DEFINATION OF ECOTOURISM:

The term ecotourism cover all travel to natural area that conserve the environment, while at the same time contributing to welfare of the local community. Responsible and ecotourism activities should minimize negative impact and build environmental and cultural awareness. It should directly contribute for the environmental conservation and empowerment of local people. Different names like nature tourism, green tourism, responsible tourism, alternative tourism, etc are used. The international Ecotourism Society has defined ecotourism as “Responsible travel to natural areas that conserve the environment and improves the wellbeing of local people” Ecotourism involves more than conservation. It is a form of travel that responds to a regions ecological, social and economic need. It is also provides an alternative to mass tourism. It encompasses all aspects of travel-like airlines, hotel, tour operator etc. The eco-tourism should have the following features.

1. Minimum negative impact on nature.
2. Build environmental and cultural awareness among the local community.
3. Provide direct financial benefit for conservation.
4. Provide financial benefit to local people and empower them.
5. Raise sensitivity to host countries political environmental and socio-cultural climate.

Eco-tourism is nature based tourism with a special emphasis on education and interpretation of natural and cultural environment. It is an instrument for natural protection and at the same time assures sustainable economic benefits for the local people. (Hall & Brown 2000). Ecotourism explains the mutual relations established between tourists, environment and culture which brings important benefits to the local economy and ensures the condition for long term development and maximum recreation satisfaction for the tourists. (Hodur, Leistritz and Wolfe, 2005). The main objective of ecotourism is to create high quality tourism while protecting the environment and stimulating the durable local development. The key aspects for ecotourism are involvement of local community, activation of financing resources and realizing the environment resources. The various aspects which need attention at an operational level for sustainable management of ecotourism are assessment of carrying capacities, better transportation
managements, conservation and adaptations, design and control of developments, marketing effects in tune with the sustainability concept, local community involvement while planning ecotourist destinations (Cater, 1993). If ecotourism projects are not planned and managed, it can inflict damage to natural environment. In addition, spread effects will be confined to the immediate community surrounding the tourist destination resulting in islands of affluence in a sea of poverty (Diaz, 1997). On the other hand, researchers on ecotourism have opined that participation of local people is to be ensured in the process of planning as they are assumed to have greater knowledge in the usage and effective management of the resources through application of traditional and customary practices.

Enough awareness is being created in the last 50 years about the concept of ecotourism. With the United Nation declaring 2002 as the international year of ecotourism, a large number of countries for environmental conservation, cultural heritage preservation and sustainable economic development. After declaring 2002, as the international year of economic, three developments have taken place. Eco-tourism is established as a politically valuable concept. Over fifty countries have developed special policies and strategies which focused ecotourism at the national level, this concept proved its relevance as it positions natural and cultural diversity as a tourism asset. It also stresses the participation of local community in the tourism activities, in many countries ecotourism has been managed in a sustainable manner. It conserves biodiversity and alleviates poverty in rural areas. Tourism is now acknowledged as a global economic driver. The main challenge for the future is to apply the principle of ecotourism and sustainable tourism to all forms of tourism development.

3.2. THE ECOTOURIST AND ECOTOURISM:

A considerable amount of debate is found in the literature regarding the definition of both ecotourist and ecotourism (Ashton 1991; Stafford 1992). While defining ecotourism has been the focus of several recent articles (e.g., Blamey1997; Sirakaya, Sasidharan, and sonmez 1999; Ross and Wall 1999), eco-tourist definitions usually have been discussed within the domain of ecotourism definitions (e.g., Ceballos-Lascurain 1987; Eagles 1992). One could think of these definitions as ranging from practical and often behavioral to normative and ideological. At one end of the definitional spectrum are simple equations of ecotourism to nature-oriented travel (e.g., Boo 1990; Luzar et al. 1998). This definition of the eco-tourist is, then, anyone who engages in nature-oriented travel. Moving along the spectrum, one finds the popular working
definitions of Eagles (1992), in which ecotourism is said to be “centered around leisure travel to observe and experience nature,” and the eco-tourist “describes a specific travel market … characterized as being composed of those who select… nature oriented experiences in pristine natural environments” (p.3). Another two sets of ecotourism definitions advocate perspectives of tourism providers (e.g., Boo 1991; Wight 1993) or sustainability of the system (e.g., Butler 1992, cited in Ballantine and Eagles 1994) and offer prescriptive as to how to contribute to conservation or achieve sustainability. While there is a segment of the ecotourism market that may consider the economic and environmental impacts of its holiday experience on the local environment, the majority of individuals focus more on their interests, experiences, and learning.

Ceballos-Lascurain (1990) provided one of the most comprehensive consumer-centered definitions. He argued, We may define ecotourism as that segment of tourism that involves traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of admiring, studying, and enjoying the scenery and its wild plants and animals, as well as any existing cultural features (both past and present) found in these areas. (p.25)

According to Ceballos- Lascurain, The person who practices ecotourism has the opportunity of immersing him or herself in nature in a way that most people cannot enjoy in their routine, urban existences. This person will eventually acquire awareness and knowledge of the natural environment, together with is cultural aspects, that will convert him or her into somebody keenly involved in conservation issues. (P.25)

We recognize the role of experiencing nature in the individual’s development of an environmental “ethic” (c.f. the discussion by Bottrill and Pearce 1995) but also acknowledge that the original intent of most tourists (subsequently categorized in research on ecotourism as eco-tourists) is primarily to observe and learn about nature. Some studies revealed that while tourists acknowledge sustainability as a desirable factor, it appears that environmental impact has little influence on their choice of tourism product (Social Change Media1995). As McKercher (1993) stated, it is a mistake to assume that most eco-tourists are anything other than consumers, whose primary goal is the consumption of an ecotourism experience. In summary, the emphasis on nature has been the consistently common element of all reviewed definitions.

It should also be mentioned that in the Ceballos- Lascurain (1990) definition is the eco-tourist’s enjoyment of cultural features found in natural areas. General respect for culture and cultural artifacts and an appreciation for naturally occurring (not staged) cultural experiences is found in several discussions of ecotourism (Valentine 1992; Figgis 1993). However, it appears
that culture is not the basis of the ecotourism experience, nor is it the central focus. Studies that have investigated reasons for visiting ecotourism destinations by asking respondents to list the reason for their visit (Lee and Senpenger 1992).

In conclusion, there are at least three definitional perspectives that can be taken in the study of ecotourism and ecotourists: (1) tourist centered, (2) tourism centered, and (3) “macro” or systems view. In the current research, we adopt the tourist’s view as a consumer. Furthermore, we see this tourist as best described as someone who, while interested in culture and in protecting the environment, is primarily interested in traveling to experience and learn about wilderness and undisturbed nature. This perhaps less restrictive (Buckley 1994) or minimalist (Blamey 1997) definition enables its broad application across the spectrum of ecotourism experience. With this definitional focus, we set about developing ecotourism interests that would help us to identify those individuals who would most probably choose an ecotourism activity.

One type of alternative tourism is natural area tourism which is tourism in natural settings. Examples can include nature-based tourism, in which viewing nature is the primary objective, and adventure tourism, in which the focus is on the activity, for example, white water rafting or scuba diving. Ecotourism is another subset of natural area and may combine elements of both nature-based tourism and adventure travel. However, it is also characterized by a number of other feature-notably its educative element and conservation supporting practice (Valentine 1993). The Ecotourism Society definition is that ‘Ecotourism is responsible travel to natural areas which conserves the environment and improves the welfare of local people’ (western 1993). The Australian definition of ecotourism is ‘Ecotourism is nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. The definition recognizes that ‘natural environment’ includes cultural components and that ‘ecologically sustainable’ involves an appropriate return to the local community an long-term conservation of the resource (Australian Department of Tourism 1994).

Ecotourism may be further described as having a number of essential characteristics and emerging styles. These elements combine to shape ecotourism in its present form.

3.3. Principles of Ecotourism:

Ecotourism comprises a number of interrelated components all of which should be present for authentic ecotourism to occur. There are five key principles which are fundamental to ecotourism. They are that ecotourism is nature-based, ecologically sustainable, environmentally
educative, locally beneficial and generates tourist satisfaction. The first characteristics are considered to be essential for a product to be considered ‘ecotourism’ 24 while the last two characteristics are viewed as being desirable for all forms of tourism.

3.3.A. Nature-Based:

Ecotourism is based on the natural environment with a focus on its biological, physical and cultural features. Ecotourism occurs in, and depends on, a natural setting and may include cultural elements where they occurs in a natural setting. The conservation of the natural resource is essential to the planning, development and management of ecotourism.

3.3.B. Ecologically Sustainable:

All tourism should be sustainable-ecologically, socially and environmentally. Ecotourism is ecologically sustainable tourism undertaken in a natural setting. The challenge to ecotourism in any country or region is to develop its tourism capacity and the quality of its products without adversely affecting the environment that maintains and nurtures it. This involves ensuring that the type, location and level of ecotourism use does not cause harm to natural areas.

3.3.C. Environmentally educative:

The educative characteristic of ecotourism is a key element which distinguishes it from other forms of nature-based tourism. Environmental education and interpretation are important tools in creating an enjoyable and meaningful ecotourism experience. Ecotourism attracts people who wish to interact with the environment in order to develop their knowledge, awareness and appreciation of it. By extension, ecotourism should ideally lead to positive action for the environment by fostering enhanced conservation awareness.

Ecotourism education can influence tourist, community and industry behavior and assist in the longer term sustainability of tourist activity in natural areas. Education can also be useful as a management tool for natural areas. Interpretation helps tourists see the big picture regarding the environment. It acknowledges the natural and cultural values of the area visited as well as other issues such as resource management.

3.3.D. Locally Beneficial:

The involvement of local communities not only benefits the community and the environment but also improves the quality of the tourist experience. Local communities can become involved in ecotourism operations, and in the provision of knowledge, services, facilities and products. These benefits should outweigh the cost of ecotourism to the host community and environment.
Ecotourism can also generate income for resource conservation management in addition to social and cultural benefits. The contribution may be financial with a part of the cost of the tour helping to subsidize a conservation project. Alternatively, it could consist of practical help in the field with the tourists being involved in environmental data collection and/or analysis.

3.3.E. Tourist Satisfaction:

Satisfaction of visitors with the ecotourism experience is essential to long-term viability of the ecotourism industry. Included in this concept is the importance of importance of visitor safety in regard to political stability. Information provided about ecotourism opportunities should accurately represent the opportunities offered at particular ecotourism destinations. The ecotourism experience should match or exceed the realistic expectations of the visitor. Client services and satisfaction should be second only to the conservation and protection of what they visit.

3.4. CASE STUDY

3.4.A. AN ECOTOURISM CASE STUDY OF COSTA RICA:

A. Introduction:

Costa Rica is a rugged, rain forested Central American country with coastlines on the Caribbean and Pacific. Though its capital, San Jose, is home to cultural institutions like the Pre-Columbian Gold Museum, Costa Rica is known for its beaches, volcanoes, and biodiversity. Roughly a quarter of its area is made up of protected jungle, teeming with wildlife including spider monkeys and quetzal birds.

Figure 2 Location of Costa Rica on the World Map

Costa Rica is home to a rich variety of plants and animals. While the country has only about 0.1% of the world's landmass, it contains 5% of the world's biodiversity. Around 25% of the country's land area is in protected national parks and protected areas, the largest percentage
of protected areas in the world (developing world average 13%, developed world average 8%). Costa Rica has successfully managed to diminish deforestation from some of the worst rates in the world from 1973 to 1989, to almost zero by 2005.

One national park, the Corcovado National Park, is internationally renowned among ecologists for its biodiversity (including big cats and tapirs) and is where visitors can expect to see an abundance of wildlife. Corcovado is the one park in Costa Rica where all four Costa Rican monkey species can be found. These include the white-headed capuchin, the mantled howler, the endangered Geoffrey’s spider monkey, and the Central American squirrel monkey, found only on the Pacific coast of Costa Rica and a small part of Panama, and considered endangered until 2008, when its status was upgraded to vulnerable. Deforestation, illegal pet-trading, and hunting are the main reasons for its threatened status.

Tortuguero National Park – the name Tortuguero can be translated as "Full of Turtles" is home to spider, howler, and white-throated capuchin monkeys; the three-toed sloth and two-toed sloth; 320 species of birds; and a variety of reptiles. The park is recognized for the annual nesting of the endangered green turtle, and is the most important nesting site for the species. Giant leatherback, hawksbill, and loggerhead turtles also nest there. The Monteverde Cloud Forest Reserve is home to about 2,000 plant species, including numerous orchids. Over 400 types of birds and more than 100 species of mammals can be found there.

Over 840 species of birds have been identified in Costa Rica. As is the case in much of Central America, the avian species in Costa Rica are a mix of North and South American species. The countries abundant fruit trees, many of which bear fruit year round, are hugely important to the birds, some of whom survive on diets that consist only of one or two types of fruit. Some of the country's most notable avian species include the resplendent quetzal, scarlet macaw, three-wattled bellbird, bare-necked umbrella bird, and the keel-billed toucan.
B. Current situation in Costa Rica:

With its rich biodiversity and immense ecosystem, ecotourism in Costa Rica leads the ranks in this category of tourism. The country takes advantage of the growing demand for ecotourists to visit these protected areas in exchange for profit. For years, growth in tourism in Central America was extremely slow due to civil wars in various regions; however, as peace developed in neighbouring countries, tourism in Costa Rica has skyrocketed over the past two decades.

Many of the first ecotourists were academics who came to the country to study biology. The publications generated by of these biologists, coupled with a more aggressive campaign by the Costa Rican Tourism Board (ICT), soon led to a growing group of "nature tourists." By 1995, more than 800,000 foreigners came to Costa Rica, many of whom visited national parks and reserves. The tourism boom began in 1987, with the number of visitors up from 329,000 in 1988, through 1.03 million in 1999, to a historical record of 2.34 million foreign visitors in 2012. In
2012 international tourist receipts reached US$2.4 billion. The country is ranked fifth in the world, and first among the Americas, in terms of the 2012 Environmental Performance Index.

**C. Higher standard of living:**

In comparison to other undeveloped regions in the world, Costa Rica ranks relatively high in terms of standard of living. With its high growth rates, economic stability and low crime rates, Costa Rica maintains “a per capita GDP of $6,700, literacy rate of 95%, and female life expectancy of nearly 79 years. When comparing Costa Rica to other leading countries in the ecotourism sector, the differences on these indicators are significantly greater. Thus, “Costa Rica offers a look at a way of life distinct from the modernized world, while allowing tourists to largely avoid the sad realities of poverty in the Third World”.

**D. Local people:**

The rise of ecotourism in Costa Rica over the past decade has resulted in an extensive expansion in the job market. This has allowed local citizens to generate income and employment, at both the national and local levels. The ecotourism industry has offered residents almost double the monthly income compared to other employment opportunities. Local communities and schools have received significant amounts of investment and donations from visitors, as a result of this expansion, consequently helping to modernize the living conditions endured by the local people. Unfortunately, it cannot be said that all citizens feel as though they have reaped the benefits of a successful economy, as some Costa Rican’s “view the growth of tourism as the ‘kidnapping of a nation’ in which they have no say or opportunities to get involved”.

**E. Effects on the environment:**

**Benefits:**

The environmental benefits of ecotourism in Costa Rica have been far reaching. Initially, this was not the case, but over time ecotourism has come to be seen as a way to preserve natural areas throughout Costa Rica. The interpretation of ecotourism, as a means to conservation, has resulted in various initiatives. The rapid expansion of Costa Rica’s national park system in the 1970s and its expansion to include 70 protected areas covering 21% of the nation’s territory make up some of these initiatives. Thus, ecotourism has provided greater incentives for natural resource conservation in the form of state-protected areas and private lands. With nearly ½ million acres
of land designated as protected areas, tourism in Costa Rica has surged, with scientific and nature tourists from around the world converging on this naturally endowed paradise for tourists. Natural resource conservation has been especially on the rise as ecotourism has acted as an alternative to environmentally damaging industries. Without the market demand and political support for environmental protection, currently protected areas may have fallen to the demands of farming, logging, or mining industries long ago. Ecotourism in Costa Rica also encourages individual conservation efforts based on the individual eco-tourist. Ecotourism is meant to both educate and entertain travelers.

- **Costs:**

  Ecotourism has contributed significantly to Costa Rica – as both a country and an economy. However, it is also a prime example of ‘ecotourism gone wrong’. In the initial stages of ecotourism in Costa Rica, all stakeholders benefitted from this type of tourism and attention was being paid to the conservation of nature because of the amount of money that was flowing into the country as a result of it. However, as the amount of profit from ecotourism started to rise, the matters of protection of local environment and nature became secondary issues with all the attention focused on profit maximization.

Visitor overcapacity is one of the biggest threats Costa Rica’s natural environments. Although policies in Costa Rica direct eco-tourists into areas designated specifically for that purpose, thereby alleviating the pressure on other more fragile environments, the fact is that even the ecotourism designated environments are becoming more and more fragile. That reality is precisely one of the reasons so many people converge to such areas; they cannot experience such unadulterated nature in their own countries.

Inadequate enforcement, including limited finances, inadequate local expertise and corruption has contributed significantly to passive conservation efforts. Oftentimes, because developing nations do not have the resources to train the personnel necessary to efficiently regulate and protect a national park, it results in the progression of environmental degradation to which no one can be held accountable. For example, “44% of the 3.2 million acres marked for protection remain in the hands of their previous residents and owners. Logging in these areas is often hard to detect or prevent leading some to argue that Costa Rica's natural resources are protected only on paper” (Dulude, 2000). There are extreme shortages in the amount of money necessary to support adequate park management, infrastructure, and programming. Lack of
funding, in this respect, has led to problems such as trail deterioration, habitat disruption, pollution, and litter becoming more common.

3.4.B. AN ECOTOURISM CASE STUDY SIKKIM IN INDIA:

India has some of the world's most biodiversity regions. It hosts 3 biodiversity hotspots: the Western Ghats, the Himalayas and the Indo-Burma region. These hotspots have numerous endemic species. The State of Sikkim is located in the area of the Biodiversity Hotspot of Eastern Himalaya Region. Biodiversity hotspots are defined as areas featuring exceptional concentrations of endemic species and experiencing exceptional loss of habitat. Species are described as endemic if they are unique to a specific area or region, and don't naturally occur anywhere else. Due to their limited ranges, endemic species are particularly vulnerable to extinction. To promote conservation incentive and suitable livelihood option for the natives, the Government of Sikkim has formulated an Ecotourism policy based on two primary motives; “poverty alleviation” and “nature conservation”.

➢ Sikkim: A mystical land

Sikkim is truly a mystical land, a confluence of advancement and mysticism. It is India's least populated state, hosts Kanchenjunga, the world's third-highest peak, have borders with Tibet, Bhutan and Nepal and only open border with China (Nathula-Pass). Very little is known about its history as it was added to the Indian Republic only in 1975. Sikkim is the first Indian
state to frame an eco-tourism policy with the help of Japanese and American experts. It started developing tourist destinations & circuits and popularizing less developed areas, without creating much load on the sensitive ecology of Himalaya by creating local infrastructure and a lot of activities to attract tourists. Sikkim modified central projects like the “Indira Awas Yojana” to develop village and eco-tourism. Funds were made available to build extra space and sanitation facility for western tourists. This is precisely what Lonely Planet has recognized: the sustainable community-based tourism model that Sikkim has successfully developed in less-developed areas of the state. Adventure tourism is also being promoted that includes trekking, white water rafting, rock climbing and skiing. As lonely planet mentioned about Sikkim “finding the 'real' Sikkim is just a matter of hiking away from the metalled roads”. In pre-historic times Sikkim was inhabited by three tribes namely Naong, Chang and the Mon. The Lepcha who entered Sikkim sometimes later absorbed them completely. The origin of Lepchas is shrouded in mystery. It is believed that, they came from somewhere on the borders of Tibet and Burma. The Lepchas were a very peace loving people, shy, deeply religious and worshipped nature, which can still be sensed among the natives of Sikkim. It is a largely crime-free state and its people are hospitable and warm. The majority of its citizens are Nepalese, and the main religions are Hinduism and Vajrayana Buddhism. Sikkim has 227 lakes, 28 mountain peaks, more than 80 glaciers & 100 rivers and hot springs with temperature up to 122 degrees F. Sikkim's climate ranges from tropical, temperate to alpine. It also receives regular rainfall.

Eco-Tourism in Sikkim:-

Sikkim is a natural hot spot of biodiversity; and the number of species of flora per unit area in this region is extremely high. Sikkim constitutes only 0.2% of the entire geographic region of India but it is the habitat for nearly one-fourth of all plant species found in the country. Due to its difficult terrain and poverty in the state the focus has been placed on developing ecotourism that utilizes the state's abundant natural environment and unique culture. Also to negate the impact on the natural environment due to rapid growth in tourists the State government of Sikkim has taken many initiatives to create the synergy between nature and development activities by giving the benefits of tourism to the villages. This has resulted in the setting up of many village home stays in different parts of the state.
The Department of Forests, Environment and Wildlife Management (DFEWFM) is implementing Japan International Cooperation Agency (JICA) assisted Sikkim Biodiversity Conservation and Forest Management Project. The project is for a period of ten years commencing from 2010-2011 to 2019-2020 at a total cost of Rs.330.57 Crores. The Project objective is to strengthen biodiversity conservation activities and forest management capacity, and to improve livelihood for the local people who are dependent on forests by promoting sustainable biodiversity conservation, a forestation and income generation activities including eco-tourism for the community development, thereby contributing environment conservation and harmonized socio-economic development of Sikkim.

Sikkim Himalayan home stay program promotes ecotourism in rural areas of Sikkim. It is supported by UNESCO Paris, Norwegian Govt. & the Principality of Andorra & implemented by Ecotourism & Conservation Society of Sikkim (ECOSS), which is a nongovernmental organization. The Sikkim Himalayan Homestays Program is operational at Dzongu (North Sikkim), Pastanga (East Sikkim), Yuksam (West Sikkim) and Kewzing (South Sikkim). ECOSS is also developing new rural ecotourism sites at Naitam (East Sikkim), Lingee Payong (South Sikkim) and Ray Mindu (East Sikkim). This community based tourism creates a memorable experience for the visitor who gets a chance to interact with local inhabitants and participate in their daily lives. It also helps local communities protect their cultural and natural heritage for future generations.

According to the statistics of tourist arrival in the state of Sikkim, by Tourism Department, till the month of April 2013, about 69054 domestic and 4895 International tourists have paid their visit in comparison to 65341 domestic tourists and 3939 International tourists during the same period last year. With a view to promote tourism in Sikkim, restrictions on the entry for foreigners into restricted areas of Sikkim have been relaxed. Foreigners can now visit Gangtok, Rumtek, Phodong, Pemayangtse and the Yuksom -Zongri trekking route on the basis of restricted area permits for a period of fifteen days.

**Highlights of Sikkim's Ecotourism Policy:**

Sikkim's ecotourism policy is in perfect tune with the conservation measures. It states that; there would be little construction based on the absolute requirement, no felling of a single tree, and rigorous plantation would be the key to any specific or jointly managed ecotourism program. “Sikkim - the Ultimate Tourist Destination” is the policy motto of the state. The state is employing a system of environmental fees, and permits for entries, and stay time restrictions in
some environmentally sensitive high altitude/pristine areas. Operationalization of tourism in various modes, such as village tourism, nature tourism, wildlife tourism, trekking/adventure tourism, and cultural tourism in the state and institutionalization of tourism management at the community level may be useful. Promotion and use of local art & craft, cuisines, etc., along with organizing tourism fairs and festivals. Imparting training in tourism related service industries.

Global Sustainable Tourism Council (GSTC Council)

The “Global Sustainable Tourism Council” is a multi-stakeholder global tourism organization under the umbrella of the UN, and aims to bring all stakeholders together to achieve sustainable tourism. GSTC was established as a membership council; to serve as the international body for promoting the increased knowledge, understanding and adoption of sustainable tourism practices based on the GSTC criteria, which are a set of global guiding principles.

➢ POLICY VISION OF SIKKIM:

The vision of the policy is to establish Sikkim as an ultimate and unique ecotourism destination offering memorable and high quality learning experiences to visitors, and to contribute to poverty alleviation as well as to promote nature conservation.

➢ POLICY OBJECTIVES:

*The main objectives of Sikkim Ecotourism Policy are:-*

✓ To bring all stakeholders on a common platform of understanding of ecotourism
✓ To promote ecotourism in a sustainable manner based on the Global Sustainable Tourism Criteria (GSTC).
✓ To generate incentives to local communities for nature conservation through alternative income sources and livelihoods, and empower local communities to manage ecotourism with the emphasis on economically disadvantaged people
✓ To conserve the existing biodiversity, ecosystems and religious monuments of Sikkim as well as Sikkim people’s culture and tradition.
✓ To offer memorable and high quality learning experience to visitors, thus encouraging their responsible behavior during their visits and their collaboration for nature conservation efforts.
✓ To facilitate local children as well as visitors to enjoy and appreciate excellent nature-based activities.
✓ To encourage people in Sikkim to increase their pride and appreciation of local natural and cultural values.
✓ To ensure that local communities have a role in determining the appropriate presentation of their cultural values.

✓ To regulate the high influx of visitors in heavily visited areas, thus reducing negative impacts of tourism.

Sikkim Ecotourism Policy based on GSTC Criteria & the silent features of Sikkim Ecotourism Policy are:

✓ To bring businesses, governments, non-governmental organizations, academia, individuals and communities together on a common platform of understanding of ecotourism and offering learning experience for their collaboration for nature conservation efforts.

✓ To promote ecotourism in a sustainable manner based on the GSTC criteria.

✓ To empower local communities with the emphasis on economically weaker section to manage ecotourism to conserve biodiversity, culture and tradition.

✓ To reduce the negative impacts of tourism the tourist activities are regulated through a policy.

➢ SIKKIM ECOTOURISM COUNCIL (SEC):

To organize and ensure an effective management and implementation of ecotourism objectives and principles, the Sikkim Ecotourism Council (SEC) is proposed as an autonomous council that will have an executing arm which is the Ecotourism Directorate (ED) working under the Forest, Environment and Wildlife Management Department (FEWMD). The Council is proposed to have a local village level operational system which incorporates various Community-Based Organizations (CBO) working in tandem with Panchayat, Non Governmental Organisation, Tourism Development Committee (TDC), Self-help Groups (SHG) and other local people's representative groups The supreme patron of the SEC would be the chief minister of the state of the Sikkim. The Sikkim Ecotourism Council is proposed to deal with;

✓ Bringing all stakeholders on a common platform, establish guidelines for ecotourism, and revise them from time to time as per the requirements and guidelines that are consistent with the Code of Conduct for responsible tourism prepared by the Ministry of Tourism, Govt. of India and adopted by Dept of Tourism and Civil Aviation (Govt. of Sikkim).

✓ Monitoring and evaluating ecotourism activities to ensure minimum negative impacts on the biodiversity and ecosystems of Sikkim.
Establishing Sikkim ecotourism safety standards and emergency procedures and facilitate the implementation of those with relevant organizations in case of need.

COMMUNITY PARTICIPATION IN ECOTOURISM:

Ministry of Environment & Forests, Government of India, has released a report called; “Governance for Sustaining Himalayan Ecosystem (G-SHE): Guidelines and Best Practices” that sheds light on the impacts of tourism on mountain ecosystems and biological resources. It states that community based ecotourism emerges as one of the sustainable alternatives to the presently practised commercial tourism in already over saturated hill towns like Nainital, Mussoorrie, Shimla, Kullu- Manali, Gangtok, etc. In spite of efforts by some state governments (e.g. Sikkim), the pace at which tourism is growing every year is rapid (from nearly 15,000 tourists in 1980 to 3,50,000 tourists in 2007 in Sikkim). Yet, the efforts that have been made by Sikkim can serve as a basis of responsible tourism in other Himalayan states.
CHAPTER FOUR
INTRODUCTION TO THE CONCEPT OF RESPONSIBLE TOURISM:

4.1 DEFINATION OF RESPONSIBLE TOURISM:

“Responsible tourism is tourism which minimizes negative social, economic and environmental impacts. Generates greater economic benefits for local people and enhances the well-being of host communities. Responsible Tourism is about using tourism to make better places for people to live in and better places for people to visit, in that order. It is different from sustainable tourism in that it focuses on what people, businesses and governments do to maximize the positive economic, social and environmental impacts to tourism. It is about identifying the important issues locally and addressing those, transparently reporting progress towards using tourism for sustainable development.

4.2 FIELDS TO APPLY RESPONSIBLE TOURISM:

Environment: to minimize the environmental impact created by tourists.
Social: to give the local population a central role in the touristic development of their own territory. The involvement of the local community through a participatory democracy and in the decision-making process is essential for a sustainable touristic development.
Culture: to respect the local culture by including its essence in the overall touristic development. Focusing on and creating an awareness of the local culture, its traditions, the lifestyle, the local gastronomy, the handicrafts, etc.
Economy: to generate equally distributed economic benefits for the local population and its hosting territory
4.3 RESPONSIBLE TOURISM CASE STUDY OF CAPE TOWN IN SOUTH AFRICA:

Situated at the southern tip of Africa, South Africa is 1 233 404km² in size and is edged on three sides by nearly 3 000km of coastline, with the Indian Ocean to the east and the Atlantic Ocean to the west. The country is bordered in the north by Namibia, Botswana, Zimbabwe and Mozambique, and also encloses two independent countries, the kingdoms of Lesotho and Swaziland. South Africa has three capitals: Cape Town (legislative), Pretoria (administrative) and Bloemfontein (judicial).

The tourism industry is well established with an exciting sector of emerging entrepreneurs. The country is strong on adventure, sport, nature and wildlife, and is a pioneer and global leader in responsible tourism.

4.3.1 Background of Cape Town:

*Cape Town* is a coastal city in South Africa. It is the second-most populous urban area in South Africa after Johannesburg. It is also the capital and primate city of the Western Cape Province. In 2009 it won an international award for being a best destination in terms of Responsible Tourism. Cape Town is the only city in the world to have aligned itself with responsible tourism practices. In 2002, an historic international conference on sustainable tourism was held in Cape Town. It culminated in what is now referred to as the Cape Town Declaration on Responsible Tourism.

4.3.2 Tourism vision for Cape Town:-

In 2004, the City of Cape Town adopted a Tourism Development Framework that sets eight goals to underpin this vision:

- Protecting and conserving resources for a sustainable future and supporting sustainable Livelihoods.
- Meeting visitor requirements through world class product provision.
- Providing leadership and working in partnership.
- Facilitating investment and commercial activity for sustainable growth and economic prosperity.
- Investing in people for long term future.
- Delivering a world-class visitor experience through quality service and standards.
- Marketing Cape Town more effectively as a unique, vibrant, all year round destination.
- Ongoing research and information provision to specific target audiences.

### 4.3.4 Cape Town’s responsible tourism priorities

The City of Cape Town and the local tourism industry worked together to develop a responsible tourism plan for Cape Town that focuses on local needs – our people, our environment, our resources, our culture and heritage, and our economy. At first, seven priority areas were identified as a starting point for Cape Town, and an eighth priority was added later. These priorities are grouped under the three pillars of sustainability – economic, environmental and social

![Diagram of Cape Town's responsible tourism priorities]

#### Figure 4 (Pillars of sustainability – Economic, Environmental and Social)

### 4.3.5 ECONOMIC PRIORITIES

- **Buying responsibly**
  
  A tourism organization buys responsibly when the products and services that it buys minimizes their negative impacts and maximizes their positive impacts on human health and well-being, natural environments, communities, local culture and the local economy. A tourism organisation also buys responsibly when it buys goods and services from businesses owned by local people who were historically advantaged.

### 4.3.6 ENVIRONMENTAL PRIORITIES:

- **Conserving water:**
  
  A tourism organization can save water by measuring how much water it uses, setting targets for water usage and taking action to both reduce water usage and reuse wastewater.

Using energy efficiently
A tourism organisation can use energy efficiently by measuring how much energy it uses, setting targets for energy usage and taking action to both reduce energy usage. Electricity from the grid, wood, coal, gas and motor fuels like petrol and diesel are energy sources whose use tourism organisations should aim to reduce. Tourism organisations can also look to reduce the percentage of energy used that is created from fossil fuels by making use of renewable energy instead.

#### Reducing and managing waste

A responsible tourism organisation will have a waste management plan with goals for reducing, re-using and recycling waste, and guidelines on how to dispose of waste so that it does not harm either human health or the environment.

#### Social priorities

**A. Developing skills**

A tourism organization can improve its employees skills by offering on-the-job skills training, capacity building, and mentoring.

**B. Building communities**

A responsible tourism organization supports social and community development projects, causes and charities. The support the tourism organization provides is decided on through discussions with community members, in which a plan of action is developed.

#### Universal access

Universal access is one of Cape Town’s eight responsible tourism priorities. A responsible tourism organization will integrate the principles of universal accessibility into their services, facilities and products so that they will allow any person, regardless of any functional limitation they may have, to enjoy the tourism product confidently, independently and with dignity.

### 4.3.7 A FRAMEWORK OF TOURISM POLICY OF CAPE TOWN:

- The City of Cape Town Responsible Tourism Policy provides a framework for the management of tourism within the municipal area to ensure that tourism in the destination makes positive contributions to the conservation of natural and cultural heritage embracing diversity.
- Minimizes negative economic, environmental and social impacts
The Role of MTDC in Organizing, Promoting, and Implementing Ecotourism and Responsible Tourism In The State of Maharashtra, Republic of India: A Study

- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confident generates greater economic benefits for local people and enhances the well being of host communities.
- Provides accurate information about accessibility of facilities and infrastructure for people with disabilities (visual, communication, mobility) to customers.
- Involves local people in decisions that affect their lives and life chances, and improves working conditions and access to the industry.

4.3.8 HOW TO BE A RESPONSIBLE TOURIST

Travelling is a great way to enrich your life by experiencing other cultures. When you’re in another country it’s important to respect the locals by being a responsible tourist. Here are some ways in which you can be a responsible tourist:

- **Be mindful of animals**
  
  Animals are a big part of tourism in South Africa, and Cape Town is no exception – from the African penguins at Boulders Beach, dassies on Table Mountain, and baboons around Cape Point. It’s important to remember that these are wild animals, and both they and their environments should be respected. Pay attention to signage about these animals, especially concerning dangerous animals – for instance, a baboon might look timid on TV, but in real life they’re anything but.

- **Do a little reading**
  
  Taking some time to learn about the customs and traditions of the local people will go a long way in showing respect to your hosts. Learning a couple of phrases in the local language(s), even if you don’t pronounce it correctly, will undoubtedly make someone smile and is a great way to start a conversation.

- **Respect the environment**
  
  Cape Town is known for its natural beauty, especially the immense biodiversity of Table Mountain and its surrounds. It’s a very delicate eco-system so don’t just pick flowers or interesting plants while on a hike – it’s most often also illegal. Also, carry your litter with you until you find a suitable place to discard it.
➢ **Be water wise**

South Africa has been experiencing one of the most severe droughts in recent history. The whole country is affected, and both locals and visitors are requested to use water sparingly. When you’re at your hotel, take a quick shower instead of a bath, don’t put towels in the laundry basket unless absolutely necessary, and be careful to close taps properly.

➢ **Take public transport**

There are many different ways to get around Cape Town without a car – walking, metered taxis, minibus taxis, trains and the city’s my City bus service will not only help to ease the load on Mother Nature, but you’ll get the opportunity to interact with real Capetonians who often have interesting stories to share.

➢ **Don’t give money to beggars**

There are many beggars and vagrants, many of them children, in Cape Town. It sounds harsh, but it’s best not to give in to their requests. If you really want to help, rather donate to one of the number of organisations in Cape Town that provide meals, shelter and other services to the poor and homeless. This way you’ll know where your contributions are going and that you are making a real difference.

➢ **Do your research on Voluntourism**

It’s a growing trend among especially younger travellers to travel to mostly developing countries and volunteer in a community project of some sort. This is known as ‘Voluntourism’, and while the debate around whether this practice actually does something positive for the community; there are a number of organisations that are profiting from these well-meaning volunteers, instead of the local communities. If you feel strongly about giving some of your time to a good cause, do some research of organisations in the area and contact them directly.

➢ **Ask before taking people’s pictures**

This almost goes without saying – when you’re taking someone’s picture you are invading their personal space in a way, so it’s just respectful to ask someone’s permission before you take their picture.

➢ **Be careful what you buy**

When you buy souvenirs to take home to show your friends and remind you about your great adventure, be mindful not to buy products made of endangered plants or animals.

➢ **Support local artists**
Buying souvenirs aren’t only a great way to remind you of your journey when you get home, it also allows you to make a contribution to the local economy by supporting local artists. Whether it’s a wire-animal from a street vendor, or a piece of contemporary modern art from a gallery, Cape Town has something for everyone.

4.4. Responsible Tourism in Kumarakom, Kerala: A Case Study

4.4.1 Introduction:

![Figure 5: Kumarakom Bird Santuary](image)

Responsible Tourism (RT) activities focus mainly on three areas that are the economic, social and environmental aspects of the destination. In March, 2008, that the Responsible Tourism project was officially inaugurated in Kumarakom. The project in Kumarakom has been a big success. The local bodies and the self help groups are very receptive to its plans and initiatives. The project was also been successful in assuring the villagers that tourism can give them a livelihood. The project helps the natives reap the benefits of the new industry by offering their products and services to visitors. It also provides opportunities for interaction with tourists giving the natives exposure to new ideas and cultures, and if given them a platform they can show cast their talents. To sum up, the RT project makes the natives an integral part of the growing tourism industry in the village and promotes pride in their land and culture. Since this is already applicable in Kerala; a new model of community tourism can be added to this.

The success mantra-community participation is that, there are about 180 Kudambashree units in Kumarakom, each of which has an average of 30 members. All these units have joined hands with the Responsible Tourism programme. The 10 farmers’ groups consisting of 450 members and the 612 homes involved in homestead farming also play a part. Altogether, about 2000 families take part in the RT activities. All the RT initiatives are planned in such a way that
they engage various industries in the region, people, NGOs, media, academicians, communities and local administration. Small production units like the Kudambashree and the Harithasree, homestead farmers, farmers’ groups, various cultural and environmental groups and clubs are also involved. The programmes coordinated by the local bodies under the National Rural Employment Guarantee Act (NREGA) are clubbed with the RT activities. To upgrade the standard of living of the local people, it was imperative that a major part of the revenue generated from tourism reach them. Ensuring the participation of the local community in the supply of goods and services was the one of the ways to achieve this goal. Thus, the RT initiative was kicked off with vegetable cultivation by the locals. Kudambashree (self help groups of women) were involved in the cultivation and for the procurement, supply and delivery of the produce, Samrudhi Responsibility Tourism Activity groups were formed. The Grama Panchayat also formed a Price Fixing Committee and Quality Committee. GITPAC (Great India Tourism Planners & Consultants) International is the technical agency for managing the competitive bidding process. The vegetables were supplied to about 15 hotels in Kumarakom, including luxury ones. There is a roaring demand for the vegetables as they come fresh and are grown organically. Farmers and self help groups were encouraged to produce for commercial supply fish, chicken, egg and agricultural produce. Soon they began to be involved in other tourism-related activities and services that brought them extra money. Though the Kudambashree started with vegetable cultivation, it didn’t take long for them to diversify into other areas. Micro-enterprises under the Kudambashree units now produce paper bags, processed food, local snacks, rice powder and handicrafts all of which have a market in the bustling tourist spot. These small-scale industries along with the tourism industry have brought prosperity to the local people.

### 4.4.2 Responsible Tourism and the environment

Kumarakom is a very famous tourist destination in Kerala. Many environmental activities have been taken up by the Responsible Tourism programme in Kumarakom. The Kudambashree units have started making eco-friendly bags with non-woven fabric and paper and efforts are on to make Kumarakom plastic-free. Destination cleaning groups of women (Parisara sevikas) have been set up in the village. They also collect waste from hotels and resorts and dispose it through eco-friendly methods using biogas or vermin compost plants. The move to eliminate plastic carry bags in Kumarakom is supported by the Grama Panchayat. The RT authorities also support studies and surveys related to the environment in Kumarakom. These surveys help check the status of the ecological balance and act accordingly. On the basis of the survey, For example, a
study on waste ponds was conducted. Consequently, fish farming was undertaken in these ponds. Measures for the protection of the avian fauna were taken as a result of a study on the bird life at the sanctuary. Researcher also suggests this as new investment area in CBT. RT provides the vision and the direction for the preservation of the beautiful environment in and around Kumarakom. Strict rules have been implemented to keep plastic bags out of Kumarakom. The authorities are also planning to implement a programme called Zero waste Kumarakom, aiming to make the locality waste-free. Energy management and waste management for all the commercial establishments in the area, including the houseboats, have been made more eco-friendly. Organic farming and green practices have been encouraged. Special attention was given to the protection of mangrove forests and the efforts of those who try to preserve them were recognized. Bicycle tourism is another novel attempt in Kumarakom planned under the Responsible Tourism programme.

4.4.3 Planning tourism for a community

One of the major difficulties in undertaking planning from a community perspective, which is exacerbated with tourism planning, is the political nature of the planning process as discussed above. The whole notion of community planning implies a high level of community involvement and participation, yet often the community does not have the control that is implicit in such a notion. This is not always possible in certain political environments and structures. However, this does not mean we should not try. By taking the journey down the community engagement and empowerment path, problematic areas, power imbalances, lack of social capacity and capital can be highlighted, which can then work in our favour. Capacity building and empowering the community members are one of the strengths of engaging the community in its own development process is also one of its weaknesses. Volunteers from the community, not paid outsiders, handle the majority of the community based work. However, recruiting and maintaining an enthusiastic, committed volunteer group is problematic, particularly in small communities and those used to a hierarchical, top down power structure. In the first instance (small community), responsibility for many of the community based projects can fall to the same few people, which negates the notion of empowerment and capacity building and may also result in burn out of those involved. The second issue can be even more problematic, where the community is used to being told what to do by a person in a position of power. Even if the person genuinely desires to empower the members, they will tend to resist any move of
responsibility to them this is the contradiction inherent in community development, much like the contradiction of tourism.

4.4.4 Conclusion

Strategies need to be planned and communicated to others, so they are usually written down in some form or other. In the past, many strategic plans were so physically impressive that they made very good door stops but were useful for little else. Strategy formulation, implementation and evaluation are the main procedural steps to be undertaken when strategically managing an enterprise, destination or community. In terms of tourism to and within communities, the first step of strategy formulation includes a series of decisions taken to determine the mission or vision of the community (usually a destination) and the specific objectives and policies required to realise that vision. The objectives and policies that flow from such a vision may include encouraging tourists to visit, training young people to open up tourism service businesses and using the historical knowledge of the older members to interpret the place for visitors.
CHAPTER FIVE:

ECO-TOURISM IN MAHARASHTRA TOURISM DEVELOPMENT CORPORATION

5.1 ECO-TOURISM IN MTDC:

A. Following Projects are completed by MTDC under Vidarbha Nature Tourism Development:

There are 4 circuits included in this project which are as follows:

1. Pench-Ramtek-Khindasi-Nagardhan
2. Navegaon-Itiadoh-Ambhora-Nagzira
3. Tadoba-Chaparala-Bhamaragad
4. Chikhaldara-Melghat-Narnala

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Project name</th>
<th>Work done</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Holiday Resort Ramtek – Khindasi</td>
<td>18 Rooms with 2 Dormitories</td>
</tr>
<tr>
<td>2</td>
<td>Visitor Centre, Sakoli dist. Bhandara</td>
<td>10 Rooms with 2 Dormitories</td>
</tr>
<tr>
<td>3</td>
<td>Holiday Resort, Bodhalkasa, Dist. Gondia</td>
<td>18 Rooms with 2 Dormitories</td>
</tr>
<tr>
<td>4</td>
<td>Holiday Resort, Tadoba, Tq. Bhadravati, Dist. Chandrapur</td>
<td>18 Rooms with 4 Dormitories</td>
</tr>
<tr>
<td>5</td>
<td>Holiday Resort, Chikhaldara, Dist. Amravati</td>
<td>14 Rooms with 2 Dormitories</td>
</tr>
</tbody>
</table>
B. BED & BREAKFAST SCHEME:

Maharashtra Tourism Development Corporation has build resorts at various locations in the state. However, it is not possible for MTDC to invest and manage in building a such resorts at all tourism destinations. This is because tourist’s inflow is only during particular seasons or only for few months of the year. As a result, it is commercially not viable for the resorts which are in the interiors of the state to abide the investment and maintenance cost. Also, there are various rural destinations where tourists want to travel, however either there is no accommodation facility or if any then, they are very less in number or they don’t satisfy the needs of the tourists.

Due to the efforts of Maharashtra Tourism Development Corporation, there is an increase in local, interstate and international tourist’s inflow into the state. There is a chance of tourist inflow getting diverted to religious and historical places, beaches, mountains and forests in due course of time. However, it won’t be feasible to build resorts at such places. Maharashtra Tourism Development Corporation did a study on such potential destinations and it was found that many bungalows, houses and flats at various places were not used for staying or (and) were given on rentals. MTDC thought that such rooms can be utilized for providing accommodation to tourists; especially where the inflow is only for certain season. Thus, accommodation and food facilities can be provided to tourists. Currently there are more than 1300 registered units in the state.

This scheme is been implemented in whole of Maharashtra. Local citizens at various pilgrim centers, tribal areas or such unique places should take benefit of this scheme to increase tourism facility.

As mentioned above, there are four possible profits for implementing this scheme.

1. It can provide affordable and clean accommodation facility to tourists. The unused spaces can be utilized thus providing employment to owners and their families and overall helping in developing tourism of that destination.
2. National and international tourists can stay with owners and learn about local culture, lifestyle, traditions and cuisines.
3. Maharashtra Tourism Development Corporation will provide an authorization to such rooms and they can display Maharashtra Tourism Development Corporation “APPROVED” on their banners. Information centers of Maharashtra Tourism
Development Corporation can thus be able to provide information to tourists about such available facilities.

4. Maharashtra Tourism Development Corporation will help in marketing these facilities by mentioning their names on website free of charge.

C. MAHABHRAMAN SCHEME:

A Greek Writer has well said – “Experience, Travel – These are as Education in themselves!!” And what is the best way to experience the destination not just by visiting it but by actually involving oneself in the local activities. Travel trends are changing, where people are eager to get some new experience. Many farmers and local enterprisers have been implementing different experimental projects in tourism sector., Tribal lifestyles, arts, handicrafts, etc.

This involves Farming activity, village tourism, food tourism, educational tours, nature tours, social tourism, fishing, safaris. Taking into consideration these changing trends, Maharashtra Tourism Development Corporation has launched the scheme of Mahabhraman, to bring these projects under one roof. The main objective of this scheme is to encourage people from various sectors to provide a unique experience to the tourists, help them in marketing and promote these projects.

Tourists get to learn and experience different activities like planting, fruits and vegetables plucking, bullock cart ride etc in farming activity, local cuisine, costumes, festivals and other activities in village tourism, experiencing the tribal lifestyles, local arts and handicrafts, meet crocodiles in safaris, study pearl culture, learn horse riding or just rejuvenate yourself in health and wellness centers. These projects generally have a one day or two day packages with quality accommodation and food facilities.

These activity based tourism projects can provide fun, amusement, thrill along with opportunity to explore and learn and do much more than you can think!!!
Till date there are more than 75 registered projects provides different experiential activities rather than traditional tourism to the tourist.

D. SWACHHA BHARAT ABHIYAN (CLEAN INDIA CAMPAIGN)

- MTDC Organize Cleanliness Drive, Awareness Camping under Swachha Bharat Abhiyan at Religious, Heritage and Tourist places in state to keep these places neat & clean.
- MTDC has prepared 16 short film DVD and pocket book for awareness on responsible tourism. The short film on “Ocean Pollution” got the prize of Rs. 1 Lakh under the commercial category in Vasundhara Film Festival organized by Maharashtra Pollution Control Board.
- MTDC organized Fortnight from 01st-15th Dec. 2015, 16th-30th Sept. 2016 & 16th-31st Oct 2016 which includes Cleanliness Oath, Cleanliness Drive and awareness programme at various places in the state which includes Girgaon Chaupati, Shri Siddhivinayak Temple, Elephanta caves, Ajanta Caves, Ellora Caves, Chityabhum Nagpur, Ramtek, Chikhaldara, Sinhgad Fort, Pandav Leni, Ganapatipule etc.
- The detailed report for this fortnight was submitted to Central as well as state government. The report was inaugurated by Hon. Chief Minister of Maharashtra at the time of Elephanta Festival 2015 as a part of Make in India week.
- On 18th Dec. 2016 MTDC organized a Cleanliness Drive at Kondeshwar Waterfall, Badlapur in association with local NGO called Environment Life.

E. TREE PLANTATION:

There is a plethora of benefits of planting the trees, from health to environmental impact, to economics and even psychological effects. Planting and then maintaining trees helps lower energy costs, reduce pollution, surroundings improves with green ambience and also increases the value of your property. As green colour is a soothing colour, it helps you recover from strain quickly. Trees enhance the beauty and making your surroundings beautiful is your duty as well. Trees are very important part of the planet to provide beauty or shade. There are sundry perspectives of trees in human life such as social, communal, environmental and economic. I am
going to describe the major benefits of trees in human life. Trees offer everything which is required by human such as Air, food, house, cloth, energy and beauty.

The trees are extremely important and have always been needed for developing the human condition and lifestyle. It doesn't a make bigger believe that without trees we humans would not exist on this beautiful earth. So, trees are important for life as we know it and are the earth troops creating up an environmental Frontline. There are various importances of trees such as Produce Oxygen, Clean the Soil, Control Noise Pollution, Slow Storm Water Runoff, Trees Are Carbon Sinks, Trees Shade and Cool, Trees Act as Windbreaks, Trees Fight Soil Erosion, Trees Increase Property Values and many more. As already descreed the importance of trees and benefits of trees, there are also numeral of the benefits of the trees except mention above such as Save Water, conserve energy, reduce violence, add unity, provide wood and save earth from an earthquake. MTDC already planted more than 5000 trees in July 2016 in all over the state which helps to reduce global warming, reduce the carbon footprint and pollution as well as a clean environment. And also for next 3 years i.e. from 2017 to 2019 MTDC proposed to plant 50,00,000 trees in all over the state.

F. TOURISM POLICY-2016

- The Vision of this policy is to Develop Maharashtra as a popular and sustainable tourist destination where in the state will offer vast experiences on global, regional, and local best practices and standards.
- In order to boost the breadth and variety of Tourism within the State, special focus will be given to the following sector with specific objective and action plan.

5.1.F.1 Sustainable Tourism:

The state aims to promote the practice of sustainable tourism wherein; all tourism activities of whatever motivation – holidays, business travel, conferences, adventure travel and ecotourism etc. – need to be sustainable. Sustainable tourism is defined as ‘tourism that respects both local people and the traveler, cultural heritage and the environment’. We seek to provide people with an exciting and educational holiday that is also of benefit to the people of the local areas.

Objectives: Objectives of building a sustainable tourism ecosystem will be to:
Optimize the use of environmental resources while preserving the natural heritage and biodiversity.

Respect the local culture of the host community through conserving the living cultural heritage.

Ensure sustainable and equitable economic operations and employment opportunities and social services to local community while contributing to poverty alleviation.

**Action Plan:**

Department of Tourism, Government of Maharashtra (DoT) will seek specific intervention from the Local Self Governments, Tourism industry, Self-Help Groups and segment specific tour operators, etc. forming a strategy on sustainable tourism. The action plan is listed as below:-

- Form a Sustainable Destination Strategy.
- Establish Monitoring Systems - periodically reviewed and evaluated.
- Develop mechanism for economic monitoring wherein; direct and indirect contribution of tourism to the destinations is monitored and publicly reported.
- Encourage local career opportunities.
- Develop guidelines in participation with local authorities, communities and relevant bodies for visitor management, visitor behavior, cultural heritage protection, intellectual property protection, etc.
- Identify environmental risks.
- Adopt best practices on energy conservation, water management, water security, water quality, waste water treatment, solid waste reduction, light and noise pollution and low-impact transportation, etc.
- The board will also introduce and promote a new classification scheme for the tourism service providers based on the principles of Global Sustainable Tourism Criteria. Additional fiscal incentives will be provided to units which are practicing sustainability by DoT.

5.1.F 2 Rural Tourism:-

The state offers a unique tourism proposition through its rural landscape (approx. 55% of the state area). This strategy aims to promote rural tourism as the primary tourism product to spread tourism and its socioeconomic benefits to rural and the surrounding regions. This will lead to a balanced and far-reaching growth in the state, thus improving the economic situation at the village level.
**Objectives**: The objectives for promoting rural tourism are as follows:

- Through agri and rural tourism provide/education to the public and promote the products of the farm and generate additional farm income.
- Provide rural experience to urban residents.
- Allow diversification of income opportunities to farms and ranches that can help buffer fluctuating markets.

**Action Plan:**

The DoT, Government of Maharashtra will invite stakeholders from the Tourism Department, local players practicing agri and rural tourism and tour operators to develop guidelines and establish support on the following:

- Setup a government interface to cater to the needs of the agri-tour operators. This interface will coordinate and provide linkages with regional/local/concerned government bodies.
- Define quality standards and services and promote the identified best practices.
- Diversify the range of products and services. Offer support to smaller operators to evolve in the value chain.
- Collaboration of agriculture and tourism industry through local procurement of resources
- Infrastructure development and marketing support.
- Evaluate latest market trends and develop framework for better legislation as per the changing market scenario.
- Develop local infrastructure, market linkages (both backward and forward integration) and academic centers.
- Special promotion packages for distressed areas in the state.
- Establish certification and affiliation system.
- Simplify procedures and establish a single window clearance mechanism.

**The above points can be practiced keeping in mind the following points:**

- Such activities should be an extension of agricultural activities, rather begin an outright commercial venture.
- The primary occupation/source of income for any person undertaking Agri tourism should be agriculture/cultivation activities.
- A maximum of 20% of the total land available should be undertaken for construction of dormitories, rooms, and tents; rest of the land should be reserved for cultivation and agricultural activities.
For units with up to eight rooms, no Town planning permission will be required for construction of rooms and facilities. Units with above eight rooms will be considered as a commercial activity and the town planning permission will be required.

- The units should be plastic-free zones.
- At least one educational tour/visit to such units to be made mandatory for students from class V to class X.
- Additional incentives will be provided to rural and agri tourism units, which will be decided by the DoT.

### 5.1.F.3 Nature Tourism:

DoT will create project profiles on various segments such as wild life tourism, trekking, hitch hiking, nature trails, jungle safari, balloon safari, bird watching, camping activities, etc. It will also earmark specific regions across the state such as Melghat, Tadoba, Pench, etc. as nature tourism zones and promote it to target audience. DoT will evaluate and create Special Tourism Estates around nature parks, wild life reserves, etc. This will be created within 10 km radius of the zone. MTDC will invite public private partnerships, the local communities, NGOs, and private citizens in wildlife conservation and restoration. Within these zones, special experiential tourism involving local culture, cuisine, yogic exercise, wellness centers and other unique local experiences will be promoted. MTDC will appoint tour operators for safari tickets on a commission basis. The DoT in association with Forest Development Corporation of Maharashtra will also consider zoning of the nature and wildlife reserves allowing specific access to restricted areas. Access to such areas will be facilitated through the smart ticketing system as mentioned above. In addition, special tourist vehicle permits will be issued to reach the earmarked areas. DoT will decide on separate incentives to set up trade cooperatives, involvement of local communities, skill development and training, homestay and lodging, etc. The DoT also invites private and NGO funding mechanism for the revitalization of denuded buffer zones and corridors.
5.1. F.4 Tiger Eco-Tourism:

![Tiger Safaris Tadoba National Park, Maharashtra](image)

Figure 6: Tiger Safaris Tadoba National Park, Maharashtra

In continuation with the Nature Tourism theme, DoT will develop international level tiger eco-tourism parks in a PPP mode. It will be developed with state-of-the-art facilities at Tadoba and Pench tiger reserves and promote the same at both national and international events. MTDC will also design special programs/infrastructure to connect Tiger Eco-Tourism Parks to tiger safaris, and tourism estates with tourist amenities, which will act as gateways to tourist destinations in the area.

G. Ecosystem and biodiversity of Maharashtra:

Geography of Maharashtra is an asset to the ecotourism development. Western Ghats runs parallel to the coast and has an average elevation of 12000 meter. Kalsubai near Nasik is the highest peak in the Sahyadri in Maharashtra. Konkan coast plain, 50-80 km in width, lie to the west of these hills. To the east of the Ghats is the flat Deccan plateau. The Western Ghats forms one of the three watersheds of India, from which many south Indian rivers originate. Godavari, Krishna flow eastward into Bay of Bengal forming one of the greatest river basins of India. With the aim to protect and conserve the rich diversity of the region Wild Life Sanctuaries, National Parks and Project tiger reserves have been created in Maharashtra. There are 6 National Parks, 35 Wild Life Sanctuaries and 4 tiger reserves. Following table offers insight into special features of biodiversity which give rise to unique tourist attractions.
**Table 3**: Features of Maharashtra biodiversity

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of Ecosystem</th>
<th>Description Forest, Flora, Fauna</th>
<th>Major Tribes and their occupation(Cultural Diversity)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>North Maharashtra Vidarbha</td>
<td>Dry tropical deciduous forest Tiger, Cheetal, Sambhar, Sparrow</td>
<td>Korkus of Melghat Gonds of Chapra</td>
</tr>
<tr>
<td>2</td>
<td>Western Ghats</td>
<td>Moist tropical, tropical wet evergreen, subtropical broad leaved forests, Leopards, Sambhar, Giant squirrel, Pythons, Racket tailed Drone, Tree frog, Sand Boar, Trap door spider</td>
<td>Pujari in sacred grooves, Katkari</td>
</tr>
<tr>
<td>3</td>
<td>Grass land of Deccan Plateau</td>
<td>Semi arid ecosystem Nanaj, Pehkari, Supe – Thorn forest, grasses herbs Wolf, the Great Indian Bustard, Buzzard, Kestvel, Hare</td>
<td>Dhangers and Shepards</td>
</tr>
<tr>
<td>4</td>
<td>Aquatic ecosystem and wetlands</td>
<td>Springs-Western Ghats Dam catchment-Vidarbha Riverine ecosystem- Deccan plateau Wetland –Nandur Madhmeshwar Bhigwan backwater of Ujani River turn feeding chick Greater Flamingo, Back winged Stilt, Pintail ducks, painted Stork</td>
<td>Inland and wetland fishing</td>
</tr>
<tr>
<td>5</td>
<td>Coastal ecosystem</td>
<td>Sandy coast, Rocky shore, coastal agriculture, coastal forest Fishing eagles, San piper snails, Prawns, Jelly fish, Octopus Rice, Varai, Nagli</td>
<td>Marine fisherman</td>
</tr>
</tbody>
</table>

**H. Unique ecosystem found in Maharashtra:**

- **Gadchiroli**: located in east Maharashtra is a unique forest preservation site. It acts as benchmark of naturalness.

- **Kaas**: A unique site for ground flora. The flora of Kaas is of large number of endemic and threatened species. Kaas Plateau of Western Ghats in Maharashtra has been declared as World Heritage site by UNESCO.

- **Lonar**: Lonar is located in district Buldana of Vidarbha region. It is an important geological site featuring salt water ecosystem. This lake is created by meteor impact during Pleistocene age.
Characteristic and Attractions of Lonar crater:

- Wildlife attractions that can be seen there Viz :- Lagoons, Snakes, Monitor Lizards,
- Mongoose, Fox and Deers, Hundreds of Pea Fowls.
- An study conducted by NASA stated that enquires related to Mars can be solved from Lonar.
- Other Organizations that conduct research on Lonar are ASI, GEOLOGICAL SURVEY OF India, INSTITUTE OF WASHINGTON U.S etc
- Diameter = 1.83 km and depth = 50m
- Unique lake ecosystem.

Ecological fragile-Hazards:-

- Irresponsible Tourism
- During local festivals such as Kamala Devi creator of a large mo of pilgrimage enter creator of long literary among the religious tourists.
- The advertisements impact of settlements and religious festivals on local eco-system.

➢ Western Ghats- :This mountain range in Maharashtra is known as Sahyadri. It is incredible hotspots of biodiversity. The major characteristics features are the climate, topography, ecology, flora and fauna.
### I. Attractions of biodiversity of Maharashtra:

#### Table 4: (Attractions of biodiversity of Maharashtra)

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Description</th>
<th>Comment</th>
<th>Major destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Beaches</td>
<td>720 km coast line on western coast, Arabian sea, Unspoiled virgin beaches</td>
<td>Mumbai, Konkan coast, Ganapatipule, Tarkarli, Diveagar, Harihareshwar</td>
</tr>
<tr>
<td>2</td>
<td>Climate</td>
<td>Cool and dry during hot season, (March-May)</td>
<td>Hill stations, Mahteran, Mahabaleshwar, Chikhaldara, Panchgani</td>
</tr>
<tr>
<td>3</td>
<td>Forest</td>
<td>Evergreen, Deciduous forest, Mangroves</td>
<td>Wildlife Sanctuaries, National Parks, Tadoba, Melghat, Radhanagari</td>
</tr>
<tr>
<td>4</td>
<td>Wildlife</td>
<td>Tigers, Leopards, Deer, Great Indian Bustard</td>
<td>Wildlife Sanctuaries, National Parks, Tadoba, Melghat, Radhanagari, Maldhok sanctuary</td>
</tr>
<tr>
<td>5</td>
<td>Lake</td>
<td>Lonar Crater, Salt water ecosystem</td>
<td>Lonar</td>
</tr>
<tr>
<td>6</td>
<td>Culture</td>
<td>Specific to each region</td>
<td>Fairs and Festival, Regional cuisine</td>
</tr>
</tbody>
</table>
J. Eco fragile areas of Maharashtra:

Specific places in Maharashtra have been identified as ecological fragile areas by Biodiversity board of Maharashtra. These overexploited sites need special attention in Development and conservation.

Table 5: (Ecological fragile areas)

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Site</th>
<th>Description</th>
<th>Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Matheran</td>
<td>Forest</td>
<td>Infrastructure construction for tourism</td>
</tr>
<tr>
<td>2</td>
<td>Mahabaleshwar Panchgani</td>
<td>Evergreen forest, high rain fall, great floral wealth.</td>
<td>Rapid urbanization for tourism</td>
</tr>
<tr>
<td>3</td>
<td>Dahanu</td>
<td>Forest cover and horticulture</td>
<td>Land use pattern changed , power plant</td>
</tr>
</tbody>
</table>

K. Conservation Approaches

The threat to biodiversity is site specific in nature and related to the natural resources, their exploitation patterns and socioeconomic profile of the area. There is a need of proper conservation approaches for protecting the rich biodiversity of Maharashtra. Growing population is the greatest threat to the biodiversity as livelihood of the inhabitants depends on it. Activities like fishing, felling wood, hunting, destroy the natural resources. Ministry of Environment and Forest had designed guidelines for ecotourism in and around the protected areas to enable the optimum use of the biodiversity as a tourist attraction. To protect and conserve the biodiversity, central and state government along with Non Government Organisations have adopted several approaches like protected areas in the form of National Parks, Wild life sanctuaries and tiger reserves

- Encouragement to alternative livelihood
- Development of ecotourism
- Afforestation
- Encouragement to eco-friendly accommodation and other facility
- Establishment of interpretation centres
These activities of eco-tourism development are carried out in coordination with forest department. In developing countries like India where a large number of tourists travel to forests more vigorous conservation policies, strategies and laws are required.

**L. Ecotourism Initiative**

Several schemes are launched by Maharashtra state for exploring full potential of eco-tourism. Some of them are listed as

- The forest Department of Maharashtra (FDCM) Ltd provides accommodation at Bor, Nagzira, Tadoba, Melghat and Maharashtra State Tourism Development Corporation (MTDC) co-ordinates the booking.
- FDCM will be appointing the India Society of Environment, art, culture and heritage to organize eco-tours in the vicinity of forest in Maharashtra. As state it offers excellent potential for eco-tourism, with the help of available infrastructure, FDCM plans to organize guided tours, nature tours and rural tours in forest areas, sanctuaries national parks.

To study diversity of ecologically rich area predominantly forests and hills, environment awareness and nature interpretation centers are planned to setup. These are designed to cater to the needs of special interest group like students, nature lovers and environmentalists. For example nature interpretation centres at Vidarbha will provide information of biodiversity found in 27 wildlife sanctuaries, 4 national parks, nature trails and trekking routes through posters and audio visuals.

- Amboli, an ever green forest has been identified as a region for undertaking special eco-tourism initiatives. Other sites identified are Tadoba –Navegoan national park and regions of Sahyadri.
- The mountain range of Sahyadri offers plenty of opportunities for trekking, hiking and rock climbing. MTDC looks after the promotion of wildlife and adventure tourism. Tadoba and Melghat and Sahyadri have potential to attract more visitor and needs to be developed and marketed strongly.
- State government has released Rs. Five Crores to boost eco-tourism in the protected areas for Kalsubai, Harishchandragad sanctuaries, Chikhaldara, Melghat tiger reserve and others.

**M. Government of Maharashtra has formulated „Eco-tourism Policy” in the year 2008.** The policy highlights are
Employment generation
Increased involvement of local people
Protection of environment and culture
Promotion of sustainable tourism in the state
Provision of infrastructure
M.T.D. C has been assigned as a key role player. It coordinates with the stake holders. MTDC is promoting tourism through highlighting wildlife in advertising. Various brochures are also published as part of promotional campaign. Ecotourism policy also defined the role of MTDC, private tour operators and government. It had provision of training programmes for the local people to develop alternative livelihood and income generation.

N. Promotion of eco-tourism in Maharashtra with an aim to protect the biodiversity and generate income for the communities whose livelihood depends on nature, additional conservation approaches for creating sustainable eco-tourism awareness are;

- Educational programmes to generate mass education about threatened biodiversity at various levels highlighting needs for wildlife protection.
- Introduction of Environment as a subject helps in creating awareness in the minds of youngsters, the future of the country.
- Statistical data analysis and documentation to record the present status of biodiversity.
- Regular survey and analysis of eco-tourism parameters by government and NGO.
- Strict adherence to the measures suggested by forest department to reduce man-animal conflict

O. ECO TOURISM DEVELOPMENT IN VIDARBHA

- In a major boost to tourism in Maharashtra, the state is looking forward for the development of 107 ecotourism destinations. The Maharashtra Ecotourism Development Board (MEDB) has decided to develop these ecotourism destinations at the cost of Rs 772 crores within coming four to five years.
- Few places of Maharashtra to be developed as international level ecotourism destinations where the development of Maharashtra’s Tadoba Andhari Tiger Reserve (TATR) as an international level tourism destination has already been started and is in progress.
- Maharashtra ecotourism policy was already declared on August 20, 2008, which addresses about core concepts like participation of the local community, nature
education, regulated tourism and uncomprised conservation. The policy also speaks about the creation of a separate ecotourism board for looking after the ecotourism works entirely.

- MTDC’s full support to carry on this work lies in meeting two big challenges i.e. the creating of awareness and marketing the region and creating world-class infrastructure for stay, activities and travel. Tourism magazines such as Lonely Planet, Outlook Travellers, Travels Plus, Safari etc. and the Incredible India campaign should be availed of for promotional work to be taken up by MTDC.

- MTDC is trying to develop many of tourist destination in vidarbh to boost tourism which includes Lonar also. There are more than 20 Bed & Breakfast Units are running in Vidarbh to serve good accommodation to tourist and most of them are nearer to Tadoba.

- MTDC Taken up regular cleanliness drive under Clean India Campaign at Tadoba, Lonar and other area to create an awareness in Locals about the importance of these sites.

5.2. CASE STUDY

5.2.1 A Case Study of Environmental Impacts of Ecotourism in Kodagu District, Karnataka. (Vishwanatha, et al., 2014).

I. Introduction:

- Kodagu (Coorg), the thickly wooded grandeur on the Western Ghats, is the most beautiful hill station of Karnataka. It occupies an area of 4,102 square kilometres (1,584 sq mi) in the Western Ghats of southwestern Karnataka.
As of 2001, the population was 548,561, 13.74% of which resided in the district’s urban centres, making it the least populous of the 30 districts in Karnataka. Kodagu is well known in the world for coffee and its "brave warriors". Madikeri is the headquarters of Kodagu.

Kodagu is home to the native speakers of Kodava language. Much of Kodagu is used for agriculture. Characteristically and historically, paddy fields are found on the valley floors, with Coffee and pepper agro-forestry in the surrounding hills mainly near Madikeri.

The most common plantation crop is coffee, especially Coffea robusta variety. Kodagu is the second coffee production region in India, after the Baba Budangiri hills in Chikkamagaluru district. Coffee revenue helped Kodagu to become one the richest districts in India.

Kodagu is considered rich with wildlife and has three wildlife sanctuaries and one national park: the Brahmagiri, Talakaveri, and Pushpagiri Wildlife Sanctuaries, and the Nagarhole National Park, also known as the Rajiv Gandhi National Park. (Source: Official website of Govt.of Karnataka)

II. Problem:

Kodagu district of Karnataka state has emerged as a new ecotourism destination with the unique natural landscape, multiform fauna and flora species along with diversified culture.

Since ecotourism was not quickly developed in Kodagu district. Environmental impact has one of the consequences of ecotourism.

The two types of impacts have predicted in this issue these are; positive and negative impacts of ecotourism. Positive environmental impacts of ecotourism are such as increase in conservation awareness among stakeholders of ecotourism, improved landscape characteristics and quality, well-preserved water resources, water bodies, and natural habitats, increase in water, air and other environmental qualities.

From negative impacts of ecotourism like decrease in abundance and diversity of flora and fauna, decrease in water, air and natural habitats quality, decrease in sensitivity of ecosystems, noise pollution, soil erosion and landslide, change of hydrological system of the river and its creek system, deterioration of archaeological sites, cultural monuments and heritages due to low carrying capacity of the sites and traffic jam in the densely populated tourist place.

III. Objective:

Main Objective of the study is to examine the environmental impacts of ecotourism
IV: Details:

- Ecotourism initiative in Nagarahole (Rajiv Gandhi) National Park and Dubare Elephant Camp protected areas would give considerable amounts of positive impact on ecology, ecosystem, biodiversity and natural resources management in the areas. According to Jungle Lodges and Resorts (JLR) programs of Karnataka state (1980), ecotourism is to be developed as a responsible mechanism to help safeguard natural resources, natural environment and biodiversity. It is optimistic that ecotourism will provide medium biological and physical impacts on the protection of plant and animal species in a wide range of natural habitat forms which are in current jeopardy due to human use. Most expert respondents interviewed explained that when these natural attributes of Nagarahole (Rajiv Gandhi) National Park and Dubare Elephant Camp areas are properly protected, they would provide socio-economic returns to the locals and all concerned stakeholders better than current rapid destructive natural resources consumptions of reckless coffee estate owners and illegal private people.

- It is also promising that ecotourism will provide high impacts on the strengthening of conservation status and the increase and improvement of conservation programs and activities committed by concerned agencies and local communities. These respondents expressed that ecotourism could provide a variety of economic incentives to government officials, staffs as well as to the local people/communities. This would encourage both the environmental NGOs and relevant government appointed agencies to resort to its economic revenue to improve their works in conserving natural resources and ecological integrity of the areas. Similarly, the economic alternative provided by ecotourism for the stimulation of local economic activities and people’s livelihoods would sensitize the locals to understand the value of their resources. As long as they are involved in ecotourism development, understand the purposes of local development through ecotourism and obtain benefits (direct or indirect) from its process, they would love and care about the conservation activities for a sake of local interests. They articulated that ecotourism could make the executing staffs and local villagers understand the substantial ecological features of the areas, and thus would assist much to the implementation and success of current protected areas management plans. As mentioned by this group, one of the reasons that could make these stakeholders more willing to safeguard local resources is because they represent main attractions to pull visitors to visit the areas. If natural resources and other ecological attractions are vanished, they will also lose their profits and tourism-related income generation activities.
The results of the Likert Scale Analysis also show that ecotourism development will trigger high impacts on the increase in conservation awareness among local communities, authorities and all concerned stakeholders. The expert group viewed that this would lead to improved conservation status in the district. This increased awareness and natural appreciation among these groups may support the long-term management and preservation of natural resources as well as the natural and built landscapes in the district. The premise that the local communities are dependent on the consumption or over-consumption of forest resources and other natural biodiversity to support their daily lives and economic exchange would thereby be modified accordingly. Through the change of such orthodox rural practice, ecotourism will significantly generate high positive impacts on the increase in fauna and flora species in Kodagu district in both abundance and diversity.

However, some social experts revealed that the temptation to maintain only the biodiversity and ecosystem or to improve the environmental governance of the places for ecotourism without caring about people’s fundamental livelihoods or the ecotourism benefit dispersion would lead to an unremitting failure of ecotourism initiative in the district. Concurrently, it would make the environmental degradation (resources and wastes) possible in the ecotourism places. These experts express that to increase the environmental tax and efforts (budget and technology) in environmental governance is not the only key strategy to success. Unless there are appropriate resource utilization policy frameworks, skill development training programs, and mutual benefit sharing methods, the multifaceted development plans via ecotourism would remain as impossibility. Other respondents confirmed that poaching might be committed by individual villagers who have low education and limited access to common property resources as well as to participating in local development. However, when ecotourism is fully developed in the district, there would be another reason related to poaching of the locals. It might be unquestionable that those who would feel as if their rights to participate in or their chances to receive additional revenue from ecotourism development are not given might be disappointed. Provided they feel or would feel in this way, they would continue to harm the environment in ecotourism places. From a social point of view, some expert respondents did not view this as the only result of local discontentment, but also the results of people’s poverty, livelihood shock and loss, and the way ecotourism developers or planners would underplay the problems they encounter.
V. Conclusion

Environmental impacts of ecotourism in Kodagu district have assessed in this study. Many key factors have involved in structured questionnaire to collect the information from stakeholders of ecotourism on positive and negative environmental impacts of ecotourism. Respondents have opined on the issue of impacts based on their knowledge and experience in different ecotourism destinations of Kodagu district. The result shows that high negative impacts on environment and low quantity in positive impacts. Though, in some factors (e.g. conservation awareness and efforts) of positive impacts would notice better improvement. Hence ecotourism in the district is not well established due to the lack of knowledge and awareness in the people. Stakeholders and concerned authorities would have lighting on this issue to proper and sustainable development of ecotourism in Kodagu district.
CHAPTER SIX
NEW PROJECTS OF ECOTOURISM / RESPONSIBLE TOURISM IN MAHARASHTRA

SANJAY GANDHI NATIONAL PARK (SGNP):

Sanjay Gandhi (Borivali) National Park is a beautiful place, located in the Thane & Mumbai districts of the state of Maharashtra. The park lies on the northern fringes of suburban Mumbai, India. The park was earlier known as Borivali National Park. It was declared as a National Park in the year of 1983. Total area of the park is about 86.96 Km$^2$. The Sanjay Gandhi National park is known for its dense forests, vast bird life, butterflies, and the small population of tigers. The park offers a pleasant change from the usual sights, attractions, rush and glamour of the big city. The region of Sanjay Gandhi National Park is hilly and densely covered with trees and inhabits many animals. It is located at a height of 400m. The two lakes of the park are the Vihar Lake and the Tulsi Lake. There are 800 varieties of flowering plants, 284 types of birds, 5,000 types of insects, 36 species of mammals, 50 kinds of reptiles and 150 species of butterfly are found here.

The Park is an example of one of the least represented biogeography zones; the Malabar Coast of the Western Ghats which forms only 0.4% of the Protected Area network.

Apart from its ecological value, the Park is a site of archaeological importance because of the presence of Kanheri caves which represent a rare fragment of Buddhist history. The rich flora and fauna of Sanjay Gandhi National Park attracts more than 2 million visitors every year. The undulating green lands of the Sanjay Gandhi National Park are just the kind of surroundings to which one would love to retreat for some moments of quiet introspection or

Figure 8 of Cheetah in SGNP

Figure 9 spotted Deer in SGNP
meditation. The park is decorated with a wide variety of flora and fauna. The main attraction of the park is its lion and tiger safari. Lion and tiger safari, which lasts about 20 minutes, are conducted by the forest authorities and no private vehicles are allowed inside the enclosure. The twelve-hectare Lion Safari Park with crisscrossed roads, offer close encounter with the majestic king, from special buses. Two watch towers have been provided for the safety of the tourists. Migratory birds also flock to the park during season. Traditionally, tribes such as Warlis and Mahadeo Kolis have inhabited the landscape but in recent times there has been an incursion by other tribes and non-tribal communities in and around the park.

The park was named ‘Krishnagiri National Park’ in the pre-independence era. At that time the area of the park was only 20.26 km². But after independence it was called Borivali National Park as it is close to the residential area of Borivali.

In the year 1981 the park was renamed as Sanjay Gandhi National Park, in memory of the then Prime Minister Indira Gandhi’s son. The last tiger seen in the park was in 2003 after a gap of several decades.
CHAPTER SEVEN:
APPLYING TO THE CONCEPT OF THE ON JOB TRAINEE/STUDENT/INTERNATIONAL COUNTRY –SOCOTRA ARCHIPELAGO, REPUBLIC OF YEMEN

SOCOTRA ARCHIPELAGO

Socotra Archipelago, situated 380 Kilometers to the South-East of Yemen, consists of four islands. Covering 3,625 Km$^2$ with some 45,000 inhabitants, Socotra is the biggest island of the archipelago. Abd Al-Kuri is the second biggest island with 400 inhabitants and covers an area of 125 Km$^2$. Samha Island is inhabited by 150 people and covers 50 Km$^2$ while Darsah is the smallest among those four islands, has no inhabitants and covers an area of 6 Km$^2$ (UNDP-SGBP, 2014a, IUCN, 2002).

![Figure 10: (Map of the Socotra Archipelago (Source: EPA Socotra)](image)

The Socotra Archipelago is exceptionally rich in biodiversity as the result of two factors: (i) isolation; (ii) climate. These two factors interact to result in the evolution of unique life forms, ecosystems, and landscapes. In terms of endemism, all of the terrestrial mollusks, 90% of the reptiles and 33% of the plants (307 species) are endemic to the Archipelago. This has resulted in its ranking as one of the 10 most endangered island flora in the world (Van Damme and Banfield, 2011).
The Archipelago is the most important center for biodiversity within the Horn of Africa region. It is one of the World Wildlife Fund's global 200 eco-regions and had been designated by UNESCO as a Man and Biosphere reserve in 2003 and as a World Heritage Site in 2008 (Van Damme and Banfield, 2011).

**BENEFITS OF ECOTOURISM TO SOCOTRA ARCHIPELAGO:**

Any kind of tourism has both positive and negative effects (economic, socio-cultural and environmental). Ecotourism strives to have as small effect on local population as well as a local ecosystem. But, the simple fact that visitors are there, can influence local culture and environment. Indeed, one of the main weaknesses of ecotourism starts with the success of ecotourism and increasing the number of tourists. The questions then becomes whether the influence is positive or negative. Based on the motivation of the involvement of tourists and their increased environmental awareness, should be expected ecotourism to have at least adverse effects compared to other types of tourism. It refers to the environmental and socio-cultural effects. In this case, we would expect the positive effects of ecotourism i.e. its benefits to overcome its negative effects i.e. weaknesses.

There are many different benefits that can be derived from ecotourism:

- Ecotourism encourages an understanding of the impacts of tourism on the natural, cultural and human environments.
- Ecotourism ensure a fair distribution of benefits and costs.
- Ecotourism generates local employment, both directly in the tourism sector and in various support and resource management sectors (ecotourism creates directly jobs for guides, managers, researchers,... and indirectly jobs through tourist demands for food, accommodation, transportation, souvenirs, etc).
- Ecotourism stimulates profitable domestic industries-hoteles and other lodging facilities, restaurants and other food services, transportation systems, handicrafts and guide services.
- Ecotourism generates foreign exchange for the country and injects capital and new money into the local economy.
Ecotourism diversifies the local economy, particularly in rural areas where agricultural employment may be sporadic or insufficient.

Ecotourism seeks decision-making among all segments of the society, including local populations, so that tourism and other resource users can coexist. It incorporates planning and zoning which ensure tourism development appropriate to the carrying capacity of the ecosystem.

Ecotourism stimulates improvements to local transportation, communications and other basic community infrastructures.

Ecotourism creates recreational facilities which can be used by local communities as well as domestic and international visitors. It also encourages and helps pay for preservation of archeological as well as domestic and international visitors. It also encourages and helps pay for preservation of archeological sites, and historic buildings and districts.

Ecotourism monitors, assesses and manages the impacts of tourism, develops reliable methods of environmental accountability, and counters any negative effect

Ecotourism improvement comfort and living conditions (Facilities which have primarily been built for tourism i.e. roads, trails, lookouts can be used by locals as well. Ecotourism improved transportation connections in and out of areas where it occurs.)

Ecotourism improved education for (young) locals (ecotourism depends on local guides which have to be trained; interaction with tourists lead to an improved general education and language skills; ecotourism operators offer environmental education for local communities and/or basic education for local children; locals spend considerable amounts of the money They earned through ecotourism for their children’s education).

Ecotourism revalues elements of traditional culture.

Ecotourism improved knowledge/data about animal distribution and behavior (scientific research on wildlife is more intensive in ecotourism areas due to increased public awareness; financial gains of ecotourism are partly used for scientific research)
Ecotourism improved knowledge/data about plant distributions and conditions (scientific research on plants is more intensive in areas with ecotourism due to increased public awareness and financial sources).

Ecotourism promotes the protection of wildlife (locals, working in ecotourism gain a better understanding on wildlife and change their views concerning the value of fauna because they recognized their dependence on wildlife and feel personally connected with wild animals and/or admire them)

Ecotourism promotes the protection of (native) flora (locals, working in ecotourism gain a better understanding on plants and change their views concerning the value of plants because they recognized their dependence on native flora and feel personally connected with vegetation and/or admire plants)

**BENEFITS OF RESPONSIBLE TOURISM PRACTICE (PRT) TO SOCOTRA ARCHIPELAGO:**

- It Establishes linkage with the hotel industry and enhances demand for local produces.
- It helps in development of souvenir industry.
- It helps in promotion of local art forms and culture.
- It promotes cultural tourism and ethnic cuisine.
- It helps in promotion of social awareness and tourist management.
- It also helps in protection of environment.
- It minimizes negative economic, environmental and social impacts;
- It generates greater economic benefits for local people and enhances the wellbeing of host communities, improves working conditions and access to the industry.
- It makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world’s diversity;
- It provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues.
- It provides access for people with disabilities and the disadvantaged.
- It is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.
The Principles for promoting Ecotourism Tourism and Responsible Tourism In Socotra Archipelago:

In order to promote Ecotourism and Responsible Tourism on Socotra Archipelago, the Yemen Tourism Promotion Board (YTPB) along with the stockholders, have to carry out the outlined principles:

- **Using resources sustainably:**
  
  The conservation and sustainable use of resources - natural, social and cultural - is crucial and makes long-term business sense.

- **Reducing over-consumption and waste:**
  
  Reduction of over-consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism.

- **Maintaining Diversity:**
  
  Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry.

- **Integrating Tourism into Planning:**
  
  Tourism development which is integrated into a national and local strategic planning framework and which undertakes environmental impacts assessments, increases the long-term viability of tourism.

- **Supporting Local Economies:**
  
  Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account, both protects those economies and avoids environmental damage.

- **Involving local communities:**
  
  The full involvement of local communities in the tourism sector not only benefits them and the Environment in general but also improves the quality of the tourism experience.

- **Consulting Stakeholders and the Public:**
  
  Consultation between the tourism industry and local communities, organizations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest;

- **Training Staff:**
  
  Staff training which integrates sustainable tourism into work practices, along with recruitment of local personnel at all levels, improves the quality of the tourism product;
➢ **Marketing Tourism Responsibly:**

Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction.

➢ **Undertaking Research:**

On-going research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and to bring benefits.

➢ **Tourism Policy :**

The Ministry of Tourism in Yemen along with Yemen Tourism Promotion Board should prepare a five years action plan for tourism Policy with the aim to promote both Ecotourism and Responsible tourism.
CHAPTER EIGHT
RECOMMENDATIONS AND SUGGESTIONS

1. Responsible and Ecotourism should be promoted so that locals can enjoy increased socio-economic benefits and improved environment.

2. Tourism with dignity, respect and nurture local cultures should be developed so that they enrich the tourism experience and build pride and confidence among local communities.

3. Ecotourism and Responsible play a significant role in minimizing negative social, economical and environmental impacts of mass tourism and promote tourism which is sustainable.

4. Maharashtra Tourism Development Corporation (MTDC) and along with stockholders should preserve and enhance local culture, art, handicrafts, monuments and other natural and man-made tourist resources and protect them from over-commercialization and over-exploitation.

5. Creating and promoting forms of tourism that provide healthy interaction opportunities for tourists and locals and increase better understanding of different cultures, customs, lifestyles, traditional knowledge and believes.

6. Providing tourists with authentic, educational and quality experiences e.g. by creating opportunities for them to interact with locals in an unstructured, spontaneous manner (e.g. through sports activities, visit to local schools/institutions/organizations and participation in local festivals and events etc.).

7. Local communities should be involved in all stages of responsible tourism development i.e. planning, decision-making and implementation of tourism development activities in their region so that the tourism is in harmony with the priorities of local communities.

8. Encouraging proactive participation and involvement by all stakeholders including government bodies, private sector, tourism organizations, local communities, NGOs, youth clubs etc. at all stages of tourism life cycle.

9. Conducting further research on different aspects of responsible and Ecotourism tourism make suitable plans and strategies and implement responsible tourism projects.

10. Maharashtra Tourism Development Corporation (MTDC) should conduct market research and identify places and activities of touristic interest e.g. local music, dance, cuisine, art and
craft, specialty agriculture, festivals and events etc. and use them in sustainable manner for tourism development.

11. Generating employment and self-employment opportunities for the poor and disadvantaged section of the community by involving them directly in tourism services.

12. Maharashtra Tourism Development Corporation by making training and consultancy to local communities, government bodies, tourism organizations, and private sector and enable them to develop and promote responsible and Ecotourism in their areas so that positive impacts of tourism are maximized and negative one minimized.

13. Maharashtra Tourism Development Corporation, should organize and promote responsible and Ecotourism, cultural exchange programs, student exchange programs, internships / training abroad and other such tourist activities at national and international level.

14. Maharashtra Tourism Development Corporation should promote environmental awareness, conservation and sustainable use of natural resources.
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