Chapter 83
Framework Oriented Approach to Eco–Tourism

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ABSTRACT

This paper discusses an approach for eco-tourism. The paper also addresses the cost-benefit analysis of different parameters which can help in designing a framework. The principles of eco tourism emphasizes on the win-win situation for both the Commercial and Environmental concerns; with focus on creating alternatives for sustainable ventures. The framework designed has two-pronged approach: sensitization a profit oriented business operator towards stakeholders like Environment & Local community and second one being providing necessary professional guidance to an entrepreneur whose focus is mainly on local community & environment. The framework not only gives a concept of tourism project but also stresses on strategic plans for developing tourism infrastructure.

INTRODUCTION

Eco-tourism known as environmental friendly tourism, capitalizes on its educational component of teaching tourists about environment, wildlife and local area. Just like any other business it needs to be sustainable and profitable as well (which is dependent a lot on the operations and commitment of owners as well as tourists). Since it has its direct impact on the environment there is need to draw a line beyond which the operators should focus on sustainability and move along with organizations goal rather than thinking of expanding the business. (http://144.16.65.194/hpg/envis/doc99html/ecoecotori250618.html, 2005). The synergy between the interests of target customers and the operator's goal (of having environment friendly business) is best assurance to the future of eco-tourism. The hotel may be green or community friendly but the visitors are not able to learn as they are they are there for such a short period and information is often not attained. The operator should follow practices which have a greater impact in the minds of the visitors

and they learn the maximum about environment friendly practices and attain good know-how of the community.

Mendoza et al. (2012) feels technological complexity of this century has led to different forms of pollutions, which are often initiated and compounded by tourism activities. He asserts that tourists activities such as travel, stay at a particular spot for a short period of time etc. lead to air pollution. Local travel by tourists by hiring vehicles, which are often not environment friendly, lead to further pollution at the tourist spots. Wastages dumped over at the tourist spots affect wildlife in the water bodies.

Environment pollution happens because of aesthetic and physical attraction for which the tourists are attracted. As a result more and more of the natural landscape is lost to tourism development. The country-side retreats which attract tourists slowly become 'old', 'outdated' and 'outnumbered' as the number of tourists far outnumbers the supply. The natural country side amenities are overshadowed by new hotels and other new amenities that are developed to cater to the needs of the tourists; as a result these local places lose their charm and in due course of time tourists search for places with more tranquil and natural scenic beauties. Without any control and regulation, these sites lose their charm and tourism is no longer sustainable in these places (Nesheva et al., 2011; Jennifer et al., 2009).

In order to make these eco-tourisms a sustainable one, authorities have started taking actions. They have set in process different controls and mechanisms so that eco tourism does not lose its charm in the long run. This study is primarily based on the backdrop that in order to sustain beauty of these natural spots, a methodical framework based approach can be designed that will increase viability, while retaining the USP of the eco tourism. The paper also suggests the method that will help reduce the cost of operations without compromising the quality of tourists' experience.

LITERATURE REVIEW ON "FRAMEWORK ORIENTED APPROACH TO ECO-TOURISM"

We live in a world which is endowed with finite resources having competing uses. This requires us to make prudent choices from among the ways to utilize these resources. Here the specific reference is to natural resources. We derive these resources from our surroundings which we call as our environment. For the development of the human race, it was felt that we need to exploit these resources to their fullest to achieve greater growth, generally measured in terms of percentage increase in income, profits or gross domestic production (GDP) over the years. In the process, resource depletion occurred and further extraction of natural resources is putting an increasing pressure on the natural environment (Graeme, 2011). In addition to that, we also end up polluting these very resources, making them unfit or unavailable for use. Then there are issues on equity because certain groups of people have the access to the resources and contribute to their pollution, while there are many others who do not get access to natural resources for their development or they are forced to use the polluted resources (United Nations Millennium Campaign, 2010). Whatever the case may be, resource access and resource utilization are issues that are important for sustainable development.

Sustainable development is a term that has come in vogue because we have acknowledged that business-as-usual attitude is not going to work. Sustainable development suggests that we try and achieve a balance between economic growth, social equity and environmental protection (The Environmental Literacy Council, 2008). Till some years back businesses and corporations had only been focusing on economic growth, but lately the realization has dawned upon the businesses that they are part of an environment which they share with many other stakeholders and they expect

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