

# READ THE 4 PAGES OF CHAPTER-1 ON ECOTOURISM AND ECO- FRIENDLY CLOTHES

**E**cotourism was first coined in 1983 by "Hector Ceballos Lascurain", a Mexican architect turned into an Environmentalist & defined ecotourism in the year 1995 as "Tourism that consists of travelling to relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas". In other words, ecotourism is called environment-friendly tourism that deals with various types of issues and factors related to human impact on natural areas and their resources caused due to tourism and seeks to address them how Ecotourism has created positive impacts, whereas Tourism has created negative impacts on nature. In this book we have discussed both positive impact of Ecotourism and negative impacts of Tourism.

The positive impacts of ecotourism are: It reduces hunger and poverty. Creates awareness towards the protection of tourist spots that are under threat by the increase of human activities. It educates people to conserve natural resources and wildlife species. It

promotes the idea of sustainable business and marketing.

Ecotourism contributes to economic development and generates employment opportunities. Ecotourism helps in a better understanding

of the culture and traditions of other communities. It provides financial benefits for conservation and led to the empowerment of women

communities. Ecotourism is the best way of preventing the illegal trafficking

of animal body parts. Minimizes human impact on marine and coastal environments.

## Case study on Positive Impacts of Ecotourism

*Case studies we have considered to mention the positive impacts of Ecotourism are below:*

- 1) Ecotourism case study on how it affects awareness and attitudes but not conservation behaviours: A case study on Grand Riviere, Trinidad.
- 2) Exploring the Impact of Ecotourism on Indonesia's Environment.

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- 1) Ecotourism case study on how it affects awareness and attitudes but not conservation behaviours: A case study on Grand Riviere, Trinidad

Aim of the case study: This case study aims at looking at the impact of Ecotourism on awareness attitudes and conservation behaviours of the local communities in the Grand Riviere, Trinidad. The methods used in this case study were Rapid Rural Appraisal and questionnaire-based interviews to investigate the issue in this village of Grand Riviere, Trinidad.

*Introduction to the case study:* Ecotourism is one of the powerful tools for creating awareness towards conservation of natural resources and promoting responsible way of travelling to tourist spots. In this case study, according to International Tourism Society Ecotourism is defined as

the responsible way of travelling to natural areas that conserves the environment and sustains the well-being of local people (Wood, 2002). Tourism can bring significant financial benefits to areas supporting charismatic wildlife (Walpole & Leader-Williams, 2002; Adams & Infield, 2003; Lorimer, 2009) and thus, can be a relatively cheap method of facilitating both development and conservation (Cater & Goodall, 1997; UNWTO, 2006). Ecotourism grew three times faster than the overall tourism industry in 2004, according to The International Ecotourism Society. This growth reflects the increasing importance of sustainable and environmentally conscious travel. Ecotourism is not a panacea for all conservation problems (Weaver, 1998; Kruger, 2005). Ecotourism can sometimes benefit both people and threatened species, many ecotourism projects are likely to fail in achieving their goals for either conservation (Yu et al., 1997) or development (Bookbinder et al., 1998). Therefore, we need to gain a better understanding of the impacts of ecotourism because there are no simple alternatives.

Community-based conservation has also seen as a limited success (Adams et al., 2004). One way in which tourism could demonstrate its value is by improving local awareness and attitudes toward conservation. Community based conservation initiatives assert that providing financial or livelihood benefits, along with increased participation, will undoubtedly encourage positive attitudes towards conservation (Spiteri & Nepal, 2006). For instance, local community attitudes towards Serengeti National Park were negatively affected by perceived costs, but participation in a community-based project significantly improved their perception (Kideghesho et al., 2007). It is firmly believed that education programs can influence attitudes, despite potential variations (Brossard et al., 2005). Creating positive attitudes toward conservation are important when other methods of behaviour-change is ineffective. Increasing awareness is necessary and can predict conservation behaviours (Maibach, 1993; Beedell & Rehman, 2000).

Psychologists agree that awareness and attitudes can be important predictors of behaviour in combination with other factors (Ajzen, 2005). Attitudes are influenced by pre-existing values (Schultz, 2001) and by issues and processes that are not obvious to outsiders (Allendorf et al.,

2006), and thus specifying the attitudes most appropriate to conservation outcomes is not clear (Saunders et al., 2006). Ecotourism initiatives (Kiss, 2004) have unequivocally stated that positive attitudes alone are inadequate to induce behavioural change. The detailed and poorly understood correlation between attitude change and behaviours impacting conservation outcomes necessitates thorough verification in attitude studies to ensure anticipated behavioural changes. This study aims to explore the impact of ecotourism on people's awareness and attitudes towards nature and its conservation. The research

will compare perceptions of the Trinidad piping-guan (*Pipile pipile*) and the Leatherback Turtle, which have been the focal points of various conservation initiatives. Additionally, it resolves analyse the effects of direct ecotourism benefits on attitudes and awareness.

*Study area and Methods:* The Caribbean has an ecology that is more similar to the adjacent South American mainland than the rest of the Caribbean. The only bird that is unique to this region is the Trinidad piping guan,

known locally as the Pawi. It is listed as Critically Endangered on the IUCN Red List (IUCN, 2008). Hunting is believed to be a significant factor

in its decline (Brooks, 1999), but the socio-economic context of this decline

is poorly understood (James & Hislop, 1998). The village of Grande Riviere, located on the impoverished and remote northeast coast of Trinidad

(10.5N, 61.5W), is a crucial site for spotting the Pawi, as it is one of the few reliable places to do so (Hayes, 2002). Grande Riviere has the most tourist development of any village in this area. There are two small hotels next to the beach, one opened in 1993 and the other in 2000, as well as a third constructed in 2005. Additionally, there are a few guest houses in the village.

By 2006, about 10,000 tourists visited the village annually, with the majority

coming to see the turtles (Harrison, 2007). In 1989, there was a high number of Leatherback Turtles being killed on the northeast coast. It was common for people to eat Turtle meat and eggs due to cultural traditions (James & Fournier, 1993). However, since the start of ecotourism activities in 1992- 1993, the consumption of Turtle meat has become less common (Harrison, 2007). During the turtle laying and hatching season, access to

the beach is prohibited between 18:00 and 06:00 without a permit and accompanying authorized guide. The success of this initiative is due to the commitment of local people (Onwuka, 2004). Similar schemes have failed elsewhere in Trinidad (James & Fournillier, 1993). Conservation legislation includes an annual 6-month hunting ban for all game species. Some species, such as the Pawi, are protected year-round. In October 2004, Matura National Park existed established next to the village and designated as an Environmentally Sensitive Area. The Forestry Division has organized various educational activities, often in schools, and has launched a long-term education campaign for the Pawi in 2005. The impact of these initiatives on local attitudes and behaviours has not been tracked. *Methods:* carried out to study the behaviour of the Grande Riviere village are rapid rural appraisal (RRA) and questionnaire-based interviews. The techniques vary, but they underline visual approaches that encourage community participation (Kapila & Lyon, 1994). In this study, they were used to understand the general context of village life, as well as perceptions, use, and attitudes towards local natural resources.

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