



## Tourist awareness towards Eco-Tourism

<sup>1</sup>Mr. KIRAN KUMAR M,

Research scholar, Annamalai University, Annamalai Nagar, Tamil Nadu.

<sup>2</sup>Dr. R. ELANGO VAN,

Professor & Coordinator, Commerce Wing, Directorate of Distance Education, Annamalai University, Annamalai Nagar, Tamil Nadu.

---

### Abstract:

Tourism is the fastest growing industry in India as well as in Karnataka and it generates revenue for the country as well as employable opportunity. Eco-tourism is the new initiative taken by the government to develop and sustain the environment for the betterment of the future. Ecotourism pertains to a conscious and responsible effort to preserve the diversity of a naturally endowed region and sustain its beauty and local culture. To promote eco-tourism in the right sense awareness and knowledge are much needed. The researcher concentrates on tourists' awareness towards eco-tourism in Karnataka. The data collected data from both primary and secondary source. The total sample size is 500 respondents from the selected tourism places in Karnataka. A simple random sampling technique is used to collect the data and the ANOVA test is used to assess the data and find the results.

**Keywords:** Tourism, Tourist, Eco-tourism, Awareness, and Sustainability.

**DOI Number:** 10.48047/nq.2022.20.22.NQ10026 **NeuroQuantology2022;20(22):352-361**

---

### Introduction:

Tourism means temporary movement of people to destinations outside their normal place of work and residence. Tourism has become the rapid growing field in India with the increasing statistics of foreign and domestic tourism. With the growth of information and communication technology such as internet, online travel agencies, mobile computing, computer based reservation systems, online banking etc., it becomes really easy to manage all the tourism related activities like tour planning , ticketing , hotel booking or selecting a tourist destination. As tourists often travel in a group to the destination far from

their locality, they generally affect most of the aspects of life belonging to that destination.

Tourism generates different types of income for a community: business income, wage earnings, share earnings, rates and levies. Direct spending by visitors has a positive impact on business profitability and employment growth.

The word "Eco-tourism" has a wider concept rather than tourism only. It involves the Conservation of natural and cultural heritage and enhancing bio cultural diversity, the participation of the communities by increasing local capacity building and employment opportunities to fight against the poverty, the emphasis on



environmental awareness and inspiring personal experiences.

India is a land of mountains, deserts, plateaus, plains, coastal plains and islands thus supports rich species bio-diversity as well as cultural bio-diversity. India is among the world's 18 mega biodiversity countries and solely represents 4 out of the 35 biodiversity hotspots in the world. India's topography with picture perfect landscapes fascinates a lot of eco-tourism. Currently, there are about 103 national parks, 18 biosphere reserves and 537 wildlife sanctuaries, working for the protection and conservation of wildlife resources of India (MoEF annual report). Areas that have been opened for ecotourism.

Karnataka is one of the most favored tourism destinations by increase in both domestic and international visitors offering high quality experience to visitors and by improving the livelihood opportunities at local level. Karnataka tourism to develop forty one destinations to boost tourism. The local community plays a very important role to create awareness about the potential of tourism. A high positive level of tourists satisfaction can be achieved with the perceived experience with product offered and community involvement in extending their responsibilities. The communities responsibilities can be improved with their active part in designing, development and managing strategies in the protection of the sustainable tourism places/services. This will reflect

their significant role in supporting the tourism industry growth.

#### **Need of the study:**

The study will help the major tourism players to understand and identify the tourist's awareness and their changing needs and demand towards eco-tourism. Since eco-tourism have emerged in various forms by giving a new shape to local community, it will be beneficial for local Community to understand their trends in tourism through tourist awareness.

#### **Objective:**

- To study the demographic profile of respondents.
- To analyze the awareness level of tourists' towards eco-tourism.

#### **Statement of the problem:**

Tourism is one of the hot topics in today's scenario, because it creates more income and employability. Eco tourism is a part of tourism that emerged by the end of 20th century aiming creating awareness about the natural places like wildlife sanctuaries forest and mountain areas in the minds of tourist or tourism customers.

Eco tourism enables the conservation and development of the natural places. Eco tourism helps in making the non-adventurous and non-thinking individuals to take trip to the natural places the tourism authority have to make or create quality ambience and environment.

As when the tourism industry growing and spreading the revenues to



the country as well as to the states same time it is creating lot of negative impact on the tourist spots. Tourist are having very minimal knowledge about do's and don'ts of the tourists spots like littering the places, smoking and throwing the cigarettes butt, taking the photographs in the risky places, sand spoiling the local-traditional culture. Karnataka tourism department also implementing the policies for preventing the tourism spots from the various pollution. But, the government policies will be implemented through the visitors, who are visited in the tourism spot only having knowledge of eco-tourism and its importance. In this regard the researcher would like to study the awareness level of the tourist in the eco-tourism spots of Karnataka.

#### **Hypothesis:**

The following null hypothesis was framed on the basis of objectives of the study.

There is no significant relationship between unaware respondents and awareness level of the respondents of eco-tourism.

Tourist satisfaction is one of the most important concerns in tourism industry. In order to develop tourism industry, tourist satisfaction has been a considerable goal for many countries. In fact, developing the tourism industry is the target of any government all over the world because it's contribution in growth of GDP and wide range of employment opportunities. Particularly, developing

tourism industry is desirable for all countries because it will benefit not only the industry itself, but also generate a strong flow-through effect in other sectors such as retail, transportation, and construction (Hui, et al., 2007). With the increasing role of tourism in t

#### **Research Methodology:**

The study has been based on survey method. The researcher has collected both primary and secondary data in this study. The primary data has collected from the respondents through the online mode as well as direct survey method by using of questionnaire. Totally, 500 respondents were selected by the researcher under the simple random sampling method. Out of which, 100 respondents were filled the questionnaires directly on hand who are visited and accept to fill the questionnaires in tourism places (Bangalore, Mysore, Coorg, Nagarhole and Shivanasamudra) of Karnataka and the reaming responses collected through google form which was received 400 sample respondents out of 700 responses which sent through the Email ID's. The E-mail ID's are collected from the tourist who are not response immediately in the tourism spot and Private tourism Agencies



**TABLE: 1**  
**Demographic Profile of the Respondents:**

Particulars		No. of Respondents	Percentage
<b>Gender</b>	Male	378	75.6
	Female	122	24.4
<b>Age (in Year)</b>	30 years and below	284	56.8
	31-40	89	17.8
	41-50	58	11.6
	51-60	43	8.6
	Above 60	26	5.2
<b>Marital Status</b>	Married	329	65.8
	Unmarried	171	34.2
<b>Education</b>	No formal education	53	10.6
	School level	68	13.6
	Diploma	49	9.8
	Under graduates	87	17.4
	Post graduates	189	37.8
	Professionals	54	10.8
<b>Occupation</b>	Employees	127	25.4
	Professionals	72	14.4
	Business	76	15.2
	Retired	80	16
	Students	145	29
<b>Family Monthly Income</b>	20,000 and below	134	26.8
	20,001 – 40,000	189	37.8
	40,001 – 60,000	81	16.2
	60,001 – 80,000	96	19.2

Sources: Primary Data

Table1 exhibit the profile of the sample respondents of this study. Out of 500 respondents, 378 (75.6%) are male and the remaining 122 (24.4%) are female. The age group of respondents 284 come under below 30 years, nearly 56.8% of the respondents are youngsters. They also visit different place in weekends for relaxing themselves. Marital Status of the respondents are 329 (65.8%) are married, 171 (34.2%) are unmarried. The education classification of respondents 189 (37.8%) are post graduates, 87 (17.4%) are



under graduates, 68 (13.6%) have completed their education up to school level, 54 (10.8%) are professionals, 53 (10.6%) have no formal education and 49 (9.8%) are diploma holders. Occupation distribution of respondents are 145 (29%) are students, 127 (25.4%) are employees, 80 (16%) are retired, 76 (15.2%) are engaged in business and 72 (14.4%) are professionals. Lastly income level of respondents are 189 (37.8%) have a family income of Rs. 20,001-Rs. 40,000 per month, 134 (26.8%) have a family income of below Rs. 20,000, 96 (19.2%) have earned Rs. 60,001 – Rs. 80,000 per month and 81 (16.2%) have a family income of Rs. 40,001-Rs. 60,000 per month.

### Awareness of Eco-Tourism:

To understand the level of awareness among the respondents to assess their knowledge towards the development and protection of eco-tourism in Karnataka. Table 2 gives the awareness level of tourist in this study.

**TABLE: 2**  
**Awareness Level of Tourist**

Awareness	No. of Respondents	Percentage
Thoroughly Aware	191	38.2
Aware	149	29.8
Moderately aware	76	15.2
Remotely Aware	58	11.6
Unaware	26	5.2
<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary Data

Table 2 depicts the awareness level of tourist in the selected places of Karnataka. it is clear that out of 500 respondents, 191 (38.2%) have thorough awareness about eco-tourism, 149 (29.8%) have awareness about eco-tourism, 76 (15.2%) have moderate awareness about eco-tourism, and 58 (11.6%) have remote awareness about eco-tourism and 26 (5.2%) have unawareness about eco-tourism. Most of the respondents are having knowledge about the eco-tourism because of more than 56% of the respondents are belongs to youngsters, post graduates and professionals.

**TABLE: 3**  
**Sources of Awareness of Eco-Tourism**

Purpose	No. of Respondents	Percentage
Newspaper/Books/Magazines	81	16.2
TV/Internet/Radio	152	30.4



Friends/Family	69	13.8
Tourism Information Centre	78	15.6
Govt. Tourism Department	57	11.4
Tour Operators/Travel Agents	63	12.6
<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary Data

Table 3 shows the sources of awareness of eco-tourism. Out of 500 respondents, 152 (30.4%) have obtained awareness about eco-tourism from TV/Internet/Radio, 81 (16.2%) have got awareness about eco-tourism from newspaper/books/magazines, 78 (15.6%) have got awareness about eco-tourism from tourist, information centre, 69 (13.8%) have got awareness about eco-tourism from friends/family, 63 (12.6%) have got awareness about eco-tourism from tour operators/travel agents and 57 (11.4%) have got awareness about eco-tourism from government tourism department.

**TABLE: 4**  
**Level of Awareness towards the Eco-Tourism Attributes**

Attributes		Aware	Remotely aware	Unaware	Total
Preserving Natural and Cultural habits	Count	137	161	202	500
	%	27.4	32.2	40.4	100
Improvements of local community welfare (Economically and Culturally)	Count	103	304	93	500
	%	20.6	60.8	18.6	100
Promoting recycling of water resources	Count	176	131	193	500
	%	35.2	26.2	38.6	100
As more foreigners getting attracted to visit our country to enjoy eco-tourism, our National Economy and Business has been increased.	Count	303	102	95	500
	%	60.6	20.4	19	100
Minimizing negative impacts and create environment awareness on the destinations visited.	Count	198	165	137	500
	%	39.6	33	27.4	100
Following prescribed rules and regulations	Count	249	149	102	500
	%	49.8	29.8	20.4	100



Promoting the development of eco products	Count	159	172	169	500
	%	31.8	34.4	33.8	100
Using water resources economically	Count	126	234	140	500
	%	25.2	46.8	28	100
Promoting Eco-tourism	Count	117	361	22	500
	%	23.4	72.2	4.4	100
Prevent destruction of land, water, vegetation, air, etc. by the Govt.	Count	109	244	147	500
	%	21.8	48.8	29.4	100

Source: Primary Data

From the table 4 it is evident that, out of 500 respondents, 202 (40.4%) are unaware, 161 (32.2%) have remote awareness and 137 (27.4%) have awareness about 'Preserving Natural and Cultural habits'.

Out of 500 respondents, 304 (60.8%) have remote awareness, 103 (20.6%) have awareness and 93 (18.6%) are unaware about 'Improvements of local community welfare (Economically and culturally)'.

Out of 500 respondents, 193 (38.6%) are unaware, 176 (35.2%) have awareness and 131 (26.2%) have remote awareness about 'Promoting recycling of water resources'.

Out of 500 respondents, 303 (60.6%) have awareness, 102 (20.4%) have remote awareness and 95 (19%) are unaware about 'As more foreigners getting attracted to visit our country to enjoy eco-tourism, our National Economy and Business has been increased'.

Out of 500 respondents, 198 (39.6%) have awareness, 165 (33%) have remote awareness and 137 (27.4%) are unaware about 'Minimizing negative impacts and create environment awareness on the destinations visited'.

Out of 500 respondents, 249 (49.8%) have awareness, 149 (29.8%) have remote awareness and 102 (20.4%) are unaware about 'Following prescribed rules and regulations'.

Out of 500 respondents, 172 (34.4%) have remote awareness, 169 (33.8%) are unaware and 159 (31.8%) have awareness about 'Promoting the development of eco products'.

Out of 500 respondents, 234 (46.8%) have remote awareness, 140 (28%) are unaware and 126 (25.2%) have awareness about 'Using water resources economically'.

Out of 500 respondents, 361 (72.2%) have remote awareness, 117 (23.4%) have awareness and 22 (4.4%) are unaware about 'Promoting Eco-tourism'.



Out of 500 respondents, 244 (48.8%) have remote awareness, 147 (29.4%) are unaware and 109 (21.8%) have awareness about 'Prevent destruction of land, water, vegetation, air, etc. by the Govt.

Friedman's test has been used to analyses the opinion of the respondents

about level of awareness towards the eco-tourism attributes. **The null hypothesis framed is that the respondents are unaware about eco-tourism attributes.** Table 5 explains the results of Friedman's test

**TABLE: 5**  
**ANOVA with Friedman's Test**

		Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig
Between attributes		3444.530	574	6.001		
Within attributes	Between Items	7038.071 <sup>a</sup>	13	541.390	2133.812	.000
	Residual	17617.143	7462	2.361		
	Total	24655.214	7475	3.298		
Total		28099.744	8049	3.491		
Grand Mean = 4.6332						
a. Kendall's coefficient of concordance W = .250.						

The calculated value of Friedman's test is 2133.812 which is significant at 5% level of significance as its p value is less than 0.05. (0.000<0.05). Kendall's coefficient of concordance is 0.250 which lies between 0 and 1 which is also significant. **Thus, the null hypothesis is rejected. Hence, it is proved that the respondents have awareness about eco-tourism attributes.**

**Suggestions:**

- Karnataka governments should allocate necessary funds from time

Source: Computed data to time for the purpose to improve roadways, transportation, ensure clean and hygienic environment and provision of safety and security conditions at tourist spots. Every year, give separate budget for ecotourism development programs.

- Govt. need to provide bio-toilets with liquid and solid waste disposal methods.





- To motivate local community to increase their involvement in Eco-tourism activities.
- Education and guidance must be provided for the stakeholders involved in eco-tourism in order to secure better participation of local communities in ecotourism.
- Participation of various volunteer association and NGO groups will help in the conservation programmes in the ecotourism development.
- Protection and conservation of total bio diversity and implement animal welfare programmes for wildlife protection.

#### Conclusion:

This research was carried out in order to examine the awareness levels of the tourist from Karnataka. Majority of the tourist are having knowledge about eco-tourism in this study. But, they will gain awareness only if they visit the eco-tourism spots. We need to create a complete awareness for the unaware people to make sure to protect the environment for tomorrow. In that sense Government need to implement proper policy and guidelines to protect environment by the tourist, at the same time tourism board need to arrange more awareness programs to develop awareness knowledge among the tourist.

#### References:

- Bindu, I. a. (2018). Ecotourism Prospectus In India: Locals' Attitude Towards Its Impact. *Indu et. al., Journal of Management Research and Analysis*, 5[2].
- Puri, M., Karanth, K., & Thapa, B. (2018). Trends and pathways for ecotourism research in India. *Journal of Ecotourism* , 122-141.
- Region, I. T. (2020). Current Global Tourism . Gujarat : Gujarat Infrastructure Development Board .
- Das, S., & Dash, S. P. (2020). Exploring Sustainable Ecotourism Potential Along the River Islands of Coastal Karnataka: A Case Study of Mudukudru Island. *International Journal of Landscape Planning and Architecture*, 6(2), 11-40.
- Joseph, E. K., Varghese, B., Kallarakal, T. K., & Antony, J. K. (2021). Sustainable Tourism Practices: A perception of Backwater Tourism destinations in South Kerala, India. *GeoJournal of Tourism and Geosites*, 38(4), 1232-1238.
- Beall, J., & Boley, B. B. (2021). An ecotourist by whose standards? Developing and testing the Ecotourist Identification Scale (EIS). *Journal of Ecotourism*, 1-22.
- Kunchambo, V., & Little, V. (2022). Four ecotourism archetypes: expressing symbolic desires. *Journal of Ecotourism*, 1-16.
- Paudyal, R., Baniya, R., Thapa, B., Neupane, S. S., & KC, B. (2022). Motivation and service quality



relationship with visitor satisfaction and loyalty intentions in a mountainous protected area. *Journal of Ecotourism*, 1-18.

- Tabaeian, R. A., Yazdi, A., Mokhtari, N., & Khoshfetrat, A. (2022). Host-tourist interaction, revisit intention and memorable tourism experience through relationship quality and perceived service quality in ecotourism. *Journal of Ecotourism*, 1-24.
- Kunchambo, V., & Little, V. (2022). Four ecotourism archetypes: expressing symbolic desires. *Journal of Ecotourism*, 1-16.
- Paudyal, R., Baniya, R., Thapa, B., Neupane, S. S., & KC, B. (2022). Motivation and service quality relationship with visitor satisfaction and loyalty intentions in a mountainous protected area. *Journal of Ecotourism*, 1-18.
- Tabaeian, R. A., Yazdi, A., Mokhtari, N., & Khoshfetrat, A. (2022). Host-tourist interaction, revisit intention and memorable tourism experience through relationship quality and perceived service quality in ecotourism. *Journal of Ecotourism*, 1-24.

