



ECOTOURISM MARKETING WITH SPECIAL REFERENCE TO UTTAR PRADESH

Jyoti Shukla

Assistant Professor, Swami Karpatri Ji Maharaj P.G. College Raniganj, Pratapgarh, India

ABSTRACT

Ecotourism as a product has a lot of development prospects still left to be explored. The local communities in ecotourism destinations in Uttar Pradesh were not brought into full confidence and their full participation is not yet ensured. There is a need for developing innovative marketing strategies and models for developing ecotourism products and destinations in the state. This paper is intended to find ways and approaches that can be functional to make sure Ecotourism through marketing strategies and considering market requirements, scheming more sustainable products and recognizing more convincing ways of communication to fetch behavioural change of stakeholders in Responsible tourism Marketing. Both type of data collection method is used for the research work. Major findings are summed up in headings strategies for marketing ecotourism in Uttar Pradesh, Ecotourism Products Marketing and Services and Community Participation in Ecotourism Products Marketing. This study is useful for promoters in ecotourism industry, domestic tourists, foreign tourists, local communities and other stakeholders that are directly involved in the ecotourism projects in different destinations in the state of Uttar Pradesh. Varying demographics and the aging of the worldwide population denote diverse marketing methods will be required to market Ecotourism services to aged consumers. Involvement and development of local communities also leads to success of social inclusive and equity goals.

Keywords Ecotourism Marketing, Ecotourism development, Uttar Pradesh, Local communities, Sustainability

INTRODUCTION

Ecotourism derivated from two words “Eco” and “Tourism” in Eco means “Environment friendly” and Tourism means “Travel” (Jamal & Stronza, 2009).). Ecotourism stays to be comprised as the reverse of mass tourism because of its assurance of attaining sustainability through preservation mindedness, community growth, education and learning, and the promotion of nature-based events that were subtle to both environmental

and social systems(Fennell, 2015) In this 21st era tourism business is well thought-out as one of the most contributing industry in economic development and can even add to a sustainable and inclusive growth in the each socio-economic area of the economy (Ashley, Boyd, & Goodwin, 2000; Briedenhann & Wickens, 2004; Hunt & Rogerson, 2013; Williams & Shaw, 1991). Tourism ought to emphasize on sermonizing the sustainability challenges in sites by motivating the tourists, native community and tourism interested party to be more accountable with their doings. Ecotourism is the tourism industry that includes making a trip to undisturbed regular territories with the goals of considering, respecting and appreciating nature and its flora and fauna just as any recent social lookouts, previous or current, bring into being in these regions. Ecotourism is in this manner being advanced as a device for bio-variety conservation and rustic turn of events (Aronsson 2000).). The green Indian condition of Uttar Pradesh consists of 1 National Park and 11 Wildlife sanctuary, 24 Birds sanctuary known for their remarkable characteristic and the extraordinary and assorted vegetation. Besides these wildlife holds, Ayurveda medications, and flawless crafted works created by the clans additionally add to the exceptional vacation destinations of Uttar Pradesh. The purpose of this research is to assess the productiveness of the Ecotourism initiatives in Uttar Pradesh in solving the environmental sustainability problems and climate change issues. To assess the progressive and harmful impacts, a case study method with qualitative approach was adopted to know the perceptions of the native community, government officers and tourism interested party.

Overview of Eco-tourism in Uttar Pradesh

Uttar Pradesh with its 16620 sq. km timber area is home to some delicately beautiful geographies, timber-lookouts, mooching gutters and stirring beautiful falls and a large number of rare catcalls and creatures. There are forest lodging tribes and communities who have maintained their traditions and culture while taking up ultramodern technologies and life-styles. There is one national park, 11 wild life sanctuaries and 24 bird sanctuaries and 9 eco-tourism circuits to provide protection to risked biodiversity of the state. Some bird sanctuaries have been professed important bird zones by the Bombay Natural History Society.

Uttar Pradesh government is agitated to show these natural treasures for the excursionists with dynamic influence of native communities so that the tourists can appreciate the quality and liberality of nature, understand significance of recycling and reduce consumption and absorb the culture of nature and resource conservation. This form of accountable tourism is now known as eco-tourism. Uttar Pradesh Government with its promise for conservation is promoting eco-tourism to the natural areas of the state.

All ecotourism actions are to be in conventionality with the spirit of existing environmental laws of the country, the wild Life (Protection) Act, a1972, the Forest (Conservation) Act, 1980, the Environment (Protection) Act, 1986 and the Environment(Protection) Rules, 1986 and statements issued under it for eco-sensitive regions and guidelines of National Tiger Conservation Authority, Ministry of Environment & Forests Management Plan prescriptions and Guidelines issued by Government of India and Uttar Pradesh.

Amusing natural/cultural possessions and geographical diversity: Ecotourism sites in Uttar Pradesh are divided in 09 circuits.

1. Circuit of Western Wildlife
2. Riverine Circuit Lion Safari
3. Circuit Terai Tiger
4. Adventure Circuit of Bundelkhand
5. Mountain Path Vindhya
6. Circuit of West Bird/Wetland
7. Circuit of Central Bird/Wetland
8. Circuit of the Ganges Basin
9. Circuit of the East Wildlife

Uttar Pradesh is able to entice a majority of domestic and international visitors in this field with 35 ecotourism sites on this 09 circuit. Uttar Pradesh's top ecotourism destinations

- Dudhwa National Park
- Pilibhit Tiger Reserve
- Katarniaghat Wildlife Sanctuary
- National Chambal Sanctuary
- Lion Safari Etawah
- Nawabganj Bird Sanctaury

From these over 06 ecoturism destinations, 04 destination (Dudhwa National Park, Pilibhit Tiger Reserve, Katarniaghat Wildlife Sanctuary and Lion Safari Etawah) are situated within driving range of metro cities, such as Delhi, Noida and Gurgaon.

OBJECTIVE OF THE STUDY

- ❖ To identify the present strategies adopted and planned in marketing ecotourism products.
- ❖ To suggest new marketing strategies for promoting ecotourism products with community participation.

RESEARCH METHODOLOGY

The method taken in the research is to analyse the related literature and concentrate on the key subjects utmost important for Ecotourism Marketing. Both type of data collection method is used for the study. The present study was conducted in the four Ecotourism sites of Uttar Pradesh .The four sites were selected based on their popularity as tourism spots and based on tourist favourable choice. Out of the major ecotourism destinations 4 destinations (Dudhwa National Park, Pilibhit Tiger Reserve, Katarniaghat Wildlife Sanctuary and Lion Safari Etawah) are within driving range of metropolises like Delhi, Noida and Gurgaon which make these sites a good choice of excursionists. The primary data will be collected through prime sources. The approaches that will be used to gather primary data are questionnaire and interviews. Secondary data collection method used are websites and printed materials as well as relevant information on Uttar Pradesh, the books published by diverse writers research papers, article, editorials, journal comments published in numerous magazines, journals, newspapers and websites like UP ecotourism, district statistical office, state development reports, Uttar Pradesh Tourism Policy 2022, India Tourism Statistics 2022, Tourism Policy 2022-2023 Government of Uttar Pradesh.

FINDINGS

1. Strategies for Marketing Ecotourism in Uttar Pradesh :

- Ecotourism industry in the state offers enchanting experience of various products to visitors at affordable cost.
- UP tourism has followed unique marketing strategies like the branding activities on Noida and delhi Metro blue line between vaishali to dwarka by way of an ad wrap showing various tourism circuits in the state. Ecotourism circuit were dudhwa,pilibhit and katarniaghat regions.
- The major Uttar Pradesh ecotourism strategies have conducted fairs and festivals, participating in major tourism fairs and marts, advertisement in print and electronic media.
- <http://www.youtube.com/@UttarPradeshtourism> was started on YouTube,there is facebook,instagram,twitter,official KOO handle of department of tourism,UP Ecotourism mobile app launched.
- Official UP Ecotourism website for online safari booking, online accommodation booking, check availability, details and videos of ecotourism sites.

ECOTOURISM PRODUCTS MARKETING AND SERVICES:

- Domestic tourist ranked print and electronic media was the most important factor needed for marketing ecotourism products in the State. Infrastructure facility was the next major factors needed for marketing ecotourism products.
- Foreign tourist ranked infrastructure facility and developed ecotourism products were the major factors needed for marketing ecotourism products in different regions.
- Banking facility in some region is good. Locker facility was average and waste management practices are also average in some regions.

- Communication facility was excellent according to both domestic and foreign tourist.
- The satisfaction level of tourists overall experience at ecotourism destinations in Uttar Pradesh was average. They are dissatisfied with the existing facilities and ecotourism packages available in the destinations.

SUGGESTIONS FOR COMMUNITY PARTICIPATION IN ECOTOURISM PRODUCTS MARKETING:

- The nature of community participation and involvement in ecotourism product marketing can be assessed with the help of data collected from local community and stakeholders. The population of local community and stakeholders other than tourist were recognized only from those local communities and stakeholders who were directly engaged in ecotourism projects through Eco Development Committees (EDCs), or Vana Samrakshana Samithies (VSSs) which are in process.
- Majority of the local community and stakeholders come in the age bracket of 20 to 40. Most of the respondents are male.
- Government support and environmental consciousness as necessary factors needed for marketing ecotourism products are average.
- Marketing practices followed in all regions of UP Ecotourism are with average active participation of local community.
- 56 percent of the local community and stakeholders expressed that ecotourism industry do not offer any employment opportunities to stakeholders

IMPLICATION OF THE STUDY:

Research Implications- The main aim of this research work is to develop new strategies that are essential for marketing ecotourism products in Uttar Pradesh, and also for the inclusive development of ecotourism industry. In order to achieve this, the existing marketing strategies are identified, the level of local community participation in the existing ecotourism destination in Uttar Pradesh are measured and finally strategies for marketing ecotourism products in Uttar Pradesh are identified. This study is useful for promoters in ecotourism industry, domestic tourists, foreign tourists, local communities and other stakeholders that are directly involved in the ecotourism projects in different destinations in the state of Uttar Pradesh.

Practical implications – The research is significant to Ecotourism firms and site management groups in the improvement of marketing actions/competences to upsurge their consumer base. Ecotourism marketing takes into consideration community based ecotourism and community participation in the ecotourism industry.

Social implications – Varying demographics and the senior citizens of the global population denote diverse marketing methods will be required to market Ecotourism facilities to aged consumers. Involvement and development of local communities also leads to success of social inclusive and equity goals.

CONCLUSION

Eco-friendly technologies are necessary for maintaining the ecological experiences and natural environment of ecotourism. There is a need for development and implementation of eco-friendly strategies and standards like Environment Impact Assessment, Environmental Audit etc. Ecotourism industry needs to introduce environmental practices that minimize the use of natural resources and prevent the waste and pollution. Ecotourism industry must inculcate enthusiasm for providing insurance facility to the tourists visiting all adventure or waterfalls destinations in the state.

REFERENCES

- The International Ecotourism Society (TIES)1990
- Cabral, Clement, and Rajib Lochan Dhar. 2020. "Ecotourism Research in India: From an Integrative Literature Review to a Future Research Framework." *Journal of Ecotourism* 19(1):23–49.
- Pujar, Sachin C., and Niharrajan Mishra. 2020. "Ecotourism Industry in India: A Review of Current Practices and Prospects." *Anatolia* 00(00):1–14.
- WONDIRAD, Amare, Denis Tolkach, and Brian King. 2020. "Stakeholder Collaboration as a Major Factor for Sustainable Ecotourism Development in Developing Countries." *Tourism Management* 78.
- ÖZÜPEKÇE, D. (2019). Geographical Analysis of Cultural and Eco-tourism Potential in Cittaslow Halfeti (Şanlıurfa-Turkey). *International Journal of Humanities And Social Science Inventions(IJHSSI)* , 53-61
- Aronsson, L. (2000). *The development of sustainable tourism*. Continuum, London and New York
- Wildlife Conservation Society. (2018, March 1). Ecotourism direct payment approach for wildlife sightings reduces illegal hunting. ScienceDaily. Retrieved November 9, 2022 from www.sciencedaily.com/releases/2018/03/180301103603.htm
- Ashley, C., Boyd, C., & Goodwin, H. (2000). Pro-Poor Tourism: Putting Poverty at the Heart of the Tourism Agenda. Retrieved from <http://hdl.handle.net/10535/4134>
- Bhuiyan A. H., Siwar C., Ismail S. M., Islam R. (2012). The role of ecotourism for sustainable development in east coast economic region (Ecer), Malaysia. / OIDA. *International Journal of Sustainable Development*. Vol. 3, p. 53–60.
- Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream? *Tourism management*, 25(1), 71-79
- Ceballos-Lascurain H. *Tourism, Ecotourism and Protected Areas*. IUCN, Gland, Switzerland,1996
- Chand S., Singh S., Parappurathu S., Roy D. S. and Kumar A. (2015). Explaining the status and scope of ecotourism development for livelihood security: Andaman and Nicobar Islands, India. *International Journal of Sustainable Development & World Ecology* DOI: 10.1080/13504509.2015.1050478
- Hunt, H., & Rogerson, C. (2013). Tourism-led development and backward linkages: Evidence from the agriculture-tourism nexus in southern Africa. G. Visser & S. Ferreira, *Tourism and crises* (pp. 159–179). Hoboken, NJ: Taylor and Francis.

- Joshi R. L. (2011). Eco-tourism planning and management on ecotourism destinations of Bajhang District, Nepal. M. Sc. Forestry (2010–2012). Retrieved from <http://www.forestrynepal.org/images/publications/Ecotourism> on 24/10/2017
- Kiss, A. (2004). Is community-based ecotourism a good use of biodiversity conservation funds? Trends in Ecology and Evolution, vol. 19, no. 5, p. 232-237.
- Ogutu, Z. A. (2002). The impact of ecotourism on livelihood and natural resource management in Eselenkei, Amboseli ecosystem, Kenya. Land Degradation & Development, vol. 13, p. 251-256.
- Stronza, A. (2007). The economic promise of ecotourism for conservation. Journal of Ecotourism, vol. 6, no. 3, p. 210-230.
- Subhash, T. (2015). Tourism in India: Potentials, Challenges and Opportunities. International Journal of Research and Analytical Reviews, Volume-2, Issue-4, p. 8-18
- Turner, R. and Freiermuth, E. (2017). Travel and Tourism Economic Impact India 2017. Retrieved from <https://www.wttc.org>
- Uttar Pradesh Tourism Policy Perspective and Tourism Policy-2017
- Williams, A. M., & Shaw, G. (1991). Tourism policies in a changing economic environment. Tourism policies in a changing economic environment.(Ed. 2), 263-272.

MAGAZINE

- Uttar Pradesh Tourism Policy Perspective and Tourism Policy-2017
- Uttar Pradesh Tourism Policy Perspective and Tourism Policy-2022

WEBSITES

- www.upecotourism.in
- www.uptourism.gov.in
- https://www.business-standard.com/article/current-affairs/up-attracted-highest-number-of-domestic-tourists-in-2019-official-120101901472_1.html
- www.wikipedia.org