Abstract: Ecotourism and sustainable tourism industry is experiencing increase in popularity as the demand grows for tourism that is environmentally sensitive, informative and beneficial for local community. Looking towards the need of the tourism industry researcher focuses study on importance of the naturally enrich tourist destination which can promote ecotourism as well as sustainable tourism. India is blessed with natural endowments and it also experiencing the highest growth in domestic tourism industry. This makes essential to study the association of natural endowments and tourism development. This research study tries to identify the need of protection, conservation and exploration of natural endowments of tourist destination through analyzing the expectation of tourist and local community.

Key Words: Natural Endowments, Association, Tourist destination, exploration.

1. Introduction:

Tourism is now became the most significant services industry for the global economy. It is one of the fastest growing industry and it can play a major role in accelerating the economy of nations. It has direct and indirect social and economic benefits, promote national integration and international understanding and also create employment opportunities for a large number of people and foreign exchange earner. An understanding of tourism requires not just an appreciation of what tourists do and need in destinations, but also of why and how the decision to engage in tourism is taken. Looking towards the benefits of a tourism industry for the economy it is must essential to develop a sustainable, ethical and ecotourism. One of the most quoted definitions on ecotourism which shows the importance of natural endowments for tourism development. In 1987, Hector Ceballos- Lascuain, a mexican tourism consultant defines ecotourism ‘to relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects (both past and present) found in these areas. The definition clear’s that how much importance of natural endowments played for ecotourism, sustainable tourism and ethical tourism. Today worldwide the ecotourism is growing rapidly. India is not exception for that. India is full of natural endowments. For successful ecotourism natural beauty of India has to be explore for sustainable tourism it is most essential to protect and preserve the natural endowments and ethical tourism tells us that much of focus required on natural endowments of India.

Hence the researcher focuses study on the association of natural endowments with development of tourism industry. India has all kind of natural and environmental seasons, places and destinations. It is need of the hour to understand the importance of the naturally enriched tourism destination. These destinations can be a key to achieve sustainable tourism development. Looking towards the today’s growing importance and awareness regarding ecotourism, India can be one of the favourite ecotourism’s destination.

2. Need of the Study:

India is one of the few countries in a world who has a every kind of natural environment which helps to boost tourism development. India has all season tourism opportunity. Hence the need of the study to understand the association of natural endowments with the tourism development is required. It is need to study that how naturally enrich destination has a association with the tourism development.

3. Rationale of the Study:

Amravati district in Maharashtra is a rich with naturally endowments. It has also its historical importance, culturally rich heritage, it comes to be abode of social and political moments, it comes to be second important educational centre in the Maharashtra state. With all these attributes district becomes idle destination for outsiders and attracts them to visit the place. Here wise the rationale for the research of association of natural endowments and tourism development with respect to Amravati district.
4. Importance of the Study:

The study can attract the attention of government and concerning agencies towards the destinations naturally enriched and its preservation for the tourism development.

The study will also help to know the need of naturally rich destinations exploration for tourism development.

The study will also help to understand the opinion of tourist and local people about the tourist destination of Amravati district.

5. Objective of the Study:

- To study the association of Natural endowment exploration with tourism development.
- To study the opinion of tourist and local people towards the nature and environment at the tourist destination in the region.

6. Hypothesis of the Study:

Looking towards he need and objective of the study, researcher try to clear the term of hypothesis. Through defining the hypothesis researcher tries to sharpen and focuses attention on the problem. Hypothesis has been developed in such a manner that if one hypothesis is accepted the other one is rejected and vice-versa.

H₀ - Natural Endowment exploration is not associated with the tourism development.

H₁ – Natural Endowment exploration is associated with the tourism development.

7. Research Design:

The most important research process is deciding on the research design is an follows:

- **Type of Research:** As the study conducted by the researcher is mainly focused on survey and fact finding about association of natural endowments and tourism development. Hence he research study is descriptive type of study.

- **Sample Design:** A sample design is a definite plan for obtaining a sample from a given population. The main steps of sampling design are as follows.
  - **Sample Unit:** Looking towards the objective of the study researcher decides sample unit is tourist visiting the tourist destinations in Amravati district and local people in Amravati district.
  - **Sample Frame** for tourist is tourist destinations in Amravati district. Researcher collects samples from 25 tourist destinations. Secondly, sample frame for local people in Amravati district if collected from 38 villages / taluka’s / city in Amravati District. These places are selected on the basis of the nearness from tourist destinations.

- **Sample Size:** Total 2000 sample size selected by the researcher out of which 500 are tourist and 1500 are local people.

- **Sampling Technique:** As per the circumstances of the researcher study a random sampling method is used.

- **Data Collection Method:** For the research study the most appropriate method of data collection found is questionnaire technique.

8. Method of Analysis:

To analyze the data and provide statistical evidence to the hypothesis constructed, logistic regression tool of statistics has been used.

9. Hypothesis Testing:

H₁- Natural beauty exploration is associated with the development of tourism.

Development of tourist place is considered as the dependent variable and the attributes of the tourist place as the explanatory variable. Required development according to the tourists & visitors and the local people are measured on Likert scale. Five point likert scale has been used with the responses like Highly Required (1), Required (2), Somewhat Required (3), Not Required (4) and Completely Not Required (5). To identify the development status of the tourist place the responses of the tourists and the local people for the attributes of the tourist place has been used. All values (1, 2, 3, 4&5) of the responses are converted into binary form (0 & 1) by coding it as 1, 2, 3=1, and 4, 5=0. After coding mode has been calculated in which 1 indicates development required and 0 indicates development not required. This new variable is identified as the dependent variable in the analysis process and defined as development of tourist place in which ‘1’ indicates the tourist place is not developed and ‘0’ indicates it is developed.

To test the above mentioned hypothesis, appeal of scenic beauty of the tourist place is also measured at three point scale and considered as independent variable in the analysis process. Three point scale is defined as appeals very well (1), appeals somewhat (2) and appeals not at all (3). This variable is further recoded in binary form as 2, 3=0 which
indicated scenic beauty of the tourist place didn’t appeals the tourists and the local people, and 1=1 which indicates the scenic beauty of the tourist place appeals the tourists and the local people.

This hypothesis has been tested separately for the tourists and the local people. After defining the dependent an independent variable, Systat software has been used to run logistic regression and the results are given below.

Table-1: Background of the attributes for local people.

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Category</th>
<th>Code</th>
<th>Number (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic Beauty</td>
<td>a. Very well</td>
<td>1</td>
<td>1126, 75.06</td>
</tr>
<tr>
<td></td>
<td>b. Somewhat well</td>
<td>0</td>
<td>194, 24.93</td>
</tr>
<tr>
<td></td>
<td>c. Not at all</td>
<td>0</td>
<td>180</td>
</tr>
</tbody>
</table>

The effect of scenic beauty on the development of tourist place has been tested at 0.05 significant level on the basis of the responses of local people.

Table-1.1: Result of logistic regression

<table>
<thead>
<tr>
<th>Variable</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>d.f</th>
<th>Sig</th>
<th>R</th>
<th>EXP (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic Beauty</td>
<td>1.6</td>
<td>0.18</td>
<td>79.59</td>
<td>1</td>
<td>.00</td>
<td>0.00</td>
<td>5.067</td>
</tr>
<tr>
<td>Constant</td>
<td>1.2</td>
<td>.124</td>
<td>101.6</td>
<td>32</td>
<td>.00</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

The logistic coefficient can be interpreted as the change in the log odds associated with a one unit change in the independent variable. In this case the coefficient of scenic beauty appeal is 1.623 this indicates when the appeal of scenic beauty for local people change from 0 to 1 and the values of the other independent attributes remains the same the log odds of the appeal of scenic beauty increase by 1.623. The result of logistic regression reveals that for local people 5.067 times more chance to get appealed by the scenic beauty of the tourist spot. The coefficient of scenic beauty is 1.623 and its standard error is 0.182. Wald statistics is 79.591. From the result given in the above table it can be concluded that the exploration and development of natural beauty of the tourist spot is significantly associated with the development of that tourist place on the basis of local people responses. From table 1 it can be seen that 75.06% of people are getting appealed by the scenic beauty of the tourist place. From table 2 we can say that if the scenic beauty will be explored, 5.067% of the reaming local people will get appealed by it. This will be a progression for the development of tourist place.

The same analysis has been done for the responses of the tourists & visitors of that tourist spot and the results are as follows.

Table-2: Background of the attributes for tourists & visitors.

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Category</th>
<th>Code</th>
<th>Number (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic Beauty</td>
<td>a. Very well</td>
<td>1</td>
<td>305, 61.00</td>
</tr>
<tr>
<td></td>
<td>b. Somewhat well</td>
<td>0</td>
<td>69, 39.00</td>
</tr>
<tr>
<td></td>
<td>c. Not at all</td>
<td>0</td>
<td>126</td>
</tr>
</tbody>
</table>

The effect of scenic beauty on the development of tourist place has been tested at 0.05 significant level on the basis of the responses of tourists & visitors.

Table 2.1: Result of logistic regression analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>d.f</th>
<th>Sig</th>
<th>R</th>
<th>EXP (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic beauty</td>
<td>2.43</td>
<td>.39</td>
<td>37.9</td>
<td>34</td>
<td>.00</td>
<td>0.10</td>
<td>11.46</td>
</tr>
<tr>
<td>Constant</td>
<td>1.17</td>
<td>.16</td>
<td>48.5</td>
<td>52</td>
<td>.00</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

In this case the coefficient of scenic beauty appeal 2.439 this indicates when the appeal of scenic beauty for tourists change from 0 to 1 and the values of the other independent attributes remains the same the log odds of the appeal of scenic beauty increase by 2.439. The result of logistic regression reveals that for tourists 11.46 times more chance to get appealed by the scenic beauty of the tourist spot. The coefficient of scenic beauty is 2.439 and its standard error is 0.396. Wald statistics is 37.934. From the result given in the above table it can be concluded that the exploration and development of natural beauty of the tourist spot is significantly associated with the development of that tourist place on the basis of tourist’s responses. From table 2.1 it can be seen that 61% of people are getting appealed by the scenic beauty of the tourist place. From table 2.1 we can say that if the scenic beauty will be explored, 11.46% of the reaming tourists will get appealed by it.

Hence the hypothesis that the exploration of scenic beauty is associated with the development of tourist place stands true in the view of both tourists and local people.

10. Conclusion:

Finally research study concludes with, that nature, environment, scenic beauty is highly associated with the development of tourist place in the view of both tourist and local people. It proves that this factor is most essential and basic factor which
promote the tourist to visit the place and helps to increase the repeat of the tourist. It also suggested that the protection of the natural and environment enrich destination is much necessary and much off focus need to give for their exploration, conservation and enrichment.

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