

Airo National Research Journal

Volume XIII, ISSN: 2321-3914

April, 2018

Impact Factor 0.75 to 3.19



UGC Approval Number 63014

**airo**

**NATIONAL JOURNAL**

ISSN: 2321-3914

Impact Factor: 0.75 to 3.19

Journal No 63014

Volume XIII

A Multidisciplinary Indexed National Research Journal

## **SUSTAINABLE TOURISM IN UTTAR PRADESH: AN ANALYSIS IN TERMS OF ECOTOURISM**

**Surbhi Chaudhari**

Research Scholar of Mewar University

Guide Name- Dr. Ruchi Singh

HOD - Deptt. of tourism & Hotel Management Bhupal Noble's University Udaipur

**Declaration of Author:** I hereby declare that the content of this research paper has been truly made by me including the title of the research paper/research article, and no serial sequence of any sentence has been copied through internet or any other source except references or some unavoidable essential or technical terms. In case of finding any patent or copy right content of any source or other author in my paper/article, I shall always be responsible for further clarification or any legal issues. For sole right content of different author or different source, which was unintentionally or intentionally used in this research paper shall immediately be removed from this journal and I shall be accountable for any further legal issues, and there will be no responsibility of Journal in any matter. If anyone has some issue related to the content of this research paper's copied or plagiarism content he/she may contact on my above mentioned email ID.

### **ABSTRACT**

We live in a very diverse world full of eclectic people who live off the land and depend on what nature provides. Commercial tourist attractions may be placed in a specific area, but that doesn't mean it gives back to these communities. Instead, large corporations tend to change the way of living for some natives depending on what will be most profitable. When this happens, locals often relocate and are devastated on both a physical and emotional level due to the stresses that come with moving.

**Keywords:** sustainable tourism, communities, ecotourism

### **INTRODUCTION**

The image of the state as a brand shall be established through extensive promotional and marketing activities. To encourage tourism, the tourists arriving at Agra will be encouraged to visit Varanasi, Lucknow etc. Tourism places in nearby 26 districts of Agra-Lucknow-Varanasi under the Heritage Arc shall be made more attractive

by improving infrastructure facilities and beautification. Promotion and publicity of Heritage Arc would be done at a large scale through print, electronic, digital and outdoor media

To provide information to the tourists Tourism Information Centers will be established at prominent airports, railway stations and bus stations of the country. State's image will be improved through strategic advertising campaigns through print, electronic and outdoor media.

Utilization of web-based social networking will be augmented for tourism reputation. Division's site, Facebook page, Twitter handle and so on will be advanced further. Movies will likewise be made a medium of tourism attention. The Tourism Department will exceptionally urge the film makers to shoot films at tourism areas of Uttar Pradesh. For this the Uttar Pradesh Film Policy 2015 of will be particularly helpful. The unexplored parts of Uttar Pradesh like - handiwork expressions, vanishing craftsman creates, provincial craftsmans will be associated with tourism. Tourism will be taken to far off zones utilizing the rustic tourism approach. The conventional fairs, tourism mahotsavas, celebrations, capacities sorted out in the state will be advanced promoted at global level accordingly making them a solid medium of the state's presentation ix. Voyagers will be furnished with data's with the better utilization of data



innovation and correspondence mediums. Through versatile based applications they will be given tourism cordial data. The Department will fortify its Marketing and Branding group and when required will draft presumed showcasing and marking offices. An exceptional PR office and promoting organization will be utilized to display the Tourism Department exercises in a viable route at national and in addition universal level.

## **REVIEW OF LITERATURE**

Aal (2014) examined about practical tourism and advancing the journey for the maintainable development. Andrew Holden grasps that absence of productive natural arrangement was the fundamental purpose behind the confined outcome so far in making tourism more feasible. Maintainable tourism has accomplished the situation of being the better objective in tourism strategy of Norwegian government and is accomplishing much consideration in the overall logical and additionally political talk on tourism. This exploration has finished up by proclaiming that Norwegian national strategies and winning European Union were focused to make tourism as more maintainable and in all likelihood it brought about 'supporting tourism'. The tourism rehearses and

approaches are giving themselves as biological well disposed, with the assistance of headings, for example, 'green tourism', 'eco-tourism', 'reasonable tourism' and alike, have been slanted to infer longer separations to more remote spots and more typical utilization of private auto transport than the 'standard' tourism frames.

Chan and Bhatta (2013) analyzed the hypothetical viewpoints of ecotourism arranging and improvement of feasible group in Nepal. Eco-visit administrator, land and tourist administration gatherings and visit guides must receive the ecological administration rehearses. This examination has finished up an approach known as Co-C (Community situated Collaborative) ecotourism arranging as reasonable to underwrite maintainable group development in Nepal. The principle aim of this exploration was to give a course for practical arranging in the settlements of rustic district. The customary methodologies of tourism arranging include: 'boosterism'; an industry and monetary situated approach; and spatial tourism arranging or land utilize approach are unfortunate to consider the capacity of nearby groups in the tourism arranging process. In this examination, it has been all around watched that the principle aim of tourism procedures and



strategies were to embrace tourism for national monetary improvement through enhancing administrations and framework; reputation and showcasing; raising the measure of travelers; and broadening of the tourism items.

Wang et al. (2014) decided the assurance measures of ecotourism condition and additionally their outcomes on ensured districts of China. Natural and biological insurance is the noteworthy substance of ecotourism development. To secure the ecotourism environment and support the feasible asset utilizations and sound development of ecotourism in ensured locales the accompanying measures to be taken: it is basic to achieve a naturally visible discerning of the fleeting contrasts and spatial varieties of ecotourism development in the secured districts of China; and to make modified biological insurance practices and arrangements for different ensured areas in different environments. The wonders of biological harm and characteristics of natural conditions are the two execution pointers, which measure the EEP (ecotourism ecological assurance) impacts in the secured areas. The EEP impacts have uncovered the prominent varieties between every area in China.

Rubinstein et al. (2013) investigated practices and arrangements of ecotourism. The goal of non-benefit association was to expand the financial and biological advantages of ecotourism in the secured areas by effective advertising and through supporting prescribed procedures in the neighborhood tourism industry. The priest of tourism and condition division, Henry Young has talked that keeping up and embracing ecologically stable targets were to help ecotourism, in 1993. To achieve these objectives, the clergyman has prescribed assigning client expenses for the ensured areas and bolstered group commitment in the administration of these secured districts; particularly where activities of group based tourism industry were firmly connected the national saves and stops. Natural assurance was considered as the foundation for all the tourism strategies. The approach honed to support ecotourism to be specific, regular arrangements on the development of essential framework, encourages models and visitor items; producing an empowering situation for ecotourism; land and ecotourism protection procedures; collective advertising systems; and street to affirmation.

As indicated by Government of Sikkim (2016), following the tourism development



in the province of Sikkim was before association with India. The tourism inflows to the state, Sikkim were insignificant. Keeping in mind the end goal to deal with the tourism impacts in the delicate mountain locales and additionally to enhance motivating forces for the provincial partners to assume a huge part in direction and administration, there were numerous assortments of methodologies have been utilized in different uneven regions over the world. Some methodologies may be identified with Sikkim include: incorporated portability, overseeing traveler amounts in environmentally touchy districts, sharing of tourism wages with territorial groups and confirmation and benchmarks. The accompanying standards were utilized to direct the tourism area of Sikkim: social uprightness, natural manageability and value and comprehensiveness. In this article, the qualities of tourism industry of Sikkim were group investment, assorted tourism items and spotless and also green picture.

Worldwide Forest Coalition and Equations (2007) have given the provide details regarding ecotourism and furthermore decided how it goes about as a market based safeguarding plan. As indicated by Indian government, the Ministry of

Tourism (1998) has diagrammed eco-accommodating practices in its own particular Ecotourism Policy and Guidelines, at national level. There are just few direct monetary impetus conspires in position for helping ecotourism. Ecotourism holds on to be advertise driven with governments allowing with their approaches, which are customized to fulfill the prerequisites of private endeavor. These private entertainers are supporting ecotourism in the term of preservation, in which their practices are remote from being protection arranged or helping protection endeavors. In this report, it has been watched that ecotourism is for the most part to pointing locales that secured at the group costs, which include: groups have been migrated from their customary homes for assurance by confused strategies, which watch no adjust among individuals' rights and preservation; and groups have considered the activities for insurance and played out a superior undertaking of it when contrasted with worldwide budgetary association drove and government-drove upheld plans.

In the points of view of Ministry of Environment and Forests (2007), enhancing activity designs and in addition national procedure for biodiversity assurance are entirely compelled because



of inadequate database on different components of biodiversity with their geological dissemination. Diverse measures for preservation are being accepted incorporate territory and populace checking works on, expanding mindfulness between individuals, supervisors, arrangement producers and different partners. Service of Environment and Forests has endorsed a venture to Greater Everglades Ecosystem Restoration (GEER) establishment for watching GIB (Great Indian Bustard) populace of Gujarat. The activity designs include: underwrite socially and biologically touchy tourism and in addition journey activities with features on low effect and controlled tourism; embrace biodiversity preservation outside the PA (Protected Area) organize, on water bodies, urban districts, on normal terrains and on private properties; make and actualize associations for the change of untamed life residence in the Community Reserves and Conservation Reserves, on the spots of multi-partner organizations for afforestation keeping in mind the end goal to determine both eco-tourism and natural advantages; and ensure the security of environmentally delicate locales that are inclined to incredible danger of biodiversity misfortunes due to

anthropogenic or characteristic perspectives.

Shrivastva (2010) in their research hold the view that ecotourism in the Indian setting has huge ramifications for nature and culture protection, provincial occupations and preservation instruction. Existing records on ecotourism approach are quickly looked into in this paper to draw experiences for the Indian setting. This paper additionally recommends methods for connecting markers of effects and motivating forces. Poyamoli (2007) in his paper on 'Eco-Cultural Tourism in Indian Islands: Some Implications' endeavoured to concentrate on outlook changes in tourism and condition administration with specific reference to Indian Island eco frameworks. Practical choices are proposed to guarantee that the tourism in Indian Islands is not simply fiscally self-manageable, but rather ecologically and socially economical too, other than socially capable.

Rao (2005) examined the connection amongst tourism and outside trade presumed that tourism is an income worker and the most critical wellspring of remote trade in a few nations. He cautions that a severely sorted out tourism improvement technique will have some unfavourable



consequences for the nation as opposed to the advancement of the nation. Anil Reddy (2000) in his paper holds the view that ecotourism is completely another approach in tourism. It is holding go to common ranges to value the social and normal history of the earth. He surveys different issues and data about ecotourism.

As indicated by Tandon (2007) "security, advancement and change of the different constituents of nature are among the fundamental conditions for the symphonious improvement of tourism". Also insightful tourism administration can contribute in huge measure to the insurance and advancement of the physical condition and social legacy of humankind and additionally the change of the nature of human life. It is hence fitting that tourism advancement and sound natural administration ought to be vital worries of national improvement strategies. Verma (2005) trusts that ecotourism has become a requirement for everybody who needs to revive from the normal quick city life. Ecotourism gives many fascinating visits to the heart of Mother Nature. Ecotourism in India is about taking a break from the bustling life and driving a moderate paced life amidst greenery. In her words, rather than awakening with the caution we can wake up with the peeping of flying

creatures, we can have sound and opportune nourishment as opposed to having fast food-browned stuffs. India offers numerous ecotourism spots, which are protected.

VijayaRaju (2007) in his research opines that the current enormous ruin of living space and annihilation of species is occurring on a calamitously short timescale, and their belongings will in a general sense reset the future development of the planet's biota. The fossil record recommends that recovery of worldwide eco-frameworks has required millions or even a huge number of years. In this manner intercession by people, the very operators of the current natural emergency, is required for any plausibility of here and now recovery or support of the biota. In a world effectively changed by human movement, the association amongst people and the eco frameworks they rely on upon must edge any methodology for the recovery of the biota and for the upkeep of biodiversity.

As indicated by Thomas (2002), the previous Minister of Tourism, Government of Kerala, so as to make Kerala the genuine God's Own Country, an up market brilliant tourism goal through national use of assets with concentrate on incorporated



improvement of foundation area, moderating and safeguarding the legacy and condition and upgrading efficiency, wage, making business openings and easing destitution subsequently making tourism the most imperative segment for the financial advancement and ecological assurance of the state. Babu Paul (2001), the previous Secretary of Tourism, Government of Kerala, in his paper entitled 'A Perspective Paper on Tourism Development in Kerala' portrayed the profile of tourism in Kerala and drawn out the imperatives and prospects of tourism industry. He likewise drew out a reasonable viewpoint on tourism advancement and on the part of private area in Kerala tourism.

Singh (2008) made a complete review into various travel attractions and the distinctive inspirations of travel. He contends that verifiable and social attractions assume a critical part in the advancement of remote tourism. He examinations tourism industry in India in detail. He intricately assesses the administrative and institutional part in tourism advancement and the issues of improvement of tourism in India. He discloses how to produce mindfulness among the general population and



highlights the significance of residential tourism.

Ravi Bhushan (2007) in his review articulates that ecotourism advances positive ecological morals and it doesn't debase the assets. He focuses on characteristic instead of extraneous esteems, and it is bio driven as opposed to homo-centric in logic. He characterizes ecotourism as a dependable method for voyaging that backings protection of normal and social legacy and welfare of neighbourhood groups. As indicated by Sasikumar (2006), "ecotourism is the administration of tourism and preservation of nature as it were, in order to keep up a fine harmony between the necessities of tourism and ecology from one viewpoint and the requirements of neighbourhood groups for new occupation aptitudes, wage producing work and a superior status for women on the other".

As indicated by Tyabi (2008) ecotourism can build up a goal economically, infrastructural and socially, however in the event that inadequately created it can make wrongdoing and other social issues, which is adverse. Keeping in mind the end goal to accomplish feasible improvement through ecotourism, compelling association between neighbourhood



individuals, sightseers, government and different areas of the business are fundamental, generally ecotourism an aid for the advancement of Nation may become a fate. ShiniDev (2005) carried out a research about connection between statistic characters and inclination of ecotourism exercises among Indian ecotourists. This review endeavoured to investigate the connection between the statistic attributes of eco-visitors and their inclinations of ecotourism exercises. His review uncovers that the inclination of ecotourism exercises of Indian eco-voyagers is practically same, independent of their age.

## **SUSTAINABLE TOURISM IS A LEARNING EXPERIENCE FOR EVERYONE INVOLVED**

Tour guides and hosts are educated on a deeper level in order to share knowledge with visitors while tourists come to appreciate the beauty of new surroundings. Adding to the visual appeal is the new perspective that comes with learning the historical and environmental significance of unfamiliar lands and buildings.

Unfortunately, tourists are viewed by some as rude visitors who create inconveniences for residents. Locals are often annoyed by

the increased traffic, unreasonable demands and the inability of tourists to understand and respect the cultural expectations and dress codes.

When you meet people as you travel sustainably, mutual understanding allows all parties involved to learn about one another. You are able to tell others where you are from and to show them that you would like to tour the area without disturbing their way of life or disrespecting their values. By showing strangers that you care about their feelings and concerns, they view you as a representative of your home and as an ally. This creates a sense of unity and cultural sensitivity.

### **Ecotourism Promotes Economic Stability**

Many of these indigenous cultures have been deluded, or destroyed altogether, to set up for tourism, but it doesn't have to be that way. Traveling to local attractions offers exciting experiences and the funding you provide to these places is shared amongst the community, contributing to more jobs and a boost in the local economy.

## **ECOTOURISM**



Unfortunately, many of the travel experiences we take part in do not take into consideration how it affects our planet and the well-being of people. There are many popular attractions that are insensitive to the environment and animals. These places continue to make a large amount of money because many people are unaware of the harm and pain it causes, simply viewing it as amusement. On the other hand, lesser known attractions may not be able to advertise or host a large number of guests at once, but deserve the publicity and funding to help them move forward. When we visit these places and tell others about the experience, we are helping to promote eco-friendly businesses and keep them in operation.

### **Ecotourism Reduces our Carbon Footprint**

When you travel, commuting is a major part of the experience. Some choose to rent cars and drive while others take planes or trains. Commuting is unavoidable when traveling, but there are adventurous ways to cut back on transport that adds to pollution in the air. While on a trip, explore guided areas that offer tours on foot. Have fun discovering the unique types of shared transportation that each city provides, such as trolleys and hybrid

buses that offer comfortable means of travel for tourists and locals.



people congregate at events that do not encourage the use of recycling bins, contributing greatly to pollution.

### **Animals Suffer When We Don't Travel Sustainably**

Small companies are working to save species from extinctions and monetary support helps them in this mission. At many major attractions, animals are unfairly caged or forced to participate in performances that cause them stress and discomfort. Instead of paying to view animals in captivity, go sightseeing to see them at play in their natural habitats. There are also hiking trails waiting to be explored that offer colorful views of nature and close encounters with diverse species.

### **Planning to Travel Sustainably is Easier than Ever Before**

Tourism is amongst, if not *the*, most popular industry in the world. The less sustainably we travel, the more we allow for destructive habits that negatively impact the environment. For example, there are large amounts of litter and waste often left behind when a large number of

### **REFERENCES**

1. Venkatesh. R and Mukesh. M, (2015). Recent trends in Indian tourism, tourism research paper, 4(4), pp. 1-3.
2. Incredible India, (2015). tourism in India; retrieved on : 13/6/2017; retrieved from: [www.incredibleindia.org](http://www.incredibleindia.org)
3. Indian tourism statistics, (2016). Indian tourism statistics at a glance 2015, ministry of tourism, pp. 1-3.
4. Ahmad, M. (2012). Indonesian development, sustainable and fairness.. Paper presented at Conference on Sustainable Tourism Development. World Bank Indonesia Office. 12-14 September 2012. Bali-Indonesia.
5. Viji. M, (2014).Eco tourism and the sustainable socio economic development, SIRJ-BES, 1(8), pp. 1-7



6. Sarngadharan. M and Raju, G., (2005). Tourism and Sustainable Economic Development – Indian and Global Perspectives, New century Publications, New Delhi, India.  
13/6/2017; retrieved from: [www.tourism.gov.in](http://www.tourism.gov.in)
7. Ministry of tourism, (2016). FEE Indian tourism; Govt of India: retrieved on : 13/6/2017; retrieved from: [www.tourism.gov.in](http://www.tourism.gov.in)
8. Hossain. E, (2014). Eco-tourism in the sundarbans, west Bengal, India, research directions, 1(9), pp.1-9.
9. TOI, (2012). Forest Department to promote eco-tourism in Uttar Pradesh, retrieved on : 13/6/2017; Retrieved from: [http://timesofindia.indiatimes.com/city/lucknow/ Forest-department-to-promote-eco-tourism-in-Uttar-Pradesh/articleshow/14441969.cms](http://timesofindia.indiatimes.com/city/lucknow/Forest-department-to-promote-eco-tourism-in-Uttar-Pradesh/articleshow/14441969.cms)
10. Shodhganga,(2010); tourism in uttarpradesh (india): evolution and present situation; retrieved on : 13/6/2017; retrieved from: <http://shodhganga.inflibnet.ac.in/bitstream/10603/111095/3/chapter%203.pdf>
11. UT Tourism, (2015). share of Top 10 States/ UTs of India in number of foreign tourist visits in 2015; retrieved on : 13/6/2017; retrieved from: [www.tourism.gov.in](http://www.tourism.gov.in)
12. Chatterjee. B and Das. M, (2015). Ecotourism in India: aexample of Bhaitarka wildlife sanctuary, sustainable tourism, pp. 44-47.
13. UP statistics, (2011). census 2011, retrieved on : 13/6/2017; retrieved from: <http://up.gov.in/upstateglance.aspx>
14. Strategic Government Advisory, (2016). Uttar Pradesh tourism, amazing heritage grand experience, pp. 1-72
15. Up tourism, (2014). top tourism department tourist statistics; retrieved on : 13/6/2017; retrieved from: [www.tourism.gov.in](http://www.tourism.gov.in)
16. Yadav. A, (2016). Uttar Pradesh tourism policy perspective and tourism policy 2016, yes bank, pp. 1-89.
17. Chakravarty. R and Guin. C, (2016). Uttar Pradesh changing perspectives, MRSS India, pp. 1-60.
18. Up ecotourism, (2014). Up ecotourism policy, retrieved on : 13/6/2017; retrieved from: <https://upecotourism.in/Principles.html>
19. Trans- India travel, (2015). Uttar Pradesh tourism circuits, retrieved on : 13/6/2017; retrieved from: [www.tourism.gov.in](http://www.tourism.gov.in)



- from: 26. Thyer B (2009), *The Handbook of Social Work Research Methods*, SAGE Publications, London.
20. Gummesson E (1991), *Qualitative Methods in Management Research*, SAGE Publications, London.
21. Kothari C R (2004), *Research Methodology: Methods and Techniques*, New Age International publishers, New Delhi.
22. Drshti, S. R. S. P. L. (2003). *20-Year Perspective Plan for Sustainable Tourism Development in Himachal Pradesh*. Retrieved from <http://tourism.gov.in/writereaddata/CMSPage/Picture/file/Primary%20Content/MR/Plan/Himachal.pdf>.
23. India, I. (2013). *Incredible! India Campaign*. Retrieved Sept 13, 2013, from <http://incredibleindiacampaign.com/>
24. Incredible India. (2013a). *Eco Tourism*. Retrieved 16 September, 2013, from <http://www.incredibleindia.org/travel/eco-tourism>
25. Pathak R P (2008), *Methodology of educational Research*, Atlantic Publishers, New Delhi.