



Ecotourism: A Model to Reboot Tourism

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Abstract

The Covid-19 pandemic severely disrupted the tourism industry, resulting in unprecedented challenges and economic losses worldwide. In India, where tourism plays a significant role in cultural exchange, employment generation, and foreign exchange earnings, the impact was particularly severe. Against this backdrop, ecotourism has emerged as a sustainable alternative to revive and reshape the tourism sector. Ecotourism emphasizes responsible travel to natural habitats, conservation of biodiversity, and the empowerment of local communities. This study, based on secondary data and descriptive analysis, explores the urgent need for ecotourism in India, examines government initiatives, and highlights recent projects designed to promote eco-friendly tourism practices. The findings underscore the role of ecotourism in addressing environmental concerns such as global warming and habitat degradation while simultaneously providing economic opportunities through community-based tourism models. The paper concludes that ecotourism, with its focus on conservation, sustainability, and cultural preservation, can serve as a key driver to reboot tourism in India in the post-pandemic era.

Keywords: Ecotourism, Sustainable Tourism, Covid-19, Government Initiatives, India, Biodiversity Conservation, Community Development

Introduction

Today, India's unique tourism potential is enhanced by its rich cultural and cultural heritage, landscapes, and landscapes and natural beauty. Tourism can also create huge jobs, without having to be an important source of foreign exchange. India is often regarded as a hotbed of biodiversity and its rich natural heritage is unparalleled. The country offers a wide range of tourism experiences - hiking, recreation, health, health, sports, mice, tourism, film, home and religious.

Ecotourism is a form of tourism that involves visiting fragile and untouched natural habitats, which are intended to be one of the less effective alternative to conventional commercial tourism. Ecotourism is a sincere effort to preserve the beauty of a naturally diverse region and to preserve wildlife in its natural habitat. During this time, nature tourism glorifies illegal sites, their rich cultures and traditions.

Covid-19 and closure have had a negative impact on the country's tourism industry. While the world is on track to adapt to the new norm, there is still uncertainty about international travel; however, search rates for home visits reflect the desire to go on holiday. After months of closure, people want to be in the middle of a green and natural environment to get fresh air and enjoy the beautiful weather. Several donations such as medical tourism, nature tourism and home recreation, where people can travel in their cars to remote untouched areas, are expected to add fuel.

Objectives Of Study-

To study the catastrophic impact on the country's tourism sector.

To study the Ecotourism and need for Ecotourism in India.

To Study Recent Ecotourism Initiatives in India

Research Method-

Descriptive method of research is followed for the study,

SOURCES OF DATA-

Secondary data is used including newspapers magazines, internet etc.

Limitations Of Study-

Only published and commonly known government initiatives are studied.

Following are some findings from the study-

Findings-**1. The Need for Ecotourism in India**

The growing threat of global warming and environmental degradation has provided an opportunity for ecotourism. Promoting and maintaining a fragile and undisturbed environment, reducing carbon dioxide and connecting hidden

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areas and common areas are just a few of the concerns that nature tourism will face. Today, there are many scattered farms, resorts, accommodations and hospitable hotels in India that offer natural rest in popular tourist destinations.

2. Government Initiatives for Overall Tourism

The government has recognized the country's potential for tourism and has taken a number of steps to make it a global tourist destination and, after that, promote eco-tourism. In line with this strategy, some of the government's major tourism and ecological tourism development programs are as follows:

- In October 2020, the Prime Minister Mr Narendra Modi opened four new tourist attractions in Gujarat-Arogya Van, Ekta Mall, Children's Nutrition Park and Sardar Patel Zoological Park / Jungle Safari (near the Statement of Unity at Kevadiya in the Narmada region).
- This program is part of 17 new planned projects. In addition, the government will also introduce aviation service from Ahmedabad to the Coalition Statement, which puts a lot of impetus on India's tourism.
- The Department of Tourism is developing a program called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) in partnership with the Quality Council of India (QCI) in October 2020. operation of hotels, restaurants, B & Bs and other units.
- The Department of Tourism has launched a series of Dekho Apna Desh webinar to educate viewers on a variety of places and to show the depth and breadth of Indian culture and heritage.
- The Premier has urged people to visit 15 tourist destinations by 2022. The government is working to get one percent of the global tourist arrivals by 2020 and 2% by 2025.

3. Recent Tourism Programs in India

The government has designated environmental tourism as an 'industrial industry' in provinces such as Jammu & Kashmir, Sikkim, Himachal Pradesh and Uttarakhand. A variety of incentives are available for tourism projects such as hotels, resorts, spas, amusement parks / hiking trails and trails.

4. Projects Launched for Tourism Development in India

- Horsley Hill development in Chittoor district of Andhra Pradesh.
- Saturn construction in Orissa (Rs. 4.25 crore) is approved. The following are proposed under the project: building a translation center; site preparation; elephant camps; walking park; watch towers; parking lot; etc.
- The Department of Tourism (MOT) has approved Rs. 2.63 crore for a tourism project in Morni-Pinjore Hills and Sultanpur National Park in Haryana.
- An integrated development project for the national circuit, with a focus on environmental tourism in Himachal Pradesh, has been approved for Rs. 6.98 crore.
- Extension of Wayanad to Kerala by Rs. 2.01 crore.
- Development of the Western Assam Circuit Dhubari Mahamaya-Barpeta-Hajo has been fixed Rs. 4.97 crore.
- Mechuka expansion (Rs. 4.41 crore in Arunachal Pradesh).
- Cancer development of Cancer by Rs. 4.58 kg at Nagaland Circuit Udhyamandalam-Madumalai-Anaimalai, Tamil Nadu.
- Jungle Lodges and resorts, Karnataka (provides wilderness living experience).
- Independent initiative in Kerala-Casino Group of Hotels, Tours India Ltd. (we have welcomed 2 international districts in the Periyar Tiger Reserve to plant traditional peppers to help local communities realize their financial benefits).
- GEF Project-Gulf of Mannar, Tamilnadu (ecological tourism as an alternative livelihood and conservation region in the region).
- Sikkim Biodiversity and Ecotourism Project (developing partnerships between TAAS, rural areas, And communities through biodiversity, conservation, and investment).
- Periyar Tiger Reserve, Kerala - India Ecodevelopment Project, Corbett - Binsar - Nainital Ecotourism Initiative (Uttarakhand), Great Himalayan National Park, HP - Eco Development Project

Conclusion-

The Covid-19 epidemic has disrupted the tourism industry. With uncertain events like this, the country should look at building and expanding domestic tourism as overseas tourism will take some time to restart. The lessons from this ongoing epidemic are great and clear. Social segregation, the importance of sanitation are ignored. Now, it's very much focused on the human mind in general. In these times, nature tourism takes on a deeper meaning and meaning that people did not know / were not aware of before, which led to an increase in popularity of unfamiliar places and tourist attractions near larger areas, which could be the next big driver to restart tourism.

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