

## A Paradigm Shift towards Environmental Responsibility in Sustainable Green Tourism and Hospitality



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**ABSTRACT:** The demand for various cultural experiences and easier access to travel has driven the exponential rise of the global tourism and hospitality industries in recent decades. However, the increased tourism has sparked worries about how it would affect the environment which led to a paradigm change in favour of sustainable methods. The phrase "green tourism" describes a collection of behaviors designed to reduce the adverse effects of tourism-related activities on the environment, society, and culture. This entails implementing eco-friendly programs, encouraging conservation, and cultivating community involvement. Similarly, green hospitality emphasizes eco-friendly procedures in lodging establishments, promoting waste minimization, energy efficiency, and ethical sourcing.

The carbon footprint of travel is one of the main issues that green tourism and hospitality attempt to address. With the assistance of carbon offset programs and the promotion of environmentally friendly transportation options, like electric vehicles, the sector is coming to understand the significance of lowering greenhouse gas emissions. Furthermore, the implementation of sustainable building designs, energy-efficient technologies, and renewable energy sources in hospitality facilities helps to reduce their overall environmental effect. An additional crucial component of green tourism is water conservation. Water-saving methods, like low-flow fixtures and effective irrigation systems, are being implemented by accommodations to reduce water usage and safeguard nearby ecosystems.

Waste management is essential to reaching sustainability targets in the tourism and hospitality industries. There is a growing movement to reduce the use of single-use plastics, encourage recycling, and establish composting techniques. Establishments promote the circular economy and lessen environmental deterioration by encouraging guests to dispose of waste responsibly. The effectiveness of projects aimed at promoting green tourism depends on community involvement. Forming alliances with nearby communities guarantees equitable distribution of economic gains and promotes a sense of collective accountability for environmental preservation. Moreover, maintaining the uniqueness of sites is aided by fostering cultural sensitivity and respect for local knowledge.

To sum up, green tourism and hospitality mark a significant turn in the direction of a more responsible and sustainable sector. The tourist and hospitality industry may make a substantial contribution to environmental preservation by implementing eco-friendly practices, reducing carbon footprints, preserving water resources, handling waste responsibly, and interacting with local people.

**KEYWORDS:** Tourism, Chhattisgarh, Natural Resources, Travel, Sustainable.

### INTRODUCTION

It is undeniable that the tourism and hospitality industries' remarkable rise in recent years has produced hitherto unheard-of opportunities for cross-cultural exploration and travel. Nonetheless, the increase in travel has also highlighted the environmental problems that come with mass tourism. The industry has been forced to review its methods due to the negative effects on local communities, ecosystems, and cultural heritage. This research study examines how the tourism and hospitality industries are changing, with a particular emphasis on the critical move towards environmental responsibility as seen through the lens of sustainable green tourism.

The demand for travel experiences is growing along with the globalization of society, placing tremendous strain on the natural and cultural resources that draw tourists. Considering this, the sector is coming to understand that a comprehensive change is required, one that goes beyond traditional tourism models and adopts sustainability as a guiding concept. This approach aims to strike a balance between the need to conserve and preserve the environment and the economic benefits of tourism. The cornerstone of this revolutionary journey is sustainable green tourism and hospitality, which emphasizes methods that give priority to cultural

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sensitivity, community involvement, and environmental conservation. Adopting eco-friendly projects is a moral commitment to reduce the impact of industry on the environment, it is not just a decision dictated by the market. To establish a new standard where environmental responsibility takes precedence over other considerations when making decisions, the industry plans to employ eco-conscious technologies, redefine standards, and encourage responsible travel practices.

This study explores the complex aspects of this paradigm change. It looks at the actions and plans made by the travel and hospitality industry to lessen its environmental impact, cut carbon emissions, and help protect the environment. The study also examines the mutually beneficial relationship that exists between sustainable tourist practices and the local economy, emphasizing the opportunity for inclusive development and cultural preservation. This research study aims to offer insights into the potential and challenges related to the shift towards sustainable green tourism and hospitality by examining case studies, industrial best practices, and the changing regulatory landscape. For all parties involved from legislators and business executives to tourists themselves understanding and negotiating this paradigm shift is crucial as we stand at the nexus of economic advancement and environmental responsibilities. The goal of this study is to further the present discourse on tourism and encourage a time when the enjoyment of travel and environmental preservation may coexist.

### **Scope of Sustainable Green Tourism and Hospitality in Chhattisgarh**

Chhattisgarh is known for its rich biodiversity, forests, and natural landscapes. Sustainable tourism can focus on preserving these natural assets. The state has a diverse cultural heritage with tribal communities. Sustainable tourism can involve initiatives to preserve and promote the indigenous cultures and traditions of this state. The eco-friendly accommodation is also available in Chhattisgarh. This encourages the development and promotion of hotels, resorts, and lodges, incorporating green building practices.

This explores sustainable adventure tourism, such as trekking, wildlife safaris, and water-based activities, while ensuring minimal impact on the environment. Engaging local communities in tourism planning and development ensures their participation and benefits from the industry.

### **Benefits of Sustainable Green Tourism and Hospitality in Chhattisgarh**

The following points are a simple way to summarise it:

- Economic growth: Sustainable tourism can contribute to the local economy by generating income for communities and creating job opportunities.
- Preservation of nature: Implementing eco-friendly practices can help conserve Chhattisgarh's natural resources, including forests and rivers.
- Cultural preservation: Sustainable tourism initiatives can aid in preserving the cultural heritage and traditions of the tribal communities in Chhattisgarh.
- Tourist attraction: Adopting sustainable practices can attract environmentally conscious tourists who are increasingly seeking destinations with minimal environmental impact.

### **Major Achievements of the Chhattisgarh Tourism Board**

Chhattisgarh is rich in cultural, historical, religious, archaeological, and natural diversity. Given the immense potential of tourism in the state, work is being done on tourism schemes to promote tourism activities in the state and to provide basic facilities.

Chhattisgarh has accomplished numerous noteworthy feats, some of which are summarized here:

- Maa Bamleshwari Devi Temple Hill, Pragyagiri Hill and Pilgrim Facilitation under "Development of Maa Bamleshwari Devi Temple Dongargarh" project (cost Rs. 43.33 crore) under "Prashad Scheme" of the Ministry of Tourism, Government of India. In this scheme till now Rs. Rs.14.65 crore has been spent and the work is in progress.
- In compliance with the announcement of the Honorable Chief Minister "to make the beauty of Chitrakote Falls more attractive through Light and Sound Show", a work order amounting to Rs 12.16 crore has been given for the establishment of Light and Sound Show at Chitrakote Falls.
- For tourism development and beautification of Kabir Sagar Pond, Damakheda (District Balodabazar-Bhatapara). After approving a scheme of Rs 22.43 crore, an amount of Rs 22.43 crore was given to District Collector Balodabazar for implementation. 1.00 crore has been released. The tender process is under process by the Public Works Department.
- In compliance with the announcement of the Honorable Chief Minister, various tourism development works are being carried out in Rajmargarh and surrounding areas under District Gaurela-Pendra-Marwahi, such as the construction and beautification of the shed in Jaleshwar Mahadev Temple, Lodheshwar Temple and in Rajmargarh is running.
- Chhattisgarh Tourism Board has partnered with the Youth Hostel Association, India, and IRCTC to promote tourism in the state and signed a Memorandum of Understanding with them.

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### **Sustainable and Responsible Tourism**

#### **Sustainable Tourism**

The idea of sustainable and responsible tourism is the foundation for developing tourism in Chhattisgarh. In contrast to the sustainable living that the indigenous tribes and culture here practice, sustainable tourism is relatively new in Chhattisgarh. Travelers are drawn to places where they can be alone with nature because of the hectic lifestyle of cities. These days, travelers prioritize ideas like "experiential" and "travel like a local," which supports the idea of a "new experience." Camping, horseback riding, stargazing, trekking, hiking, the eco-trails of Bastar, and other activities are just a few of the experiences that fall under the umbrella of sustainable tourism that Chhattisgarh's natural and cultural heritage and man-made attractions offer visitors.

To mitigate the negative effects of tourism, such as the demonstration effect and detrimental effects on the environment, Chhattisgarh Tourism is also developing the concept of Sustainable Tourism as a policy initiative. This will allow for the implementation of positive processes and the promotion of collaborative efforts. The development of Sustainable tourism is based on the fundamentals of tourism. This would enable our future generations to witness the tourism destinations in their authentic state as well.

#### **Responsible Tourism**

As the tourism industry grows, it is crucial to make sure that it is going on the right path. Stakeholders and travelers must collaborate for tourism development to be sustainable, and both are crucial to raising tourism's profile. It was from this that the idea of responsible tourism developed. Along with collaborating with ToughTigers (TRS) and the Organisation Responsible Tourism Society of India (TRSIP) to advance sustainable and responsible tourism in the region, the Chhattisgarh Tourism Board is working to improve some of the major attractions here.

#### **Wildlife**

Of the states in the country, Chhattisgarh has one of the highest percentages of forest cover at 44% of its total land area. This state is home to several types of woods. The state has one biosphere reserve, three tiger reserves, three national parks, and eleven animal sanctuaries. Most visitors to the state come for the wildlife. Natural area activities such as nature walks, wildlife safaris, and eco-trails are the primary draws for tourists. Many rare and endangered species of wildlife can be found in Chhattisgarh. Primarily, this area is home to wild buffalo, leopards, flying squirrels, Indian giant squirrels, chinkaras, wild dogs, hyenas, sambars, chitals, and over 150 different species of birds.

#### **Water Sports and Tourism**

The state of Chhattisgarh is abundant in natural resources, particularly water bodies. Both large and tiny bodies of water are good for tourism. The Chhattisgarh Tourism Board is streamlining several water bodies in the state by creating policies and processes for water-related activities. The state's principal hubs for water and adventure tourism are Satrenga and Gangrel. Both locations get a sizable number of visitors. In addition, nine bodies of water have been designated to offer tourists water tourism activities. The state's Chhattisgarh Tourism Board is also making significant efforts in the area of cruise tourism.

#### **Potential Outgoing Projects of Chhattisgarh Tourism Board**

- Construction of ropeways in Kudargarh (District Surajpur) and Chitrakote (District Bastar): Feasibility report and DPR. Additionally, the process of choosing a project management consultant is currently underway.
- The Indian Ministry of Tourism has chosen Bilaspur and Jagdalpur as destinations under the "State Perspective Plan" of the Swadesh Darshan Scheme 2.0.
- The Indian government has approved the development of Sirpur as a Buddhist-themed heritage site, through the Ministry of Tourism's "Prashad Scheme." A project proposal (concept plan) valued at Rs. 62.59 crore was submitted to the Ministry of Tourism, Government of India.
- Tribal Tourism Initiatives have been developed and promote tourism initiatives that highlight the unique tribal cultures and traditions of Chhattisgarh.
- Conduct awareness and educational programs for both tourists and local communities on the importance of sustainable tourism.
- The government of India made a project proposal (concept plan) to the Ministry of Tourism to include Kudargarh (District Surajpur) in the "Prashad Yojana."

The Government of India Undertaking, the accredited agency of the Chhattisgarh Tourism Board, has received an amount of Rs 32,40,847.79 from the Tourism Board for the construction of kiosks at 06 tourist destinations. There is a work order in place. It is suggested that it be built at the following locations:

1. Whensang Tourist Resort, Sirpur
2. Hotel Gangrel Dhamtari
3. Chitrakote's Dandami Luxury Tourist Resort
4. The Jashpur-based Sarna Ethnic Tourist Resort
5. Mainpat, Surguja's Shaila Tourist Resort
6. The Korba-based Satrenga Boat Club and Resort

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### CONCLUSIONS

Chhattisgarh must balance tourism development with environmental and cultural preservation to ensure the long-term sustainability of its tourism industry. Collaboration between government bodies, local communities, and private stakeholders can play a key role in achieving these objectives. If tourism is promoted in the state, new employment opportunities will be available for the unemployed youth of the state, which will reduce the unemployment rate in the state.

Due to the increase in tourist places and the availability of necessary facilities, the number of tourists will increase which will increase the revenue of the state government from tourist places. Which the state government can use for the development of tourist places.

In conclusion, it can be said that tourism will increase the identity of Chhattisgarh state in the country and abroad due to which Chhattisgarh state will move from a developing state to a developed state.

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