

ATTITUDE AND PERCEPTION OF TOURISTS TOWARDS ECO-TOURISM: A COMPARATIVE STUDY IN TIRUNELVELI AND KANYAKUMARI DISTRICTS

L.ANTONY, (Reg. No: 12154) Research Scholar (PT) Research Centre of Commerce, St. Xavier's College (Autonomous) Palayamkottai – Tirunelveli.

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli – 627 012)

Dr. M. JULIAS CEASAR, Associate Professor of Commerce, St. Joseph's College (Autonomous) Tiruchirappalli – Tamilnadu. (Affiliated to Bharathidasan University, Tiruchirappalli). Mail ID: julius.sxc@gmail.com (<https://orcid.org/0009-0001-8379-4859>)

Abstract

Ecotourism has become the buzzword and need of this hour focusing community development and conservation. The present study was conducted in two tourism places namely Tirunelveli and Kanyakumari Districts of South Tamilnadu State. The study is made to identify the problems and prospects and also to investigate the attitude and perceptions of the tourists towards ecotourism development. The study was undertaken through a sociological survey research design having 2400 numbers of respondents travelling to these places on a tour programme. It may be a spiritual, enjoyment or any other form of tourism which has attracted the tourists from a distance of 600 kilometers and more. The research study was dependent on both primary and secondary data from which analysis was done to reach the conclusion. Eco tourism is one of the most important aspect of the modern day tourism as people give more preference and priority over the tour of this type. Hence an attempt is made by the researcher to analyze the attitude of the tourists and their perception towards ecotourism. The study also tries to explore the most important aspects of eco tourisms in the tour places that facilitate the tour to be more effective and successful.

Key words: *tourism, attitude, perception, environment.*

Introduction:

Ecotourism is one of the most important aspect perceived as a tool for conservation and sustainability across the globe. Most people plan for this type of tourism as it aims at the social responsibility of people towards the environment which is the base for living. Ecotourism has become the buzzword and need of this hour focusing community development and conservation. The present study was conducted in two tourism places namely Tirunelveli and Kanniyakumari Districts of South Tamilnadu State. The study is made to identify the problems and prospects and also to investigate the attitude and perceptions of the tourists towards eco-tourism development. The study was undertaken through a sociological survey research design having 2400 numbers of respondents travelling to these places on a tour programme. It may be a spiritual, enjoyment or any other form of tourism which has attracted the tourists from a distance of 600 kilometers and more. The research study was dependent on both primary and secondary data from which analysis was done to reach the conclusion. A Structured questionnaire was

distributed among the respondents and also the researcher had a focus group discussion. Quantitative data from the questionnaire was used and analyzed in the light of SPSS package. Tourist perception is the psychological process by which tourists acquire information about tourism images, tourism environmental conditions, etc. through their senses, and tourist perception constitutes the environment in which tourists act. Tourist behavior refers to the actions, choices, and preferences demonstrated by individuals or groups when they engage in travel and tourism activities. Understanding tourist behavior is crucial for the tourism industry as it helps shape marketing strategies, services, and the overall travel experience. The topic of the study namely the attitude and perception of the tourists about the tour places is the need of the hour as there is an expectation over the ecofriendly tourism that aims at creating a clean and healthy tour experience. This study aims at analyzing and identifying the attitudinal and perceptual factors of ecotourism in Tirunelveli and Kanyakumari Districts of Tamilnadu.

Review of literature:

Objectives of the study:

1. To identify the opinion of tourists towards ecotourism in the study area.
2. To assess the eco-friendly experience of tourists based on their attitude and perception about the tourist places.
3. To explore and identify the factors of ecotourism and to measure the ecofriendly experience of the tourists.
4. To observe the attitude and opinion of the tourists about the facilitating factors of tourism and their ecofriendly tour practice.

Methodology:

Data Collection:

Sample design: there are two major tourist attractions in south Tamilnadu namely Kanyakumari that that the unique feature of three seas meeting at one place and the other is the Tirunelveli that has lot of dams, falls, temples. Considering these advantageous features, the sample is designed in these locations.

Sampling method: Simple random sampling method is adopted in this study as the researcher has found it to be more relevant for the study. As many as 4800 samples were collected in a period of 4 months. In four months, the researcher has systematically planned to visit various places within the selected areas and initiated his study by identifying the potential respondents.

Results and Discussion:

TABLE 1
Personal Opinion about tour

Opinion about tour	PLACE OF TOUR		TOTAL
	TIRUNELVELI	KANYAKUMARI	
Top priority	840 (17.50)	460 (09.58)	1300 (27.08)
Medium Priority	1180 (24.50)	1940 (40.41)	3120 (65.00)
Least Priority	380 (7.91)	0	380 (07.91)
Total	2400 (50)	2400 (50)	4800 (100.00)

The above table highlights the personal opinion of the tourists and incase of the tourists in Tirunelveli it is observed that 24.50 percent of the tourists give medium priority towards tour, 17.50 percent give top priority and the remaining 7.91 percent gives least priority for the tour. In case of tourist in Kanyakumari it is observed that 40.41 percent of the tourists give medium priority and 9.58 percent give top priority. The overall observation is that a large majority of the tourists give medium priority for their tour.

TABLE 2
Time spent in tourist place

Time spent in tour place	PLACE OF TOUR		TOTAL
	TIRUNELVELI	KANYAKUMARI	
Less than 1 hour	720 (15.00)	240 (05.00)	960 (20.00)
1 - 2 hours	1220 (25.41)	1340 (27.91)	2560 (53.30)
2 – 3 hours	180 (03.75)	700 (14.58)	880 (18.33)
3 – 4 hours	260 (05.41)	120 (2.50)	380 (7.91)
Above 4 hours	20 (0.41)	0	20 (00.41)
Total	1200 (50.00)	1200 (50.00)	4800 (100.00)

The above table highlights the time spent in the tourist places. In case of the tourists in Tirunelveli it is observed that a majority of 25.41 percent of the tourists spend 1 to 2 hours in one place followed by 15 percent spending less than an hour, the other meagre percent of the respondents spend above two hours. In case of tourists in Kanyakumari it is found that a majority of 27.91 percent of the tourists spend 1 – 2 hours in one place followed by 14.58 percent spending 2 to 3 hours and other meager percent of the respondents spend above three hours and less than one hour respectively. Collectively it is found that a large majority of 53.30 percent of the respondents in both the cases of tourists spend 1 to 2 hours followed by 20 percent of them spending 1 to 2 hours, 18.33 percent of the respondents spend 2 to 3 hours and the remaining above 3 hours spenders have less representation.

TABLE 3
Use of plastics in Tourist places

Use of plastics in tourist places	PLACE OF TOUR		TOTAL
	TIRUNELVELI	KANYAKUMARI	
Yes	1360 (28.30)	2240 (46.60)	3600 (75)
No	1040 (21.66)	160 (03.33)	1200 (25)
Total	2400 (50.00)	2400 (50.00)	4800 (100.00)

The above table highlights the opinion of the tourist relating to the use of plastics in the tourist places, In case of tourists in Tirunelveli it is found that 28.3 percent state that the tourist place uses plastics and 21.66 percent state that there is no plastic use. In case of tourists in

Kanyakumari it is found that a large majority of 46.60 percent state that there is a use of plastics and the remaining 3.33 percent state that there is no use of plastics. Collectively it is found that a large majority of 75 percent of the respondents state that there is a use of Plastics and people have no awareness about eco-tourism.

TABLE 4
Attitude about avoiding the use of plastics

Attitude about avoiding the use of Plastics	PLACE OF TOUR		TOTAL
	TIRUNELVELI	KANYAKUMARI	
High	520 (10.83)	860 (17.91)	1380 (28.75)
Moderate	1400 (29.16)	1140 (23.75)	2540 (52.91)
Little	480 (10.00)	400 (8.33)	880 (18.33)
Total	2400 (50.00)	2400 (50.00)	4800 (100.00)

The above table highlights the attitude of people about avoiding the use of plastics

In case of tourists from Tirunelveli it is found that there is a moderate attitude among 29.16 percent of the respondents and the remaining 10 percent have little attitude towards avoiding the use of plastics.

In case of tourists in Kanyakumari it is found that 23.75 percent have moderate attitude towards avoiding the use of plastics, 17.91 percent have high attitude towards avoiding plastics and the remaining 8.33 percent have little attitude towards avoiding the use of plastics.

Collectively it is found that 52.75 percent have moderate attitude towards avoiding the use of plastics, 28.75 percent have high attitude towards avoiding plastics and the remaining 18.33 percent have little attitude towards avoiding the use of plastics. There is still a challenge in executing eco-tourism in the study places.

TABLE 5
The cleanliness of the place

Place of tour		Opinion about cleanliness					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	140	320	1360	420	160	2400
	%	2.90	6.70	28.30	8.80	3.30	50.00
Kanyakumari	N	0	0	500	1320	580	2400
	%	0	0	9.60	37.70	12.08	50.00
Total	N	140	320	1860	1740	740	4800
	%	2.90	6.70	37.90	37.10	15.40	100.00

The above table depicts the opinion of the respondent tourists towards the cleanliness of the place visited.

In case of tourists of Tirunelveli it is found that 28.30 percent have neutral opinion, 8.80 percent are dissatisfied, 6.70 percent of the respondents are satisfied, 3.30 percent of the respondents are highly dissatisfied and a meager percent of 2.90 percent are highly satisfied towards the cleanliness of the tour places.

In case of the tourists of Kanyakumari it is found that 37.70 percent are dissatisfied, 12.08 percent of the respondents are highly dissatisfied and there is no representation for satisfied and highly satisfied opinion about cleanliness of the places of tourist places.

In both the cases of the tourists it is found that there is 37.90 percent representation towards the opinion neutral, 37.10 percent are dissatisfied and 15.40 percent are highly dissatisfied. There is less representation towards the opinion satisfied and highly satisfied which is only less than 10 percent of the tourists.

TABLE 6
The availability of transport and parking facilities

Place of tour		Opinion about transport and parking facilities					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	620	420	40	1160	160	2400
	Percentage	18.75	8.75	0.83	24.16	3.30	50.00
Kanyakumari	N	60	100	880	420	940	2400
	Percentage	1.25	2.08	18.33	8.75	19.58	50.00
Total	N	680	520	920	1580	1100	4800
	Percentage	14.16	10.80	19.16	32.91	22.91	100.00

The above table gives the details relating to the availability of the transport and parking facilities. In case of tourists from Tirunelveli, it is found that 24.16 percent are dissatisfied and 18.75 percent are highly satisfied towards the availability of transport and parking facilities. The remaining aspects of satisfied, neutral and highly dissatisfied have less representation towards the opinion on the availability of transport and parking facilities.

In case of tourists from Kanyakumari, it is found that 19.58 percent are highly dissatisfied and 18.33 percent are neutral towards the opinion on the availability of transport and parking facilities. The remaining aspects of satisfied, highly satisfied and dissatisfied have less representation towards the opinion on the availability of transport and parking facilities in the tourist places.

Collectively it is found that 32.91 percent are dissatisfied and 22.91 percent are highly dissatisfied towards the opinion relating to the availability of transport and parking facilities. The cases of neutral, satisfied and highly satisfied have less than 20 percent of the respondents' opinion. It means that a large majority of the respondents are neutral, dissatisfied and highly dissatisfied towards the opinion relating to the availability of transport and parking facilities.

TABLE 7
The availability of Food facilities

Place of tour		Opinion about					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	440	260	280	940	480	2400
	Percentage	9.16%	5.41%	5.8%	19.58%	10.0%	50.0%
Kanyakumari	N	0	560	400	760	680	2400
	Percentage	.0%	11.6%	8.3%	15.83%	14.16%	50.0%
Total	N	440	820	680	1700	1160	4800
	Percentage	9.16%	17.08%	14.18%	35.41%	24.16%	100.0%

The above table provides opinion of the respondents relating to the availability of food facilities in the tourist places

In case of the tourists in Tirunelveli it is found that 19.58 percent are dissatisfied and 10 percent are highly dissatisfied about the food facilities. The remaining neutral, satisfied and highly satisfied have less percentage which means the dissatisfaction and high dissatisfaction has high score.

In case of tourists in Kanyakumari it is found that 15.83 percent are dissatisfied and 14.16 percent are highly dissatisfied. The remaining neutral, satisfied and highly satisfied have less percentage which means the dissatisfaction and highly dissatisfied opinion towards food facilities is more.

Collectively it is found that 35.41 percent are dissatisfied over the food facilities and 24.16 percent are highly dissatisfied.

TABLE 8
Eco-tourism factors available in the Hotels

Place of tour		Opinion towards eco-tourism factors					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	300	720	540	620	200	2400
	Percentage	6.25	15.00	11.25	13.30	4.16	50.0%
Kanyakumari	N	80	1440	360	500	20	2400
	Percentage	1.66	30.00	7.50	10.41	0.40	50.0%
Total	N	380	2160	900	1140	220	4800
	Percentage	7.91	43.00	18.75	22.75	4.50	100.0%

The above table provides information relating to the opinion of the tourists towards eco-tourism factors available in hotels.

In case of tourists in Tirunelveli the opinion on the availability of eco-tourism factors it is said that 13.30 percent are dissatisfied, 15 percent are satisfied and 11.25 percent are neutral towards the eco- tourism factors in hotels. There is a less percentage towards high satisfaction and high

dissatisfaction. However a meager percentage of the respondents are satisfied towards the availability of eco-tourism factors.

In case of tourists in Kanyakumari the opinion on the availability of eco-tourism factors it is said that 30 percent are satisfied towards eco-tourism factors and 10.41 percent are dissatisfied. The other response of high satisfaction, neutral and high dissatisfaction is only a meagre percentage. Collectively it is found that 43 percent of the respondents are satisfied over the eco-tourism factors and 22.75 percent are dissatisfied over the eco-tourism factors.

TABLE 9
Awareness of the hotel employees towards eco-tourism factors

Place of tour		Level of awareness					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	720	430	320	780	120	2400
	Percentage	15.00	9.58	6.66	16.25	2.50	50.00
Kanyakumari	N	140	20	380	1080	780	2400
	Percentage	2.91	.410	7.91	22.50	16.25	50.00
Total	N	860	480	700	1860	900	4800
	Percentage	23.88	13.30	14.58	38.75	18.75	100.00

The above table gives the details of the awareness of the hotel employees towards eco-tourism.

In case of the tourists in Tirunelveli the awareness of hotel employees towards eco-tourism factors is observed and found that 16.25 percent are dissatisfied, 15 percent are highly satisfied and other cases of satisfied, neutral and highly dissatisfied is very less in number. It means there is an extreme levels of high satisfaction and dissatisfaction from among the respondents over the awareness of hotel employees towards eco-tourism factors.

In case of tourists in Kanyakumari the awareness of hotel employees towards eco-tourism factors is observed and found that 22.50 percent are dissatisfied and 16.25 percent are highly dissatisfied. The other cases of neutral, satisfied and highly satisfied is less in number. It mean more score is for dissatisfaction and high dissatisfaction towards the awareness of hotel employees on eco-tourism.

Collectively it is found that a large percentage of employees are dissatisfied over the awareness of hotel employees towards eco-tourism factors.

TABLE 10
Use of plastics in tourist places by tourists

Place of tour		Level of awareness					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	0	160	280	1160	800	2400
	Percentage	0	3.33	5.80	24.16	16.60	50.00
Kanyakumari	N	960	540	740	160	0	2400

	Percentage	20.00	11.25	15.41	3.33	0	50.00
Total	N	480	350	510	660	400	4800
	Percentage	20.00	14.58	21.25	27.50	16.60	100.00

The above table highlights the details relating to the use of plastics in tourist places by tourists. In case of tourists in Tirunelveli it is found that 24.16 percent of the tourists are dissatisfied and 16.60 percent are highly dissatisfied over the use of plastics in tourist places. It means there is a heavy use of plastics in the tourist places.

In case of tourist in Kanyakumari it is found that 20 percent of the tourists are highly satisfied, 15.41 percent are neutral and 11.25 percent are satisfied over the use of plastics which is a welcoming sign and the remaining dissatisfaction and high dissatisfaction has a less number. It means there is a less usage of plastics in the tourist places of Kanyakumari.

Collectively it is found that 27.50 percent are dissatisfied, 20 percent are highly satisfied and 21.25 percent are neutral over their view towards the use of plastics in tourist places.

TABLE 11
Opinion on Food package in eco-friendly manner

Place of tour		Opinion					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Place of tour	N	960	160	420	540	320	2400
	Percentage	20.00	3.33	8.75	11.25	6.66	50.00
Kanyakumari	N	0	420	660	1240	80	2400
	Percentage	0	8.75	15.41	25.83	1.66	50.00
Total	N	960	580	1080	1780	400	4800
	Percentage	20.00	12.08	22.5	37.08	8.30	100.00

The above table highlights the opinion of the tourists towards the eco-friendly food package followed by hotels.

In case of tourists in Tirunelveli it is observed that 20 percent are highly satisfied, 11.25 percent are dissatisfied and 8.75 percent are neutral toward the opinion on the eco-friendly food packages provided by hotels. The other aspects of satisfaction and high dissatisfaction has a less response.

In case of tourists in Kanyakumari it is observed that 25.83 percent are dissatisfied and 15.41 percent are neutral over the opinion on food package in a eco-friendly manner. The rest of the aspects are less in number.

Collectively it is found that 37.08 percent are dissatisfied, 22.5 percent are neutral and 20 percent are highly satisfied over the eco-friendly packing in hotels. It means the level of dissatisfaction over the eco-friendly packing is more. It is found that there is 45.38 percent have the opinion that there is no eco-friendly packing of food in Hotels.

TABLE 12
Availability of waste disposal boxes

Place of tour		Opinion on waste disposal box					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	220	180	340	740	920	2400
	Percentage	4.5%	3.75%	7.0%	15.41%	19.10%	50.0%
Kanyakumari	N	0	1620	720	60	0	2400
	Percentage	.0%	33.75%	15.0%	1.25%	.0%	50.0%
Total	N	220	1800	1060	800	920	4800
	Percentage	4.5%	37.5%	22.08%	16.6%	19.10%	100.0%

The above table highlights the availability of waste disposal box and it is said that in case of Tirunelveli tourists 19.10 percent are highly dissatisfied, 15.41 percent are dissatisfied over the availability of waste disposal boxes. The other aspects of neutral, satisfied and highly satisfied have a very less score. Totally 34.51 percent are not satisfied about the availability of waste disposal boxes.

In case of Kanyakumari tourists it is found that 33.75 percent are satisfied about the availability of waste disposal box in the tourist places. The other aspects have less score.

Collectively it is found that 37.50 percent are satisfied, 22.08 percent are neutral and 34.51 percent are not satisfied about the availability of waste disposal boxes in their opted places for tour.

TABLE 13
Availability of Eco-friendly shopping packages

Place of tour		Opinion					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	480	380	400	140	100	2400
	Percentage	13.3%	7.91%	8.3%	2.91%	20.8%	50.0%
Kanyakumari	N	0	1220	700	480	0	2400
	Percentage	.0%	50.83%	14.58%	10.0%	.0%	50.0%
Total	N	480	1600	1100	620	100	4800
	Percentage	10.0%	33.33%	22.91%	12.91%	20.83%	100.0%

The above table highlights the availability of eco-friendly shopping packages in their tour places In case of Tirunelveli tourists it is said that 20.80 percent are highly dissatisfied and 13.30 percent are highly satisfied over the availability of eco-friendly shopping packages and the remaining aspects of satisfied, neutral and dissatisfied have less score.

In case of Kanyakumari tourists it is found that 50.83 percent are satisfied and 14.58 percent are neutral over the availability of eco-friendly shopping packages and the remaining have very less score.

Collectively it is found that 33.33 percent are satisfied, 22.91 percent are neutral, 20.83 percent are highly dissatisfied and 12.91 percent are dissatisfied over the availability of eco-friendly shopping packages.

TABLE 14
Availability of eco-friendly products in four places

Place of tour							Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	100	580	280	1180	260	2400
	Percentage	2.10	12.10	5.80	24.60	5.40	50.00
Kanyakumari	N	0	1040	260	160	940	2400
	Percentage	.0	21.70	5.40	3.30	19.60	50.00
Total	N	100	1620	540	1340	1200	4800
	Percentage	2.0	33.75	11.25	27.91	25.00	100.00

The above table provides information on the availability of eco-friendly products in four places. In case of Tirunelveli it is found that 24.60 percent are dissatisfied and 12.10 percent are satisfied about the availability of eco-friendly products in tour place. The other aspects of high satisfaction, neutral and high dissatisfaction has less score. More score is for the level dissatisfaction over the availability of eco-friendly products in four places.

In case of Kanyakumari it is found that 21.70 percent are satisfied and 19.60 percent are highly dissatisfied about the availability of eco-friendly products in four places. The other aspects of highly satisfied, neutral and dissatisfied have less score.

Collectively it is found that 33.75 percent are satisfied, 27.91 percent are dissatisfied and 25 percent are highly dissatisfied on the availability of eco-friendly products in four places.

TABLE 15
Tourist attractions based on the availability of eco-friendly features

							Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Tirunelveli	N	40	280	780	300	1000	2400
	Percentage	.83	5.8	16.25	6.25	20.80	50.00
Kanyakumari	N	0	1040	100	680	540	2400
	Percentage	0	21.66	2.00	14.16	12.08	50.00
Total	N	40	1320	880	980	1580	4800
	Percentage	0.83	27.5	18.33	20.41	32.91	100.00

The above table highlights the tourist attractions based on the availability of eco-friendly features. In case of Tirunelveli it is found that 20.80 percent are highly dissatisfied and 16.25 percent are neutral over the tourist attractions based on the availability of eco-friendly features and other aspects have less score.

In case of Kanyakumari it is found that 21.66 percent are satisfied, 14.16 percent are dissatisfied and 12.08 percent are highly dissatisfied over the tourist attraction based on the availability of eco-friendly features.

Collectively it is found that 32 percent are highly dissatisfied and 20.14 percent are dissatisfied over the tourist attractions based on the availability of eco-friendly features.

Suggestions:

1. **Opinion about Tour** – The tourist has medium priority towards the tour in both the destinations. The top most priority of the tourist must be eco-tourism factors.
2. **TimeSpent in Tourist Place** – In a short span of time in the tourist place there is scope for enjoying the eco-tourism factors more particularly the nature and pollution free experience. Hence, the tourist must focus on the environment oriented experience in all spheres of their tour.
3. **Use of Plastics in Tour Place** – A large majority of 75% of the tourist feel that there is a use of plastic in the tourist spot which need to be addressed by the government authorities to ensure the eco-friendly tourism.
4. **Attitude about avoiding the use of plastics** – There is only a moderate attitude towards avoiding the use of plastics which need to be strengthened and there should be high attitude among the tourists towards the avoiding the use of plastics not only in the tour places but also all through their life.
5. **Cleanliness of the place** – There is lot of dissatisfaction among the tourist relating to the cleanliness of the tourist spot. Hence, the government, local authority and other state holders must ensure the cleanliness in the tourist spot.
6. **Availability of parking facilities** - In both the tourist places the availability of parking and the transport facilities need to be improved as majority of the respondents respond that they are dissatisfied are highly dissatisfied over the parking and the transport facilities available. Government and local authority must address this issue that may increase the revenue to the government.
7. **Availability of food facilities** – The food facility also scores high in the level of dissatisfaction and high dissatisfaction. Hence, the responsible authorities must try to promote hygienic and eco-friendly food service facilities that may become an encouraging factor for tourist attraction.
8. **Eco-tourism factors available in hotels** – As many as 43% of the tourist are satisfied over the eco-tourism factors available in the tourist spot, the remaining large majority have dissatisfaction over the eco-tourism factors. Hence, it is suggested to give priority all the factors of eco-tourism

that may become an encouraging factor for tourist to plan their travel and tour program in the interest of the society and the environment.

9. **Awareness of hotel employees towards Eco-tourism** – The majority of the respondents from both the places is not satisfied about the awareness of hotel employees towards eco-tourism factors. It is important for the hotel authorities to educate the employees towards eco-tourism factors. If the employees of eco-tourism factors, then naturally the practicing of the eco-tourism by the tourist will become easy.
10. **Uses of plastic by tourism** – only 20% of the tourist are cautious about the use of plastic in tour palaces. The remaining 80% of the tourist are consent about the environment or the eco-friendly tourism factors. Hence it is suggested that all the tourist must be educated not to use plastics in there tour destinations.
11. **Food package in eco-friendly manner** - The large majority of 37% of the respondents are dissatisfied the food packaged is not done by the hostels in an eco-friendly manner. Hence it is suggested that eco-friendly food packing system must be encouraged that may create a degradable waste without harming the environment.
12. **Availability waste disposal box** – It is found that more than 34% respondents are not satisfied about the availability waste disposal box it is important that the local authority the government must take initiative to provide the waste disposal box in the required place and must the encourage that tourist to avail its use.
13. **Tourist attraction based on eco-friendly features** – More than 52 % of the respondents feel that they are not satisfied about the tourist attraction made in the places in considerations with eco-friendly features. It is important to crate the eco-friendly features in the tourist places to increase the tour attractions.

Conclusion

The Eco friendly the tour experience based on quality nature experience and the pollution free environment is the major area of consent in this study. The outcome of study provides that incase of personal factors, both men and women are considered with varied age group and marital status. Majority of the respondents have their tour purpose as family tour as most dominating one and most them are from urban nativity who plan their tour about three months in advance. A large majority have income below Rs. 20000 per month who plan their tour systematically and travel for more than 400 kms. in relation to the opinion about the tour, a

large majority state that they have medium priority for tour and spend approximately two hours in every destination they prefer to visit. Relating to the experience about the tour, the respondents state that there is not much awareness about avoiding the use of plastic in the tour destinations. However, the individuals have more encouraging attitude towards eco-tourism. The cleanliness of the place, the parking facilities, the availability of hotels, the food facilities, the awareness of hotel employees towards eco-tourism factors, the attitude towards use of plastic, the opinion on eco-friendly food packing, the waste disposal box, the sale of eco-friendly products and the hotel accommodations with eco-friendly features are found to be partially successful and in some cases they are least successful. The whole study has a focus on the perceptions and attitude of tourist about eco-tourism which is being studied with various parameters and concludes that the overall eco-tourism factors need to be supported and strengthened as it remains still a big challenge. All the stakeholders must aim at providing a strong base for eco-tourism which is the major concern towards the health of the people and wealth of the society.

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