

# GREEN TOURISM: POSITIVE AND NEGATIVE IMPACTS IN INDIA

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## Abstract

*Green tourism also called as Eco tourism. Ecotourism in India is a nice industry that has mainly developed in the past few years. Ecotourism is largely based on the concept of sustainable tourism or eco- friendly tourism. It has often the case with the tourist destination in India where the ecological balance of a fragile area has degraded drastically due to the pressure of tourism. Hence, the country is trying to promote tourism in a manner in which it generates considerable revenue without disturbing the delicate eco-system in India. Ecotourism is not only a travel statement: it gives the message of our relationship with nature and its own inhabitants. India became a very common name for ecotourism, because of its natural resources and beauty. Ecotourism focuses on Indian local cultures wilderness, adventures and environmental protection. In India the movement is gathering momentum with more travel and travel related organization for addressing the needs of the eco tourists and promoting ecotourism in the country.*

## Introduction

India is one of the rare countries, which has a wonderful blend of all the resources essential to make it as a golden star on the Tourism map of the world. India's glorious tradition and rich cultural heritage are linked with the development of tourism. Its magnificent monuments attract large numbers of visitors from all over the world. India has an exceptionally varied climate ranging from the extreme cold in high altitude and hot summer in the plains. Tourism in developing countries mainly depends upon its biodiversity. The quality of their natural environment gives many developing countries a comparative advantage in tourism. The most significant feature of the ecotourism industry in India is its capacity to generate large-scale employment opportunities. Particularly in remote and underdeveloped area, it offers enormous potential for utilizing natural resources like landscapes, mountains, bio-diversity areas, rivers etc for the benefit of people. Ecotourism in India is gradually qualifying for attention of the tourists, the government and entrepreneurs for obvious reasons. India has enough potential in ecotourism to cater to the interests of the tourists. Ecotourism industry is one of the leading employment generating sectors of India and it generates directly or indirectly approximately 3.8 % employment generation every year in India.

## Objective of the paper

- To awareness about the benefit of eco-tourism for the host population.
- To encourage the private sector to enhance investment in eco-tourism
- To develop and promote eco tourism on priority along with other forms of tourism
- To enhancing and maintain the competitiveness of India a tourist destination.

## Methodology

In view of the above objectives of research paper, the following methodology is adopted. The relevant information has been collected regarding the destination, sanctuaries, culture , and heritage associated with the eco based destinations in India. Journals, Magazines, Gazetteers . Books related to Tourism and Eco-Tourism Resources in Indian have been collected from the Achieves, different Universities Libraries. The primary information about the Eco tourism is collected the help of secondary data from the books and also from article and news papers, brochures, Maps, Charts issued bu the Tourism Department and the Government Agencies have been collected. Internet and online sources have been utilized in the collection of the data. The descriptive method has been adopted to present paper.

## Importance of Eco-Tourism in India

India is one of the 12 mega bio-diverse countries of the world and has a rich cultural heritage too. It has a vast potential for ecotourism that needs to be tapped for healthy conservation and preservation of nature and bringing about economic benefits to the local communities. Ecotourism in India has developed recently, for the concept itself is a relatively new one. India offers enormous diversity in topography natural resource and climate. There are land locked mountainous regions, lush valleys and plains, white sandy beaches and islands. Central part of India has numerous wildlife sanctuaries with countless varieties of flora and fauna. As a concept ecotourism has gained momentum recently in India, but as a way of life Indians has practiced ecotourism since times immemorial by their rational approach to nature and rich cultural heritage, The immense popularity of eco tourism in India stems from the fact that people are becoming increasingly conscious of the environmental hzards and the importance of the existence of diverse flora and fauna. Ecotourism is niche industry that has mainly developed in the past few years, This type of tourism is extremely essential for India considering that it has one of the niche biodiversities in the world. Ecotourism is an attempt for sustainable ecological development. India, the land of geographical diversities and wonders offers excellent options for ecotourism. No country in this world offers as much geographical varieties as India.

### **To increase foreign exchange**

Ecotourism earn foreign exchange for a country without actually exporting any material goods. The income from ecotourism has tended to increase at a higher rate than merchandise export in a number of countries.

### **To help in the development of infrastructure facilities**

Development and improvement of infrastructure facilities are another important benefit offered by the ecotourism industry. A variety of secondary industries man is promoted which may not serve the needs of ecotourism. Thus, indirectly tourist expenditure may be responsible for stimulating other economic activities of a country.

### **To help in balanced regional development**

Tourism industry is highly labour intensive service industry that generated employment for highly skilled, semiskilled an unskilled labour in sector like hotels, restaurants, travel agencies, Tourism officers, shops etc.

### **To help in maintaining peace and understanding**

Tourism plays an important role in promoting international goodwill. It crated awareness and appreciation of other countries culture and nature. A fundamental requirement for ecotourism to be practiced is control on access to an area. Various hill stations or beeches therefore do not categorize as ecotourism destination because it is impossible to control access to them. National parks and wildlife sanctuaries are on the other hand most amenable to regulate access and thus most suitable as eco-tourist destinations. The protected area network in the country therefore becomes the most logical starting point for development of local communities within of on the periphery of a protected areal Ecotourism can be made a most effective instrument in bringing about the balance where local livelihoods actually benefit from improved conservation unlike in the past.

## **Eco- Tourism Destinations in India**

### **Eco-Tourism in Kerala**

Kerala which is known as “God’s own country” .Eco-visitors found kerala as a green heaven. Eco-visiters found kerala as a green heaven having Sandy beches, tropical dense forests etc. The Nilgiri mountain rage will definitely draw tourist’s attention. There are many wildlife sanctuaries in kerala. The first planned ecotourism destination in Asia was the Thenmala Ecotourism project in kerala. Idukki is one of the districts in Kerala which has abundance of wide scale tourist’s attaractions. There is wide scope for ecotourism in Idukki.

### **Sundarban Eco tour**

World’s largest natural delta in West Bengal, Sundarban is a place that introduces us the real meaning of ecotourism. The worlds largest natural delta is a name of Royal Bengal tigers, Tidal rivers . Water channels,

large mangrove trees, wildlife sanctuary, bird sanctuary, crocodile projects are the main attractions for the eco-visitors.

### **Goa- Eco Tour**

Goa is making keen efforts to develop ecotourism by developing interior green spots like waterfalls, sanctuaries and lakes. Goa beach emerging as a premier Eco tourism destination in India, Also it is having Bhagavan Mahair Wildlife Sanctuary, Bondla Forest, Cogtigao Wildlife Sanctuary, Salim Ali Bird Sanctuary. Goa boost their eco tourism to setup 3 wild life sanctuaries and one bird sanctuaries within the state. These wildlife sanctuaries attracts the tourist to improve .the economy of Goa also.

### **Himalaya**

The whole mountain range of North India will give the tourists a perfect picture of eco tour. Several places like kulu, manali, ladak, Dharmashala, Dalhosi etc are specially known for its natural beauty to the nature lovers. The eco visitors can witness the magical glow of sunrise and sunset from the different colors.

### **Conclusion**

Considering the wide geographical and biological diversity, the scope of ecotourism in India is very high. If these resources are tapped successfully we can transform the face of ecotourism industry in India. What actually needed is careful planning and a target oriented approach. Ecotourism in India has flourished because of the immense bio-diversity that exists nowhere else in the world. It must however be realized that there is immense potential still to be tapped in terms of making optimum use of the available natural resources.

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