

**Tourism Development Journal- An International Journal for Tourism Research
(Annual Journal)**

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Tourism Development Journal is a referred tourism research Journal focusing on academic perspectives in Tourism. Emphasizing an integrated approach to tourism in terms of tourism being an inter-disciplinary field, the journal focuses on various aspects of tourism like, management, tourism planning, particular forms of tourism (adventure, religious, ethnic, cultural, conventional, wilderness, heritage etc), tourism and environment relationship, sustainable tourism development and tourism policy making. Papers on any aspect related to tourism are encouraged for this journal. . **It is our pleasure to inform you that our Journal has been listed in Cabell's Directory, America.**

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The journal has the condition for publication that manuscripts submitted to this journal should not have been published or will not be simultaneously published elsewhere. The editors reserve the right to edit the contributions or send them back to the authors for alteration. Thereafter the publication of the papers will be subject to the final approval of the editorial board comprising members from within and outside of India.

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JOURNAL OF TOURISM DEVELOPMENT is a tourism Journal focusing on academic perspectives in Tourism. Emphasizing an integrated approach to tourism in terms of tourism being an inter-disciplinary field, the journal focuses on various aspects of tourism like, management, tourism planning, particular forms of tourism (adventure, religious, ethnic, cultural, conventional, wilderness, heritage etc), tourism and environment relationship, sustainable tourism development and tourism policy making. Papers on any aspect related to tourism are encouraged for this journal.

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All submissions should be prepared according to the following format.

- Generally main articles should not exceed 5000 words.
- *First sheet*: Title, subtitle (if desired), author's name, affiliation, postal address, telephone, fax number and email. Respective affiliations and addresses of co-authors should be indicated.
- *Second sheet*: Abstract of 300 words with at least 3 keywords.
- Subsequence sheets: main body of text; list of references; appendixes; tables (numbered consecutively); illustrations and captions to illustrations (large tables and illustrations may be on separate sheets).
- The abbreviations and terminology should be fully spelled out and defined when first used in text.
- *References* should be submitted as following; listed at the end of the articles should be titled as References. References should be numbered as per numbering mentioned in the main article. Each reference should carry the Name(s) of the Author(s), Surname of the first author appearing first, followed by initials; year of publication, title of work, place of publication and the publishers name with page numbers at the end.

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Selected Abstracts - 2006

Eco Certification in Indian Tourism Industry

Professor Manjula Chaudhry, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra.

Eco-tourism with all its inherent benefits in a wider perspective is catching the attention of policy makers and planners all over the world. It is a much talked and debated issue in view of its long- term benefits on the one hand and on the other for its slow acceptance by sellers and buyers because of increased initial costs. While all concerned parties have understood that it has to be accepted for good sooner or later yet the details of standards of environmental control are yet to be fixed. With increasing integration of world economies it is important that a uniform system of environmental standards be adopted along with giving leverage for local differences. The leverage in no case shall mean laxity but only differentiation where uniformity is not possible. A number of efforts are being made to develop such standards and WTO (World Tourism Organization) has been making important contribution in this regard by emphasizing this point through its workshops and conferences. Apart from this a number of other independent organizations are also issuing certification that have found widespread acceptance in the different sectors and is also helping in improving brand image.

India is one of the first countries in the world to adopt environment as part of its constitution and has a well framed legislation in place but the adoption of top class environmental standards over and above mandatory ones is not forthcoming. While globally voluntary certification for environmental norms is catching, India is lagging behind.

This paper presents the background of eco-certification –need and importance, different certification systems, important issues involved in the implementation of these systems, environmental awareness in India and the accepted eco-certifications by its tourism industry.

Key words: Eco-certification, Agenda 21, Eco- labels, Environmental Benchmarking

Jharkhand: Unexplored Heaven for Eco-Tourists

Dr. Ravi Bhushan Kumar, Reader, Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra.

Jharkhand is a newly born state of new millennia. It came into existence with several natural gifts and inherited several socio-economic-political problems. The root cause of these problems is hidden in rampant poverty, economic disparity and unemployment. The soil of plateau is not very fertile. The irrigational facilities are not available. The automation of machines have reduced the need of labour in several sectors. In such case tourism may be best solution which can provide good job opportunity to all; literate and illiterate, Jharkhand is bestowed with good combination of natural and cultural tourist attractions. It needs a joint effort of government, private sector and local people to exploits the opportunities.

Key words: Tourist resources, Tribal tourism, Eco-tourism, Economic disparity.

Destination Marketing and Planning- Some Issues in Tourism in Goa

Debasish Mazumda , Research Scholar, Department of Economics, Mangalore University, Karnataka & Lecturer (Selection Grade) in Economics, Smt. Parvatibai Chowgule College, Margao, Goa

Dr. G.V.Joshi, Professor, Department of Economics, Mangalore University.

The paper aims at analyzing the problem of marketing a tourist destination in its perspective emphasizing on the experiences of developed and developing countries as to how to plan, market and manage tourism efficiently in the interest of Goa, the State in question, local population and the tourists who are the stakeholders. It takes into account the critical factors in tourist planning such as the existing infrastructure, basic tourist amenities, sustainability, role of private sector, investment and marketing strategies. Some of the major bottlenecks in marketing and tourism planning and development in Goa have been critically analyzed. The paper at length, enumerates some of the proposed touristic plans to be developed in future in collaboration with the private partners, who are going to be the beneficiaries also.

Key words: Destination Marketing, Goa

Manali Resort Development Process: A Case for Dispersal of Tourism in Himachal Pradesh

Dr. Richa, Faculty Member, Indian Institute of Himalayan Studies, H.P. University

The main form of tourism in Himachal Pradesh is circuit tourism with business tourists constituting a significant proportion of the arrivals. Entertainment and sight seeing is the main purpose of travel to Himachal. Tourists mainly come to conventional tourist places which have good touristic infrastructure and hence tourism is mainly concentrated in the climatic Zones II and III in Himachal. Among alternate forms of tourism, adventure tourism and nature based tourism can be promoted with proper attention to planning and fixing carrying capacities. The current study aims to explore if tourism to Himachal is of a concentrated type and also to view the pattern of concentration and dispersal over a period of time. Nature based tourism in the Great Himalayan National Park in the state has been reviewed for its current status and potential to see if it is a viable alternate form of tourism in the state.

Key words: Nature Based Tourism, Great Himalayan National Park

Congestion Management and Sustainable Tourism: A Theoretical Framework for Natural Sites

M.R.Dileep, Senior Lecturer in Tourism Management, Kerala Institute of Tourism and Travel Studies, Thycaud, Trivandrum

Tourism has become one of the largest industries in the world and is a major force in the economy of the world, an activity of global importance and significance. It has been reported that some of the destinations are facing problems due to crowding and congestion and these have consequential impacts on destinations as well as on tourist experience. The concept of congestion management emerged as a result of it and visitor management, the core of it, has been in practice for some time. But yet the concept is still in its infancy and a planned and comprehensive approach is yet to be initiated at destinations as well as sites. Here, an attempt has been undertaken to formulate a theoretical framework which mainly include measures that can be practiced for managing the destination to minimize congestion especially in the natural sites using an expert opinion survey.

Key words: Tourism, Sustainable Development, Visitor Management, Congestion Management.

Sustainable Development of Tourism and Poverty Alleviation in the World Heritage Site of Lalibela

Dr. Mohit Kukreti, Head, Department of Tourism Management, University of Gondar, Gondar, Ethiopia.

This article focuses on the sustainable development of tourism and the ways of poverty alleviation in the World Heritage site of Lalibela which is on the popular tourist spot in the northern historic route of Ethiopia, but suffers from entrenched poverty. The article identify sustainable tourism related projects and initiatives that can contribute to poverty alleviation in Lalibela. Article also focuses on the deteriorating conditions of the churches of Lalibela and put forth some suggestions for the sustainable development of tourism, conservation and active local participation in Lalibela.

Key words: Rock hewn church, Sustainability, Planning, Poverty alleviation, Monolithic churches, Murals and paintings, DMO's, Community based tourism.

Eco Tourists Visiting India- An Explanatory Study of their Characteristics, Behaviours and Attitudes

Dr Mohit Vij, Head & Lecturer (Tourism), University College, Kurukshetra University

Eco tourism refers to a broad range of recreational activities occurring within the context of a natural environment. An emerging consensus is that eco tourism has identifiable niche markets, each with a unique set of characteristics. Such niche markets of ecotourism may be differentiated on the basis of extrinsic and intrinsic motives, environmental attitudes, social motives, demographics, economics, social constraints, environmental impacts, travel profile development, business cycle, use levels, key management issues, and market opportunities. Understanding the differences among such markets and parameters to be implemented for differentiating one market from another is highly sought area for the contemporary tourism marketers. The present study is an effort to find out demographics, and behavioral characteristics of the foreign tourists visiting India with an aim of touring, staying, and indulging in activities that are related with eco tourism. It is aiming at to suggest a few concrete recommendations in the area of eco tourism to the tourism practitioners and the public sector.

Key words: Eco Tourism, Eco Tourists, Market Segmentation, Demographics, Behaviour

Manali Resort Development Process:- A Case in Tourism Urbanization

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Given that remote mountain resorts are constrained for economic opportunities, tourism becomes an expedient function capable of sustaining precious resources. However, tourism growths in the mountains possess the potency to trigger off conflicting contemporaneous processes, primarily urbanization.

The resort township of Manali, in the Himalayan state of Himachal Pradesh is a typical example of tourism-induced urbanization. Such a process is not uncommon for many a Himalayan destinations, where urban sprawls threaten the viability of tourism. This paper documents the evolution of a resort from a tourist Mecca to an urban locus. This transformation, having occurred with little planning, has provoked serious problems associated with overgrowth, besides pushing the tourism function further into the periphery. It is contended that recent surges in resort development are questionable, given the purpose and nature of the proposal. The paper concludes with pertinent questions that a beg attention.

Key words: Tourism Urbanization, Manali, Resort Development

Tourism and Environmental Quality: Perspectives in the Indian Context

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Tourism and the environment are intricately and inseparably interlinked, with many positive relationships as well as several irreversible negative impacts. Destinations of higher environmental quality attract tourists and in that process are also transmuted, either positively or negatively. Drawing evidences largely from the Indian context, the present paper analyzes the root causes of tourism related degradation in environmental quality and suggests alternatives that synergizes tourism and environment. Two case studies are presented: one to show how tourism produces inferior environmental quality and the other to suggest a practical means to overcome the apparent contradiction between conservation and development. It is concluded that the paradigm of eco-cultural tourism and the praxis of community based ecotourism could provide useful global frameworks with reference to which locally informed quality-tourism initiatives could be formulated and customized.

Key words. Environmental quality, tourism impacts, eco-labelling, eco-cultural tourism, case studies on Goa Tourism and RTS in Spain.

Successful Eco-Tourism Practices: Role of Stakeholders

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Dr. S.K. Garg, Reader, Department of economics, ICDEOL, H.P. University, Shimla

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The aim of this study is to find factors for successful eco-tourism development. Tourism is the world's largest industry that promotes increased interaction of political and economic forces within a society. It may be regarded as consisting of tourists, a business, and an environment or community in which it operates thereby tourism phenomenon affects all these elements. This paper deals with the study of various stakeholders in tourism development. As suggested by various authors', management people, locals, tourism trade people and NGO's are main stakeholders in tourism.

All the information presented in this paper, if not otherwise cited is based on observations and discussions with the personnel of the NGO's, locals and the tourists.

To strengthen the theoretical ideas, three case-destinations in Indian Himalayas, Himachal Pradesh, were selected. Viz. Sangla Valley in district Kinnaur, Pongdam wetland in Kangra district and Ananda Project in Kullu District.

The Sangla Valley is situated in Himachal Pradesh, an Indian state in northwest Himalayas. Foreign tourist started visiting this valley in 1995. Since then, the number of tourists has considerably increased. This has resulted in development of many accommodation units. It is obvious that the valley holds an enormous tourism potential for domestic as well as foreign tourist. Because of the growing popularity among tourists and the interest of inhabitants to use the tourist potential of this valley, the region will face a considerable boom in tourism in the next few years that may become a challenge for tourism development in a sustainable manner. A group of villagers decided to form a Non-Governmental Organization (NGO) named as "Sangla Valley Sustainable Development Society" mainly for the cause of sustainable tourism development in the valley.

The second case study is a story of tradition, awareness, science, community participation, non governmental organizations, receptive administration and individual initiative combining to boost development, promote eco-tourism and conserve environment in a small village of Himalayas in the Indian state of Himachal Pradesh. Mr. Satinder Singh Guleria, who has set up the Institute for Environment Studies and the Science Awareness Trust, along with other dedicated people, who realized that action is better than just complaining, and all this in a place which most people, even in India, may not be able to identify on the map. Mr. Guleria's area of work is in Sanauran village in Kangra district of HP, where the Pong Dam and the Ramsar Wetland expanse have received the attention of the organization.

Third case study is of Ananda Project in Kullu Valley of Himachal Pradesh. The purpose of the project is to "help local communities regain their self-reliance and return to a sustainable way of life" and the main focus is to "introduce cultivation techniques at the community level in order to help the villagers generate a sustainable source of income and to conserve endangered species of medicinal plants being over harvested from the wild".

It can be concluded from the study that for successful eco-tourism development several stakeholders can play a vital role and most important is the role of community.

Key words: Eco tourism, Community participation, Sangla Valley, Pong Dam wetland, Ananda Project.

An Empirical Investigation in Understanding the Motivational & Behavioral Profile of Eco Tourists: A Study in Jammu & Kashmir, India

Dr. Deepak Raj Gupta, Director, Center for Hospitality & Tourism Management, University of Jammu.

Mr. Anil Gupta, Lecturer, Center for Hospitality & Tourism Management, University of Jammu.

Ecotourism is an emerging area of research in tourism. Attempts have been made to understand the impacts of ecotourism and identify who are 'ecotourist'. In this study, we investigate the motivations of ecotourist and understand what motives them to visit natural sites. In addition, this study also explores their intended behaviour and classifies them based on their behaviors. The data from 336 tourists was collected from four sites in Jammu & Kashmir. Analysis was done using advanced statistical tools – factor analysis & cluster analysis. The findings suggest that there are six categories of motivation, which we have named as Naturalist, Reminiscence, Meander, Serenity, Expedition, and Rejuvenation. Further based on these 6 motivations, the respondents can be classified under 3 clusters, which we have named as Eco-Tourist, Adventure Tourist and Experience Tourist.

Key words: Tourism Motivation, Jammu & Kashmir

About the Upcoming Fifth Issue

The Fifth Issue of the Tourism Development Journal will be released soon. The research Papers for the same are still being accepted and Edited. If interested in any paper Submission, you may write to the Editor / Managing Editor, at the Email provided in the Guidelines for Submission..