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Dr. D Gopalsamy
Associate Professor,
Department of Economics,
Gobi Arts and Science College,
Gobichettipalayam,
Tamil Nadu, India

Accessibility on promoters of ecotourism and contribution of occupational basis with spatial distribution by Tribals in Nilgiris

D Gopalsamy

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Abstract

Ecotourism is one of the familiar and conducive for preservation of environment which is against the harmful activities. It has to be promote as service sector revenue generation and employment opportunities for youth in the past 2 decades. The first and foremost duties and responsibilities are regulative measures have concern for the tourism spot and make ensure the sustainable growth from natural resources and its components will be safeguard. Eco Tourism development is a recent upliftment of tourism circle and groups in the society. The Tourism and service Sector have attempted to solve the environmental and socio-economic problems in order to integral part of tourism spot maintenance and income generation without any restrictions towards natural resources. At the same time promotional activities should be sustained way of approach. This paper analyzes about Eco Tourism Promotion and motivational aspects which will coordinate the organizational factors for ecotourism development in the case of “Nilgiris” Zone.

Keywords: Nilgiris, Tribals, ecotourism, eco-tourism development, employment opportunities

Introduction

The tourism industry has achieved a significant growth and treated as unique feature for protection of natural resources with local participation in this decade. Ecotourism has emerged as one of the key areas of involvement for eco-entrepreneurs as they focus on changing the industry in order for nature, tourists where absorb the benefit equally from the practices. Eco-entrepreneurs aim to address unsolved environmental problems, and they work to achieve their dual-purpose, which includes both social and financial, and environmental value creation. The practice of social entrepreneurship broadly encompasses a business model that non-profit entities adopt while addressing social issues. Through this process, eco enterprises rely heavily on market-based approaches and income generation activities. The paradox of its growth and development has drastically trapped from COVID-19. Its causes and consequences are both operative and human resource functions in this arena since March 2020. And the need to assess its contribution to larger sustainable development discourse has gained momentum.

Statement of the problem

Tourism industry is generally occupied with visiting, pilgrims and moments of natural wonders have synchronized income for government to operate further development, reconstruct the existing structure. Hence, ecotourism and management which comprises the dedicate every, time add economical parts have served by the people who joint together and earning portion from its peculiar distribution .they are energy which is produces by many wastage of dry leaves. Surplus and waste of food from festival group have been gathered and distributor to milch animal or birds in the sanctuaries. Therefore, these elements are income sources. How these, elements are suffered while COVID-19? In what way the initiators who are designed and structured for these operations are going to shift on ecotourism promotional activities? What are the specific qualification and special characteristics would involve the eco-tourism development?

Corresponding Author:
Dr. D Gopalsamy
Associate Professor,
Department of Economics,
Gobi Arts and Science College,
Gobichettipalayam,
Tamil Nadu, India

Scope of the study

In recent days, tourism industry has been faced acute problems for absence of operations due to COVID-19. This causes and consequences are created more vulnerable on its dependents and chain links of direct business from tourism. This study is going to cover the outreach of possibilities on income generation with the protection and maintenance of environmental related works through Eco Tourism in this study area. This can be extended if suitable to entire tourist area is required for promotion of tourism in terms of mass operators for preservation and transportation, communication, boarding and lodging may gradually increased in this model.

Methodology

This study is basically from descriptive in nature with empirical evidence. The primary data have been comprises of gathered information and subsequent process of data analysis were carried out by SPSS. The suitable tools for statistical analysis are chi-square, Factor Analysis.

Sampling Design

This study has been adopted for simple random sampling. The selection of the respondents were identified randomly from Coonoor, Gudalur, Ooty. Quantitative and Qualitative methods have been adopted. The purpose of information gathered, primary data were collected through interview schedule and questionnaire among 7 local communities employed by Nilgiris ecotourism organization. The total number of respondents are 70. The well-known technique on Chi-Square Analysis, Regression have been performed to find the factors of Eco-Tourism promotion and organization for local communities development.

Results and Discussion

The results were drawn from the data had been classified and analyzed with suitable statistical tools i.e., Chi square, Regression. Besides, the generalization and observation results also drawn from the field experience and existing data.

Table 1: Nature of Promoters with monthly income

Income and Nature of Promoters	Bellow 10000	11000-20000	21000-35000	Above 35000	Total
Transport Association	0 0.0%	12 66.7%	3 16.7%	3 16.7%	18 100.0%
Industrial and Hotel Association	0 0.0%	14 42.4%	16 48.5%	3 9.1%	33 100.0%
Voluntary organisations	4 36.4%	3 27.3%	4 36.4%	0 0.0%	11 100.0%
Stake holders Forest Authority	4 50.0%	0 0.0%	0 0.0%	4 50.0%	8 100.0%
Total	8 11.4%	29 41.4%	23 32.9%	10 14.3%	70 100.0%

Source: Primary Data

There is significant associate between Nature of Promoters with monthly income at 0.01 percent level. Chi-square value in 44.817.

Income portion is the prime element and capacity of entrepreneurial sources for every industries or service sector. The tourism industry is particularly depends on the arrival of visitors from heterogeneous type of living status of geographical portion. Their economic viability and suitability of visiting places where visualized on future vision. Therefore, amenities based income generation is going too occupied for livelihood where there is a specialty of the place. The study area has pertaining to natural resources and utilization of surplus human resource are available in the rural area. Therefore, food distribution, resort provision, vendor type of fruit sales and other peculiar

products have been undertaken by the entrepreneurs where belonged to eco-tourism based revenue. Because of, organic and green market approaches have followed by them. These sources have support to obtained income directly (or) indirectly. Hence, the analysis of the study is explains about the income range of eco-tourism promotions. The category of nature of promoter namely, Transport Association who earned up to 20000 per month is 66 per cent. Next to the category of forestry stakeholders are earned each 50 per cent of them are earned nearly Rs. 10000 per month and above Rs. 35000 per month. By and large the protection of environmental preservation and natural resources which is pertaining to the forestry and its stake holders in this (surround by natural resource and forestry supply of product) study area.

Table 2: Attracting factor with ecotourism promoters

Attracting tourism factor and Nature of entrepreneurs	Curiosity on nature	Awareness on environmental preservation	Change from traditional Sight seen	Physically active	Total
Transport Association	7 63.6%	4 36.4%	0 0.0%	0 0.0%	11 100.0%
Industrial and Hotel Association	0 0.0%	10 47.6%	3 14.3%	8 38.1%	21 100.0%
Voluntary organisations	4 25.0%	8 50.0%	4 25.0%	0 0.0%	16 100.0%
Stake holders Forest Authority	7 31.8%	11 50.0%	4 18.2%	0 0.0%	22 100.0%
Total	18 25.7%	33 47.1%	11 15.7%	8 11.4%	70 100.0%

Source: Primary Data

There is significant associate between attracting factor with Eco tourism entrepreneurs at 0.01 percent level. Chi-square value in 33.597.

The prime and foremost elements of ecotourism promotional activities are explored with required about nature, environmental preservation, launched new visiting point etc. The existing components of tourism in Nilgiris district have been exclusive for waterfalls, sanctuary, river basin, wild animals, etc. Apart from that elements of tourism, how can we incorporated new provisional aspects of enlarge tourism spot in order to income generation programmes with participatory approach on local tourist communities (Hotel, lodge, Taxi association, local vendors) and maintenance of ecology and makes promotional activities without harmful in nature for sustained tourism. It has represent from the Chi-Square analysis, 63 per cent of the transport Association members who reported that learn more about nature. About 50 per cent of the respondents

from the category of Voluntary organization's staffs who reported that there is a need for awareness on environmental preservation. By and large, Eco tourism promotional agenda have been promote the fact and elements on environmental protection towards sustainable in ecotourism and economic viability serves a long run growth of tourism department which will be free from civil disturbance from the governance (or) natural disasters from nature is the need of hour.

Regression

Multinomial Logit Model

Dependent Variable: Attracting Tourism Elements

No of Observations: 70

Iterations Completed: 3

Log Likelihood Function: 284.80

Number of Cases Predicted: 35%

Likelihood ratio test: Chi Square: 41.92 (.000)

Table 3: Multinomial Logit Model-Regression

Variable	Choice-I-Association for Industrial Groups				
	Coefficient	Std error	Z	P-Value	Sig
Constant	-16.522	.561	1189.32	<0.0001	***
Occupational category	0.02842	0.1278	0.222	0.8241	-
Problem Faced-Protect wild animals/sanctuaries	0.941	0.628	1.498	0.1343	**
Problem faced-Preserve Reservoir	-0.2769	0.08678	-3.191	0.0014	***
Sources of information from Forest	0.2987	0.86150	0.002	0.998	
Involve Local authorities	-0.4944	0.14458	-3.410	0.0006	*
Variable	Choice-II-Social Activists with Forestry stakeholders				
	Coefficient	Std error	Z	P-Value	Sig
Constant	-16.371	.687	1.061	0.5562	
Occupational category	0.817	0.10154	0.5885	0.9636	**
Problem Faced-Protect wild animals/sanctuaries	0.2842	0.1118	0.4568	0.8241	
Problem faced-Preserve Reservoir	0.1663	0.1271	1.308	0.1909	**
Sources of information from Forest	0.0277	0.9619	0.2884	0.7730	
Involve Local authorities	-0.6941	0.3589	-1.934	0.0532	**

***, ** Significant at 1, 5 Percent level respectively

Table presents a multinomial logit estimate which measures the problems facing among the volunteers and workers who belonged to social activist and forestry stake holders. They are involving a challenges towards Eco Tourism promotion and sustained Growth on Economic viability on local dwellers and nearest traders. The issues are predominantly affected for environmental preservation from the tourist visitors due to uneven movement on seasonal variation of invitation, demonstration, Holiday leisure etc. The estimation result shows that Involve Local authorities in order to coordinate the promotional activities with social activist and stake holders from forestry is mismatched with Industrial Association (co-efficient -0.6941, -0.4944). Secondly, the occupational category from the Association of Industrial Groups shows that there is no significant level. The promotional activities on Eco Tourism are adversely affected for the two components (Industrial Association, Forestry, 0.7730 and 0.998 for p-value). Thus, integral part of Eco Tourism is activated under operational and collective action. But, the policy making and bureaucratic norms are unable to complete within the stipulate time.

Conclusion

Paradoxically, The Service sector has been provided a larger portion of revenue sources from tourism in India. Because of, it has contained an integral portion of Socio Economic and Cultural development. Unfortunately, aggressive the

nature had devastated by COVID-19. Its impact and effects were drastically affected for operational and economic movement from tourism industry. The alternative solution of protection for natural resources which is rather than monuments, historical spots, pilgrims where generated income source. If they could have proper plan of economical portion have viable in nature and the promotional activities where there is a absolute intuition by social activist based formula for preservation of flora and fauna. These are the sources have directly or indirectly produced gradual income to the Eco-Tourism Developmental activities. In addition, they have to mobilize the local resources and multiple revenue sources.

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