

Inclination of Generation Y towards Eco-tourism - A study of Northern region (India)

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Background: *Eco tourism, with its natural resources, cultural heritage, rural lifestyle and an sustainable integrated tourism plays a very important role for the development of the local ecology and its economic activities. Eco-Tourism has been broadly defined as tourism which is ecologically sustainable. The concept of ecological sustainability colligates the environmental sustaining capability of a given area. The developing countries like India are getting warmer to the concept and are slowly but surely embracing the platform for eco- tourism in means for a sustainable economic development in its rural development with conservative strategies. In this article the researcher tries to identify how the eco-tourism is an initiative towards ecology and economy.*

Methods: *A survey data collection technique was used to gather information from 78 respondents on factors causative for eco-tourism of the target segment of Generation Y i.e. (age group 25 yrs to 35 yrs) of the Northern Region of India which covers Tricity of Chandigarh (Chandigarh, Panchkula and Mohali) National capital region - NCR (New Delhi, Noida , Gurgaon, Faridabad, Greater-Noida) area and the factors that influence the Y segment in influencing to choose the particular eco based destination.*

Results: *The result shows that the respondents are still not aware of this concept ,though Ministry of tourism has taken initiative in terms of policies of eco-base tourism ,awareness towards it but still this tourism is in dark side.*

Conclusion: *This study, therefore supports that Generation Y i.e. (age group 25 yrs to 35 yrs) is more inclined towards eco-base tourism, the activities involved in ecotourism, environment friendly attitude, curiosity towards fauna and flora and the warmth towards environment, exploration, adventure, influence more into the eco- tourism.*

Keywords: *Generation Y, Sustainability, Eco -Tourism, Environment, Conservative strategies, Ecology and economy, eco, Tourist satisfaction, Flora, Fauna*

1. INTRODUCTION

The Indian Tourism industry in the stage of evolving, as Traditionally Indian tourism related to religion and historic heritage locations which extended maximum to visits to the family for summer / winter vacations. Now combine a nuclear family with disposable income growth, the ever ready global village is here to stay. The new found freedom and willingness to spend on lifestyles and status symbols has led to a boost for the tourism industry and its economy through paid vacations. There has been a change in the attitude and perception of people toward travel and tourism as tourism is now increasingly becoming theme-specific in India and has attracted new interest from the government and private sector.

Due to change in tourist perceptions, increased environmental awareness, and a desire to explore natural environment ecotourism has witness the fastest development, where emphasis was by UNO to celebrate International Year of Ecotourism in 2002.

India is one of the twelve mega diverse countries in the world. The country being only the 7th largest country possesses about 8 percent of global biodiversity occupying the 10th position in terms of plant species, out of the 25 hot spots of biodiversity in the world. India accounts for 10.04 Million 14% of International tourist arrivals, 2.54 Million in 2018, while domestic travelers estimated at 234 million. The global Travel & Tourism sector grew at 3.9% to contribute a record \$8.8 trillion and 319 million jobs to the world economy in 2018. (Tourism Statistics 2018).

There has been an increase in environmental cognizance and pressure of urbanization. Now, urban masses look for new get away locations, where they can get involved in active outdoor recreation to release their stress. Eco-Tourism relates and contributes to it. It is an idea and a life style that has been adopted by the people but not been popular.

Eco tourism has a low impact on the environment and be labour intensive, it contributes socially and economically to the nation. This influx of tourists can aid economic growth (www.eco-tourism in India.com). Sustainable development stresses on economic development along with the object of conservation of environment.The stress on compound destinations in accordance to their geographical location, environment and eco or monuments.D. Buhalis (2000). It provides evidential inducement for conservation, and with visual modality wildlife one being close to eco. Emmauel (2016)

When a group of conservationist found the potential benefits from the environment and people interest, the concept evolved. eco tourism is one of the most practical ways to save the world's life and wild places from more erosive forms of exploitation (Tory Pearson).

2. STUDY AREA

- A. To ascertain the factors that influences the selection of eco-base tourism over general tourism by Generation Y i.e. (age group 25 yrs to 35 yrs) of selected Northern Region of India.
- B. To determine the factors which influence the generation Y i.e. (age group 25 yrs to 35 yrs) to select a particular destination of selected Northern Region of India.
- C. To identify Eco-tourism and sustainable development relationship while focusing particular segment of Generation Y i.e. (between age 25 to 35 yrs).

3. FACTORS INFLUENCING GEN Y FOR THE SELECTION OF ECO- TOURISM

Various drivers are influencing the decision of selection of Eco-tourism. In this article, the researcher initiates towards finding the factors which influence most to gen Y towards ecotourism. As generally choice towards traditional tourism factors and segment is overall but for this specific eco-base tourism is centred towards a peculiar segment. As the main factor expenditure, duration of vacation and travel time affects on preference of selection.

To determine the factors influencing local tourists' decision making on choosing a destination. A case of Azerbaijan distinctiveness of decision making, internal and external factors influencing the selection of form of tourism. (Javid 2016).

To identify the related attributes which frame image and bestow towards the destination selection. It is to find how these factors can mutually interact in the cognitive process and often-related can pave the way toward having a universal tourist base. (Abderrahim Chenini 2018)

The basic cognitive process of tourism destination is based on the wide inclination of intent, needs and rational motive of tourists; (V. L. Smith's 1989) on the other hand, specifically to Gen Y specific factors are there which influence the selection of eco base tourism environmental friendly attitude, curiosity towards flora and fauna, eco based activities, explore new places, activities encourage them towards sustainable tourism.

4. MATERIAL AND METHODS

Determination of factors and classifying criteria

The 5 point likert base questionnaire is used with 60 statements classified in eight sub-segments to understand the factors influence the selection for eco base tourism by Gen Y. The criteria/ factors to identify selection are environmental friendly attitude, curiosity towards flora, fauna attraction, creation of local employment for a sustainable environment, activity base factors, adventure/exploration of new places base factors, problems faced by holidaymaker, promotional activities/ Effective Consciousness tools recommendation & suggestion to government, recommendation & suggestion to local participants. The questionnaire is distributed among 150 respondents on specified area, whereas 78 respondents responded, 15 respondents respond vague.

In this article, researcher tries to find which factors are more influencing in selection of Eco-tourism. Along with this, an effort to find the relation and most influencing factor of foundation towards tour i.e. the income of respondent and amount likely to spend in eco-base trip. Other influencing factor for the selection of eco-base tourism over general tourism by Generation Y: age, income, gender, occupation, impacts on choice of particular destination.

The data received from the survey was processed by using IBM SPSS, Cronbach's Alpha test was applied to test reliability of the likert scale questions. Such questions were analysed by using Factor Analysis (PCA Method). The factor analysis method helped find loadings with similar components among likert scale statements.

5. RESULT & DISCUSSION

The SPSS tests result indicates that Cronbach's Alpha test is more than (.78) i.e. (.87) which indicates that reliability of the likert scale questions. (1) Whereas, to identify the relationship of Gen Y and sustainable development, the correlation test conducted in age and environmental friendly factors which indicates positive relation and has been observed that Gen Y is more significant focused on environment friendly factors, whereas it is at 1% level of significance and value is (.341) more than the standard is significantly accepted.

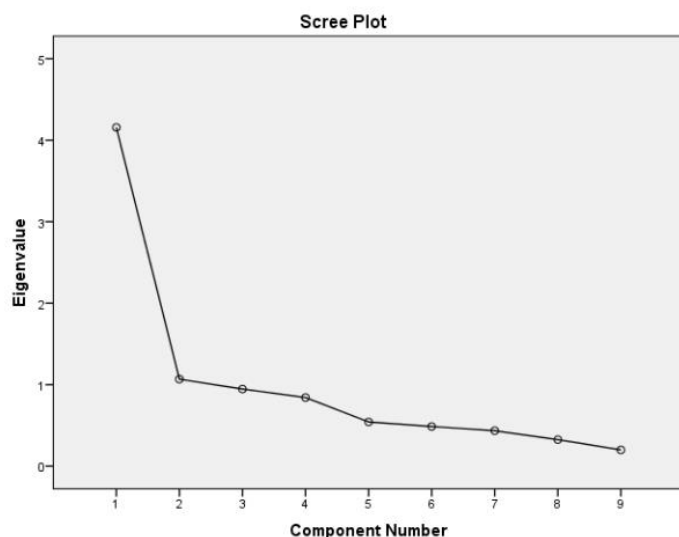
(2) The highest correlation is in recycle and awareness of treaty (.659), whereas it is significant at 1% level of significant. The correlation in age, recycle, re-use is more positive in age, plant trees, recycle it is (.67), whereas in age, awareness treaty, recycle is (.65).

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.807
Bartlett's Test of Sphericity	Approx. Chi-Square	266.279
	df	36
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	4.156	46.182	46.182	4.156	46.182
2	1.068	11.863	58.045	1.068	11.863
3	.946	10.513	68.558		
4	.842	9.352	77.910		
5	.542	6.027	83.937		
6	.486	5.405	89.341		
7	.435	4.831	94.173		
8	.325	3.614	97.786		
9	.199	2.214	100.000		

(3) The Principal component analysis test undertaken on age, and environmental friendly, flora fauna, adventurous factors, where the factor analysis indicates that global warming with communalities (.76), and it is found that (2) components are extracted from PCA where eigen values are more than 1 which is (.133), Whereas, extracted sum of square loading variance is (11.1), (46.1) which is quite high.



(4) The test applied on factors of exploration and age to find the extent of relation and the effect of age on factors of exploration, it has been observed that Y gen like to spend more time / days on tour for water rafting in exploration and it indicates positive relation to extent of (.63), whereas, it has been identified that at coefficient of correlation at 1% level significant in Gen Y in exploration rafting factor, whereas for legacy, cave it indicates negative relation in factors (-.39), (-.11).

(5) It has been attempted to find the impact of eco base tourism on local employment, the value of F is (.50) which indicates the positive impact of sustainable environment factors such as disposable, global warming, re-sue, sustainable, UNEP, aware treaty, recycle on generation of local employment. Where, value of R2 > adjusted R square (.337 > .271) is significant and found it affects on tourist plan of revisit. The P -value is less than .05 which indicates the level is significant and sufficient evidence to accept that hypothesis is applicable on whole population.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.337	.271	.58564

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.210	7	1.744	5.086	.000 ^b
	Residual	24.008	70	.343		
	Total	36.218	77			

Coefficients^a

Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	2.800	4.216
	sustainable	-.124	.185
	globalwarming	-.234	-.033
	awaretreaty	-.097	.308
	UNEP	-.127	.183
	recycle	-.148	.213
	resue	.164	.483
	disposable	-.371	-.038

(6) The value of co-relation in income and expenditure variable is (.89), A positive coefficient indicates that with increase in income, increase in expenditure (spending power) on eco base tourism.

It has been determined that the few factors i.e. environment friendly attitude, love towards flora and fauna, curiosity towards unknown which influence the generation Y i.e. (age group 25 yrs to 35 yrs) to select a particular destination of selected Northern Region of India.

(7) In case, when researcher tested the correlation of cave with Generation Y then it is found that it is negative, Gen Y is least interested to spend in cave (-.11), even in exploration and in adventure the value indicated is negative (-.366), (-.21) which is calculated at 1% level of significance. But, in case of water rafting correlation with cave is positive (.24) which indicate that Gen Y has thoughtfulness to this aspect of expedition.

(8) The another aspect has been tried by the researcher to find out that the impact of hygiene condition heritage conserve local system environment audit language translation business skill investment business ethics communication local food on arrival tour tendency / frequency or acceptability to travel again at eco base places.

The One way Analysis, ANOVA test undertaken, which indicates out of (20) variables, (8) variables are significant at 5% level of significance. (F value = 72.54, 22.2, 25.2, 21.6, 20.9, 18.3, 28.7, 12.8)

(9) The Welch analysis conducted on the data where alpha value (0.05) indicated that one way analysis is accepted. Where, Robust Tests of Equality of Means indicates all these factors if available will lead to positive impact and increase on re-plan of tour.

6. RECOMMENDATIONS & SUGGESTIONS

Today's urge is make Indian society more aware about eco base tourism and increase their inclination towards it. It is advisable that health and safety measures should be well thought out for eco-base tourist. Exceptional care should be given to women traveler. For sightseeing the traveller should be given facility of modern equipped gadgets which have no affect on environment. An environmental protection strategy should sensitized the upcoming environmental issues to make generation to pull up socks for saving eco.

Recommended Marketing Strategies

Researcher suggests that display and frequently organizing Ecotourism exhibition in different places or in Metros may persuade the customer to know and to plan eco base plan. Brochures and guidebooks with pictures, CDs should be manoeuvre in Melas, Exhibitions, Trade-fairs. In Schools, colleges' awareness camps should be arranged citing the importance of eco and how to preserve it. Advertising and mass media communication should be used more to encourage intensity to get consciousness and zeal to plan eco-base tourism.

Ecotourism industry should also be made as an IT enabled, user friendly & Mobile enabled tourism industry. Social networking sites should be used for cognizance towards environment, natural resources.

7. CONCLUSION

With fast changing competition & shift in tourism industry while keeping in view the aspect of sustainable environment, focus on heritage of unique flora and fauna of nation which is vanishing day by day, eco base tourism becomes a need of hour. The urge is to sensitize this issue make awareness among the gen y whose future is based on it. (73 %) of current Indian traveller always or often opt sustainable travel; around (32 %) are willing to pay at least (15%) more to ensure as low as impact on environment. It has been observed that (72%) of respondents are positively motivated towards the concept of Eco-tourism. It has been concluded that locals of the area should be involved in all aspects of the planning and implementation as they know the area well and that is what the tourist is coming to see. The significance of sustaining the environment should be accorded for sightseer to take the message for the next generation as today generation Y is willing to put an effort to see eco in some splendour, tomorrow there might be nothing to see if we do not sustain it.

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