Chapter 6
Sustainable Development and Ecotourism Consciousness: An Empirical Analysis for Kallakurichi, Tamil Nadu, India

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ABSTRACT

This chapter focuses on how people of Kallakurichi, Tamil Nadu, India can become conscious of ecotourism, bio-cultural diversity, and sustainable development, vital for both present and future. It utilized a sustainable development framework for considering biological and cultural perspectives. The primary target audience of this research was 100 local people of this lesser known and sparsely populated area, and 31 questionnaires were found to be useful. Simple random sampling was used in this regard. The collected data were analyzed using mean, t-test, Pearson’s product moment correlation, and regression analysis. The researcher concluded with findings that point to the need for shared community authority, management, and decision making; mutual benefits; recognition of the rights, values, norms, power structures, and dynamics of local populations; respect for belief systems as well as traditional and local ecological knowledge; and the importance of contextual adaptation.

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Sustainable Development and Ecotourism Consciousness

PURPOSE

This paper focuses on how people of Kallakurichi, Tamil Nadu, India can become conscious of ecotourism, bio-cultural diversity and sustainable development, which is vital for both present and future. It utilized a sustainable development framework for considering biological and cultural perspectives including human rights and social justice, the contribution of traditional knowledge, community involvement, and the effects of human impact and globalization.

Methods

The primary audience of this research was 31 local people of Kallakurichi selected by simple random sampling method. The researcher highlighted issues related to minimizing environmental impact, respecting local cultures, building environmental awareness, community participation, environment and ecosystem improvement facility, and providing direct financial benefits for conservation. Primary data were collected using a standardized questionnaire and were analyzed using mean, t-test, Pearson’s product moment correlation and regression analysis.

Findings

The researcher concluded with findings that point to the need for shared community authority, management, and decision making; mutual benefits; recognition of the rights, values, norms, power structures, and dynamics of local populations; respect for belief systems as well as traditional and local ecological knowledge; and the importance of contextual adaptation.

Implications

There is lot of opportunity for Government as well as local people of Kallakurichi in order to promote eco-tourism as well as facilitate sustainable development of community.

INTRODUCTION

The framework for sustainable development describes society’s commitment to four interconnected objectives: economic development (including the end of extreme poverty), social inclusion, environmental sustainability, and good governance.
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