A STUDY OF TOURISM INDUSTRY OF HIMACHAL PRADESH WITH SPECIAL REFERENCE TO ECOTOURISM

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ABSTRACT
At present, poverty and environmental problems are some of the most important challenges human society is facing. It is difficult to address both problems at the same time because these two problems sometimes conflict. Poor villagers in less developed countries (LDC)/developing countries (DC) have no choice but to exploit natural resources around them, such as trees, to make a living which leads to deforestation. So, environmental preservation is often neglected in these areas. That’s why “ecotourism” is receiving more attention among conservationists as a means to promote both environmental preservation and income generation. Tourism is simply defined as “the practice of traveling for recreation”. As the largest business sector in the world economy, the tourism industry is estimated to comprise US$ 5890 billion, or 9.9% of the total world GDP. Ecotourism provides a sustainable alternative to conventional tourism and has continued to gain momentum over the last two decades. India is one of the tourist hubs in the world. Himachal is one of the major tourist spots in India. The study is primary research based. The researcher here focuses on the various aspects of tourism like, Ecotourism, Tourism Industry Growth, Tourism Improvement Program, Ecotourism in India, Ecotourism in Himachal Pradesh and various ways to promote the ecotourism. The major objectives of the study are to investigate the major ecological and environmental situations in Himachal Pradesh, To analyze the basis for eco-tourism development and advantages of the eco-tourism resources, analyze the market characteristic of eco-tourism, and put forward the overall concept, concrete measures and actions, analyze the regional structure of eco-tourism, choose the steps to be taken and pattern to promote eco-tourism, Chi square test of independence is applied here on the sample of 100 people taken for the study.

KEYWORDS: less developed countries (LDC)/developing countries (DC), conventional tourism, environmental, GDP, recreation.

Introduction:
According to the World Tourism Organisation, the tourism industry is estimated to comprise US$ 5890 billion, or 9.9% of the total world GDP. Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India[1]. Nearly 260 million jobs worldwide are supported by Travel & Tourism – either directly in the industry or in related sectors. And these jobs are vital not only for the livelihoods of those employed, but also for their families and the wider communities in host destinations.[2]
At present, poverty and environmental problems are some of the most important challenges human society is facing. It is difficult to address both problems at the same time because these two problems sometimes conflict. Poor villagers in less developed countries (LDC)/developing countries (DC) have no choice but to exploit natural resources around them, such as trees, to make a living. Cutting trees can lead to deforestation, which is unacceptable from the perspective of environmental preservation. If cutting trees is the only choice for the poor villagers to earn money, however, it may be the case that cutting trees helps to alleviate poverty in such poor villages. Environmental preservation is often neglected in areas, including LDCs/DC’s, where there is severe financial need. It is also true, however, that environmental problems have become such a critical issue for human beings that we cannot ignore them. In such a complex situation, “ecotourism” is receiving more attention among conservationists as a means to promote both environmental preservation and income generation. The tourism industry is especially important to developing countries since it is the principal foreign exchange earner for 83% of developing countries. But in contrast to the enjoyment of tourism and the beauty of the destinations it serves, it can be as destructive as traditional extractive industries such as logging and mining. Tourism requires a great deal of infrastructure—including hotels, roads, parking lots, and restaurants—which typically brings with it a number of negative consequences, such as increased pollution levels, the destruction of natural habitats, the displacement of natural wildlife and undesirable influences to once remote cultures.

**Ecotourism**

Ecotourism means responsible travel to natural areas that conserves the environment and improves the well-being of local people. [3]

Eco-tourism is considered the fastest growing market in the tourism industry. Eco-tourism is more than a catch phrase for nature loving travel and recreation. Eco-tourism is consecrated for preserving and sustaining the diversity of the world's natural and cultural environments. It accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains and supports the native cultures in the locations it is operating in. Saving the environment around you and preserving the natural luxuries and forest life, that's what eco-tourism is all about. Whether it's about a nature camp or organizing trekking trips towards the unspoilt and inaccessible regions, one should always keep in mind not to create any mishap or disturbance in the life cycle of nature. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions. Responsible Eco-tourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water reuse, and the creation of economic opportunities for local communities are an integral part of Eco-tourism. The concept of eco-tourism was initially proposed by the Mexican Expert H·Ceballos Lascurain special consultant of IUCN, in 1983. He holds that eco-tourism is especially featured by sightseeing without harming the natural spectacles. The concept was constantly discussed and broadened by other experts from perspective of social, cultural, economic, natural and geological implications.
Many professionals have been involved in formulating and developing eco-tourism policies. They come from the fields of Geographic Information Systems, Wildlife Management, Wildlife Photography, Marine Biology and Oceanography, National and State Park Management, Environmental Sciences, Women in Development, Historians and Archaeologists, etc.

The tourism department of Australian Federal Government explained ecotourism in 1994 as a sustainable and manageable ecological tour visit to the nature, which incorporates the environment education and explanation with the visit. Mr. Valentine in 1993 made a relatively complete definition for eco-tourism as: first, ecotourism must be based on undisturbed natural areas as tour bases; second, no harm to the environment or environment degradation, ecological sustainability must be guaranteed; third, directly contributable to the sustainable protection and management of natural tourism; four, an effectively compliant management system is required.

In all, the substances of eco-tourism involve stressing over protection on natural landscape and emphasizing on sustainable tourism. Eco-tourism will become the leading trend of tourism development coupled with environment economy today and tomorrow.

Ecotourism falls somewhere within four circles in shown in Figure 1.2:
Tourism Industry Growth
The Ministry of Tourism in any country seeks ways to promote and develop tourism in the country. Tourism Industry Growth in any country is prone to the changing economic conditions. In the event when a country is passing through a low phase or an individual's job is at stake, not many people choose to travel. This poses a limitation in the spending power of the individuals. People under these circumstances tend to settle for low budget restaurants, hotels or opt for amusement parks and nearby places.

Improving Tourism Industry Growth:
Tourism improvement programs aim at:
- Making the marketing tools and promotional tools strong
- Employ trained personnel
- Make the programs act as catalyst in investments by private bodies.
- Propounding projects and programs at the national level.
- Carry out research work for the betterment of the Tourism industry.
- Infrastructure is developed.

Tourism related industries:
There are many industries which are closely associated with other industries offering services to the common people. These industries can be summed up as below:
- Hotels, Lodging services
- F&B or food and beverage industry
- Industry dealing with real estate, finance, leasing and insurance.
- Retail market
- Warehousing and transport industry.

Himachal Pradesh Tourism
The natural beauty of Himachal Pradesh has made Himachal Pradesh Tourism really popular for a long time now. Tourists in Himachal Pradesh can indulge in a plethora of activities while they are on vacation. In Himachal Pradesh, tourists can go trekking and camping, indulge in adventure tourism, eco-tourism, religious tourism, visit wildlife sanctuaries, tour lakes, and attend fairs and festivals.

- **Shimla:** Shimla became the capital of Himachal Pradesh in 1966 and is popularly known as the ‘Queen of Hill Stations’. Shimla was named after Shyamala - the Goddess Kali. One can travel by flight, train, and road to reach Shimla. Many tourists visit Shimla throughout the year from neighboring states like Punjab, Haryana, and Jammu & Kashmir.

- **Kufri:** Kufri is a small hill station located along National Highway No.22. It is very near to Shimla and is famous for skiing, trekking, tobogganing, pony rides, yak rides, and hiking during the peak season. The chief attractions at the hill station are Indira Tourist Park and Himalayan Nature Park. Tourists can avail themselves of skiing courses and can also hire the relevant equipment.

- **Chail:** A small hill station that was built in 19th century, Chail is famous for its little cottages, oak and deodar forests, and grasslands. The pheasant breeding centers at Blossom and Jhaja are well known for the Sambhar and Ghoral species of pheasants.
Other places of attraction in Himachal Pradesh are Chamba, Manali, Dharamsala, Lahaul, and Spiti. Manali is known for its snowcapped peaks and is also a very sacred place for Hindus who worship Lord Manu. Dharamsala is famous for its beautiful plains and pine trees. The other attractions at Dharamsala include Kotwali Bazaar and Kangra valley. Spiti is quite famous for its glaciers. The Himachal Pradesh Tourism department is trying its best to make the experience as pleasant and exciting for tourists as possible. That’s why today, Himachal Pradesh is often referred to as 'the magical showcase of Nature's splendor.' There are a large number of tourist attractions in Himachal Pradesh which virtually peppers the tourism map of the state. While the entire state is replete with adventure destination, inviting trekking routes, religious sites and eco-tourism destinations, the main tourist attractions in Himachal Pradesh comprise of its picturesque hill station.

**Some major tourist attractions of Himachal Pradesh are:**

**Shimla:** the capital of Himachal Pradesh and one of India's most famous hill stations, derives its name from Goddess Shyamala, an incarnation of Goddess Kali, the deity of power and wrath. However, unlike its name, Shimla is a perfect haven for those in search of tranquility. Nature has blessed this capital city with innumerable gifts and man has used them to make Shimla one of India's best destinations.

**Dharamshala:** Set against the magnificent backdrop of the towering Dhauladhar ranges, which rises up to more than 4,000 meters, Dharamshala, which literally means 'the Holy Refuge', lies perched up on the high slopes in the upper reaches of the Kangra valley. Founded in 1855, it is one of the 80 hill resorts developed in the seventeenth century by the British to beat the heat and dust of the sweltering plains. Today, it is famous as the abode of the Dalai Lama and is known throughout the world as the Little Lhasa, because of the large number of Tibetans and their 'Government in Exile', which is headquartered here.

**Kullu:** "Surely the Gods live here; this is no place for men", wrote Rudyard Kipling of Kullu, India's valley of the gods. Located in the charming Kullu valley in Himachal Pradesh and set amongst the lower reaches of the mighty Himalayas, the small town of Kullu is famous for its temples, apple orchards, and the annual Dussehra festival, all of which attract hordes of tourists. Kullu is also known for its handicrafts. Beyond the town's perimeter loom the magnificent greater Himalayas and the silver valley bisected by the Beas River.

**Manali:** One of the most beautiful hill stations of the country, Manali is basically a small town in the Kullu valley of Himachal Pradesh. Termed sometimes as the cradle between the lesser Himalayas, Manali is extremely popular with tourists for its lavish display of unspoilt natural beauty. Rich in its scenic splendor, Manali draws a good number of tourists from within the country and abroad every year.

**Rohtang Pass:** a few kilometers away from Manali, this is a site where one can view the most drastic of landscape variances. On one side, the lush green head of the Kullu Valley; to the other, an awesome vista of bare, brown mountains, hanging glaciers and snowfields that dazzle in the crisp daylight. It is in the district of Lahaul and Spiti-a place untouched by time. The tough terrain means that not too many tourists venture into this region, thus helping the virginal landscapes and simple people retain their lifestyle with its native charm.
Chamba: The small town of Chamba is located in a picturesque valley, amidst the Shivalik ranges and is famous for its medieval temples. The architecture of the temples of Chamba reflects the glory of its erstwhile rulers. It is also known for its local festivals.

Dalhousie: Compared to other hill stations, Dalhousie, 80 winding kilometers from Pathankot, is markedly different and as yet unexplored. Spread over five hills, Dalhousie has a serenity of its own. Attractive cottages and villas cling to the deodar and pine mantled hills of Dalhousie, while pink and red rhododendrons bloom and trees stand tall in different shades of green.

Kangra: The small town of Kangra was the capital of the erstwhile rulers of the Chand dynasty. It is set amongst the picturesque settings of the Kangra valley at the foothills of the majestic Dhualadhar range. The area around Kangra is known for its ancient temples and picturesque surroundings, which attract tourists.

Eco Tourism in Himachal Pradesh
The majestic coniferous trees from an enchanting backdrop to the mountains with broad-leafed species like the Oaks, Maples, Bird cherry, Hazelnut, Walnut, Horse chestnut and Rhododendrons adding grandeur to the landscape. Whereas the ivies clinging to the trunks of stately Cedars appear to veil secrets of Nature, the vines flowing from atop the trees seem to invite the visitors with open arms. The violas popping up from under the forest floor and the riot of colors provided by the anemones, primulas, buttercups and many other herbs in the alpine meadows lay a colorful feast before eyes of the beholder. Besides plants, the State also provides a very congenial habitat to a wide variety of Himalayan fauna. The Himalayan Tahar and the Ibex can be spotted as silhouettes on the high ridges in the trans-Himalayas. The Brown Bear and Musk Deer roam happily in the temperate forests, in the company of colorful pheasants including the Monal, the Western Hornes Tragopan, the Koklas and the Kalij. The lucky ones can even be treated to rare sight of critically endangered species like the Snow Leopard and Snow Cock.

Also known as the 'Abode of Gods', the State conjures up visions of ancient temples, with exquisitely carved wooden panels, occupying almost every hilltop and the festivities associated with these religious places. Even a casual glimpse at the traditionally attired local deities being carried in meticulously decorated palanquins, devotees dancing to the rhythmic play of traditional drums and clarions, leaves a lasting imprint on one's mind. This natural and cultural richness of the State coupled with its simple peace loving people and traditional hospitality makes the State a most favored tourist destination. Anybody with a zest for life, a spirit of adventure and a love for nature will find all that his heart desires amongst the pristine environs of Himachal Pradesh.

The form of 'Eco Tourism' places the highest value on culture and natural heritage. This strategy seeks to protect that heritage and culture which is the foundation of the travel industry in India. The tourist travels abroad or at home in search of pleasure, leisure, and adventure, recreation at historical sites, wildlife parks, beaches, towns and villages.

Ecotourism is increasing in popularity across the world, but has significant practical value in developing countries where the needs of impoverished communities may conflict directly with the need to capitalize on the growing tourism industry. In many cases developers move in and designate certain areas as tourism hotspots without giving much thought to the impact that this will have on local communities. These communities may depend on the area for food and shelter,
but their concerns are buried beneath the potential for financial revenue. Ecotourism is a move to counter this. It aims to create viable and sustainable tourism opportunities, and limit the impact that all related activities will have on the environment, while improving the lives of the local people living in the area. According to ecotourism.org, the concept consists of a number of core principles, including:

- Minimizing industrial impact on the environment
- Building environmental and cultural awareness
- Empowering local communities
- Raising awareness of the political, environmental and social issues of the country concerned
- Ensuring that the experience is positive for all parties, including visitors and hosts

REVIEW OF LITERATURE
There exists a paradox within a destination that relies on tourism as a main industry for the country’s economy: a tourist destroys what he is searching for, while he discovers it. As Dr. Sheryl Elliot, professor at the George Washington University’s School of Tourism Administration has noted, “Finding the right balance is the key for tourism as it is for the overall globalization system”. Being able to see tourism through multiple lenses (financial, political, social, environmental, and technical) helps in accomplishing this goal.

Various conferences have been held on ecotourism and responsible tourism to promote the latter view cited above. At the 1995 World Conference on Sustainable Tourism held in Lanzarote, it was agreed that: “Tourism is sustainable when its development and operation include participation of local population, protection of the total environment, fair economic return for the industry and its host community, as well as a mutual respect for and gratification of all involved parties”.

The environment is one of the primary concerns of ecotourism, which often involves travel to relatively undisturbed areas. As the tourism product is often dependent upon nature, negative impacts upon that resource should be minimized. As Cater [1994] notes, even the most conscientious tourist will have some degree of impact on the environment and so ecotourism should therefore attempt to minimize that impact. Many studies of tourism attempt to identify an environmental carrying capacity but a major difficulty of this technique is that it “implies the existence of fixed and determinable limits to development and that if one stays below those threshold levels no changes or deterioration will occur”.

The final principle to which ecotourism should adhere is that of education. Wight [1994, p.40] asserts that ecotourism “should involve education among all parties – local communities, government, non-governmental organizations, industry and tourists (before, during and after the trip)”. Guides should therefore have been taught conservation issues and the tourists should be told about local conservation efforts and why they are deemed important. Tourists should be made aware of the damaging potential of their stay and should be properly informed on “ecotourism etiquette” and how to behave to reduce any negative impacts they might have.

There is no universally accepted definition of ecotourism. Evans-Pritchard and Salazar [1992, cited in Mow forth and Munt, 1998, [p.104] note that “it is still not possible to be exact about whether the term ‘ecotourism’ is meant as a pure concept or as a term for wide public use”. Theoretically, ecotourism can be defined as a type of tourism where the environment, local community and visitor all benefit. In practice, the term ‘ecotourism’ is often used by tour operators as a marketing tool to promote any form of tourism that is related to nature. As Wight
[1994, p.39] notes: “There seem to be two prevailing views of ecotourism: one envisages that public interest in the environment may be used to market a product; the other sees that this same interest may be used to conserve the resources upon which this product is based. These views need not be mutually exclusive”

It is widely agreed that the host population should receive economic benefits from ecotourism. Without economic benefits, the host community will have little reason to view the intrusion of tourists positively and will have little incentive to protect the environment upon which tourism depends. Ecotourism is often found in designated protected areas or national parks which may have been imposed upon the indigenous population and if they can see no benefit from its existence, they may have little incentive to adhere to the environmental regulations of the “common pool” resource [Hardin, 1968; Healy, 1994; see also Bird, 1997]. Ecotourism is regarded by some critics as a form of neo-colonialism, and the question of who actually benefits from the designation of protected areas is addressed by Mowforth and Munt [1998, p.177]: “There is the question of who actually gains from the construction of parks. It rarely seems to be the local people and, indeed, part of the answer seems to be found in the removal of local rights and a loss or denial of ownership. Instead it is the rich consumer in the industrialized North with leisure and wealth to be a tourist in the Third World who gains from the designation of national parks”.

Objectives of the study
- To investigate the major ecological and environmental situation in Himachal Pradesh
- To analyze the basis for eco-tourism development and advantages of the eco-tourism Resources, analyze the market characteristic of eco-tourism, and put forward the overall concept, concrete measures and actions.
- To analyze the regional structure of eco-tourism, choose the steps to be taken and pattern to promote eco-tourism.

Research Methodology
The study will provide an analysis of the tourism industry of Himachal Pradesh focusing on ecotourism. This thesis will be based on the responses of the sample size of 100 people that was selected for the study purpose.

Chi Square Test of Independence
The Chi Square statistic compares the tallies or counts of categorical responses between two (or more) independent groups. For a contingency table that has \( r \) rows and \( c \) columns, the chi square test can be thought of as a test of independence. In a test of independence the null and alternative hypotheses are:

- Ho: The two categorical variables are independent.
- Ha: The two categorical variables are related.

\[
\chi^2 = \sum \frac{(o - e)^2}{e}
\]

Here, \( o \) denotes the frequency of the observed data and \( e \) is the frequency of the expected values. The general table would look something like the one below:
Now we need to calculate the expected values for each cell in the table and we can do that using the row total times the column total divided by the grand total (N). For example, for cell an expected value would be \((a+b+c) \times (a+d+g)/N\).

### Data Analysis & Interpretation

Eco-tourism is more than a catch phrase for nature loving travel and recreation. Eco-tourism is consecrated for preserving and sustaining the diversity of the world's natural and cultural environments. It accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains and supports the native cultures in the locations it is operating in. Responsibility of both travelers and service providers is the genuine meaning for eco-tourism.

Eco-tourism also endeavors to encourage and support the diversity of local economies for which the tourism-related income is important. With support from tourists, local services and producers can compete with larger, foreign companies and local families can support themselves. Besides all these, the revenue produced from tourism helps and encourages governments to fund conservation projects and training programs.

### Table 5.1: Knowledge of eco-tourism according to age

<table>
<thead>
<tr>
<th>Age</th>
<th>Know certain</th>
<th>General knowledge</th>
<th>Know some</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>1</td>
<td>13</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td>19-25</td>
<td>6</td>
<td>19</td>
<td>12</td>
<td>38</td>
</tr>
<tr>
<td>26-35</td>
<td>3</td>
<td>13</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>36-45</td>
<td>0</td>
<td>11</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>46-55</td>
<td>0</td>
<td>6</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>62</td>
<td>28</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 5.1 shows that out of the sample size of 100 people 19 people are under 18 years of age, 38 were between 19-25 years, 20 were between 26-35 years, 13 were between 36-45 years and 10 were between 46-55 years of age. It shows that about 62 percent of the people have fair knowledge of eco-tourism and about 28 percent have at least some knowledge of eco-tourism.

The value of chi-square for the above table is 10.185 and for 8 degrees of freedom and at 5 percent level of significance the value of Chi Square statistic is given by 15.507. Since the value of the calculated Chi Square statistic falls within the acceptance region, we accept the null hypothesis that the knowledge of respondents for all the age groups is same.
Table 5.2: Understanding of eco-tourism according to age

<table>
<thead>
<tr>
<th>Understanding Of Ecotourism</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place with natural environment</td>
<td>67</td>
</tr>
<tr>
<td>Environmental protection</td>
<td>9</td>
</tr>
<tr>
<td>Protect the environment and also help local community</td>
<td>24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Under 18</th>
<th>19-25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>8</td>
<td>24</td>
<td>18</td>
<td>11</td>
<td>6</td>
<td>67</td>
</tr>
<tr>
<td>19-25</td>
<td>1</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>26-35</td>
<td>10</td>
<td>8</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>24</td>
</tr>
<tr>
<td>36-45</td>
<td>10</td>
<td>20</td>
<td>13</td>
<td>9</td>
<td>6</td>
<td>59</td>
</tr>
<tr>
<td>46-55</td>
<td>13</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>19</td>
<td>38</td>
<td>20</td>
<td>13</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

In the table above it can be seen that 67 percent of the people think that ecotourism means tourism at a place with good natural environment and 24 percent are of the view that ecotourism is not only protection of environment but also help local community eradicate poverty and educate tourists to improve their environmental awareness during tourism and only nine percent of them think that it is environmental protection during the tourism.

The value of chi-square for the above table is 21.325 and for 8 degrees of freedom and at 5 percent level of significance the value of Chi Square statistic is given by 15.507. Since the value of the calculated Chi Square statistic does not fall in the acceptance region, we reject the null hypothesis that the understanding of eco-tourism of the respondents for all the age groups is not the same.

Table 5.3: Understanding of the form of eco-tourism according to age

<table>
<thead>
<tr>
<th>Understanding of the form of ecotourism</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical and cultural scenery</td>
<td>18</td>
</tr>
<tr>
<td>Natural scenery</td>
<td>59</td>
</tr>
<tr>
<td>Place seldom damaged</td>
<td>9</td>
</tr>
<tr>
<td>Routes seldom managed by agencies</td>
<td>1</td>
</tr>
<tr>
<td>Seldom interfered by humans</td>
<td>13</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Under 18</th>
<th>19-25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>3</td>
<td>11</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>19-25</td>
<td>7</td>
<td>20</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>59</td>
</tr>
<tr>
<td>26-35</td>
<td>4</td>
<td>13</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>36-45</td>
<td>2</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>46-55</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>59</td>
<td>9</td>
<td>1</td>
<td>13</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 5.3 shows that about 59 percent of the people consider eco-tourism as a travel at a natural scenery place, about 18 percent of the respondents are of the view that it is tourism at a historical and cultural scenery area with good environment and about 13 percent believe that it is a natural or cultural scenic place which is seldom interfered by human, followed by 9 percent and 1 percent with the views that it is a scenic place which is seldom damaged by humans and participating in the “eco-tourism” routes managed by travel agencies respectively.

The value of chi-square for the above table is 14.912 and for 16 degrees of freedom and at 5 percent level of significance the value of Chi Square statistic is given by 26.296. Since the value of the calculated Chi Square statistic falls within the acceptance region, we accept the null
hypothesis that understanding of the form of eco-tourism of respondents for all the age groups is same.

Table 5.4: Objective of eco-tourism

<table>
<thead>
<tr>
<th>Age</th>
<th>Enjoying nature</th>
<th>Releasing pressure</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>17</td>
<td>1</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>19-25</td>
<td>33</td>
<td>3</td>
<td>2</td>
<td>38</td>
</tr>
<tr>
<td>26-35</td>
<td>13</td>
<td>3</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>36-45</td>
<td>10</td>
<td>3</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>46-55</td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>81</td>
<td>12</td>
<td>7</td>
<td>100</td>
</tr>
</tbody>
</table>

The above table (Table 5.4) shows that the main objective of eco-tourism for the respondents is to enjoy the nature and scenic beauty and only 12 percent and 7 percent believe that it is releasing pressure from work and living and some other objective respectively.

The value of chi-square for the above table is 10.938 and for 8 degrees of freedom and 5 percent level of significance the value of Chi Square statistic is given by 15.507. Since the value of the calculated Chi Square statistic falls within the acceptance region, we accept the null hypothesis that the objective of eco-tourism of respondents for all the age groups is same.

Table 5.5: Thinking about tourists’ activities

<table>
<thead>
<tr>
<th>Age</th>
<th>Manage and maintain environment</th>
<th>Common responsibility</th>
<th>Necessity to teach</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>3</td>
<td>15</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>19-25</td>
<td>8</td>
<td>22</td>
<td>8</td>
<td>38</td>
</tr>
<tr>
<td>26-35</td>
<td>9</td>
<td>9</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>36-45</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>46-55</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
<td>59</td>
<td>16</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 5.5 shows that 59 percent of the respondents think that environmental protection is a common responsibility, and the tourists shall take good care of local resources, 25 percent are of the view that managing and maintaining the environment is the cleaners’ task, and the tourists can do whatever they want as they have spent money and the rest 16 percent say that there is necessary to teach those on environmental protection because only then the true objective of eco-tourism can be achieved.

The value of chi-square for the above table is 11.621 and for 8 degrees of freedom and 5 percent level of significance the value of Chi Square statistic is given by 15.507. Since the value of the calculated Chi Square statistic falls within the acceptance region, we accept the null hypothesis that the thinking of respondents for all the age groups is same.
Table 5.6: View on the construction

<table>
<thead>
<tr>
<th>Age</th>
<th>View On The Construction Of Ropeway And Telpher In The Scenery Area</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Construction necessary</td>
<td>Won’t oppose if experts agree</td>
</tr>
<tr>
<td>Under18</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>19-25</td>
<td>25</td>
<td>10</td>
</tr>
<tr>
<td>26-35</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>36-45</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>46-55</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>71</td>
<td>20</td>
</tr>
</tbody>
</table>

Table 5.6 depicts that 71 percent of the respondents are in the favor of construction in the tourism because they believe that it is necessary for the convenience of the tourists and 20 percent and 9 percent believe that they won’t oppose construction if the experts agree that there should be construction in the tourism area and they don’t have any clear idea about construction in the eco-tourism area respectively.

The value of chi-square for the above table is 3.711 and for 8 degrees of freedom and 5 percent level of significance the value of Chi Square statistic is given by 15.507. Since the value of the calculated Chi Square statistic falls within the acceptance region, we accept the null hypothesis that view on construction of ropeway and telpher in the scenery area of respondents for all the age groups is same.

Table 5.7: Choice of transport

<table>
<thead>
<tr>
<th>Age</th>
<th>Choice Of Transport Inside Tourism Area</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tourism bus</td>
<td>Ropeway</td>
</tr>
<tr>
<td>Under18</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>19-25</td>
<td>23</td>
<td>4</td>
</tr>
<tr>
<td>26-35</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>36-45</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>46-55</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>66</td>
<td>9</td>
</tr>
</tbody>
</table>

In the table above, tourism bus is preferred as the mode of transport inside the tourism area by about 66 respondents and the remaining 34 percent prefer walking and using ropeway as the transport medium inside the tourism area.

The value of chi-square for the above table is 12.081 and for 8 degrees of freedom and 5 percent level of significance the value of Chi Square statistic is given by 15.507. Since the value of the calculated Chi Square statistic falls within the acceptance region, we accept the null hypothesis that the choice for all the age groups is same.
Table 5.8: Grouping pattern

<table>
<thead>
<tr>
<th>Age</th>
<th>Grouping Pattern</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Whole family</td>
<td></td>
</tr>
<tr>
<td>Under 18</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>19-25</td>
<td>24</td>
<td>38</td>
</tr>
<tr>
<td>26-35</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>36-45</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>46-55</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 5.8 shows that about 61 percent of the respondents prefer going with whole family and about 25 percent prefer enjoying with relatives and friends and the remaining 14 percent would prefer if their employer will organize everything for them. The value of chi-square for the above table is 27.232 and for 8 degrees of freedom and 5 percent level of significance the value of Chi Square statistic is given by 15.507. Since the value of the calculated Chi Square statistic does not fall within the acceptance region, we reject the null hypothesis that the grouping patterns for all the age groups not the same.

Table 5.9: Dissatisfaction on Eco-Tourism Places

<table>
<thead>
<tr>
<th>Age</th>
<th>Dissatisfaction On Eco-Tourism Places</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Inconvenient transport</td>
<td>Low quality local service</td>
</tr>
<tr>
<td>Under 18</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>19-25</td>
<td>26</td>
<td>12</td>
</tr>
<tr>
<td>26-35</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>36-45</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>46-55</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>68</td>
<td>32</td>
</tr>
</tbody>
</table>

Table 5.9 shows that about 68 percent people believe that inconvenient transportation facilities are the major cause of their dissatisfaction about eco-tourism places and 32 percent say that local service is of very low quality and it makes them dissatisfied about eco-tourism places. The value of chi-square for the above table is 2.115 and for 4 degrees of freedom and 5 percent level of significance the value of Chi Square statistic is given by 15.507. Since the value of the calculated Chi Square statistic falls within the acceptance region, we accept the null hypothesis that the dissatisfaction of respondents for all the age groups is same.
Figure 5.1 Feasibility of eco-tourism’s four functions (Protection, Tourism, Education, Poverty Reduction)

Figure 5.1 shows the graphical representation of the views of the respondents regarding the question whether it is feasible to fulfill the four functions of eco-tourism or not. About 86 percent of the respondents believe that it is very much possible that the four functions of eco-tourism are very much feasible to be achieved and only 14 percent think that the possibility of doing so is very little.

Figure 5.2 Protecting the environment self-consciously during the tour

The figure above (Fig. 5.2) shows that 80 percent of the respondents say that they are sure to protect the environment self-consciously and 20 percent say that they will protect the environment. Therefore, overall all the respondents believe that they will protect the environment on their own.

Figure 5.3 Impacts of Tourism on the Environment
Figure 5.3 shows that 58 percents of the respondents believe that there will be medium level damage to the environment because of the tourism activities to natural scenic places and about 42 percent say that the local environment will be protected if the appropriate steps are taken by the authorities and the tourists that visit the tourism area.

Figure 5.4 Activities you wish to See or Participate at Eco-tourism Area in the Future

![](image)

Figure 5.4 shows that 71 percent of the respondents want that amusement parks at tourism places should be constructed so that the environmental knowledge of the tourists can be enhanced and 6 percent of them want to see movies on environmental protection and the remaining 23 percent want to see other activities during their visit to eco-tourism places during their future visits.

Conclusion

Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions. Responsible ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. The analysis above indicates that the place has vast potential to develop as an ecotourism spot. There are some difficulties or bottlenecks in ecotourism. If these bottlenecks are taken care of, then the place can develop as an attractive destination for ecotourism. This implies removing the constraints in terms of accessibility, infrastructure, and quality of local service. Accessibility part includes facilitating physical accessibility as well as accessibility in terms of information.

Ecotourism can be an important part of the economy of the region because as it is a tourist destination and most of the tourists visit the region to spend their time to have a look at the beauty of the tourist spots and to have a feel of the beautiful and natural environment. But at the same time there can be some threats, which need to be taken care of. The most important of which are threat to the environment and ecology itself and the threat to the socio-cultural fabric of the region. To overcome these threats several steps can be taken so that the whole concept of ecotourism can be implemented in a better way and can contribute its best to the region. In addition several initiatives have to be taken on the part of tourists and local people to promote creation of economic opportunities for local communities and to protect the environment.
Questionnaire on Eco-tourism

You can choose more than 1 option. The objective of this survey is to understand respondent’s view on eco-tourism

1. Age □ under 18 □19-25 □26-35 □36-45 □46-55 □ above 56

2. Occupation
□Worker □Technician □Manager or Company Staff □Farmer □ Army man □Teacher □ Student □Retired □Merchant □Civil Servant □Other

3. Education
□Elementary Education □Junior High School □Senior High School/Technical Secondary School □College Bachelor □Master and above

4. Annual Family Income
□ Below 10 thousand □ Between 10-30 thousand □ Between 30-60 thousand □ Between 60-90 thousand □ Above 100 thousand

5. Knowledge of Eco-tourism
□ Know very much □ Know certain □General knowledge □Know some □ don’t know

6. Information Channel of Eco-tourism
□Special Training □Propaganda Booklet □TV and Radio □Newspaper and Magazine □School Education □ Through other tourists

7. Understanding of Eco-tourism
□Eco-tourism is only a slogan, and it is not different from common tourism □Eco-tourism means the tourism at a place with good natural environment □Eco-tourism means environmental protection during the tourism □Eco-tourism shall not only protect the environment, but also help local community eradicate Poverty and educate tourists to improve their environmental awareness

8. Understanding of the Form of Eco-tourism
□Tourism at a historical and cultural scenery area with good environment □Travel at a natural scenery place □Tourism at a scenery place which is seldom damaged by human □Participating in the “eco-tourism” routes managed by travel agencies □Tourism at the natural or cultural scenery place which is seldom interfered by human

9. Objective of Eco-tourism
□enjoying the nature □releasing pressure from work and living □protecting the environment □meeting relatives and friends □seek knowledge □scientific investigation □maintain health □other

10. During eco-tourism, you will
□Self-discipline to protect environment □Spending money, do whatever you want □Only enjoy the nature alone or with friends □Hope the tour-guide can give them more knowledge on ecology

11. What do you think about some tourists’ activities, such as discarding garbage everywhere, take things away, etc.
□Manage and maintain the environment is the cleaners’ task, and the tourists can do whatever They want as they have spent money □Environmental protection is a common responsibility, and the tourists shall take good care of Local resources
105

□ Hard to say
□ Such people is of low accomplishment
□ It is necessary to teach those on environmental protection

12. View on the construction of ropeway and telpher in the scenery area
□ human construction shall be rejected
□ construction is necessary for the convenience of the tourists
□ will not oppose it only if experts agree
□ do not have clear view

13. Choice of Transportation inside the Tourism Area
□ shuttle inside the tourism area □ tourism bus □ telpher □ ropeway □ walk

14. Grouping Pattern
□ travel with a tourism group (organized by the travel agency) □ whole family □ organized by Employer □ with relatives or friends □ alone

15. The tourism items that you want to experience (3 items at most)
□ leisure and relaxing □ climb mountain □ picking up fruits and vegetables □ rowing
□ riding horse □ fishing □ drifting □ venturing □ mountain cycling □ farming
□ rock climbing □ Bungee jumping □ other

16. Dissatisfaction on Eco-tourism Places
□ bad environment □ lack characteristics □ inconvenient transportation
□ inconvenient parking □ expensive tickets □ too much tourists □ unclear road sign
□ low quality local service □ too much man-made facilities

17. Feasibility of Eco-tourism’s Four Major Functions (Protection, Tourism, Education, Poverty Reduction)
□ sure to be realized □ very possible □ little possibility □ impossible

18. Impact of Eco-tourism on the Nature and Cultural Environment
A. Environmental Sanitation □ better □ no impact □ some impacts ;
B. Air quality □ better □ no impact □ some impacts ;
C. Noise □ better □ no impact □ some impacts ;
D. Forest scenery □ better □ no impact □ some impacts ;
E. living quality of local residents’ □ better □ no impact □ worse ;

19. Will you protect the environment self-consciously during the tour?
□ sure □ basically will □ will not □ easy to be influence by other tourists

20. Impacts of Tourism on the Environment
□ there will be serious damage □ there will be medium level damage
□ local environment will be protected if appropriate protection measures are taken

21. Activities you wish to See or Participate at Eco-tourism Area in the Future
□ movies on environmental protection
□ eco-amusement Park shall be constructed to enrich tourists’ environmental knowledge
□ funny and humorous slogan on environmental protection
□ other

22. Your Opinions on or Suggestions for Eco-tourism.
References


Websites:

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Endnotes:

[1] Wikipedia the free encyclopedia