

Drivers and Barriers to Green Innovation in Tourism - with Special Reference to Coastal Karnataka

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ABSTRACT

Tourism is undergoing significant change and facing new challenges that call for new perspectives. Coastal Karnataka is surrounded by different green innovative tourism products. It attracts both domestic and foreign tourists to Coastal Karnataka because of this green innovation like Green Tourism, Eco-Tourism, Sustainable Tourism, Agro Tourism etc. The tremendous increase in tourist arrivals made changes in the development of tourism. The study is intend to identify the green innovation in tourism and its strength, weakness, opportunities and challenges.

Keywords: Opportunities, Challenges, Coastal Karnataka, green innovation

I. Introduction:

Tourism in the green refers to tourism activities that can be maintained, or sustained, indefinitely in their social, economic, cultural, and environmental contexts. Green innovation tourism is tourism that takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. It is not a special form of tourism; rather, all forms of tourism may strive to be more sustainable. (UNEP, UNWTO 2005)¹. Tourism has significant potential as a driver for growth of the world economy. The sheer size and reach of the sector makes it critically important from a global resource perspective. Even small changes toward greening can have important impacts. Further, the sector's connection to numerous sectors at destination and international levels means that changes in practices can stimulate changes in many different public and private actors beyond the direct and immediate impact of tourism activity.

Travel and tourism are human resource intensive, employing directly and indirectly 8% of the global workforce. It is estimated that one job in the core tourism industry creates about one and a half additional or indirect jobs in the tourism related economy. The greening of tourism, which involves efficiency improvements in energy, water and waste systems, is expected to reinforce the employment potential of the sector with increased local hiring and sourcing and significant opportunities in tourism oriented toward local culture and the natural environment

Tourists are demanding the greening of tourism. More than a third of travellers are found to favour environmentally-friendly tourism and be willing to pay between 2 and 40% more for this experience. Traditional mass tourism has reached a stage of steady growth. In contrast, ecotourism, nature, heritage, cultural and “soft adventure” tourism are taking the lead and are predicted to grow rapidly over the next two decades. It is estimated that global spending on ecotourism is increasing at a higher rate than the industry-wide average growth.²

II. Karnataka Tourism Scenario:

Karnataka is situated in the southern part of India and the province of the same spreads over the Deccan Plateau. It is also the eighth largest state in India in both in terms of area and population and it is also formerly known as Mysore. The topography of Karnataka is largely a reflection of the geology of the state. The Sahyadris are covered with evergreen forests. They drop abruptly towards the Arabian Sea, thus forming a natural barrier between the plateau and the coastal regions. There are four Ghats in Karnataka namely Subrahmanya Ghats, the Charmadi Ghats, the Shiradi Ghat, and the famous Agumbe Ghat which provide access to the coast. The Western Ghats slope gently towards the Bay of Bengal. Karnataka hold many attractions in terms of tourist interest such as wildlife sanctuaries, Hill stations, beaches, plantations, historical monuments & monolithic statue and water falls. The details pertaining to the same are mentioned in below. The wild life sanctuaries at Bandipur, Nagarhole, Dandeli, and Ranganathittu Bird's Sanctuary. 5 Km. from Srirangapatna which is itself a well-known tourist center, hill stations like Nandi Hills and Kemmannagundi and Mercara, beach resorts like Karwar, Ullal, Malpe and Maravanthe, the world famous Brindavan Gardens at Krishnarajasagara, the monolithic statue of Gommateshwara at Sharavanabelagola, Gol Gumbaz with its whispering gallery at Bijapur, the Jog falls and other water falls at Shiva Samudram, Magod, Unchelli or Lushington near Siddapur, Lalguli at Yallapur and other places indicate the variety and richness of the attractions that Karnataka

State holds out to the visitors There are many places of historic and religious importance. The great Acharyas, Shankara, Ramanuja and Madhwa, preached in this region. Great reformers like Sri Basaveshwara, mathematicians like Baskaracharya, commentators like Sayana, saint poets like Purandaradasa and Kanakadasa, great writers like Pampa, Harihara and Kumara Vyasa have all enriched the heritage of Karnataka.

III. Costal Karnataka:

Coastal tourism is based on a unique resource combination at the interface of land and sea offering amenities such as water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritage, healthy food and good infrastructure. The major occupation of the people of the Coastal Karnataka is agriculture and fishing. The backward communities like Mogaveera, Billawa, Kharvi, Kotesherigara, Bunta, Siddi, Halakkigouda, Vakkaliga, Devadiga, etc., constitute a major portion of population of the area. Minorities like Christians and Muslims constitute a small portion and the upper caste, scheduled castes and tribes constitute a very small portion of the population in coastal Karnataka, languages like Kannada, Tulu, Konkani, Urdu, Byari, and Navayiti have shown great richness, capacity for harmony and have created a culture of give-and take. There are three major ports, namely, Malpe, Mangalore and Karwar in this area that promote trade and commerce. Apart from these ports, there are also two minor ports like Bhatkal and Gangolli which have helped in the development of fishing. Four public sector commercial banks, viz. Syndicate Bank, Canara Bank, Corporation Bank and Vijaya Bank have originated in Coastal Karnataka. Karnataka Bank, one of the leading scheduled banks, has also seen its birth here. Coastal Karnataka is fast growing as a tourism destination A number of tourists visit this region, especially for its scenic beauty and rich cultural heritage. The region abounds with marvellous beaches, meandering streams, magnificent waterfalls, etc., like Summer Sand Beach Resort at Ullal, Murdeshwara Beach, Pilikula Nisarga Dhama at Mangalore, St. Mary's Island at Malpe, Light-house at Kaup, Koodluteeirtha and Magod Falls, Yana, Karwar port, Supa Dam at Joida Devbag Resort at Karwar.

IV. Green Innovation in Tourism Services:

Green innovation tourism is tourism that takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

Following are the various new green innovation concepts in tourism

Sustainable Tourism: Sustainable tourism is an industry committed to making a low impact on the environment and local culture, while helping to generate future employment for local people.

Eco-Tourism: Ecotourism is now defined as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015).

Agri Tourism: Agri-tourism can be defined as "A range of activities, services and amenities provided by farmers and rural people to attract tourist to their area in order to generate extra income for their businesses". (Gannon, 1988in Klaze, 1994).

V. Objectives of the Study:

- ✚ To identify the new green innovation in Tourism
- ✚ To identify green tourism destinations in Karnataka
- ✚ To examine the major drivers and barriers of Green Tourism.

VI. Methodology:

The scope of the study is limited to understand the concept and applicability of Green Tourism innovations in coastal Karnataka. The study includes the major drivers and barriers of Green Tourism and appropriate frame work for development of Green tourism in Coastal Karnataka. The present study is both Primary and Secondary data. Data collected through observation, interview, research related articles, research papers, Reports of Ministry of Tourism in central as well as the state. The data also collected from different websites related to the Tourism development.

VII. Drivers to green innovation in Tourism:

- Green Destination
- Green Community
- Green Activities
- Green Plus
- Green Meeting
- Government action at both the national and local levels has enhanced ecotourism operations to ecologically

VIII. Barriers to green innovation in Tourism:

- Marketing Green -Tourism as a product effectively and consistently
- Accessibility and approachability of the area with respect to basic facilities like (medical facilities, transport facilities, availability of water etc.)
- Differentiating Tourism and Green - Tourism.
- Environmental impacts Improper or heavy visitor use can cause trampling on sensitive intertidal habitats, mangroves or sea grass beds; disturbance to wildlife such as seabirds or marine mammals
- Impacts to water quality
- Excessive Development

IX. Key Techniques for Success in Green –Tourism Innovations:

- Destination sustainability is maintained through community management of resources.
- Create fiscal incentives for making the transport sector more sustainable.
- Invest in accelerating green hotel refurbishment and green construction.
- Emphasise sustainability in tourism promotion and marketing initiatives.
- Develop different green -tour packages of for different type of tourist and their expectations.
- Providing and maintaining hygienic conditions in the Green -tourism destination
- A certification process for all resorts & lodges surrounding the Green Tourism Destination has to be made mandatory which shall be renewed on an annual basis.
- Tourism promotion organisations, resource management agencies and destination management organisations (DMOs) should link tourism products (i.e. .parks, protected areas and cultural sites) more closely with marketing positions. This will ensure a consistent and unique selling position in world tourism markets based on high-value experiences at natural and cultural sites in a compact geographical area.
- International development institutions, such as multilateral and bilateral cooperation agencies, and Development Finance Institutions (DFIs) should engage directly to inform, educate and work collaboratively with the tourism industry to integrate sustainability into policies and management practices, and secure their active

participation in developing sustainable tourism. At the national level, government and civil-society engagement should be a critical part of these efforts to coordinate action.

➤ To promote Green tourism in a green economy, the national, regional, and local economy should first provide a good investment climate, featuring security and stability, regulation, taxation, finance, infrastructure, and labour.

➤ Various tourism stakeholders should collaborate and share knowledge and tools in order

to understand the overall picture of environmental and socio-cultural impacts of tourism activities at destinations.

➤ There is also a need for policy coherence, which can include economic instruments and fiscal policy to reward sustainable investments and practices and discourage the most costly externalities associated with uncontrolled tourism expansion

➤ Organisations engaged in developing tourism strategies should make use of credible scientific methods and tools encompassing economic, environmental and social approaches and assessments for sustainable development that will help stakeholders related to different components of the value chain understand their environmental and socio-cultural impacts.

➤ Assessment of carrying capacity and social fabric should be considered to take into account external and internal impacts of tourism at destination

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