



Problems and Prospects of Ecotourism in Kerala: Some Empirical Evidence from ‘Kumbalangi’ Panchayat In Ernakulam District (India)

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1. Introduction

Word over tourism is fast picking up as a tool for economic development and employment generation. This trend is particularly true among the developing nations like India. But, there are growing apprehensions regarding the long-term sustainability of tourism because of the several adverse effects of tourism, most prominently the environmental impact. Hence, there is added significance for environment-friendly tourism for long-term sustainability of such initiatives. The case of tourism in the Asia-Pacific region or India in particular may be looked into as a classic example in this regard. Notwithstanding the appreciable growth in different performance parameters of Indian tourism over the last one decade or more, and more so in respect of Kerala tourism, it may be stated that meticulously planned, carefully designed and clearly articulated strategies are essential to maintain and further improve the performance of tourism in the future. The need for adoption of ecotourism strategies need not be over-emphasized in this regard.

2. Relevance and Significance of the Study

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The significance of tourism development is widely recognized as a tool for faster economic development particularly in the developing nations like India. While the general pattern is that of a fast growing tourism initiatives the world over, the adverse impacts of tourism are dangerously on the rise in many parts of the world, particularly the degradation of the environment, fast depletion of natural resources, adverse effect on bio-diversity and ecological balance, and the like. Accordingly, there is an enhanced significance for development of ‘nature friendly’ tourism or ecotourism. For a developing nation like India which has been late in recognizing the developmental potential of tourism, particularly for the state of Kerala in Indian union which is yet to recognize its vast tourism potential in spite of its unique status as the ‘Gods own Country’ the relevance of ecotourism promotion for long-term and sustainable economic development need not be over emphasized. In this context, an analysis of the problems and prospects of ecotourism in Kerala – the ‘Gods own Country’ and that too with a focus on “Kumbalangi” – the first model tourism village in the whole of India, assumes high level of analytical significance.

3. Objectives of the Paper

- (i) To make an overall review of the current status and major trends and patterns of tourism with a focus on Indian tourism in general and Kerala tourism in particular;
- (ii) To make a case study of the problems and prospects of ecotourism in Kerala based on a field based survey at “Kumbalangi” Panchayat in Ernakulam district;
- (iii) To make suitable suggestions for more effective use of ecotourism for faster tourism development and hence faster economic development, based on the findings of the study.

4. Economic Benefits of Tourism: A Review of the Global, Indian and Kerala Scenarios

Tourism is inherently a highly social business that has carved a niche for itself internationally. This worldwide phenomenon is growingly being recognized as an

effective tool for economic development of nations by generating employment, earning revenue and foreign exchange, and acting as a means for upward social mobility through interaction with cultures from elsewhere in the world. The implications of tourism on the society at large, from a social and ecological perspective is generally studied based on the conceptual framework propounded by Brundtland (1987)[1] viz. Ecologically Sustainable Development Framework. Internationally, this framework has been used for managing the key issues related to the tourism development. World over ecologically sustainable tourism (or, 'ecotourism' in short) is gaining momentum fast. According to Lane (1991) [8], ecologically sustainable tourism should strive for, "providing satisfying jobs without dominating the local community. It must not abuse the natural environment, and should be architecturally respectable.

In fact, India may be observed to have "a geographical location, natural resources as well as historical and cultural background which are quite conducive for development of tourism" (Manoj P K)(2008) [7]. India has got excellent potential for being developed as one of the best tourism destinations of the entire world. However, tourism statistics over the years reveal this huge potential of India is underutilized (Manoj P K)(2008) [7]. Regarding the specific case of the prospects of environment-friendly tourism for economic development of India, the above author has pointed out its excellent growth prospects. At the same time, a number of negative factors that deter the tourists and hence impede the growth prospects of ecotourism have also been identified, like, the need for additional infrastructure facilities, physical and social carrying capacity constraints, not-so-encouraging response of the community, lack of adequate information to the tourists, little benefits to the local community, difficult entry/immigration facilities etc. Accordingly, various suggestions for improving the present scenario with a view to ensure faster growth of ecotourism are suggested which include use of PPP (public private partnership) route and facilitating better infrastructure, entry/immigration facilities, ensuring the complete co-operation of the local populace etc. (Manoj P K)(2009)[8]. Referring to the problems faced by Kerala from a wider perspective ('Kerala model of development'), Oommen (2008)[11] has studied Kerala's ecological problems in detail, and has called the current scenario as 'Ecological Overkill'. In his study on the prospects of ecotourism in Kerala Manoj P K (2010) [9] has pointed out the strengths and weaknesses of Kerala tourism. The

weaknesses include gross underutilization of the abundant tourism potential of the state in spite of the fact that the state is one among the best ten in respect of foreign tourist arrivals and also one endowed with enviable natural resources that attract the tourists worldwide.

Exhibit I: Global trends in Tourism.

- ❑ Distribution: Tourism is a significant sector in almost half of the low income countries, and in virtually all the lower middle income countries.
- ❑ Destinations: The top 15 tourism destinations in the developing world (in terms of absolute numbers of arrivals or receipts) tend to be populous, low-middle income and upper-middle income countries. 5 out of these 15 destinations have a population of over 10 million living below a Dollar a day.
- ❑ Employment: World-wide forecasts predict a growth in tourism development of over 100 million jobs by 2007. Global tourism already accounts for over 250 million jobs.
- ❑ Growth: Tourism contributes to an aggregate economic growth of over 50 percent between 1990 and 1997.
- ❑ Pro-Poor Tourism: In most countries with high levels of poverty, tourism is a significant contributing factor, providing over 2 percent of GDP or 5 percent of exports). Some 12 countries account for 80 percent of the world's poor (living on less than a Dollar a day). In 11 of these countries, each with over 10 million poor people, tourism is significant addition to the economy and this contribution is growing.

(Source: UNEP 2002, WTTC 1998, Ashley et al. 2001, Roe et al. 1997, cited in Sinha 2006)

Globally, it has been recognized that the heart of eco-tourism lies in the preservation of the nature and the environment, ie. a tourism that seeks to maintain a harmonious co-existence with the nature. Exhibit I depicts the global trends in tourism.

4.1 Economic Benefits of Tourism: An Overview.

Tourism has got tremendous potential for economic development of a nation. Firstly, it contributes to the national GDP. Secondly it creates high level of employment opportunities. As shown in Table I, in India tourism has got somewhat high share in the overall GDP of the country, though it is only about half of the global average. Regarding employment generation, the rate of employment offered by Indian tourism is slightly higher than the world average. Thus Indian tourism has got high potential for creating employment opportunities. In fact, WTTC estimates that the top ten countries with the greatest expected relative growth in employment over the next ten years are all developing countries.

Table I: Economic Benefits of Tourism in India vis-à-vis the World.

Indicators	Year	India	World
Contribution of Tourism to GDP*	FY 2003	05.83 %	10.00 % (2002)
	FY 2004	05.90 %	10.20 % (2003)
	FY 2005	06.11 %	10.40 % (2004)
	FY 2006	NA	10.60 % (2005)
Employment in Tourism Sector*	FY 2003	38.6 million (8.27 %)	198.098 million (7.8 %) (2002)
	FY 2004	41.8 million (8.78%)	194.562 million (7.6 %) (2003)
	FY 2005	NA	214.697 million (8.1 %)
	FY 2006	NA	221.568 million (8.3 %)

(Source: *Tourism Statistics 2006 at a Glance*, Ministry of Tourism, Govt. of India, Sept. 2007).

[* Direct as well as indirect contribution of tourism.] [Figures in bracket for employment shows the percentage share in total employment]. [World figures shown above are drawn from World Tourism & Travel Council (WTTC)].

5. Tourism in India: Location Advantages and other Favourable Features.

Tourism is fast emerging as a sector which has got immense potential for bringing in rapid economic development of nations, particularly developing nations like India. India has certain unique features that make it specially suited for taking maximum advantage out of tourism development. In fact, India's uniqueness in attracting the world as one of the most sought after tourism destinations, lies primarily in her very rich cultural heritage, presence of so many number of historical places including world wonders like the Taj Mahal, very vast coastal areas and hillocks that are exceedingly serene. Because of these reasons, from time immemorial India has been a land of bounty and prosperity, a nation with vibrant colours with people who are joyous and tolerant. Further, geographically also there are certain peculiarities that are favourable to India which make this country stand out distinctly from the rest of the world. India and its five neighbouring countries (viz. Pakistan, Bangladesh, Bhutan, Nepal, and Sri Lanka) together form a self contained mass of land, fit to be called as a major sub-continent within the continent of Asia. The physical unity to this sub-continent is provided by the numerous ranges and mountains in the North and mighty water bodies in the south. Further, the mountain ranges comprising of Kirthar, Sulaiman, Hindukush, Karakoram and Himalayas cut off the sub-continent from the remaining parts of Asia. Moreover, the peninsular region of this sub-continent is surrounded by water bodies like the Arabian sea in the west, Indian ocean in the south and the Bay of Bengal in the east. Here, it is worthwhile to point out that the third largest ocean in the world came to be known as Indian ocean because the sub-continent of India is located at the head of this ocean.

India's extensive mass of land covers an area of 32,80,483 sq. km and is the seventh largest country in the world after Russia, China, Canada, USA, Brazil and Australia. India is favourably situated in the world's highways of trade and commerce. The oceanic routes serving South East Asia and Australia pass through the Indian Ocean. India is connected with Europe, North America and South America through Suez Canal and the Cape of Good Hope. In short, India has got a geographical location, natural resources as well as historical and cultural background which are quite conducive for development of tourism.

5.1. Tourism Potential of India is Huge, but not properly tapped

India has got excellent potential for being developed as one of the best tourism destinations of the entire world. However, statistics relating to the previous years

reveal that by and large this potential is underutilized. For instance, in respect of foreign tourist arrivals, the growth trend has moderated since 2007, as evidenced by low single digit or even negative growth rate since then, in spite of a slight improvement in 2010. Table II is self-explanatory in this regard.

Foreign exchange earnings (FEE) from tourism in India shown in Table III. It may be noted that in spite of appreciable growth during 2003 and 2004 (35 to 40 percent growth), the general trend is rather declining afterwards, though there is a slight improvement in 2010. Given the vast potential of tourism in India, there is good scope for improvement in FEE performance.

6. Kerala Tourism: High Growth Prospects.

Kerala is today one of the most sought after tourist destinations in the world. Kerala, known as “Gods own country” having beautiful hills, and valleys, lakes, back water, lagoons seashore associated with rich heritage of art, culture indigenous medicines coupled with ideal climate condition create a paradise for tourists. If one is to glance through the official states with regards to tourists arrivals, there are clear indicators of an appreciable increase in tourist arrivals in 2010 when compared to the scenario in 2009. Kerala attracted 557258 foreign tourists in 2009, and this has increased 18.31 percent to reach 659265 in 2010. The average annual growth rate of domestic tourist’s arrival to Kerala from 1991 to 2006 is 35 percent. It was 6642941 in 2007, which increased to 7591250 in 2008, showing an increase of 14 percent. In the year 2009 it was 7913537 against 7591250 in 2008. It shows a decrease of 4.25 percent over previous year. In the year 2010 it is 8595075 which shows an increase of 8.61 percent over the previous year. International tourists’ arrivals continued to decline due to the impact of global economic crisis. The number of foreign tourists’ arrivals in Kerala in the year 2010 is 557258 against 598919 in 2009. It shows a decrease of 6.96 percent over previous year.

7. Concept of Ecotourism and its Main Features

The International Ecotourism Society defines ecotourism as “responsible travel that conserves the environment and sustains the well being of the local people.” A tourism programme that is nature based, ecologically sustainable, environmentally

educative, locally beneficial and generates tourist satisfaction can be called ecotourism. Eco-tourism has got the following broad goals: (i) To improve the material and non-material well being of communities, (ii) To protect biological diversity and maintain ecological systems, and (iii) To ensure the cultural integrity and social cohesion of communities. The key characteristics of ecologically viable tourism are as follows: (i) It has social equity and community involvement, (ii) Tourism, which maintains the full range of recreational, educational and cultural opportunities within and across generations, (iii) It is based on activities or designs that reflect the character of a region, (iv) It is integrated into local, regional and national plans. Its main features are as follows:

Table II: Foreign Tourist Arrivals in India, FY 2000-2010

Year	Foreign tourists arrival in India	Percentage change (Year on Year)
2000	2341157	--
2001	2537282	08.38
2002	2370121	-06.59
2003	2750290	16.04
2004	3457477	25.71
2005	3915324	13.24
2006	4429915	13.14
2007	5081504	14.71
2008	5366966	05.62
2009	5108579	-04.81
2010	5587495	09.37

(Source: Official statistics of Bureau of Immigration, Government of India.) [* Provisional]

- (i) Ecotourism seeks to make the visitor aware of the protective, productive and regulatory functions of the forests.
- (ii) Its principal aim is benefiting from nature, landscape or specific species (eg. watching lions, elephants, whales etc.)
- (iii) It involves low visitor impact and should contribute to the well-being of local population.

- (iv) It involves a purposeful travel to natural areas to understand the cultural and natural history of environment, taking care not to alter the integrity of the ecosystem, while producing the economic opportunities that make conservation of natural resources beneficial to local people.
- (v) It is a very powerful means to preserve and develop the biodiversity.

Table III: Foreign Exchange Earnings in India, FY 2000-2010

Year	Foreign exchange earnings in Re terms		Foreign exchange earnings in Dollar terms	
	Re. Crore	Y to Y change (%)	USD Million	Y to Y change (%)
2000	15626	20.60	3460	15.00
2001	15083	-3.5	3198	-7.6
2002	15064	-0.1	3103	-3.0
2003	20729	37.60	4463	43.80
2004	27944	34.80	6170	38.20
2005	33123	18.50	7493	21.40
2006	39025	17.80	8634	15.20
2007	44360	13.70	10729	24.30
2008 ^R	51294	15.60	11832	10.30
2009 [#]	54960	07.10	11394	-03.70
2010 [#]	64889	18.10	14193	24.60

(Source: Official statistics of Bureau of Immigration, Government of India.)

[Note: ^R – Revised Estimate, [#] – Advance Estimates]

- (vi) Ecotourism involves sharing of the responsibility by both travelers and service providers.
- (vii) It underlines the sustainability of tourism, ie. The needs of today's visitors should not be met at the expense of future generations.
- (viii) It may involve travel to any area of nature for admiring and enjoying the bio-diversity, natural landscapes and cultural and social heritage of the area.

Table IV: Trends in Domestic and Foreign Tourist Arrivals into Kerala (2000-2010)

Year	Domestic Tourist	Percentage Change	Foreign Tourists	Percentage Change
2000	5013221	2.6	209533	3.8
2001	5239692	4.5	208830	-0.5
2002	5568256	6.3	232564	11.3
2003	5871228	5.4	294621	26.7
2004	5972182	1.7	345546	17.3
2005	5946423	-4.3	346499	.27
2006	6271724	5.47	428534	23.7
2007	6642941	5.92	515808	20.37
2008	7591250	14.28	598928	16.11
2009	7913537	4.25	557258	-6.96
2010	8595075	8.61	659265	18.31

(Source: *Economic Survey 2011*, Kerala State Planning Board, Government of Kerala).

From the forgoing analysis it may be noted that ecotourism is an environment-friendly, sustainable and nature-based form of tourism that is also meant to benefit indigenous people and local communities. For a country like India with abundant natural resources to support tourism, the scope of ecotourism is tremendous. In spite of the favourable features as above, there are a number of disturbing facts as well. These adverse aspects ecotourism have been pointed out by many writers, like for instance, Deifee, J (1981) [4]. As consideration of such negative factors are necessary for formulation of meaningful eco-friendly strategies for sustainable tourism development, the most important of such negative effects are given below:

- The influx of tourists will increase the need for additional facilities, like, roads, accommodation, power, water, waste disposal facilities etc. This in turn will adversely affect the natural systems and their eco-system. Besides, such evil effects as development of rural slums, noise and air pollution, disturbance of wild life may also follow. Often unhygienic environments arise due to such slums, stagnated water bodies, encroachments, stray cattle etc. which in turn may alienate the tourists.
- Ecotourism may be severely constrained by the physical and social carrying capacities of many areas. Havoc and destructions caused to the hill stations, vandalism of historical monuments, degradation of beeches etc. are just a few examples.
- Reaction of community to tourism in general and eco-tourism in particular may not be that encouraging. Often, ecotourism is associated with unfavourable changes in local prices and employment generation.
- Lack of sufficient information and tourist guides relating to various tourism destinations, accommodation facilities, modes of transport, sanitary, toilet and drainage facilities are some other factors that adversely affect tourism industry.
- The benefits to the local people are often not at all as expected. This is the case particularly in respect of developing countries. As such, local people have either resentment or hostility towards ecotourism and their participation is quite poor. In some cases they resist such initiatives as well.
- As against the expectations, very little of the tourism money directly benefits the local people. It has been observed that outsiders dominate ecotourism, resulting in outside flow of money. World Bank observes that 55% of the dollar spent on tourism in developing countries leaks back to the developed countries.
- Rather difficult and procedural immigration and entry / exit formalities that are existing in India vis-à-vis other nations, is another impediment. Going by international best practices, such formalities have to be fine-tuned made easier.
- Though, of late, there are some improvements, generally the governmental support towards tourism development has been quite poor. Similarly, the governmental resources for tourism development are limited. This, in turn,

underlines the need for ensuring active private sector participation. Besides, the high rate of taxation existing in India on tourism activities is another impediment which needs to be standardized.

8. Problems and Prospects of Ecotourism: Findings of an Empirical Study

For the purpose of the study, respondents were categorized into three groups comprising of local residents, domestic tourists and foreign tourists as shown in Table V.

Table V: Types of the Respondents under Study

Group I	Local Residents in Kumbalangi	40
Group II	Domestic Tourists Arrived in Kumbalangi	30
Group III	Foreign Tourists Arrived in Kumbalangi	30

The requisite data were collected through a structured interview schedule from the three categories of respondents. The respondents were selected purely on random sampling technique without considering their age, sex, class, country, religion and income. Questions for Group I were mainly relating to ecotourism administration, management, planning, impacts-social, economic, environmental & ecological, problems and prospects of ecotourism in Kumbalangi. Questions for Group II and Group III were concerned with hospitality services, travel problems, attractions and personal experiences in Kumbalangi ecotourism project.

Table VI: Age-Sex Profile of the Respondents under Study

Particulars	Group I	Group II	Group III	Total
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	M	F	M	F	M	F	M	F	Total
Below 25	3	6	3	2	4	3	10	11	21
Between 25-40	4	7	5	4	5	3	14	14	28
Between 41-55	5	8	6	5	7	4	18	17	35
56 & above	3	4	3	2	3	1	9	7	16
Total	15 (37.50)	25 (62.50)	17 (56.67)	13 (43.33)	19 (63.33)	11 (36.67)	51 (51.00)	49 (49.00)	100 (100.00)

Source: Field Survey [Figures in brackets show percentages]

In Group I, out of the 40 local residents the share of male residents is 37.50 percent and that of female residents is 62.50 percent. In Group II, out of the 30 domestic tourists the composition of males and females are 56.67 percent and 43.33 percent respectively. In Group III, out of the 30 foreign tourists, 63.33 percent are males and the balance 33.67 percent are females. Overall, there are 51 percent male respondents and 49 percent female respondents. (Table VI).

It is noted that a majority of the local residents (60 percent) has got education lower than graduation, 20 percent are graduates, and 10 percent are post graduates. Among domestic tourists half represents those with qualification lower than graduation whereas 30 percent are graduates and the rest 20 percent are post-graduates and others. Among foreign tourists, only 26.67 percent has qualification lower than graduation, as high as 46.67 percent are graduates, and 20 percent are post graduates. Overall, there is 47 percent respondents having lower than graduation, 31 percent with graduation, 14 percent with post graduation, and the rest 8 percent with other qualifications (Table VII).

Table VII: Educational Profile of the Respondents under Study

Particulars	Group I		Group II		Group III		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Primary	6	15	3	10	2	6.67	11	11
Higher Secondary	18	45	12	40	6	20	36	36
Graduate	8	20	9	30	14	46.67	31	31
Post Graduate	4	10	4	13.33	6	20	14	14
Any Other	4	10	2	6.67	2	6.67	8	8
Total	40	100	30	100	30	100	100	100

Source: Field Survey

From the opinion of the tourists regarding the local residents it is noted that the domestic tourists, in general, are more satisfied with the local residents; in spite of the fact that 5 percent of them have had language problem and 10 percent have felt indifferent and business-minded attitude of the residents. In respect of foreign tourists, the language problem is there for 40 percent while indifferent and business-minded attitude has been felt by 10 percent. (Table VIII).

Table VIII: Opinion of the Tourists about the Local Residents

Opinions	Group II		Group III		Total	
	No.	Percent	No.	Percent	No.	Percent
Very Helpful	24	60	3	10	27	38.57
Hospitable & Honest	10	25	12	40	24	34.29

Language Problem	2	5	12	40	12	17.14
Indifferent & Business Minded	4	10	3	10	07	10
Total	40	100	30	100	70	100

Source: Field Survey

9. Major Issues/Challenges

The most important issues associated with the tourists at Kumbalangi tourism spot in Kerala is the poor infrastructure facilities. As high of 63.33 percent of the foreign tourists and 40 percent of the domestic tourists have expressed their dissatisfaction regarding the lack of adequate infrastructural facilities. Poor publicity regarding the tourism services is another problem. Other problems faced by the foreign tourist in particular include lack of cleanliness, and negative attitude of the local community. (Table IX).

10. Strategies for Development Ecotourism

(i) *Development of Better Infrastructure Facilities:*

One of the most important pre-requisites for faster growth of ecotourism development as is revealed by this study is development of better infrastructure facilities. These include, better road lines, air ports, accommodation facilities, drainage and sanitation facilities etc.

Table IX: Opinion of the Tourists about the Local Residents

Opinions	Group II		Group III		Total	
	No.	Percent	No.	Percent	No.	Percent
Poor infrastructure facilities	16	40	19	63.33	35	50.00
Poor publicity and advertisements	20	50	5	16.67	25	35.71
Lack of cleanliness and safety	0	0	3	10	3	04.29
Lack of Government support	4	10	0	0	4	05.71
Negative attitude of the local people	0	0	3	10	3	04.29
Total	40	100	30	100	70	100.00

Source: Field Survey

(ii) *Better Publicity regarding the Tourism Services:*

Tourists need better awareness regarding the availability of tourism services. This in turn require better publicity from the part of the State and Central Governments, and also the other stakeholders like the providers of tourism services viz. home stays, resorts etc. The advances in ICT should be meaningfully used to attract the tourists, particularly the foreign tourists, to the various tourism destinations in Kerala.

(iii) *Enhanced Level of Services and Better Cleanliness:*

Tourists, particularly foreign tourist expect enhanced level of services including better cleanliness. These include, inter alia, readily accessible information kiosks, information guides / bulletins, clean public utilities (sanitation, drainage etc.), hassle-free arrivals, improved hygienic conditions in tourism sites and surroundings, clean air ports and railway stations and so on.

(iv) *Co-operation and Support from Local Population be Ensured:*

It is all the more important that full co-operation and support from the local population is ensured. This in turn requires their representation in all policy making forums. Tourism policies that lack local support would not be sustainable in the long run. Besides, resentment or hostility of the localities may alienate the tourists too.

(v) *Capacity Building amongst the Local Community:*

Apart from ensuring maximum co-operation from the local community it is quite advisable to bring about capacity building amongst the local community to manage and operate the tourism sector.

(vi) *Enhanced Investment, particularly through PPP (Public-Private Partnership) Model:*

Last, but not the least, heavy investment is required to improve the present tourism infrastructure in Kerala. In this regard, the participation of private sector appears to be essential in the Kerala context, in view of the severe paucity of Governmental resources. Thus, a PPP (Public Private Partnership) model wherein the Government plays the roles of both an enabler and regulator is advisable. Here, firstly, as the enabler / facilitator the Government provides the licenses to private agencies who fulfil the norms laid by it and also agrees to comply with pre-fixed norms of service quality, use of natural resources, pollution control norms etc. Secondly, as a regulator the government ensures strict adherence to the pollution control, use of resources, service quality etc. by the private agencies and takes remedial / corrective action in case of defaults.

11. Concluding Remarks

Of late, Kerala has been according enhanced thrust on tourism development as is the case with India as a whole. Because of the excellent prospects of tourism for rapid economic development and that too for 'tourism resource rich' state like Kerala, ecotourism and such other sustainable models of tourism have got tremendous growth potential in this state. Of late, the policies of the Government has already made 'Kumbalangi' a successful ecotourism village in the whole of India. There is growing relevance for the need for adoption of ecotourism in its true letter and spirit, rather than simply from the point of view of compliance with regulatory stipulations or norms. This in turn required a concerted action from the part of all concerned, for the cause of sustainable tourism development. Because of the resource constraints of the government, private sector participation seems to be quite essential, thus underlining the significance of PPP approach towards a holistic, integrated and sustainable tourism development.

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