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Glimpses of Innovative Research in Commerce, Management, Economics and Social Sciences

Peer Reviewed & Refereed

## Glimpses of Innovative Research in Commerce, Management, Economics and Social Sciences

(Volume-I)



**Editors**

**Dr.M.Sravani Dr.M.Thyagaraju Dr.Manisha Jaiswal  
Dr.Mohd Shamshad**



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**Volume-I**

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Shamshad**

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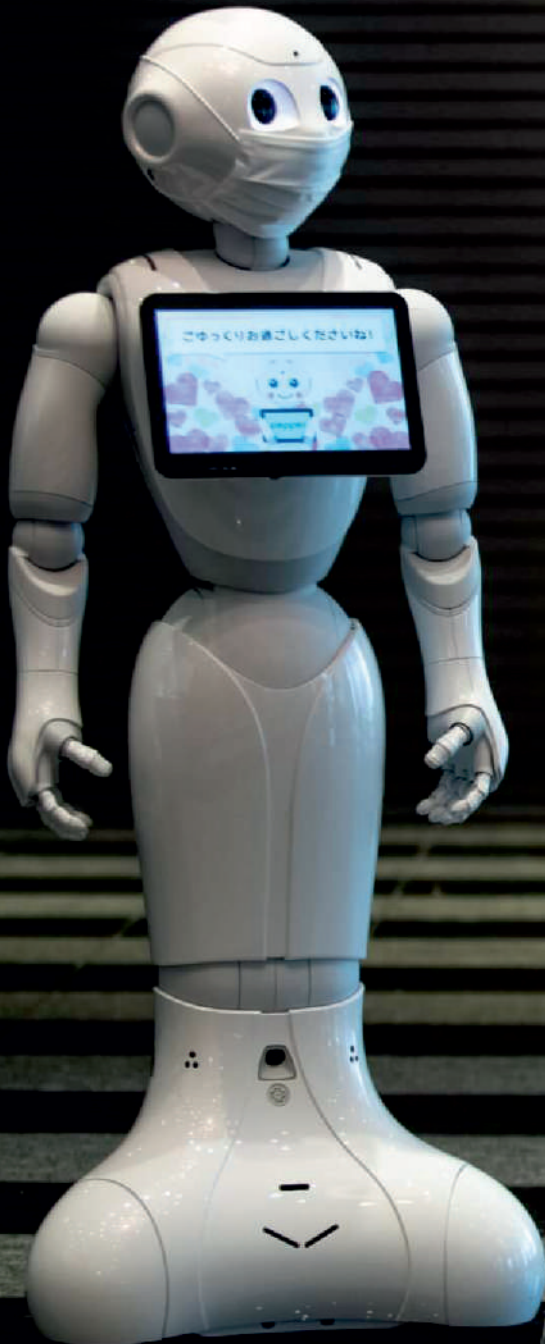
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# Current and Futuristic Trends in Accommodation Sector



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## Eco-Tourism in India: Some Problems and Prospects

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### Introduction

Tourism is fast emerging as a sector which has got immense potential for Bringing in rapid economic development of nations, particularly developing nations like India. India has certain unique features that make it especially suited for taking maximum advantage out of tourism development. In fact, India's uniqueness in attracting the world as one of the most sought after tourism destinations. Ecotourism is entirely a new move towards in tourism industry. Ecotourism is a preserving travel to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection of natural resources advantageous to the local people.

### Principles of Ecotourism

Due to the growing popularity of environmentally related and adventure travel, various types of trips are now being classified as ecotourism. Most of these are not truly ecotourism however because they do not emphasize conservation, education, low impact travel, and social and cultural participation in the locations being visited. Therefore, to be considered ecotourism, a trip must meet the following principles set forth by the International Ecotourism Society:

1. Minimize the impact of visiting the location (i.e.- the use of roads)
2. Build respect and awareness for the environment and cultural practices
3. Ensure that the tourism provides positive experiences for both the visitors and the hosts
4. Provide direct financial aid for conservation



5. Provide financial aid, empowerment and other benefits for local peoples
6. Raise the traveller's awareness of the host country's political, environmental and social climate

## **Types of Ecotourism**

Ecotourism is a broad term encompassing many types of travel that share the goals of cultural and environmental attentiveness and respect, minimal environmental impact, and the preservation and betterment of local populations worldwide. Many opportunities exist for both vacationing and volunteering.

### ***Ecolodging***

Ecolodging involves accommodations that have been built with environmental awareness and conscientiousness or that are simply in natural settings. Ecolodging options vary greatly, from hotels or hostels built with sustainable or alternative materials to "eco resorts" in remote locations with access to activities such as bird-watching, sea kayaking and tours of local outdoor attractions.

### ***Agrotourism***

Agrotourism is a type of ecotourism that capitalizes on rural farm communities as tourist attractions. Some agrotourism venues serve to encourage and protect threatened agrarian communities in disadvantaged countries. Others are demonstration sites for sustainable farming methods. Many agrotourism sites offer volunteer opportunities and feature the cultivation of animal and plant species well-known in the particular region. The goal essentially is to improve the economic development of small farms and rural communities.

### ***Community Development***

Some ecotourism opportunities focus on protecting the land and livelihood of communities threatened by industry, deforestation and other byproducts of modernization. Such organizations offer opportunities for ecotourists to interact with the local population by planting trees, learning local trades or building homes. Community development projects not only increase awareness and respect among visitors and locals but also offer financial benefits to struggling

communities. Travellers stay with a local family to learn about daily living, customs, traditions and ways to benefit the community.

### ***Eco Treks***

Eco treks involve excursions to exotic, endangered or otherwise appealing locations. Treks might include rafting, rock climbing, swimming, caving, hiking, sailing or bird-watching for the purpose of increasing awareness about a particular region and its associated environmental threats or habitats worth preserving. Eco trek organizations may or may not provide monetary support to the local population.

### **Aims of Ecotourism**

Ecotourism is the practice of bringing together sustainable travel practices that promote the conservation of protected natural areas while also benefiting local economies. Ecotourism as a concept began in the 1970s as a part of the larger environmental movement. It has now grown into a significant sector of the tourism industry. People planning an eco-vacation can anticipate not only visiting beautiful landscapes but also being educated on the role of protecting biologically diverse areas and supporting local cultures and economies.

### ***Conservation***

Ecotourism offers a unique opportunity for tourists to contribute to the conservation of protected habitats, wildlife refuges and parks. According to the U.S. Agency for International Development, "Where areas have been officially reserved for nature conservation, many developing-country governments lack sufficient funds to manage and protect them". The money spent by tourists to visit protected natural areas helps raise funds to continue to protect those areas for future generations.

### ***Impact on Local Economies***

Local economies benefit from ecotourism when tourist-related industries build up in support of these activities. For example, tour agencies, local craft markets, hotels and restaurants all benefit from a thriving tourist economy. According to

the International Ecotourism Society, "By increasing capacity building opportunities, ecotourism is also an effective vehicle for empowering local communities around the world to fight against poverty and to achieve sustainable development".

### ***Social and Cultural Awareness***

One of the main goals of ecotourism is to increase the awareness tourists have about the social conditions surrounding a travel destination. Such conditions as poverty are often hidden from tourists. Ecotourism aims to expose tourists to the realities of social and economic climates in an area. For example, rather than visiting a nature preserve in Africa without receiving any information on the lives of local people surrounding and working to protect the preserve, ecotourism educates travellers on the interdependent relationship between conservation, sustainability and the real life of local communities. The International Ecotourism Society describes one of the main principles of ecotourism as building cultural awareness and respect for local people and customs.

### ***Educational Opportunities***

Ecotourism works to combine travel with educational opportunities on sustainability and conversation. Ecotourism educates travellers on the value of protecting natural areas and resources and introduces travellers to concepts of sustainability within local communities and economies. Tourists are not the only ones who are educated by participating in ecotourism. When an emphasis in a community is placed on protecting a natural area and its resources, and an economy builds in support of those protective efforts, local people are also educated about sustainability and conservation practices that will benefit their community.

### **Benefits of Ecotourism for Local Communities**

Ecotourism's idealistic goal is to improve the world through responsible travel; while its effects will probably never match its ideals, travellers can offer very real benefits to local communities.

## ***Conservation***

Ecotourism's primary aim is to counteract the negative effects of human development. People who live in cities often choose to visit pristine jungles, mountains and beaches to enjoy their beauty. As local communities begin to see their natural resources as sources of tourist income, the communities may work harder to protect those resources. In many cases, locals find work as tour guides and discover that their jobs depend on local conservation efforts.

## ***Government Funding***

As ecotourism in an area grows, the local government often recognizes the economic boom and seeks to maintain it. In turn, governments must have the funds to maintain their parks and keep hunters, poachers and loggers out of them.

## ***Local Business***

Aside from tour guides, a range of local businesses benefit from ecotourism. Craftspeople, innkeepers and restaurateurs all provide services that help tourists discover local features. Once the local economy experiences some success, development starts to threaten natural resources.

## ***Cultural Exchange***

In fact, education and awareness may be the true benefits of ecotourism and provide the most lasting effect. Ecotourists meeting people who live more closely with nature may learn to live more simply themselves. Meanwhile, locals gain the funds and the ability to pursue more education of their own, giving them a better understanding of world issues like environmentalism. Through cultural exchange, both parties stand to benefit.

## **Aspects of Ecotourism**

"Ecotourism" is a term that describes many types of responsible travel. Common interests of ecotourists include low environmental impact, ecological conservation, respect for different cultures and the betterment of local communities. Types of ecotourism include eco-lodging, agro-tourism, eco-excursions and community development projects, particularly in impoverished

areas affected by deforestation and other man-made environmental challenges. Any organization can claim to promote ecotourism. Research individual organizations carefully to determine their integrity.

### ***Environmental Aspects***

Ecotourism organizations vary greatly. Some include "eco-resorts," which are simply located in exotic locations, while others offer reforestation projects in environmentally sensitive regions of the world. Some companies offer guided tours, promising tourists an up-close look at endangered species; others help build sustainable homes in impoverished countries. Although many organizations are improving environmental conditions, some companies only use the ecotourism label for financial gain and cause more environmental problems than they alleviate.

### ***Experiential Aspects***

The experience of the ecotourist requires a level of social and environmental responsibility. The tourist stands to gain from the experience through increased respect for the locals and the environment, knowledge of the effects of environmental degradation and the acquisition of skills. On the same note, the tourist is an ambassador of sorts, representing the country of her descent. Local people are, likewise, influenced by the ecotourist's behaviour. For these reasons, a fine balance exists between benefit and detriment to communities affected by ecotourism.

### ***Economic Aspects***

Environmental, social and economic goals are often in conflict with one another. This is perhaps the greatest potential downfall within the ecotourism industry. Natural area managers, business owners and the members of affected communities are all interested in gaining from this industry. Some organizations promote economic development in struggling communities through the introduction of tourists. Others stand to decrease local support of natural areas as external sources of revenue increase.

### ***Socio-cultural Aspects***

Ecotourism increases the interaction between people of different cultures and social norms. The potential exists for increased tolerance, understanding and appreciation both ways. But care must be taken not to create socio-cultural problems. Examples of such issues include using cultural symbols as commodities for financial gain, changing the social structure within a community and increasing crime rates due to the disparity between poor communities and seemingly wealthy tourists.

### **Factors to be considered in Ecotourism**

The International Ecotourism Society defines ecotourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people". As such, ecotourism encompasses the interests and needs of a variety of stakeholders, including local communities, travelers and environmental watchdogs.

### ***Environmental Impact***

Any ecotourism venture must consider the environmental impact tourists will have on the area. Impact monitoring ensures that tourist infrastructure such as roads, hotels, restaurants, shopping and other activities do not destroy the very environment tourists come to see. A key component of this process is examining the impact of the tourists themselves.

### ***The Ecotourism Experience***

Ecotourism is above all, tourism. Travellers who participate in this type of tourism want to have a positive impact on the environment and the people they visit, but they are also looking for a vacation. Ecotourism attractions must find a way to provide the means for a fun, relaxing or invigorating vacation experience without harming the environment.

### ***Socio-Political Factors***

For travellers, one of the major benefits of ecotourism is the opportunity to experience and interact with people of diverse cultural backgrounds. Many

popular ecotourism destinations, such as those in Central America and the Middle East, have complex socio-political problems.

### ***Infrastructure***

Even a modest tourist industry requires some infrastructure, but building roads, hotels and restaurants can have a negative impact on local ecosystems. If an area is undeveloped as an ecotourism site, developers can include impact management from the very beginning and avoid environmental damage. If an area is already a popular tourist site there are fewer options for preventing or mitigating environmental damage from tourist activities, however.

### ***Economic Impact***

A well-planned and managed ecotourism site will reinvest some of the profits in local conservation efforts. This is a positive business practice that recognizes sustainability; if there is damage or destruction to the local ecosystems, the area will no longer be attractive as an ecotourism site.

### **Ecotourism Benefits**

Eco Tourism is one of the latest additions to the tourism industry, which is fast gaining momentum. It is a responsible tourism to the natural areas, which conserve the ecology and promotes the welfare of the people. It entertains the visitors in a way that it does not affect the world's natural and cultural environments. Infact it is one of the fastest growing sectors of the tourism industry. The revenue generated from the tourism industry encourages the state and central government to fund various conservation programmes in a country.

This culturally responsible and high quality environment friendly tourism is capable of satisfying the visitors in all aspects. Eco tourism ensures the survival of the attractions of the nature and culture, without harming the resources. Eco tourism is a sound environmental tourism, which is promoting nature travel as the hottest eco correct activity available.

### ***Benefits***

1. Eco Tourism minimizes the negative impacts on the local people and the natural environment.

2. Eco tourism directs economic and other benefits to the local people by providing them employment.
3. Ecotourism promotes conservation of natural assets and enhances the cultural integrity of the local people.
4. Eco tourism has become the major source of income and is attracting lot of travel agencies than ever before.
5. Ecotourism promotes the preservation of wildlife and the natural habitats.
6. Ecotourism provides positive attitude and experience among the travellers.
7. Eco tourism supports the international labour agreements.
8. Ecotourism ensures that the natural resources are conserved and managed properly so that they could be saved for the future generations.

### **Problems and Prospects**

Problems in ecotourism industry environmental key aspects still play a minor role in the selection of a destination and accommodations in ecotourism industry. Under the pressure of environmentalists and the growing concern among the public on environmental questions, this situation is bound to institutionalize some uniform evaluation system for the ecotourism sector activities.

1. It is the major threat to the rich biodiversity and natural habitats of the wilds in the jungles.
2. Eco tourism tends to conserve the environment at the expense of the development prospects for the third world communities.
3. Located in the eco systems, eco tourism projects itself are the biggest obstacle in the way of the development of the environment.
4. Competition for eco tourism income between the various groups leads to social disharmony.
5. Increased use of resources by the human population, even in the smallest sense cause problem to the environment.
6. Another major threat to the environment is the production waste and effluent pollution as well as increasing human activities like logging, and agricultural clearance.

In addition to the above some more relevant problems to the ecotourism are like rapid increase in ecotourist arrival, rapid increase in lodges and resorts industry at



ecotourism destination; adverse effects in local culture; negative impacts on local communities; rehabilitation of local communities; gross violations of fundamental rights; environmental hazards; decrease in the ground water level; etc.

## **Ecotourism in India**

Since ages, nature worship and the conservation ethics have been an inseparable part of Indian thought and traditions. Traces go back to ancient civilisations of India, when people used to nurture the philosophy of the oneness of life. The Indian tradition has always taught that, humankind is a part of nature and one should look upon all creation with the eyes of a love and respect.

India, the land of varied geography offers several tourist destinations that not just de-stress but also rejuvenate you. There are several ways to enjoy Mother Nature in most pristine way. The few places like the Himalayan Region, Kerala, the northeast India, Andaman & Nicobar Islands and the Lakshdweep islands are some of the places where you can enjoy the treasured wealth of the Mother Nature. Thenmala in Kerala is the first planned ecotourism destination in India created to cater to the Eco-tourists and nature lovers.

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

There are numerous Botanical and Zoological Gardens in India, which are working towards the enhancement of the Ecosystem. Poaching has stopped to large extent. There are severe punishments for poachers, hunters and illegal traders of animals and trees. Tree plantation are taking place in several places. There are several animal & plant rights organisation, who fight for the rights of the animals and plants. Numerous organisations and NGOs are coming forward to provide environmental education to the common people at the grass root level.

Eco-tourism is one way to maximise the environmental and social benefits of tourism, not forgetting the economic developments. Everyone is a stakeholder in the process and we clearly need to avoid our past shortcomings and negative impact. In India too the movement is gathering momentum with more & more travel and travel related organisation's are addressing the needs of the eco-tourists and promoting eco-tourism in the country.

### **Ecotourism Activities**

Travelling in India can be the ultimate adventure. Furthermore it's geographical diversity which allows for a wide range of trips to be planned from Trekking on Himalayan ranges or from Tea State of Darjeeling; to riding on camel back in Rajasthan or Bicycle Adventure to Horse Safari, to Rafting on Ganga or onto Jeep Safari in Spiti Valley-Our trips are designed to allow one to sample a small range of this diversity. Activities included in a tour that are designed to entertain clients and are coordinated by a professional guide or interpreter. Over 80 activities have been listed for ecotourism, such as bird watching, hiking, diving, kayaking, participating in cultural events, photography, and mountaineering. The Eco activities like Angling/Fishing, Ayurveda, Biking, Bird watching, Camel safari, Camping, Canoeing, Elephant safari, Hiking trails, Horse safari, Jeep safari, Kerala backwater, Meditation, Mountain expeditions, Trekking, White water rafting, yoga, cruise holidays etc.

### **Eco Parks**

Eco parks are those reserved national parks and sanctuaries where animals and birds are reserved with great cautious from the poachers. Eco parks in India are an excellent place to be with nature. The different eco region of India are home to different eco parks. They are:

1. Kaziranga National Park Manas National Park-Assam,
2. Gir Wildlife Sanctuary-Gujarat,
3. Sultanpur Bird Sanctuary-Haryana,
4. Dachigam National Park, Hemis High Altitude Park-Jammu & Kashmir
5. Eravikulam National Park, Kumarakom Bird Sanctuary, Periyar Wildlife Sanctuary, Thattekkad Bird Sanctuary-Kerala

6. Bandipur National Park, Nagarhole National Park-Karnataka
7. Bandhavgarh National Park, Kanha National Park, Pench National Park, Panna National Park-Madhya Pradesh
8. Mahim Nature Park-Maharashtra
9. Royal Chitwan National Park-Nepal
10. Nandankanan Zoo-Orissa
11. Bharatpur Bird Sanctuary, Ranthambore Wildlife, Sariska Tiger Reserve-Rajasthan
12. Mudumalai Wildlife Sanctuary-Tamil Nadu
13. Dudhwa National Park-Uttar Pradesh
14. Corbett National Park, Rajaji National Park, Valley of Flowers-Uttaranchal
15. Sundarbans National Park-West Bengal

## **Eco Wonders**

The immense and diverse geographical setting of the country nestles numerous of naturally affluent locations that can better be called as *Eco wonders of India*. Abundant of Eco locations like beaches of Kerala and Goa, Thar desert, Ghats like Western Ghats and Eastern Ghats, Dal lake and Sambhar lake, Himalayan and Nilgiri range of hills, Tea garden of Darjeeling, Assam and Nilgiri hills, waterfalls of Abbey and Jog, rivers like Ganga, Yamuna and Brahmaputra are few to name among the heaps of Eco wonders of India. These locations are origin to many sightseeing Eco tourist places which has become some of the most sought after destination for tourist all over the world. Some of the Eco wonders are: Backwaters, Beaches, Caves, Deserts, Tribes of India, Ghats, Glaciers, Jungles/ Forests, Lakes, Mountains, Rivers, Tea Gardens, Valleys, Villages, Waterfalls, Wildlife Park/ Eco Park, Flora, Fauna etc.

## **Eco Places and Destinations**

The diverse geographical features of India are enriched with hundreds of tourist destinations. No matter which region you explore, almost every part of the country is laden with numerous spots giving tourists wide range of Eco tourism places to explore.

The thousands of species of flora and fauna find its natural abode in 89 of national parks and approx 430 of wildlife sanctuaries set in different naturally rich locations of the country. Besides, many of the dense forests, mountains and its hills, and rivers offer an immense range of adventurous Eco activities like Mountaineering, Rock Climbing, Trekking, Mountain Biking, Nature Walking, Wildlife Viewing and River Rafting. The important Eco places and destinations are: Coorg, Himalayas, Garhwal, Goa, Kerala, Kodaikanal, Ladakh, Manali, Munnar, Rishikesh, Sikkim, Shimla, Thenmala, Uttaranchal etc.

### **Eco Lodges and Jungle Resorts**

Eco Lodges and Jungle Resorts in India enable you to have an wholesomely satisfying natural view of all the places. Unlike the milieu you get at a luxury hotel, Eco Lodges and Jungle Resorts let you dwell at a typical Jungle ambience. Some of the most popular wildlife sanctuary and parks are:

1. Bandipur National Park-Tuskar Trails Resort
2. Bharatpur Bird Sanctuary-Chandra Mahal Haveli, Laxmi Vilas Palace
3. Bandhavgarh Park-Tiger's Den Resort, Tiger Trails Safari Lodge, Nature Heritage Resort
4. Corbett National Park-Claridges Corbett Hideaway, Corbett Riverside Resort, Quality Inn Corbett Jungle, Tiger Tops Corbett Lodge, Sarapduli Forest Rest House, Hornbill's Nest, Corbett, The Wild Safari Lodge, Infinity Resorts, Corbett, Corbett Ramganga Resort etc.
5. Dudhwa National Park-Tiger Haven Resort
6. Eravikulam National Park-Tall Trees Resort
7. Gir National Park-Maneland Jungle Lodge, Sinh Sadan Guest House
8. Kanha National Park-The Wild Chalet Resort, Krishna Jungle Resort, Royal Tiger Resort, Kanha Jungle Lodge, Tuli Tiger Resort
9. Kaziranga National Park-Wild Grass Lodge
10. Kumarakom Bird-Kumarakom Lake Resort, Taj Garden Retreat, Coconut Lagoon Heritage Resort
11. Manas National Park-Bansbani Lodge
12. Mudumalai Wildlife-Casa Deep Woods Resort , Jungle Retreat
13. Nagarhole National Park-Jungle Inn, Kabini River Lodge

14. Panna National Park-Ken River Lodge, Lawania Jungle Resort, Jass Trident Hotel
15. Pench National Park-Pench Jungle Camp, Mowglis Den Resort
16. Periyar Wildlife Sanctuary- Spice Village Hotel, Taj Garden Retreat, Lake Palace Hotel
17. Rajaji National Park-Wild Brook Retreat
18. Ranthambore Wildlife-Tiger Den Resort, Tiger Moon Resort, Sawai Madhopur Lodge  
Sher Bagh, Ranthambore
19. Sariska Tiger Reserve-Sariska Palace, Sariska Tiger Haven
20. Sundarbans Park-Sundar Chital Tourist Lodge
21. Sultanpur National Park-Banjara Camp
22. Thattekkad Bird-Hornbill Camp-Thattekkad

## **Eco Tours**

An interruption out of complexity and sullenest of stereotyped daily life will always be a welcome move. Ecological Tourism, one of the best form of tourism, aims to let people have insight of local culture and gain personal growth. Comprising all the Eco activities like Wildlife Viewing, Trekking, Rafting, Bird Watching, Angling, Camping, Sea beaches navigation, and many others, the Eco Tour is the most favourable way to enjoy holidays. India, fortunately, with its affluent cultural, historical and natural diversity and values enables vacationer from all over to enjoy the Eco vacation in its best way. Eco India offer holiday packages and tour plans to make human eco tours. i.e. 1 to 7 Days Tour Packages, 8 to 14 Days Tour Packages, 15 to 21 Days Tour Packages

The Ministry of Tourism has the specific agenda to promote tourism in the country in a responsible and sustainable manner and as per this mandate promotion of ecotourism assumes larger importance. The general principal of ecotourism guiding the initiatives of the Ministry are as under:

1. The local community should be involved leading to the overall economic development of the area.

2. The likely conflicts between resource use for eco-tourism and the livelihood of local inhabitants should be identified and attempts made to minimize the same
3. The type and scale of eco-tourism development should be compatible with the environment and socio-cultural characteristics of the local community, and
4. It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan avoiding inter-sectoral conflicts and ensuring sectoral integration, associated with commensurate expansion of public services.

## **Conclusion**

The chances of ecotourism practitioners all over the world over to come together and interact together to solve their management problems should be made frequently and more effectively through various organisations. It should be planned region-wise, country-wise as well as globally, both at micro level and macro level during these interactions. Despite of certain problems, there is a every reason to believe that Ecotourism can bring improvements in sustainability standards for commerce in areas that traditionally have had few development options, that it can help governments diversify and strengthen their Tourism economies, and it can assist communities with finding new formulas for gaining social contracts that respect their culture, intellectual property, and legal rights. On the other hand if eco tourism is not monitored properly it can be as damaging as the mass tourism.

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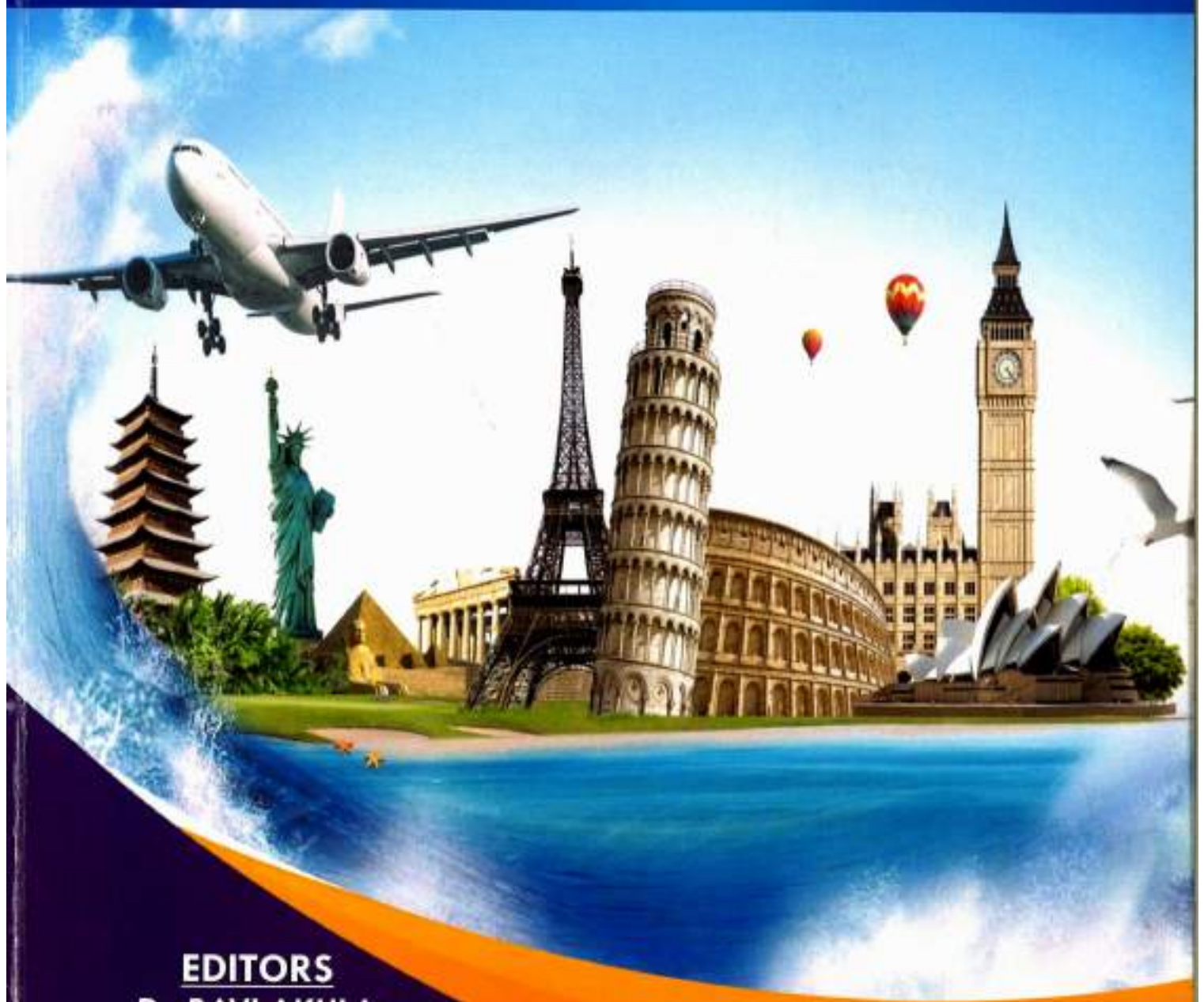
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# **SUSTAINABLE DEVELOPMENT THROUGH TOURISM**



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**Dr. RAVI AKULA**

**Dr. M. VENKAT RAMANA REDDY**

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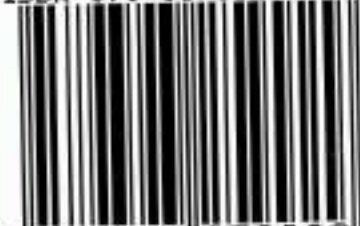
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# Travel and Tourism Contribution to Indian Economy

Dr. G. Sai Sravanthi<sup>1</sup>, Dr. M. Thyagaraju<sup>2</sup>

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## Abstract

*Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated Rs.16.91 lakh crore (US\$210 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to Rs.32.05 lakh crore (US\$400 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7-8 billion by 2020. In 2014, 184,298 foreign patients travelled to India to seek medical treatment.*

*The World Economic Forum's Travel and Tourism Development Index 2021, which ranks 117 countries overall the country also scored high on natural resources (ranked 14th), and cultural resources and business travel*

*The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting tourism in India.*

**Keywords:** *Travel and Tourism, Economic Growth,*

Tourism is one of the fastest-growing sectors that has a significant impact on the Indian economy. It is an ever-growing industry with bright and high potential job opportunities across the globe. Recent studies reveal that the tourism industry will create around 46 million job opportunities in the coming year

Research conducted by the World Travel & Tourism Council (WTTC) has revealed the travel and tourism sector's contribution to the Indian economy could surpass pre-pandemic levels this year, with a year-on-year growth of 20.7%.

# Customer Relationship Management for the Development of Hotel Industry

Dr.G. Sai Sravanthi<sup>1</sup>, Dr. M.Thyagaraju<sup>2</sup>

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## Abstract

*Eco-Tourism sector has a great ability to generate revenues to the state and provides recreation for pilgrims and visitors. Telangana state has a wide range of tourism like monuments, waterfalls, rural tourism, attractive places and other. It provides effective economic incentives for conserving and enhancing bio-cultural diversity and helps to protect the natural and cultural heritage of our beautiful planet. The wonderful and thriving nature in the state of Telangana has created certain special eco-tourism hotspots, that are worth exploring. The Government of Telangana has been at the forefront of promoting these amazing destinations, where tourism is being promoted actively, whilst ensuring that the fragile eco equilibrium remains undisturbed. The present study mainly focused on the major developments, issues and challenges of Eco tourism in Telangana State. It concluded that the growth of the eco-tourism sector in the state is highly dependent on tourism amenities. Therefore, the government has a critical role to play in developing basic infrastructure. However, there is acute skill gap in these sectors and this challenge could be turned into opportunity by skilling our youth. Telangana has rich forests and wild life sanctuaries providing immense opportunity to be explored in the area of ecotourism wildlife tourism.*

**Keywords:** Ecotourism, Tribal Circuit, Eco Sensitive Zone, TSTD, wildlife tourism

## Introduction

CRM as a strategy of modern governance of relationships with consumers gains its meaning, and today is regarded as an indispensable component in the functioning of enterprises in the global market. CRM is no longer an unknown in the business world, because it comes to his mature phase, and as such is adopted and becomes a widespread trend of modern marketing and business philosophy.

Travellers are becoming more price sensitive, less brand loyal and more sophisticated. To enhance guest loyalty, hotels must focus on developing Customer Relationship Management (CRM) strategies that aim to seek, gather, store and share guest information throughout the entire organisation for creating personalised, unique guests experiences. Although we can say and confirm that the CRM is business philosophy, the fact is that the development, strategy,

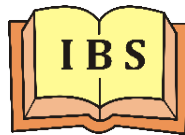
**Technology, Niche Market  
and Development in the  
Tourism and Hospitality Industry**





# Technology, Niche Market and Development in the Tourism and Hospitality Industry

Edited by  
*Prof. Himanshu Bhusan Rout*  
*Dr. Rajdeep Deb*  
*Dr. Lalrosanga*



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# **Technology, Niche Market and Development in the Tourism and Hospitality Industry**

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# Preface

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New trends and innovations regularly effect industries, and the tourism and hospitality industry is no exception. Keeping pace with these emerging trends in tourism and hospitality industry can help businesses stay competitive and cater to customers' needs. With tourists' desire for novel experiences, the fast global technological progress, climate change, and other dynamics, the tourism and hospitality industry are undergoing constant transformation. Although, the tourism and hospitality industry has been vastly affected by the pandemic, it is with the ease of travel regulations that the number of travelers has increased considerably as they compensate for lost travel time during the pandemic. This travel resurgence has enabled the tourism and hospitality industry to move ahead in their operations and led to several new trends within the industry. Of late, the hospitality industry has been gradually changing and upgrading in all dimensions, including food, service delivery, and hotel structures. With the rapid growth and change in hospitality trends, hotels need to embrace new trends to eliminate or minimize competition and fascinate more customers. Technology among others has played an important role in shaping these trends in hotels. It has triggered significant improvement in the hospitality industry and has made it easier for hotels to communicate with their clients. The travel and hospitality industry are witnessing remarkable technological advancement. However, with the emergence of new technologies such as AI, virtual reality, and augmented reality in the real world, the other existing solutions became less feasible and attractive. For instance, under the concept of a modern marketing strategy, there is nothing but technology.

With the world moving forward, the landscape of the tourism industry has changed only to convert it to more specialized and favorable for travelers. Niche tourism presents how a specific tourism feature can be adapted to fulfill the needs of a market segment, which is curious about something specific or distinct. Also, the concept throws light on how tourists' experiences can be tailored to suffice the needs and be more personalized for the different types of audience in the market. Under this hood, the destinations can posit offerings to distinguish their tourism offerings and compete in a continuously increasing competitive and cluttered industry

environment. Some of the popular interest groups in niche tourism include culinary tourism, wellness and spiritual tourism, ecotourism, etc.

Lastly, the increasing demand and complexity of tourism services have triggered the development of the tourist industry that vindicates treating the phenomenon of tourism as a separate branch of the growing economy in the world. Undoubtedly, the recent developments in tourism and hospitality industry have generated a new ray of hope for the travelers especially post COVID period.

This edited book makes a valuable contribution by exploring the important areas linked to tourism and hospitality industry namely technology, niche market, and development in tourism and hospitality industry. Further, the book is an essential read for all scholars of Tourism and Hospitality Management as well as practitioners and managers within the tourism and hospitality sector, and provides intelligible insights into the industry's future course of actions.

**Prof. Himanshu Bhusan Rout**  
**Dr. Rajdeep Deb**  
**Dr. Lalrosanga**

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# Strategies For Sustainable Beach Tourism Development In Karnataka

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## Abstract

*Beach tourism is one of the most popular forms of tourism worldwide among the international tourist market. Traveling to waterbodies especially to sea beaches is one of the oldest human recreation activities took place since Greek and Roman civilizations. Beach tourism activities have been considered as the most preferred relaxation and recreation activities in the western countries. Beach is a unique geographical pattern where land and water meet each other. Beaches are usually formed by sand, rocks, pebble stones, gravel, algae and corals. Beach is a very fragile ecosystem includes marine life resources, local people and their lifestyle. Beach tourism predominantly includes visits and recreation activities on the land and water. Tourist activities varies from land based activities to deep water diving to see marine life. Wide range of recreation and adventure activities have been offered to fulfil the ever changing needs of tourist. The tourist visits and recreation activities undertaken may create number of positive and negative impacts on beach ecosystem, local culture and on local economy. Sustainable Beach Tourism aims to minimize the negative impacts and to enhance the positive impacts by the way preserving and protecting beach tourism resources.*

*The countries in tropical regions are most popular beach tourism destinations among the tourist markets in sub-tropical and temperate zone countries in Europe, North America and Far East Asia. India is one among those popular beach tourism destinations for its picturesque, serene and sandy beaches spread across its vast coastal zone. Karnataka is the state in south western part of India, having about 300 kilometer coastline dotted with some of the secluded and*

*pristine beaches in the country. This paper deals with the challenges faced in beach tourism and strategies to ensure sustainable beach tourism development in the state of Karnataka. The primary survey has been done in two most popular beaches of Karnataka Om Beach in Gokarna and Malpe Beach in Udupi.*

**Keywords:** Beach Tourism, Beach ecosystem, Marine life, Sustainable Development, Indigenous Culture, Economy, Om Beach, Malpe Beach.

## Introduction

Beach Tourism is one of the fastest growing types of tourism worldwide. Travelling to beaches for sun bathing and cure diseases is an old phenomenon in world tourism. Beach tourism predominantly includes travelling to beaches and involving in activities those offer relaxation and recreation to tourists. Beach resorts attracted many tourists for medicinal massage and spa for quite long years. In modern beach tourism water based adventure activities like, boating, surfing, parasailing, rafting, SCUBA are taking significant portion among the overall activities performed. But still the traditional way of exploring beach ecosystem and experiencing the local culture exist even now. Beach ecosystem includes the waterbody, marine life, local people and their unique living culture.

India with its 7515 kilometers long coastline has some of the iconic beaches. West Bengal, Orissa, Andhra Pradesh, Tamil Nadu and Pondicherry in the East Coast. Gujarat, Maharashtra, Goa, Karnataka and Kerala in the West coast. Andaman and Nicobar Islands in Bay of Bengal and Lakshadweep Islands in Arabian Sea have splendid white sandy beaches.

Karnataka is the 7<sup>th</sup> largest state in India by total area and 8<sup>th</sup> largest by its population. The physical geography of Karnataka makes it one of the most preferred tourist destinations among domestic and international tourists. Karnataka is mainly divided in to 3 major geographical regions, The Coastal Karnataka – Karavali, The Western Ghats – Malenaadu and The Deccan Plateau – Bayaluseeme. The Coastal Karnataka is the area lies between the Arabian sea in the west and the Western Ghats in its east. The area is around 320 kilometers in long and 48 to 64 kilometers wide called as Karavali in Kannada language. The Coastal Karnataka has some of the India's most popular beach towns, religious centers and unique indigenous culture. The local people speak Tulu language in the southern part of Karavali and the coastal Karnataka cuisine stand apart from rest of the state cuisine. The Western Ghats is a mountainous part of Karnataka running parallel to Arabian Sea in the west coast. Mullayyanagiri in Chikkamagalur is the highest peak point with an altitude of 1950 meters above sea level. The Western Ghats in Karnataka houses many popular hill stations, breathtaking views of valley's and cascading waterfalls. Western



Ghats in Karnataka is the birthplace for many east flowing and west flowing rivers those irrigates the state and provide ample opportunities for adventure sports. The region receives good amount of rainfall through south east monsoon and has huge area of forest spread across the region. Forest in the state is home for some of the endemic and endangered species of flora and fauna. The third geographical region in the state is The Deccan Plateau called as Bayaluseeme in Kannada is an elevated land forms the main inland of Karnataka state. The Plateau is almost situated like table top between Western Ghats and Eastern Ghats slightly sloping towards the east. Thus many rivers originating in Western Ghats flow towards east and irrigate the state to make it fertile agriculture land.

## **Beach Tourism in Karnataka**

Karnataka is the most prominent state in India's tourism map having its significant share in both domestic and international tourism. Karnataka is one among the top 10 states in India in terms of both Foreign Tourist Arrivals and Domestic Tourist visits. The state has wide range of tourist destinations because of its diverse geography and indigenous culture. Karnataka state is bestowed with historical sites, magnificent temple architecture, forts and palaces, evergreen rain forest to mangroves, rare and rich species of wildlife, pristine beaches, colorful celebrations, mouthwatering cuisine, country's best shopping centers' and cosmopolitan culture at the silicon city Bengaluru. Karnataka has everything to offer for every type of tourist.

The coastal Karnataka is home for some of countries best beaches along with Western Ghats running parallel to it makes the region picture perfect for both beach and nature lovers. The beaches of Karnataka are less explored, less exploited and less crowded in compare to neighboring beach destinations like Goa and Kerala. Devbagh beach in Karwar, Om Beach in Gokarna, Malpe Beach in Udupi, Kapu Beach, Panambur Beach in Managalore are only few to name here. The changing interest of tourist visiting Indian beaches has created paradigm shift in choosing the quite, less populated and serene beach destinations. Some of the Karnataka beaches are becoming the top rated beach tourism destinations among foreign and domestic tourists. The beach activities offered, connectivity, tourist facilities, tourist safety and the sustainable development practices are the key factors making these beach destinations more competitive.

## **Challenges**

The present and potential growth of beach tourism in Karnataka state is very much promising. The beach tourism has significant stake in state's

overall tourism. The majority of people in coastal Karnataka dependent on sea for their livelihood either on fishing or on tourism. Tourism in the coastal Karnataka has created ample opportunities for direct and indirect employments, hotel business and beach side amenities. Even though tourism has number of benefits comes with challenges if not thoroughly planned and executed. Ineffective policy framework and Improper, poor planning comes with many challenges. The government officials, beach management authorities and local representatives have given their opinion on the possible challenges need to addressed in Karnataka's beach tourism.

- **Overcrowding:** The big chunk of foreign and domestic tourists is moving towards Karnataka beaches as result of extensive and effective promotional strategies by Karnataka Tourism. There is a changing trend among tourist visiting India prefers to visit less explored beaches of Karnataka. This may result in overcrowding of tourist in Karnataka beaches. The infrastructure and facilities should be developed in more sustainable way to accommodate the increased number of tourists.
- **Degradation of Beach Ecosystem:** The increased tourist flow demands more facilities and activities at beaches may create more pressure on Beach Ecosystem which may result in degradation of Beach Ecosystem. Extensive use of motor boats and activities on and bottom of water may create negative impacts like water pollution, degradation of saline water, destruction of marine life. Many sensitive plants and marine animals may disappear from the area.
- **Degradation of Local Culture:** Karnataka coast is highly versatile in its indigenous culture. The southern half of the Karavali is known as Tulunadu is culturally rich and diverse. The people have practiced different language, fairs and festivals, cuisine, dance and music from centuries. The western impact due to beach tourism may pollute the local culture.
- **Unplanned Development:** To encourage the tourist flow to the region and to create the benefits out of tourism state and local bodies may involve in unplanned developments. The developmental projects without proper planning may end up in several negative impacts on environment and human life. Any development in eco sensitive area like beach should be planned well before implementing.
- **Economic Monopoly and Overpricing:** Over dependency on beach tourism for the livelihood of local community may create economic monopoly. The tourist spending capacity may be much

higher than the local people. This may result in overpricing of goods and services.

- **Seasonality:** The beaches in Karnataka are seasonal to tourists. The beaches in Indian Coast are not very safe for recreational activities during South West monsoon season from June to September due to high tides and strong sea winds.

## Strategies for Sustainable Beach Tourism Development in Karnataka

Karnataka Government has come up with various strategies to bring sustainable development in beach tourism. Department of Tourism Government of Karnataka along with Karnataka Tourism Task Force has developed a sustainable development plans for different types of tourism as each one of them are different in nature.

- **Karnataka Tourism Policy 2020-25:** The present Karnataka tourism policy came to effect from 2020 has been prepared with the utmost attention to sustainable development. The policy document strongly recommends implementing any tourism developmental projects with special emphasis on 17 Sustainable Development Goals of United Nations.
- **Karnataka Maritime Perspective Plan:** Karnataka Tourism Policy has come up with Karnataka Maritime Perspective Plan for the comprehensive development of coastal tourism in Karnataka. The plan is supported by the central government schemes such as Swadesh Darshan and Sagarmala in adherence to Coastal Zone Regulations. KMPP aims to bring sustainable infrastructure growth at Karnataka coastal zone.
- **Blue Flag Certification:** Blue Flag Certification for beaches is an internationally recognized eco label awarded by jury composed of eminent members from United Nations Environment Programme (UNEP), United Nations World Tourism Organization (UNWTO), Denmark based NGO Foundation for Environmental Education (FEE) and International Union for Conservation of Nature (IUCN). Blue Flag Certificate for beaches goes through a rigorous process of creating the beach with all those requirement and inspection by the awarding bodies. Blue flag beaches are considered to be the cleanest beaches and provide tourist the clean and hygienic bathing water, facilities, a safe and healthy environment and sustainable development of the area. The Kasarkod beach and Padubidri beach are the two beaches in Karnataka awarded with Blue Flag Certification and Karnataka is the only state in mainland India to

have two Blue Flag Certified beaches. Blue Flag Certification will be accorded based on 33 criteria's put under four major heads.

- Environmental education and information
- Bathing water quality
- Environmental management
- Conservation and safety services in the beaches
- **Assessment of Visitor Impacts:** The framework has been developed to periodically assess the impacts created by visitors and their activities. The time to time action can be taken to mitigate the negative impacts.
- **Sensitization and Participation of Local Community:** Karnataka Government initiated the programmes for creating awareness and educating local people about the importance of conservation and preservation of beach resources. Local people involved directly in rendering services to tourist have been trained about implementing sustainable practices in their operations. Boat operators have been convinced to reduce the use of motor boats and maximize the use of manual boats. Local people are encouraged to participate actively from policy making process to destination management. Beach management authorities and local self-help groups have been formed with local people as members in those bodies.
- **Tourist Awareness:** A mechanism has been developed to create awareness among the tourist to educate them about their Do's and Don'ts at Beaches in Karnataka. This initiative is also a criterion in Blue Flag Certification. The proper sign boards are places at visible places in beaches, regular public announcements will be done for giving instructions to tourist and coastal guards are appointed and trained well to educate and ensure safety to tourist. Any misconduct and violation of norms either by tourist or by service provider is punishable by the local beach management authority.
- **Assessment of Physical Carrying Capacity:** Physical Carrying Capacity has been assessed for each beach in Karnataka with proper mechanism. Beach Management Authorities have been advised to restrict the tourist flow within the physical carrying capacity of the beach. Government and planning agencies have taken necessary measures to enhance the carrying capacity to meet the future growth of tourist flow with more sustainable development approaches.
- **Resource Recycling and Waste Management:** Resource recycling mechanism have been introduced to recycle the beach resources. Water treatment plants, use of battery vehicles, solar

power lightings are some of the measures taken to reduce the pollution level. Beaches are plastic free zones and use of non-degradable plastic is prohibited in Karnataka Beaches. Local self-help groups are encouraged to clean the beaches periodically to avoid plastic entering into the sea water.

## Conclusion

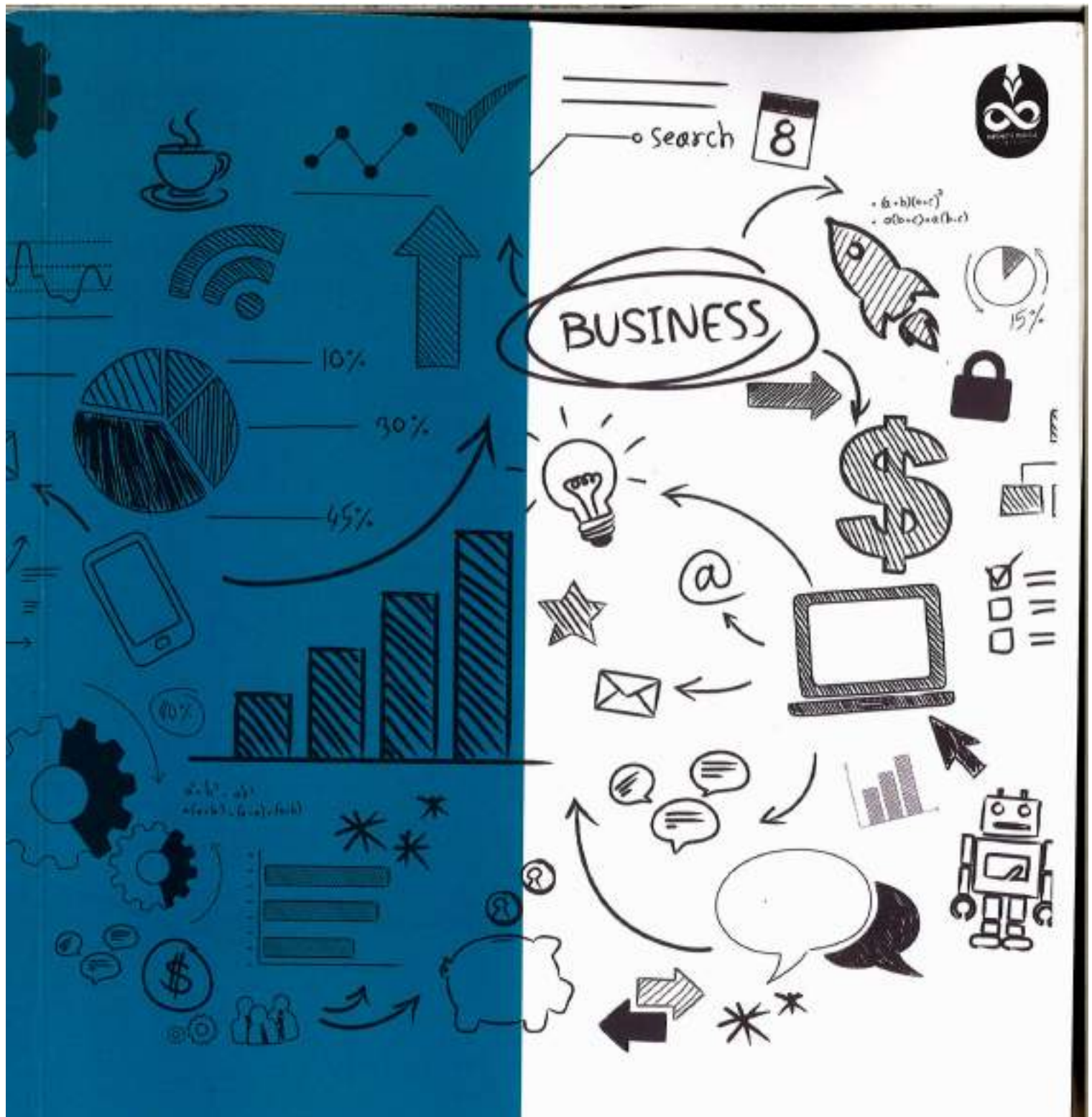
Karnataka has very distinct place in India's tourism. Be it magnificent temples, rich population of wildlife, stunning waterfalls and breathtaking beaches, Karnataka has so much to offer for the tourists. Tourism being the important contributor for states GDP and employment Karnataka government has understood the significance of developing tourism in the state. Karnataka government is way ahead of all other states in brainstorming about the sustainable development of tourism to make it engine for progress not only in present but also in future. More sustainable practices in all tourism related projects have been implemented to ensure resources are preserved for future generation. Sustainable concept has been the key mantra of development in all forms of tourism. Karnataka Tourism policy 2020-25 elaborately comprehend all possible sustainable development goals in the area of Tourism. Sustainable beach tourism development is key area as the beach ecosystem is fragile and pristine. The strategies adopted for sustainable beach tourism development have resulted in awarding two Blue Flag Certified beaches in the state and many beaches are undergoing the process. Karnataka government is aiming to create more clean, hygiene and safe beaches for the tourists.

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# AGILE MARKETING PRACTICES

## INNOVATIONS AND EMERGING APPLICATIONS

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## Agile Marketing Practices, Innovations and Emerging Applications

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# INNOVATIVE MARKETING PRACTICES OF E- TOURISM TRAVEL INDUSTRY IN INDIA

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## Abstract

E-tourism represents the digitization of tourism industry leading to increased competitiveness and to globally expand the tourism agencies. Acceptance of electronic commerce in tourism industry is so large that industry structure and how it operates is changing constantly. The Internet is not only used to obtain information but as a way to command services. Users become their own travel agents and they design their own custom packages. The main objective of this paper is to examine the implications of e-tourism development of tourist industry in the knowledge society. As a secondary objective, the present work aims to provide an accounting of travel agencies in Romania that enables customers to personalize the holiday and facilitate quick search on the site of an offer and give online support India truly deserves to be a tourism haven, blessed, as it is, with amazingly diverse natural bounty and tourism-related products catering to the tastes, preferences and budgets of tourists of varied backgrounds. A positive development has been the increasing realization amongst decision makers in India that tourism is not an elitist activity and tourism can be a major engine for economic growth. It is realized that tourism is the largest employment-generating industry. Globally, it generates 200 million direct jobs and accounts for almost 10 percent of the GDP. Tourism forms an integral part of the Indian