

# Prospects of Eco-Tourism in Kasauli and Surrounding Areas of Himachal Pradesh

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**Abstract** – Eco tourism is one of the best medicines to save environment for a longer period. Today in the time of modernization everything is changing in term of development, but we are creating a danger zone for ourselves. Eco -Tourism is playing a vital role in sustainability of wild life, landscaping, greenery and natural tourism products, in this paper I studied about the inventory of natural and man-made tourism resources which are helping to promote and sustain Eco tourism in this research area and how it is helping to locality and customer as well. Data was collected through primary and secondary data both. The result shows that there is continues flow of tourist, and satisfaction level of tourist that majority of tourist are satisfied with this site as an Eco tourism site

**Key Words:** Eco-Tourism, Sustainability, Satisfaction Tourism Resource, -wild life, sustainability

## 1. INTRODUCTION

Over the decades, tourism has experienced exponential growth and diversification and has become one of the fastest growing sectors in the world. Modern tourism is closely linked to development of new destinations and new forms of tourism has evolved over the years. For e.g., SLUM TOURISM.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations.

The contribution of tourism to economic well-being depends on the quality of experience the destination offers, for e.g., Dubai, Singapore, Mauritius. United Nations World Tourism Organization (UNWTO) assists destinations in their sustainable positioning in ever more complex national and international markets. As the United Nations agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality.

The United Nations designated 2017 as the International Year of Sustainable Tourism Development, recognizing, in

its resolution, "The important role of sustainable tourism as a positive instrument towards the eradication of poverty, the protection of the environment, the improvement of quality of life and the economic empowerment of women and youth and its contribution to sustainable development, especially in developing countries."

Year 2017 comes 15 years after the UN's designation of the International Year of Ecotourism in 2002. Today, sustainability in all the three forms viz., Environmental, Social, and Economic is increasingly recognized as the benchmark for all tourism business, of all sizes, in all destinations, and across all sectors of the industry. (Center for Responsible Travel. 2017). In addition, the UN's 2017 International Year clearly recognizes that sustainable tourism is an important tool for development, most importantly in poor communities and countries. As noted by the UNWTO, 57% of international tourist arrivals in 2030 will be in emerging economies, emerging and developing economies are forecast to grow at 4.5 and 4.8% respectively, outpacing the estimated 4.1% growth in 2016.

### 1.1 Ecotourism: What is it?

Hector Ceballos-Lascurain is credited with coining the term 'Ecotourism' in 1983. According to him Ecotourism is 'Visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features- both past and present) that promotes conservation, has low impact, and provides for beneficially active socioeconomic involvement of local populations

'Ecotourism is tourism which combines the elements of education, recreation and adventure with the aim of observing and experiencing nature' (Laarman & Durst 1987).

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## 2. REVIEW OF LITERATURE

"Ecotourism In India" by Tapan K Panda, this book is based on the research conducted in tourism marketing covering various areas Research Methodology 74 of tourism and destination marketing. It covers cases and issues involved in destination marketing, explains evolution of travel and aviation industry, examines various barriers that restrict growth of international tourism, explores the emerging issue of terrorism and how it influences the tourism marketing practices. The book also covers the impact of Internet and e-commerce on tourism business and how successfully electronic commerce models have been applied to provide personalization, interactively and convenience to travelers. Out of various approaches in marketing destinations, it is important to build a good network of airlines and enhance connectivity between different destinations. Airlines companies have started building powerful brands in order to attract and retain customers"

"Eco-Tourism: A Model for Sustainable Forest Management" by Vinay Luthra, the author mentioned," In the days to come, ecotourism can be developed as a new model to bring about sustainable forest management. The various ways in which eco-tourism can be beneficial for Indian forestry are as follows: Greater awareness generation among the public, benefits for the local communities, benefits for the forest and the forest departments."

"Evaluating the impact of the International Year of Ecotourism: Anniversary Report, IYE" In May 2007 Planeta.com conducted a survey to evaluate the development of Eco-tourism in the five years since the International Year of Eco-tourism. It is editing the resource guide and conducting the survey of which initial results follow: In India ecotourism is becoming one of the major attractions in Kerala. In this small state, ecotourism activities and programs are mainly in the wilderness areas."

Tourism Development Revisited" by Sutheshna S Basu/Sitikanta Mishra/Brij Bhushan Parinda, this book contains a collection of articles by leading experts in international tourism. It broadly covers the tourism as well as the development of tourism. It documents the different views and paradigms on tourism development in an in-depth manner.

"Ecotourism in Himalayas India" by Aparna, this book endeavors to a critical approach with in a multi-disciplinary framework to relook at the complex phenomenon of tourism development. The unusual intellectual freedom of the scholars is clearly demonstrated throughout this book. It deals with the details in the conceptual and paradigmatic evolution of tourism as a socio-economic phenomenon and an

industry, contradictions in its development process, tourism in developing world including the fast-growing Chinese and Indian economies, new tourism products and their development and management

"The Concept of Ecotourism: Evolution and Trends" by Dimi trios Diamantes, research within the area of ecotourism still appears to be at its infancy stage. The definitional perspective of the concept is lacking both in terms of scope and criteria used, as well as in aspects of its planning and operationalization. There are a variety of ecotourism definitions all reflecting a range of paradigms and perspectives. The view that this article has taken is that the definition of ecotourism is not really necessary if the discussion focuses on the concepts rather than the issues implied by ecotourism

### 2.1 Objectives of the study

The objectives of current study are:

- ✓ To prepare the Resource Inventory for Ecotourism Product Development
- ✓ Profiling of tourist and study of satisfaction level
- ✓ To identify the benefits of Ecotourism development to the destination and host population Data Collection Primary data

### 2.2 For the present study the primary data was collected through

**Interviews:** This is the key mode of data collection by the foreign visitors and domestic visitors and local community representative, and interview parameter is prepared covering a detailed list of questions

**Field Observation:** It is another important tool for getting qualitative data especially for sociocultural and eco-friendly impacts of tourism activity. At each location a significant amount of time was spent at different locations to observe tourist behavior, interaction of tourist with local people and the impact of such interaction. Data recorded through field observation are immediately documented

### 2.3 Secondary Data

The main sources of data that are inter alia examined are

- Official websites of the department of tourism, Himachal Pradesh
- Promotional material and information provided by the tourism department of the respective area and state.

- Official records of the department of tourism, Himachal Pradesh
- Journal, periodicals, magazines, news papers

The present research was carried out with the help of interviews and field observation. Due to the nature and significance of the study 150 respondents (tourists, host population, entrepreneurs) were selected on random basis

### 3. DATA ANALYSIS

Analysis and interpretations of data collected from the tourists and tourism industry by means of pre - tested interview schedules. Data collected are presented in a tabular form; the analysis has been carried out with the help of simple percentages. The tabulation is supported by graphical presentation wherever necessary. Necessary explanations are given along with each table.

#### Resource Inventory for Ecotourism Product Development

To fulfill the first objective the resource inventory is prepared considering all the available ecotourism related factors

**Table -1:** Resource Inventory for Ecotourism Product Development

Components	Present	Not Present
<b>Natural</b>		
River	✓	✓
Lake	✓	
Tarn/Spring	✓	✓
Waterfall	✓	
Landscape	✓	
Mountain	✓	
Peaks	✓	
Flora/Fauna	✓	
<b>Cultural</b>		
Archeological sites	✓	
Temples	✓	
Gurudwaras	✓	
Church	✓	
Mosques	✓	
Fort/palace	✓	✓
<b>Geographical</b>		

Weather	✓	
Snowfall	✓	
Sunshine hours	✓	
<b>Activities</b>		
Trekking	✓	
Nature walk	✓	
Bird watching	✓	✓
Local guides	✓	

As evident for the resource inventory Kasauli has everything for a tourist, as an attraction except water. This shows that it can be developed as a cultural and natural tourist attraction destination

#### Data Analysis of Tourists Responses

The data analyzed constitutes responses of tourists visiting Kasauli during the tourist season May 2018 to June 2018. The sample size comprises of 150 respondents, of which 142 are domestic tourists and 8 are international tourists

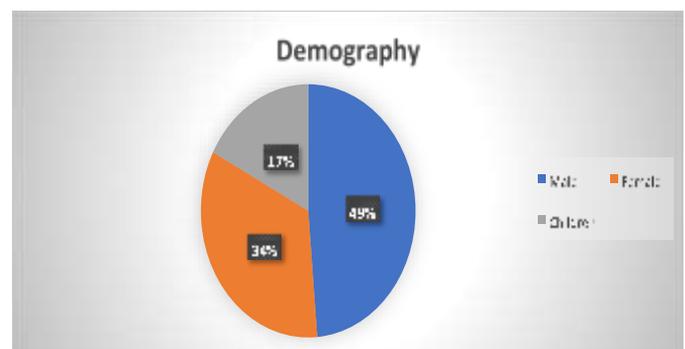
#### Profile of the Respondents

As a prelude to study, this section intends to examine the profile of the sample respondents. The socio-economic status of the people is usually determined by their relative position in various aspects like gender, age, Income, etc.

The interests of tourists are evaluated by taking into consideration of variables like purpose of visit, duration of their visit, mode of transportation, nature of the tour, etc.

#### Demography

Renowned for its natural scenic beauty, peeks, places of worship and colonial architecture, Kasauli is visited by large number of international and domestic tourists every year. Plate No. 10 shows classification of tourists visiting Kasauli on the basis of demographic aspects



**Fig -1:** Demography of the study area

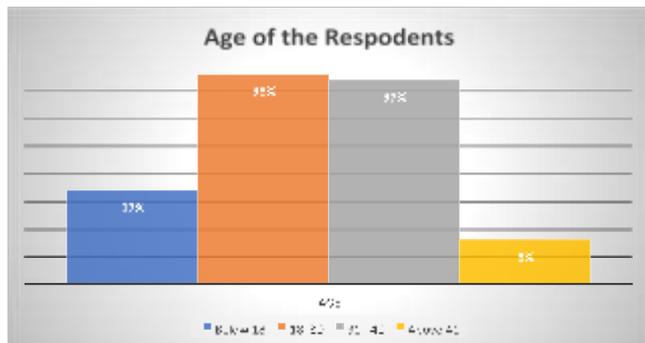
Analysis of the data shows that 49% (73) of the respondents were male, 34% (51) were female and 17% (26) were children.

**\*Total Respondents 150**

This gender wise distribution of sample unit reveals that irrespective of nationality, the proportion of male tourist visiting Kasauli exceeds the number of female tourists visiting Kasauli. It however cannot be concluded that that more male tourist visits Kasauli then females

**Age**

Tourist visiting Kasauli spans all ages from infants to greater than 60 years. The age wise profile of tourists visiting Kasauli will help to understand which age group people visit Kasauli, as Age is also a factor which influences tourism. The classification of tourists on the basis of their different age group is presented

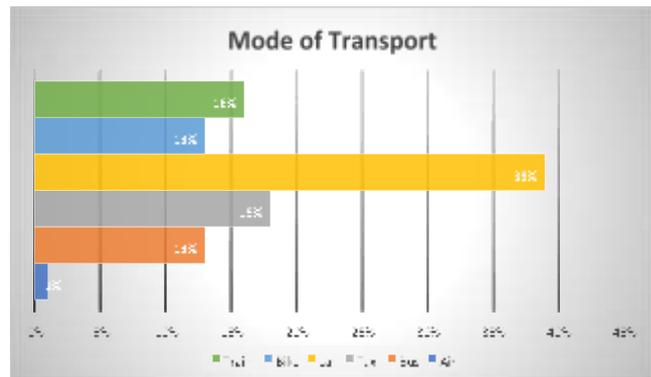


**Fig -2: Age of the Respondents**

The majority i.e. 38% (57) of the respondents were of the age group between 18-30 followed by 37% (55) in between of the 31-40 age group, 17 % (26) below 18 years and only 8% (12) more than the 40

**Mode of Transport**

Travel is implicit in tourism and it may entail transport by air, sea, rail or road. The choice of mode of transport by a tourist will depend on costs, speed, comfort and number of people travelling. Kasauli has developed excellent transport linkages primarily through road with the rest of the country. Nearby airports and railway stations are considered here as some respondents have used this mode also to reach near to the destination. Graph shows the use of mode of transport to Kasauli



**Fig-3: Mode of Transport**

It reveals that, 39% (58) have opted for travel via their own car, 18% (27) have hired a taxi, 16% (24) have opted for Kalka Shimla toy train, while 13% (24) have come via buses, 13% (20) have come on two wheelers and 1% (2) have opted for air travel

**Study of Satisfaction Level**

**Table-2: Study of Satisfaction Level**

Components	Z					
	Male 73		Female 51		Children (Below 18) 26	
	Satisfied	Not Satisfied	Satisfied	Not Satisfied	Satisfied	Not Satisfied
Accessibility	97%(71)	3%(2)	90%(46)	10%(5)	100%(26)	0%(0)
Accommodation	86%(57)	14%(9)	87%(39)	13%(6)	69%(18)	31%(8)
Attitude of Local People	95%(69)	5%(4)	100%(51)	0%(0)	100%(26)	0%(0)
Food and Beverage Local Cuisine	66%(48)	34%(25)	70%(36)	30%(15)	65%(17)	35%(9)
Cleanliness/Hygiene/Sanitation	89%(65)	11%(8)	94%(48)	6%(3)	96%(25)	4%(1)
Safety and Security	100%(73)	0%(0)	100%(51)	0%(0)	100%(26)	0%(0)
Entry fee/ Charges	84%(61)	16%(12)	84%(43)	16%(8)	92%(24)	8%(2)
Shopping and souvenirs	<b>30%(22)</b>	70%(51)	<b>33%(17)</b>	67%(34)	77%(20)	27%(6)
Medical Facilities	59%(43)	41%(30)	<b>37%(29)</b>	63%(32)	100%(26)	0%(0)
Local Guides/Porters	Not Used	Not Used	Not Used	Not Used	Not Used	Not Used
Natural Attractions	84%(61)	16%(10)	94%(48)	6%(3)	88%(23)	12%(3)
Manmade attractions	68%(50)	32%(23)	63%(32)	37%(19)	73%(19)	27%(7)
Are you satisfied with Kasauli as an ecotourism destination?	62%(45)	38%(28)	59%(30)	41%(21)	77%(20)	23%(6)
Would you like to visit again?	Yes 34%(25)/ No 66%(48)		Yes 37%(19)/ No 63%(32)		Yes 31%(8) / No 27%(7)/ Can't say 42%(11)	

As inferred from the table 100% of children were satisfied followed by 97% of males were satisfied and 3% were not satisfied, 90% of females were satisfied and 10% were dissatisfied with the accessibility component of Kasauli.

Accommodations is one of the prime factors to study satisfaction. 87% of females responded satisfied whereas 13% were dissatisfied followed by 86% of male were satisfied and 14 answered not satisfied, subsequently 69% of children were satisfied and 31% responded with a no to accommodation.

100% females and children were satisfied with the attitude of local people followed by 95% of male were satisfied and only 5% of males said that they are not satisfied with the attitude of local people at Kasauli.

As far as local cuisine is concerned 70% of females were satisfied and 30% responded dissatisfied followed by 66% of males said they were satisfied with the local food and beverage, 65% of children answered satisfied and 35% responded not satisfied.

The data on Cleanliness/Hygiene/Sanitation shows that 96% of children were satisfied and 4% were not, followed by 94% females responded satisfied and 6% were not satisfied subsequently 89% of men said satisfied and 11% answered with a no to Cleanliness/Hygiene/Sanitation component.

The safety and security component reveal that 100% of respondents were satisfied with safety and security aspects.

It is observed that 84% of men and women were satisfied with the Entry fee/ Charges implied on various facilities and 16% were not satisfied followed by 92% of children were satisfied and 8% said not satisfied with entry fee and charges imposed at Kasauli.

The data on Shopping and souvenirs depicts that 70% of men were not satisfied and 30% were satisfied followed by 67% of women responded not satisfied and 33% said satisfied whereas 77% of children were satisfied and 23% were not satisfied with the shopping facility.

Medical facilities data reveals that 100% children were satisfied followed by 59% males responded satisfied and 41% not satisfied on the other hand 63% of females were not satisfied and only 37% were found satisfied with medical facilities available at Kasauli.

None of the respondents have used the local guide and porter facility.

Natural Attraction component data revealed that 94% females were satisfied and 6% were not followed by 88% of children said satisfied and 16% said no, consequently 84% of males responded satisfied and 16% said not satisfied with the natural attractions available.

The data on Manmade Attractions depicts that 73% of children were satisfied and 27% were not satisfied

followed by 68% of men responded satisfied and 32% said not satisfied, followed by 63% women were satisfied and 37% were not satisfied

77% of children said they are satisfied with Kasauli as an ecotourism destination and 23% said no followed by 62% of males responded with satisfied and 38 answered no, subsequently 59% of females were satisfied and 41% were not satisfied with Kasauli as an ecotourism destination.

While answering the "Would you like to visit again?" 66% males said no and 34% said yes followed by 63% females responded with a no to visit again and 37% said yes whereas 42% children replied with can't say and 31% said yes and 27% replied with a no

#### 4. CONCLUSION

After reviewing our finding and analysis we find that this site can be best eco-tourism site even on much better position if government will support for some resources, we developed best practices and recommendation even, after the completion and analysis of our result and finding, we made recommendation for local stakeholder, forest department and Himachal government. All they need to focus on essential practices for eco-tourism in this destination

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