



A STUDY ON THE ATTITUDE OF TOURISTS TOWARDS ENVIRONMENTAL IMPACT IN THE TOURISM INDUSTRY

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ABSTRACT

The crux of this article is finding the ways and means of maintaining an ecological balance by avoiding depletion of natural resources in particular to tourism industry. Ecotourism makes the natural resources sustainable to live with and it also reduces the carbon footprints of human beings in tourist spots. Ecotourism also intends to preserve local community people of that location. This article explains the reason of going green with tourism industry. The respondents' opinion on ecotourism is analysed through data collection. This article focuses on the environmental concern of people in respect to tourism industry. This article speaks about how ecotourism is practiced in India. This paper deals with the attitude of people travelling to different locations about their opinion on ecotourism. The respondent's opinion is obtained in order to analyse and tabulated later to reveal the main findings of the study. Proposition on improving ecotourism is also suggested in this paper.

KEYWORDS: Ecotourism, sustainability, natural resources, carbon neutral, wildlife and local community.

I. INTRODUCTION

1.1 Meaning of Ecotourism:-

Certain tourist spots tend to have fragile ecosystems. In such locations, mass tourism may be a threat to the environment pertaining to the tourist spot. Tourism may sometime pose a threat to the flora and fauna to the corresponding locations. Ecotourism is one of the forms of sustainable tourism. The term ecotourism is often interchangeable by the word Green tourism. Ecotourism is a tourism which is directed towards conservation and improvement of natural resources in the tourist spot. Ecotourism is one of the fastest growing niche markets in the tourism industry. Ecotourism is being promoted now

days on the grounds that it preserves the natural resource which steers clear of all forms of pollution. Ecotourism tends to protect local community people by creating employment opportunities for them.

1.2 Forms of Sustainable Tourism:-

Ecotourism endeavors to achieve an insight of the exotic natural locations and conservation of wildlife. Ecotourism strives to educate the people on sustainable development in relation to tourism. Ecotourism is said to be an immaculate tourism as it leaves the spot unspoiled. The Sustainable development makes sure that there are no stones left unturned in the tourism industry.



Sustainability refers to maintaining the resources in the long run making them available for increased number of years. There are several forms of tourism such as Ecotourism or Green Tourism, Soft Tourism, Rural Tourism, Community Tourism, Equitable Tourism & Solidarity and Responsible tourism.

II. OBJECTIVES OF THE STUDY

- ✦ To analyse tourists' behavior in respect to ecotourism.
- ✦ To analyse the perception of tourists towards conservation of the environment in the tourism industry.
- ✦ To ascertain the level of awareness of tourists regarding ecotourism.
- ✦ To describe the practice of ecotourism in India.
- ✦ To know the action-point of tourists in initiating any kind of tours.

III. METHODOLOGY

The Research methodology used for this article is primary data. Questionnaire is framed for data collection purpose. The questionnaire is framed with multiple choice questions and five scale rating. The five scale rating that is used in this questionnaire is 'Strongly Agree', 'Agree', 'Neutral', 'Strongly Disagree' and 'Disagree'.

IV. SAMPLING DESIGN

The questionnaire is issued to 60 respondents and data is collected from them for the study. Convenient sampling technique is used for this study.

V. STATISTICAL DESIGN

Frequency tables and Chi square test are used to find the attitude of tourists towards their environmental concern relating to the tourists spot. Chi square test is done to find the association between different variables.

VI. GEOGRAPHICAL AREA

The study is conducted in Chennai, TamilNadu from a number of 60 respondents.

VII. RESULTS AND DISCUSSIONS

Inference 1: Maximum numbers of respondents are female when compared to male.

Inference 2: 50% of the respondents who were contacted for the study earn above Rs.20,000. There is a possibility of positive correlation between income of the respondents and the frequency of going tours.

Inference 3: 23.33% of respondents which amounts for the highest percentage have said that they are not used to going tours frequently and go for tours only in rare circumstances.

Inference 4: The study shows that 33.33% of respondents travel to various destinations for the purpose

of Business and Recreation. This shows that people undertake tours only if required by their nature of businesses. Also people go for tours to take a break from their routine life. Tour may be viewed as a stress buster by lot of people.

Inference 5: Maximum number of respondents have expressed that they would like to seek for the help of tourist guides on their journey to various destinations. People depend on their tourist guides for helping them in various aspects and they should help to identify ecotourism.

Inference 6: About half a number of respondents among the people contacted for study expect good accommodation facility while going tours.

Inference 7: Out of 70% of the respondents 26.67% of respondents are certainly aware of ecotourism and 43.33% of respondents are somewhat aware of ecotourism. People are becoming increasingly aware of ecotourism through various sources of information media.

Inference 8: 40% of the respondents which is high in number tend to identify ecotourism through conservation of wildlife. Ecotourism is characterized by protection of wildlife whereas mass tourism may sometimes end up in endangering wildlife.

Inference 9: The primary step taken by the tourists to decrease the environmental impact of tourism industry is avoiding dropping of garbage in the tourist spot. This shows that people are more aware of maintaining cleanliness in the tourist destination to preserve nature and develop ecotourism.

Inference 10: Null Hypothesis is accepted as the calculated value is less than the table value. Therefore there is no association between gender of the respondents and awareness level of ecotourism among the respondents.

Inference 11: Null Hypothesis is rejected as the calculated value is more than the table value. Therefore there is association between gender of the respondents and facilities expected by them while going tours.

Inference 12: Null hypothesis is rejected as calculated value is more than the table value. Therefore there is association between the monthly income of respondents and frequency of going tours.

VIII. SUGGESTION

The following steps are suggested to ensure the development of ecotourism in India.

- ✦ Avoid carrying non-degradable materials to the tourist spots such as bottles, tins, plastic bags etc. It should be disposed in municipal dustbins. Proper disposal enhances maintenance and

- development of the locality of the tourist spot.
- ❖ Observance of the sanctity of holy sites, temples and local cultures.
- ❖ Promoting livelihood of the local community people belonging to the tourist spot.
- ❖ Avoiding noise pollution in natural resorts, sanctuaries and wildlife parks.
- ❖ Keeping away toilets from the tourist spot at least 30 meters.
- ❖ Obtaining prior permission before taking photographs in the tourist spot as certain places may have restrictions or may be of fragile nature.

- ❖ Avoid cutting off flora and fauna especially when the tourist spot has a delicate environment.
- ❖ Avoid using wood as fuel in cooking.
- ❖ Strictly avoiding the usage of alcohol, cigarettes or any other kind of tobacco products.

IX. CONCLUSION

The study infers that people are aware of the ecotourism and they are able to differentiate between mass tourism and ecotourism. The research has found that people are of opinion that proper disposal of garbage leads to promotion of ecotourism. Moreover we can say that people are ready to promote ecotourism themselves.

X. TABLES AND REFERENCES

Table 1: Table 1 showing Gender of the Respondents

| Particulars | Frequency | Percentage |
|--------------|-----------|------------|
| Male | 26 | 43.4 |
| Female | 34 | 56.6 |
| Total | 60 | 100 |

Source: Primary Data

Table 2: Table 2 showing Monthly Income of Respondents

| Particulars | Frequency | Percentage |
|---------------------|-----------|------------|
| Below Rs.10,000 | 8 | 13.33 |
| Rs.10,001-Rs.20,000 | 22 | 36.67 |
| Above Rs.20,000 | 30 | 50 |
| Total | 60 | 100 |

Source: Primary Data

Table 3: Table 3 showing the Frequency of going Tours

| Particulars | Frequency | Percentage |
|--------------|-----------|------------|
| Monthly | 12 | 20 |
| Quarterly | 12 | 20 |
| Half Yearly | 10 | 16.67 |
| Yearly | 12 | 20 |
| Rarely | 14 | 23.33 |
| Total | 60 | 100 |

Source: Primary Data

Table 4: Table 4 showing the Reasons for going Tour

| Reasons for Going Tour | Yes | | No | | Total |
|--------------------------------|-------|-------|-------|-------|-------|
| | Count | % | Count | % | |
| Business | 20 | 33.33 | 40 | 66.67 | 60 |
| Education | 16 | 26.67 | 44 | 73.33 | 60 |
| Admiration | 10 | 16.67 | 50 | 83.33 | 60 |
| Recreation | 20 | 33.33 | 40 | 66.67 | 60 |
| Cultural Heritage | 16 | 26.67 | 44 | 73.33 | 60 |
| Nature | 16 | 26.67 | 44 | 73.33 | 60 |
| Popularity of the tourist spot | 10 | 16.67 | 50 | 83.33 | 60 |
| Gaining Experience | 14 | 23.33 | 46 | 76.67 | 60 |

Source: Primary Data



Table 5: Table 5 showing the Steps taken by tourists on initiating any tours

| Steps taken by tourists on initiating tours | Yes | | No | | Total |
|---|-------|-------|-------|-------|-------|
| | Count | % | Count | % | |
| Selecting Tourism Destination | 32 | 53.33 | 28 | 46.67 | 60 |
| Booking Lodges | 14 | 23.33 | 46 | 76.67 | 60 |
| Booking Travel Agencies | 20 | 33.33 | 40 | 66.67 | 60 |
| Deciding the Places to be visited | 18 | 30 | 42 | 70 | 60 |
| Seeking the help of tourist guides | 34 | 56.67 | 26 | 43.33 | 60 |

Source: Primary Data

Table 6: Table 6 showing the Facilities expected by Respondents

| Particulars | Frequency | Percentage |
|--------------------------|-----------|------------|
| Suitability of Transport | 5 | 8.33 |
| Accommodation | 30 | 50 |
| Service of the Guide | 25 | 41.67 |
| Total | 60 | 100 |

Source: Primary Data

Table 7: Table 7 showing the Level of Awareness on Ecotourism

| Particulars | Frequency | Percentage |
|----------------|-----------|------------|
| Aware | 16 | 26.67 |
| Somewhat Aware | 26 | 43.33 |
| Not Aware | 18 | 30 |
| Total | 60 | 100 |

Source: Primary Data

Table 8: Table 8 showing the Basis of Identification of Ecotourism

| Basis of Identification of Ecotourism | Yes | | No | | Total |
|---------------------------------------|-------|-------|-------|-------|-------|
| | Count | % | Count | % | |
| Preservation of Environment | 8 | 13.33 | 52 | 86.67 | 60 |
| Promotion of Local Community | 20 | 33.33 | 40 | 66.67 | 60 |
| Conservation of Wildlife | 24 | 40 | 36 | 60 | 60 |
| Responsible Action of Tourists | 12 | 20 | 48 | 80 | 60 |

Source: Primary Data

Table 9: Table 9 showing the Steps taken by tourists to decrease the impact of Tourists towards the Environment

| Steps to decrease Environmental Impact | Yes | | No | | Total |
|--|-------|-------|-------|-------|-------|
| | Count | % | Count | % | |
| Avoid Drinking and Smoking | 20 | 33.33 | 40 | 66.67 | 60 |
| Avoid disturbing the Wildlife | 14 | 23.33 | 46 | 76.67 | 60 |
| Avoid dropping the garbage | 22 | 36.67 | 38 | 63.33 | 60 |
| Avoid spitting | 10 | 16.67 | 50 | 83.33 | 60 |
| Avoid Plucking of Flowers | 8 | 13.33 | 52 | 86.67 | 60 |

Source: Primary Data

Null Hypothesis: There is no association between Gender of the respondents and Awareness level of ecotourism among the respondents

Alternative Hypothesis: There is association between Gender of the respondents and Awareness level of ecotourism among the respondents

Table 10: Table 10 showing the Chi square test on association between Gender and Awareness level of ecotourism among the respondents

| Particulars | Aware | Somewhat Aware | Not Aware | Total |
|--------------|-----------|----------------|-----------|-----------|
| Male | 6 | 10 | 10 | 26 |
| Female | 10 | 16 | 8 | 34 |
| Total | 16 | 26 | 18 | 60 |

Source: Primary Data

| Factors | Calculated Value | Table Value | Degrees of Freedom |
|---------|------------------|-------------|--------------------|
| Gender | 1.56 | 5.991 | 2 |

Source: Computed Data

Null Hypothesis: There is no association between Gender of the respondents and Facilities expected by them while going tours.

Alternative Hypothesis: There is association between Gender of the respondents and Facilities expected by them while going tours.

Table 11: Table 11 showing Chi square test between Gender of the respondents and Facilities expected by them while going tours

| Particulars | Transport | Accommodation | Tourist Guide | Total |
|--------------|-----------|---------------|---------------|-----------|
| Male | 10 | 16 | 0 | 26 |
| Female | 4 | 22 | 8 | 34 |
| Total | 14 | 38 | 8 | 60 |

Source: Primary Data

| Factors | Calculated Value | Table Value | Degrees of Freedom |
|---------|------------------|-------------|--------------------|
| Gender | 12.8 | 5.991 | 2 |

Source: Computed Data

Null Hypothesis: There is no association between Monthly income of the respondents and Frequency of going tours.

Alternative Hypothesis: There is association between Monthly Income of the respondents and Frequency of going tours.

Table 12: Table 12 showing Chi square test between Monthly Income of the respondents and the Frequency of going tours

| Particulars | Monthly | Quarterly | Half Yearly | Yearly | Rarely | Total |
|-----------------|-----------|-----------|-------------|-----------|-----------|-----------|
| Below Rs.10,000 | 2 | 0 | 2 | 0 | 4 | 8 |
| 10,000-20,000 | 6 | 6 | 2 | 6 | 2 | 22 |
| Above Rs.20,000 | 4 | 6 | 6 | 6 | 8 | 30 |
| Total | 12 | 12 | 10 | 12 | 14 | 60 |

Source: Primary Data

| Factors | Calculated Value | Table Value | Degrees of Freedom |
|---------|------------------|-------------|--------------------|
| Income | 20.22 | 12.592 | 6 |

Source: Computed Data

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