

## Multidisciplinary National Seminar on Sustainable Development: Issues and Challenges

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### A Critical Review of Sustainable Eco Tourism Services in Himachal Pradesh

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*Abstract: Indian tourism industry is considered to be a positive force for the socio economic development. It is the ever growing industry in service sector. Among the various types of tourism, eco tourism is gaining the importance as it protects the assets of the region also helps the people to get involved in it and to develop socio-economically. This paper critically explores the sustainable Eco Tourism Services from Himachal Pradesh for socio-economic environmental implications, investigating dimensions of modern and traditional tourism, illustrating them through distinguishing characteristics in selected tourism products and processes and amalgamating with environmental sustainability and green marketing. Issues of environmental sustainability in tourism sector are being critically evaluated. This paper also investigates strategic perspective of Eco Tourism Services sustainability in terms of its imitation, ramification and environmental sustainability over the long run.*

*Key Words : Green tourism, Green Marketing, Eco-tourism, environmentalism, sustainability, strategy.*

#### 1. INTRODUCTION

Tourism is one of the world's largest industries, with 1.2 billion annual international travellers creating almost 300 million jobs and generating nearly US\$ trillions in global GDP. The tourism industry globally generates over 250 million jobs whereas the software industry generates only 20 million jobs. The size of the tourism industry worldwide is US\$4.6 trillion whereas the software industry globally is a mere US\$500 billion. Tourism is the second largest industry in the world, producing over \$195 billion in domestic and international receipts and accounting for more than 7% of the world's trade in goods and services. There were 693 million international tourists in 2001, creating 74 million tourism jobs. See Table: *The world's top tourism earners in 2016*

As an increasing number of the world's population becomes more experienced travelers, their attitudes, interests, and behaviours are also changing. First-time visitors to a destination normally spend their time and money on traditional mass tourism products and experiences such as group tours, resort hotels, and major attractions. Repeat visitors more often go "off the beaten path" in search of what they consider more authentic travel experiences, desiring to interact with and behave like local residents. This deeper exploration of a destination is often defined in industry terms as ecotourism, adventure tourism, cultural tourism, heritage tourism, culinary tourism, agritourism, and several other niche sectors that are often focused on nonurban areas. Out of these Ecotourism is having its own niche which can comprise any environmental tourism services directly involving tourist destinations involving natural environment like the beautiful mountain, streams, beaches, and deserts etc, i.e. all form of natural landscape exists on earth.

Another global trend is accelerating the motivation of tourists to expand their travel activities into rural regions. About 51% of the world's population now lives in urban areas, and that number is expected to increase, alienating billions of people from the natural environment globally. The Earth Summit 2002 was convened to address pressing issues of poverty and global environment degradation. When these outdoor-deprived people travel, they often seek experiences that allow them to interact with the natural environment, which can be most easily accomplished in rural areas. These trends have created greater tourism development opportunities along with 'natural environmental concern' for any country. The resulting economic growth supports rising incomes and higher employment in natural landscape areas while satisfying the increasing demand for nature-focused tourism experiences. The challenge, however, for public- and private-sector advocates of nature based tourism development is organizing, planning, and funding the identification, development, and promotion of high-potential adventure and fun based tourism experiences. This process requires expertise, resources, and a high degree of collaboration among all affected stakeholders in designing and implementing an effective 'nature focused' tourism growth strategy. The hospitality and tourism industry is under pressure to become more environmentally friendly from the following forces.

➤ consumer demand;