CHANGING PARADIGMS IN MARKETING OF SERVICES WITH SPECIAL FOCUS ON TOURISM AND HOSPITALITY

Changing Paradigms in Marketing of Services with special focus on Tourism and Hospitality

Editor

Prof. V. Venkata Ramaiah

Vice Chancellor
Telangana State Council of Higher Education &
Professor, School of Management Studies
University of Hyderabad

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E-mail: newsboys976@gmail.com

Preface

Advances in Information, Communication and Transportation (ICT) technologies have highlighted the opportunities to target, reach and individual customers, customizing or global marketing, which can be provided to the customer. In the process the service sector has become prominent and is among the top by growing at a fast rate. This is clearly evident from the increase in contribution of the sector to the overall economy in general and Indian economy in particular.

The growth in the service sector has also resulted in a greater degree of competition and increased quality offerings to those who seek these services. It is by now clear that the competencies and skills required by the service economy are quite different from the manufacturing economy in terms of competitive strategy, cost structure, assessment of quality, quality differentiation and also the transparency, commodularity and variability of these services.

Incidentally, India has been an agrarian economy. It is only in the last few decades that the growing importance of the service sector is being recognized. There are a multitude of reasons for the gradual shift in the service economy that is consistent with the global trends. The Indian economy has witnessed some unprecedented services for the Indian consumers in the areas of ICT, Offshore software development, Education, Entertainment, Health care, Tourism etc. In recent a few, in addition to this, the country has a large percentage of the younger population which offer a "demographic dividend and the sub-strata is quite high along with a relatively high level of understanding and usage of English in business operations. The trend and reasons are to be expected to be the key economic generator for the year 2020 according to some leading experts. Keeping in view the need to identify, strengthen and plan for this huge "New Growth", the School of Management Studies, University of Hyderabad has organized the three day International Conference on theme "Emerging Paradigms in Marketing of Services with special focus on Tourism and Hospitality" January 12-14, 2017 at Hyderabad.

The Conference provided an opportunity to share the experiences of the different service sectors (Telecom, Tourism, Health Diagnostics, Information Technology / Communication and Entertainment, Health Care, Retail, Financial Intermediary, Insurance, Transport etc.) with also emphasis on the country and case studies and the practical and theoretical issues involved in the area of marketing with special focus on Tourism and Hospitality of Tomorrow. These examples and case studies would help the people and organizations to gain valuable strategies to achieve more effective of serving customer by the former the increased competition and changing customer.

The three day Conference was provided an informal and professional forum to academics, industry and research scholars/managers to practice India to provide a global service to consumers. Dr. Jagdish Sheth is the Charles H. Kellstadt Professor of Marketing at the Emory University Goizueta Business School in Emory University and Dr. V. Kumar (VK) is the Regents Professor, Richard and Susan Lenny Distinguished Chair & Professor in Marketing, Director, Center for Excellence in Retail and Customer Management Decision (CRCMD) program in Marketing, Georgia State University, J. Mack Robinson College of Business. Editor-in-chief of the Journal of Marketing have delivered thought provoking addresses at the Conference.

I wish to place on record my general thanks to Ministry of Tourism Govt. of India and the Economic Liaison Commission (ELC) and the University of Hyderabad for support for the successful conduct of the Conference. My thanks go also to all the invited speakers, paper presenters and participants who were instrumental in making the ICFAI HRM 2017 a great success.

N. SRIPRATA RAMANA

About the Editor

Prof. V. Venkata Ramana holds a M.B.A. and Doctoral degree in Management and received advanced training at IIBE, Sweden and ICE Institute, University of Texas. He is the senior most Professor at School of Management Studies, University of Hyderabad with over 30 years experience across different sectors spanning academics, industry and board level positions at State Bank of Hyderabad SBH (4 years) and India Infrastructure Finance Company (IIFCL - Ministry of Finance, Govt. of India 5 years).

He served earlier at Institute of Public Enterprise, Mahindra Nissan Aloyn Ltd, Osmania University and joined University of Hyderabad in 1999 where he served as Dean for three full seven years and held many senior level academic and administrative positions. He has extensively worked in the area of innovation, incubation, and Entrepreneurship and was the founder of the TBI (Technology Business Incubator) @ University of Hyderabad. His research interests include General Management, Corporate Governance & Strategy, Marketing and Strategic Management.

He also served as visiting Professor at San Diego State University, University of New Orleans, USA, Mahasarakham University, Thailand, Torran University, Poland and delivered many lectures in National University of Singapore and leading Universities in India and abroad.

He received many Honours and prestigious Awards and nominated to various Committees of National bodies like UGC and AICTE and adjudged as "Best Professor in Marketing" in Singapore 2012 by CMO Asia. He was also Member, Academic Court and Finance Committee, Central University of Rajasthan and Sikkim Central University in addition to being Member of Boards of Studies of several Universities in India.

Prof. Venkata Ramana had the distinction of being chosen to accompany the Hon'ble President of India on a official visit to China during May 24-25, 2016 and was also been invited as "Observer" for the launch of Smart model village Project at Eachampati Bhavan. He has been appointed as National Expert by Asian Productivity Organisation (APO) Japan (2017-19) and also invited as Special invitee, CII – Telangana Executive Council.

He has authored 10 books and published over 40 scholarly articles in National and International journals and is a popular speaker at various National and International Conferences.

In 2017 he was appointed as Vice-Chairman of Telangana State Council of Higher Education (a Statutory body of the Government of Telangana).

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N. SRIPRATA RAMANA

Message.

Tourism is an innovative and dynamic industry with immense prospects for future growth. It is an industry that will continue to play an important role in the Indian economy, attracting investment and creating jobs in both our cities and our regions.

It is important, however that we not sit back and merely expect success. We need to compete and capitalise on emerging opportunities and capture the benefits of the major drivers of industry including rapid mobile advances in technology.

In tourism marketing, distribution and supply chain, a technological revolution is taking place that is as promised as it is exciting. In both the international and domestic tourism sectors, the internet is being used increasingly to research, promote, book and pay for tourism products and services. It also has the potential to deliver significant new gains in key tourism markets by improving the efficiency in supply chains.

The internet is not just a powerful business tool, it shows all the signs of becoming a household utility as increasing number of Indians become regular users. Furthermore, with the spectacular growth of smart phones and a national roll out of 4G wireless networks, a growing proportion of travellers visiting to India will be accessing online technology to research and purchase tourism products and services.

Indeed, getting the tourism industry online is an issue of national importance. If the industry is to continue to be internationally competitive, it must take advantage of the enormous potential generated by advances in information technologies.

Accordingly, we need a coordinated, national approach to harnessing the benefits and reducing the impediments to the effective and efficient use of the internet by the tourism industry. In my view, this requires policy intervention to facilitate the free market process and will generate large scale employment exceeding the IT services industry in India by 2020. In particular, the strategy should focus on enhancing levels of online awareness, knowledge, skills, infrastructure and uptake throughout the industry.

The government is paying particular attention to regional India to ensure that it has the infrastructure and resource base necessary to operate effectively online. It has committed substantial resources to development of regional telecommunications infrastructure and regional tourism location and travel attractions in many forms-medical, religious, health, ecotourism etc., to mention a few.

I am confident that this national policy, which has been developed in close consultation with the industry and the States and Territories, will help unlock tourism opportunities arising from the tourism industry continues to have an exciting future. I think tourism industry will benefit significantly by embracing digital technology.

I urge the tourism industry to switch on to the tremendous opportunity afforded by the internet. Further the traditional ways of treating the global community with an "open mind" and heart will go a long way in making India the most preferred country.

I am happy to note that the Conference Director ICETMS 2017 Professor V. Venkata Ramana devoted significant time and effort to come out with this volume.

I am sure that in the years to come this compilation would be useful for students, faculty, researchers, and practitioners of management in general and Services Marketing in particular.

Prof. Jagdish N Sheth Charles H. Kellstadt Professor of Marketing,
Goizueta Business School, Emory University, USA.

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A Theoretical Exploration of Environmental Tourism Services

Dr Sarvesh Kumar, Assistant Professor, SBMS, Central University of Himachal Pradesh

ABSTRACT

This paper conceptually explores the socio-economic, developmental and environmental implications of modern and traditional tourism, illustrating them through distinguishing characteristics in selected products and processes and amalgamating with environmental concern, green marketing. It concludes by suggesting as how to consider a balance between modern and traditional tourism in the background of their socio-economic and environmental sustainability over the long run. This paper is an effort to explore Green initiatives in tourism sector in India from with reference to Himachal Pradesh, by documenting the recent adoption of Green taxes and plastic ban to achieve environmental sustainability in tourism sector.

Key Words: Green tourism, Landscape tourism, Green Marketing, Green packaging, Green taxes, environmentalism, environmental concern, environmental tourism, sustainability

Cohen (1979) notes it is possible to describe the who, when, where and how of tourism, together with its social and economic characteristics of tourist, but not to answer the question "why", the most interesting question of all tourist behaviour." (Pearce, 1994, p. 550)

1 Background

Tourism is one of the world's largest industries, with 1.2 billion annual international travellers creating almost 30 million jobs and generating nearly US$ trillions in global GDP. The tourism industry globally generates nearly 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 sales and accounting for more than 7% of the world's trade in goods and services. There were 687 million international tourists in 2001, creating 74 million tourism jobs.

As an increasing number of the world's population becomes more experienced travellers, their attitudes, needs, 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 sight 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 experience 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 based on nonurban areas. Out of these Ecotourism is having its own niche which can comprise any tourist 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 healthy mountain, streams, beaches, and deserts etc. i.e. all form of natural landscape spots on earth.

Another global trend is accelerating the motivation of tourists to expand their travel activities into rural areas. About 51% of the world's population now lives in urban areas, and that number is expected to grow. The Earth Summit 2002 was intended to address pressing issues of poverty and global environment degradation. When these outdoor-oriented people travel, they often seek experiences that allow them to interact with the natural environment. Most of these travels alienating billions of people from the natural environment globally. The rural areas can be most easily accomplished in rural areas. These people 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 adding 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 attractions.

The process requires expertise, resources, and a high degree of collaboration among all stakeholders in designing and implementing an effective 'values focused' tourism growth strategy. Hospitality and tourism industry is under pressure to become more environmentally friendly due to following forces[1]:

- consumer demand
- increasing environmental regulation
- managerial concern with ethics
- customer satisfaction
- competitive issues related to the physical plant and
- the need for aesthetics

2. Tourism in India at a glance

During the period (2002 to 2008) paradigm shift was made towards strengthening tourism infrastructure. This was after the period when tourism was viewed as an instrument of employment creation in sustainable development. In the Indian context, the vast potential of tourism as an employment creator, wealth distributor and remains untapped. As India grows and expands its base in travel and tourism, it will generate more jobs and the sector will become a major catalyst for India's growth. Number of Foreign Tourist Arrivals in India 5.03 Million, Annual Growth Rate 4.5% which sent Foreign Exchange Earnings from Tourism, in Indian Rupees terms Rs. 135193 Crore, Annual Growth Rate 9.5%, in US$ terms 21.07 (Billion) , Annual Growth Rate 4.1% , India's rank in World Tourist Arrivals 40th, share of India in International Tourist Arrivals 0.64%, Share of India in International Tourism Receipts (US$ terms) 0.7% and India's rank in World Tourism Receipts 14th India's share of the world tourist traffic is much less as yet 1%.The chasm between potential and performance was widened as result of various factors, the key being the perception that tourism was an elitist activity sat in the background of five-star hotels, resorts and pleasure. Somehow the actual benefits of tourism- its multiplier effect on employment, infrastructure and community growth – all seem to have been inevitably lost.[2] In India, environmental tourism assets have enormous opportunities in the all form of natural landscape tourist destinations comprising forests reserves, wonderful mountains including Himalayan ranges, long coastline having numerous beaches, western desert etc.

3. Environment and Tourism Relationship

3.1 Environmental tourism services in the form of Ecological attributes

In general, the ecological attributes are the most discussed features of any environmental tourism service and therefore the most obvious ones to start with, since the amenities, e.g. landscape, water (both fresh and salt) etc., is often perceived as having an important touristic value. However, it is not sure that the ecological attributes are the most important attributes. All dimensions of sustainability should be considered as equally important. Although climate change and the related emission of greenhouse gases is one of the most relevant ecological issues related to sustainable tourism, CO2-emissions are not addressed separately, because CO2-emissions are highly correlated with other aspects associated e.g. traffic or energy use. Traffic caused by tourism is one of the most important issues in the ecological dimension. It has a significant impact on the environment. 60 to 90% of the environmental impact of tourism is due to transport and up to 90% of energy consumption in tourism is used for the outward and return journey. Furthermore, traffic causes a number of problems e.g. greenhouse gas and air pollution emissions, intensified consumption of land, energy loss, noise pollution or deterioration in the quality of landscapes (WTO, 2004). And traffic is the main factor in tourism which causes CO2-emissions, accounts for 75% of tourism related CO2-emissions (WTO, 2004). The energy source and the efficient use of energy as well as other natural resources are relevant for tourism. The oversize, and/or misuse of an environmental asset, has often not only ecological consequences, but also negative impacts on the tourism sector.

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[1] Macintosh et al (2007) pg367.
[2] Kant (2008)
[3] INDIA TOURISM STATISTICS AT A GLANCE, 2015
[4] Kant (2008) pg 4

[illegible] are also often reflective because we think of the perspective. The consumption of buildings is the most important criteria in ecological responsibility because it facilitates energy efficient [illegible] that need to cooler for comfort and the climate capacity. In order to manage scheduling [illegible] and building management solutions, on the one hand, an efficient management of [illegible] energy, cooling and wastewater and, on the other hand, an efficient management of [illegible] and lighting equipment such as intelligent equipment which allows the operating system to learn [illegible] behaviors and monitoring sensors which be considered. Considering buildings consists of [illegible] operation and functionality, which is adaptable to the particular context and place, it is [illegible] important to continually assess the impact the year should not cost been as [illegible] Based on these explanations, the following four attributes are considered. There will always be some amount of waste which cannot be avoided [illegible] waste management including wastewater is important. This leads to an energy [illegible] possibility analysis. Finally, biodiversity is an important aspect for all forms of nature tourism [illegible] only a functioning ecosystem can guarantee a constant water flow and biodiversity is a [illegible] of the natural environment. Moreover, the motivation of tourists to seek and focus [illegible] behavior is to observe a larger variety of flora and fauna. Therefore, it is [illegible] biodiversity.

[illegible] sustainable tourism

[illegible] of development, known as ecologically sustainable, protects the rate, conservation and [illegible] of a community's resources. It focuses those actions which preserve ecological processes [illegible] life for this and future generations. This form of development is underpinned by the [illegible] that the environment must be maintained if the industry is to be viable in the long term. This is [illegible] sustainable environmental tourism services.

[illegible] areas

[illegible] such as parks and ecological reserves are necessary for the conservation of economically [illegible] ecosystems. Most protected areas are established for the preservation of natural values, [illegible] the ancient habitats of endangered species, threatened ecological communities, or [illegible] examples of endangered communities. However, many protected areas (particularly parks) [illegible] human activities as long as they do not severely threaten the ecological values that are [illegible]. These uses are the integral part of environmental tourism services which include [illegible] and in some cases fishing, hunting, and even timber harvesting. In 1981 there were about [illegible] protected areas globally with a total area of almost two million acres (TW million ha). Of this total, [illegible] alone comprising 1.15 million acres, 1464 million ha were fully protected, and could be [illegible] to be ecological reserves.

[illegible]ging stakeholders for collective impact

[illegible] and engaging essential stakeholders, creating a common agenda, planning for mutual benefit, [illegible] for effective implementation, measuring success, and public-private partnerships is the [illegible] for environmental tourism services.

[illegible] environmental tourism services development

[illegible] and expectations associations in environmental tourism services development are the [illegible] sustainable tourism development which aims at a balance between the [illegible] (economic benefits, sustainable tourism development which aims at a balance between the [illegible] the management economy, environment, and society) and service delivery. One of the most [illegible] affecting the tourism industry in recent years is sustainable environmental tourism [illegible] is now a "Table 1" tourism is increasingly being used as an economic development tool by [illegible] countries, mainly helping to generate employment as well as improve the local [illegible] The problem arises when development is rushed, taking little or no consideration of the [illegible] of the development. Research on sustainability therefore seeks to address this issue [illegible] need to be aware of, especially in relation to environmental protection (Table 1).

Table: I

Authors	Focus	Sub-theme
May	In tourism developers need to be more aware of the concern for sustainability and environmental protection	Sustainable tourism
Rutschmann	The need to monitor and install ecological tourism infrastructures in the Brazilian rainforest	Conservation of ecology
Klemm	When considering sustainability, there is a requirement for both public and private sectors to work in collaboration	Tourism and the environment
D'Amore	Research implies that tourist developers need guidelines to help support sustainable development	Planning and decision making
Cater	If Third World countries are to continue using tourism as a	Ecotourism

Source: Eccles (1995) Marketing sustainable development and international tourism. International Journal of Contemporacy Hospitality Management, Vol. 7 No. 7 1995, pp. 20-25

3.4 Developing differentiated environmental tourism services experiences

Marketing focuses on Principles of product development, competitive differentiation, market segmentation, identifying high-potential environmental tourism services opportunities, development resources and processes, and creating value-added environmental tourism services products. Whereas service marketing highlights on experience creating effective promotional strategies which are highly intangible while considering environmental tourism services. Targeting ecotourism branding, integrated marketing communications, leveraging digital media, and building brand engagement and loyalty can be multidimensional feature of environmental tourism services.

3.5 Eco - Tourism at the centre stage of environmental tourism services

Sustainability and environmental tourism services in the form of eco-tourism are complementary to each other because the basic components of eco-tourism demand the implementation of sustainability principles. The concept of eco-tourism basically comprises four fundamental components:

a) Travel has to be restricted to relatively undisturbed or protected natural areas
b) it has to be nature based
c) it has to be conservation-led, and
d) it must have an educative role – which implies that eco- tourist must have a desire to learn about nature on their trips.

Eco-tourism is, therefore, a logical component of sustainable development, requiring a multidisciplinary approach, careful planning (both physical and managerial) and strict guidelines and regulations which will guarantee sustainable operations. Broadly, eco-tourism can be defined as responsible travel to natural areas that conserves the environment and sustains the wellbeing of the people. At the core of environmental tourism services, ecotourism is ecology-based tourism, focused primarily on natural or cultural resources such as scenic areas, mountains, deserts, coral reefs, caves, fossil sites, and wildlife, particularly rare and endangered species, etc. The successful marketing of ecotourism depends on destinations which have Biodiversity, unique geologic features, and interesting cultural histories, as well as an adequate infrastructure. In the Himalayan ranges are perhaps the most popular destinations for environmental tourism services, particularly National Park, the Mountains etc. spreading from Jammu & Kashmir, Himachal Pradesh, Uttarakhand and North Eastern states.

Adventure tourism which includes ecotourism accounts for 10% of this market. Ecotourism is not a new phenomenon, recognizing even then the demand for experiences in nature and profiting from transporting tourists to destinations near to nature like hill-stations located in Himalayan States, e.g. Shimla, Manali, Dalhousie, Dharmshala, Masoorie, Shillong etc. However, ecotourism has recently taken on increased significance worldwide. There has been a tremendous increase in demand for such experiences, with adventure tourism increasing at a rate of 30% annually.

[illegible] is another reason for the increased significance of ecotourism. It is a key strategy in efforts to [illegible] and natural resources, especially in those areas that are the heritage of the traditional [illegible] Tourism revenue forms multiple incentives for economic incentive to protect resources. For [illegible] rather than consulting heavily to forces which may be short-lived, income can be earned by [illegible] goods and services to tourists focusing environmental tourism services like tiger reserves, bird [illegible] popular, developing photo spot etc.

[illegible] environmental tourism services has the potential to produce a viable economic alternative to [illegible] of the environment. It can also threaten it. Water pollution, litter, depletion of wildlife, trampling [illegible] and displacement of local people are some of the negative impacts of poorly planned and [illegible] ecotourism. To strengthen themselves from destructive mass companies, many reputable tour [illegible] have adopted environmental codes of ethics which explicitly state policies for avoiding or [illegible] environmental impacts. In planning destinations and operating tours, successful firms are also [illegible] to the needs and desires of the local people, for without their support efforts in ecotourism often [illegible].

[illegible] can provide rewarding experiences and produce economic benefits that encourage [illegible]. The challenge upon which the future of ecotourism depends is the ability to carry out tours [illegible] rewarding, without degrading the nature or cultural resources upon which it is based. [illegible] Quebec Declaration on Ecotourism, a United Nations (UN) level document, lists the elements of its [illegible]. According to this document, ecotourism is sustainable tourism that:

- contributes actively to the conservation of natural and cultural heritage,
- involves local and indigenous communities in its planning, development and operation and contributes to their well-being,
- interprets the natural and cultural heritage of the destination for visitors,
- lends itself better to independent travellers, as well as to organized tours for small groups.

Ecotourism has definitely put down roots as a political concept, over 130 countries attended the World Ecotourism Summit in May 2002, with 45 ministerial level participants. More than 5000 practitioners were involved in preparations and follow-up. Activities around the WSE resulted in a much stronger global voice of practitioners.

1.1 Power: Ecotourism

Ecotourism is quite more than in the conventional mass-tourism sector – where multinational hotel companies and tour operators act as vehicles for the transfer of know-how and technologies – the exchange of experiences [illegible] ecotourism needs to be encouraged by international organizations and by a knowledgeable international [illegible] in ecotourism matters.

Ecotourism companies and operations are generally of small scale, and they should continue to be so if [illegible] are to remain with local communities and revert to conservation purposes. Indeed, the sustainable [illegible] of ecotourism should be based on the replication of good practice in more and more territories, [illegible] on aggregating existing businesses or expanding their size. There are excellent examples of [illegible] technological or management solutions that have been developed by small companies, while [illegible] ventures have failed because they lacked the very same knowledge available elsewhere. [illegible] the need to adapt solutions to the specific environmental and sociocultural conditions prevailing [illegible] should not be neglected. It is, therefore, necessary for tourism managers and other [illegible] stakeholders to use their wisdom and draw the relevant lessons.

2 Exploration, examination and explanation of environmental tourism services as case study

[illegible] examination and explanation of environmental tourism services in the form of case study using key [illegible] examples of sustainable environmental tourism services in the form of case study using key [illegible] principle factors is investigated by exploring and examining the green taxation.

2.1 Green taxes: a case study insight of Himachal Pradesh

[illegible] Pradesh located in Northern part of India which is geographically located at Western Himalayas [illegible] Shivalikranges. Environmental tourism services correlate the ecology, economics [illegible] that give benefit to tourism industry.

4.2 Caselet Rohtang: Only 800 petrol vehicles and 400 Diesel Vehicles are permitted to go Rohtang. Permit has to be obtained online. Rs 500 Permit Fee (Applicable for those visiting Rohtang Pass for tourism purpose). This is applicable to all vehicles visiting Rohtang pass for tourism purpose. This fee is levied on daily basis and accordingly the permits are issued based on daily quota defined by National Green Tribunal (NGT). The tourism permit is valid for one day only (To & Fro). Mandatory Information required: Rohtang Pass Permit; Valid ID Proof; Valid Pollution Under Check (PUC) Certificate; Vehicle Registration Date (Age of vehicle not to be more than 10 yrs). No permits are issued on Tuesday as the day is reserved for maintenance of Rohtang. [5]

4.3 Caselet Shimla: Shimla Municipal Corporation started imposing 'Green tax' on vehicles entering the city. Municipal Corporation recently passed a resolution to this effect recently. The Municipal Corporation is replicating similar tax being imposed by the Manali Municipal Council, which will be levied on vehicles not registered in Himachal. This mean any non Himachal registered personal or commercial vehicle will have to pay the 'Green Tax' when entering Shimla town. The tax amount would be Rs 100 for two-wheelers, Rs 200 for cars and jeeps, Rs 300 for middle segment and utility vehicles and Rs 500 for buses and trucks and would be valid for a week.[6]

The Corporation hopes to generate an income of Rs 6 crore annually from the tax to be collected at barriers to be set up at four entry points. The amount collected from the move would be spent on creating facilities for tourists. The Himachal Pradesh Government's move to impose 'green tax' on tourist vehicles entering Shimla the burgeoning tourism industry. Mayor of Shimla Municipal Corporation, Sanjay Chauhan claimed that "the revenue collected through the Green Tax would be at least 10 crore per annum. This would be spent on environment related activities and to improve tourism infrastructure." The Shimla Municipal Corporation would soon launch a mobile green app to facilitate vehicle owners from others state to pay green tax online. The corporation will levy a fine of 5,000 if any vehicle owner is found guilty of not paying green tax. For this, a team of municipal corporation employees and Himachal Pradesh police would be deployed to ensure that vehicle owners from other states entering Shimla pay the tax."

4.4 Discussion and Conclusions:

The core concept of sustainable development is to reduce human impacts so that global ecosystems will continue to sustain human life and societies indefinitely. Together, the USA, Europe, Russia, India, China and Japan are responsible for three-quarters of the global carbon dioxide emissions. The impact of course is worldwide. Pollution has a cost and it must be borne by the polluter.[7] Polluters must not be given free rides. The person who bicycles or chooses to walk should not have to subsidize those who are determined to drive their SUVs. This requires unprecedented changes to human population, lifestyle and behaviour. The key practical issue is how to bring about such changes deliberately with minimal disruptions, so as to avoid the far greater disruptions if human consumption and contamination of natural resources continue unchecked.

5. Ecotourism and Sustainability Significance and Context

Environmental science and management are central to sustainable development. Land-use patterns and planning, pollution control, corporate environmental management, biodiversity conservation and protected area systems are all essential aspects. Tourism may be either a threat or a tool in improving global sustainability. It produces both social and environmental impacts, but it can also bring income to impoverished communities, improve global awareness of social and environmental problems and contribute both politically and financially to the establishment and survival of protected-area systems. Environmental tourism services focusing ecotourism is a potential tool to improve sustainability by modifying human social behaviour in regard to environmental conservation. Tourism is also a large-scale activity of major components of global human society, with its own detrimental impacts on the natural environment and environmental tourism services may be able to provide models to reduce these impacts.

5.2 Economic, Social and Environmental Contexts

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[5] http://admis.hp.nic.in/ngtkullu/Home/InformationScreen

[6] http://timesofindia.indiatimes.com/city/shimla/From-next-week-pay-green-tax

Ecotourism is a specialized form of tourism, so it has a context in the global tourism industry. It also has wider commercial and social contexts. The case studies outlined here need to be considered within all of these contexts if any reliable conclusions are to be drawn.

Ecotourism is variously defined by different interests. Under all of these, however, it clearly lies within a broad product sector, which has been described either as nature, eco- and adventure tourism (NEAT) (Buckley, 2000a); as adventure, culture and ecotourism (ACE) (Fennell, 1999); or, most recently, as geotourism (Stueve et al., 2002). Each of these is an abstraction, an attempt to identify a general type or grouping that is useful in describing the variety of individual tourism products. NEAT recognizes that ecotourism is part of an outdoor nature-based tourism sector and that many individual outdoor tourism products combine excitement-based activities, adventure tourism, with more contemplative activities, nature tourism. ACE recognizes that many such tourism products also incorporate cultural attractions and that the same individual tourists often travel in search of culture as well as nature and adventure. Geotourism recognizes that travellers of this type are attracted by features, either natural or cultural or both, which are specific to particular geographical areas, as opposed to travellers in search of an experience that is equally available in many different parts of the world.

1.3 The Future of Ecotourism

Predicting the future of ecotourism is as fraught with uncertainty as any other exercise in forecasting or crystal-gazing. To judge from the case studies presented here, it seems that ecotourism is here to stay, but that it is currently still at a very early and fragile stage in its development. Both individual ecotourism enterprises and the overall concepts and principles of ecotourism are continually beset by larger-scale interests seeking to divert or co-opt them for other purposes. This is not simply a question of business competition, where successful ecotourism ventures may be undercut or bought out. Even more significantly, the term ecotourism is still widely applied to activities that certainly do not merit the name, as a means of obtaining preferential treatment either from markets or, more often, from regulators and land managers. In addition, while the best examples of ecotourism are indeed making a real and significant contribution to conservation of the natural environment and the development of impoverished communities, these instances are still extremely rare and most of them are very small in quantative terms. Ecotourism can either grow greatly in economic terms, or

v. Sustainable tourism has an operational concept for its infrastructure and buildings which ensures that resources, especially water and energy, are used in an efficient way, avoiding the unnecessary waste of resources.
vi. Sustainable tourism optimises resource use (energy, water, building materials, etc.) throughout the construction and deconstruction of infrastructure.
vii. Sustainable tourism minimises waste output and ensures appropriate waste management and pollution.
viii. Sustainable tourism offers products with a level of comfort (food, heating, etc.) which are adapted to the local conditions (climate, sea level, etc.).
ix. Sustainable tourism takes the preservation of biodiversity into account.

7. Some Questions and area need to be explored, examined and quantitatively validated:

- Can environmental tourism service enterprises expand their economic scale without losing features that established them as environmental tourism services?

"Responsible tourism is about enabling local communities to enjoy a better quality of life, through improved socio – economic benefits and an improved environment. It is also about providing better tourism experiences for guests and good business opportunities for tourism enterprises." This should be the underlying mandate of any Environmental tourism services.[2]

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[2] Kant (2009), pg 179

About the Editor

Prof. V. Venkata Ramana holds a M.B.A. and Doctoral degree in Management and received advanced training at IIBE, Sweden and ICE Institute, University of Texas. He is the senior most Professor at School of Management Studies, University of Hyderabad with over 30 years experience across different sectors spanning academics, industry and board level positions at State Bank of Hyderabad SBH (4 years) and India Infrastructure Finance Company (IIFCL - Ministry of Finance, Govt. of India 5 years).

He served earlier at Institute of Public Enterprise, Mahindra Nissan Aloyn Ltd, Osmania University and joined University of Hyderabad in 1999 where he served as Dean for three full seven years and held many senior level academic and administrative positions. He has extensively worked in the area of innovation, incubation, and Entrepreneurship and was the founder of the TBI (Technology Business Incubator) @ University of Hyderabad. His research interests include General Management, Corporate Governance & Strategy, Marketing and Strategic Management.

He also served as visiting Professor at San Diego State University, University of New Orleans, USA, Mahasarakham University, Thailand, Torran University, Poland and delivered many lectures in National University of Singapore and leading Universities in India and abroad.

He received many Honours and prestigious Awards and nominated to various Committees of National bodies like UGC and AICTE and adjudged as "Best Professor in Marketing" in Singapore 2012 by CMO Asia. He was also Member, Academic Court and Finance Committee, Central University of Rajasthan and Sikkim Central University in addition to being Member of Boards of Studies of several Universities in India.

Prof. Venkata Ramana had the distinction of being chosen to accompany the Hon'ble President of India on a official visit to China during May 24-25, 2016 and was also been invited as "Observer" for the launch of Smart model village Project at Eachampati Bhavan. He has been appointed as National Expert by Asian Productivity Organisation (APO) Japan (2017-19) and also invited as Special invitee, CII – Telangana Executive Council.

He has authored 10 books and published over 40 scholarly articles in National and International journals and is a popular speaker at various National and International Conferences.

In 2017 he was appointed as Vice-Chairman of Telangana State Council of Higher Education (a Statutory body of the Government of Telangana).