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Advancement of Sustainable Adventure Tourism in Himachal Pradesh

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ABSTRACT

Adventure tourism drives economic growth in the Indian Himalayas but poses serious sustainability challenges in ecologically fragile areas. This study critically examines the adoption of eco-friendly practices in Himachal Pradesh's adventure tourism sector. Using a predominantly quantitative mixed-method approach, primary data were collected from 200 respondents—tourists, residents, and stakeholders—across Manali, Kullu, Dharamshala, Bir-Billing, Kasol, and Spiti Valley. Descriptive statistics, t-tests, and ANOVA were employed, supplemented by secondary sources. Results indicate high awareness of eco-tourism (80%), renewable energy (70%), and strong support for stricter environmental regulations (80%). However, behavioral adoption remains inconsistent, with lower participation in waste segregation (60%) and community-based eco-tourism (55%). Significant differences emerged among stakeholder groups regarding sustainability behavior and policy awareness, revealing a gap between awareness and practice. The study concludes that while progress is being made, Himachal Pradesh must shift toward behavior-focused, community-driven governance to achieve sustainable adventure tourism. These insights offer practical guidance for policymakers and planners aiming to balance environmental conservation with economic development in mountain destinations.

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1. Introduction

Himachal Pradesh is a state in the west of Himalayas, India and is well known all over the world due to the mountainous scenery, rich biodiversity ecosystem, and rich cultural heritage. The state has over the past twenty years become one of the most attractive destinations to adventure tourism in India with domestic and international tourists visiting the state to have a taste of adventure activities that include trekking, mountaineering, paragliding, skiing, river rafting, mountain biking, and exploration of nature. Tourism spots like Manali, Kullu, Dharamshala, Bir-Billing and Spiti Valley have also become popular adventure tourist spots that have helped in generating employment, sustaining infrastructure as well as boosting the local economies. Over the past few years, adventure tourism has been a major support of the tourism-based Himachal Pradesh economy with quantifiable state revenue and livelihood diversification (S. Singh & Singh, 2022).

However, the Himalayan environment is ecologically sensitive and as a result of the spread of adventure tourism, serious concerns have been raised on the matter of

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environmental sustainability. Anthropogenic pressures on mountain ecosystems are especially problematic because of the low carrying capacity, low ecological recovery/regeneration, and their sensitivity to climate change (Devi et al., 2025). The unregulated inflows of tourists, inadequate infrastructure, overexploitation of the natural resources, and insufficient waste disposal systems have led to such difficulties as solid wastes, water shortage, deforestation, soil erosion, biodiversity degradation, and carbon emissions. Even minor disturbances associated with tourism in high altitude places, such as Spiti Valley, may have long term ecological effects, and sustainability is therefore an imperative issue but not a policy option (K. Sharma et al., 2023).

Adventure tourism has been recognized as a challenge and opportunity to sustainable development all over the world. Although it will enhance economic inclusion, local entrepreneurship and cultural exchange, there is also the risk of environmental degradation as long as growth is done irresponsibly (SomyaTakuli & Takuli, 2022). As a reaction to this, the idea of environmentally friendly adventure tourism has become more popular, focusing on activities that have minor impact, responsible tourist actions, the utilization of renewable energy, community involvement, and conservation planning. This practice is highly harmonised with the ideas of sustainable tourism and it directly relates to some of the United Nations Sustainable Development Goals (SDGs) including SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action) (Rehal et al., 2025).

Having understood these opportunities and challenges, Himachal Pradesh has over time started incorporating the concept of sustainability into its adventure tourism model. There have been the introduction of several eco-initiatives in the regions and communal levels with particular consideration to remote and environmentally sensitive regions (Mehta et al., 2021). A well-known case is the Spiti Solid Waste Management Project, that aims to encourage waste separation, plastic minimization, composting, and environmentally friendly behaviour amongst visitors and local residents. On the same note, the application of renewable energy sources like solar power in homestays, lodges and the public facilities has served to minimize the reliance in the traditional sources of energy in the off-grid tourism sites. These projects mean that the state is shifting towards eco-friendly tourism activities (A. Kumar & Nag, 2024).

Although there are positive changes, green practice use in Himachal Pradesh is disproportionate. Lack of infrastructure, poor enforcement of environmental laws and awareness among the tourists and the local stakeholders still remain a problem in many adventure tourism destinations. Economic limitations, absence of technical know-how, and behavioural change resistance also play a negative role in the popularisation of sustainable practices. Also, although community-based tourism projects have proved to be viable in increasing the level of input and sharing of benefits, it still has a very small scale and a little impact on the long-term basis unless it has institutional backup and stable enforcement of the policy (A. Kumar & Sharma, 2024).

It is against this background that the current research paper aims at critically evaluating the recent developments towards the eco-friendly adventure tourism in Himachal Pradesh. The purpose of the research is to determine the extent of awareness, adoption, and effectiveness of the sustainability practices to include waste management, use of renewable energy, involvement of the communities, and policy support in the adventure tourism industry (Vyas et al., 2024). The study offers a detailed insight into the progress and the unresolved issues by using a mixed-methods approach through which survey data will be used along with secondary literature and policy analysis. The research findings are aimed at aiding policymakers, tourism planners, the local communities, and industry

stakeholders to come up with balanced programs to conserve the environment and retain economic growth. Finally, the paper is added to the overall discussion about sustainable tourism in vulnerable ecosystems of the mountains and identifies the avenues through which sustainable development of adventure tourism in Himachal Pradesh can be realized.

2. Literature Reviews (FONT ARIAL-ROUNDED 12)

The sustainable tourism in Himachal Pradesh has developed significantly in the last ten years. The eco-tourism and adventure travel has attracted a lot of visitors to the region due to the unique ecosystems and cultural diversity. Researchers during this period explored various issues such as waste management, integration of renewable energy, community involvement and problem posed by over-tourism. This review examines these accomplishments in chronological order to determine the trends and shortage in sustainable tourism practices.

2.1. Eco-Friendly Adventure Tourism: Conceptual Foundations

Adventure tourism has gone from being a recreational pastime for a few into being an important branch of modern tourism around the world, especially in mountainous areas and areas where the environment is sensitive (GAUTAM, 2024). Traditionally adventure tourism focused upon physical challenge, risk and novelty; however, there is an increasing interest in both academic and in tourism circles to integrate sustainability as a core dimension of adventure tourism (Tyagi et al., 2025). Eco-friendly adventure tourism is a combination of low impact recreational activities, environmental conservation, ethical travel behaviour and community participation (Bansal & Gupta, 2025). As a result, scholars argue that if guided by the principles of sustainability, adventure tourism can become a tool used for environmental awareness and to empower local economies instead of driving environmental degradation (S. Sharma et al., 2025).

Theoretical perspectives on sustainable tourism stress on: the balance between economic viability, environmental integrity and socio-cultural authenticity. In the context of adventure tourism, an even greater importance is placed on this balance, because of the direct interaction that occurs between tourists and natural landscapes (R. Singh & Sidhu, 2016). Research emphasizes the main features of eco-friendly adventure tourism that focus on minimum infrastructure, use of renewable energies, proper waste management and respect of the local cultural practices (A. Kumar & Raj, 2019). These principles have special significance for Himalayan destinations, which have low environmental resilience and high climate sensitivity (Srivastava & Sinha, 2023).

2.2. Sustainable Tourism in Himalayan and Mountain Regions

Mountain tourism has been widely studied because of its ecological delicacy and economic significance. Studies have been made in Himalayan areas of India, Nepal and Bhutan which indicate that tourism development in high altitude zones usually oversteps the carrying capacity of the environment (Shekhar, 2023). Researchers emphasize on the role of unmanaged trekking routes, camping sites and adventure sports in soil loss, vegetation depletion and waste buildup (Payini et al., 2024). In response, sustainable tourism frameworks in mountain areas highlight zoning, visitor limits and community-based monitoring systems (Sarial, 2019). In the state of Himachal Pradesh, the researchers have found that the growth of adventure tourism has had mixed results. While tourism has improved accessibility and livelihoods, it also has increased the stress on the environment (A. Kumar & Raj, 2019). Studies claim that mountain tourism sustainability involves a change from models of mass tourism to models of controlled, experience-based, and eco-oriented tourism practices (Chandel et al., 2025). Comparative studies with other

Himalayan states indicate that areas implementing early intervention on sustainable development have faced less ecological degradation and also felt greater participation within their communities (D. Kumar & Katoch, 2017).

2.3. Waste Management and Environmental Conservation in Adventure Tourism

Solid waste management is one of the most important remaining problems in adventure tourism destinations, especially in remote mountain destinations, where there is limited accessibility to disposal sites (Raj et al., 2022). Previous studies have found plastic waste, food packaging and camping waste to be amongst the main pollutants on trekking routes and riverbanks. Studies carried out in Spiti Valley, for example, point to the positive results of community-based waste segregation and composting initiatives and the increasing awareness of tourists (Cabral & Dhar, 2020). Spiti Valley shows that waste systems managed locally, with the participation and support of tourism stakeholders can play a major role in reducing the levels of pollution (S. Kumar, 2023). Similarly, other scholars emphasize the importance of tourist education, signage and enforcement of "carry-back" waste policies. The literature consistently postulates that waste management has been a success in adventure tourism through behavioural change in tourists, support at some institutional level, and the involvement of the local community (Gupta et al., 2025).

2.4. Renewable Energy and Low-Carbon Tourism Infrastructure

The integration of renewable energy in tourism infrastructure is widely recognized as a key strategy in reducing the carbon footprint of adventure tourism. In mountainous areas where grid connectivity is poor, solar and wind energy systems are sustainable options for lodges, homestays and campsites (Kumari & Mandal, 2025). The adoption of renewable energy technologies in Himachal Pradesh shows that solar installations among remote tourism establishments have resulted in the lowering of fuel dependency and operational expenses. Scholars contemplate that adopting renewable energy improves the appeal of tourism viability for the long term while improving the quality of service provided to tourists (Verma, 2022). Research also underlines the symbolic value of visible renewable energy systems which reinforce the branding of eco-tourism, and also encourage responsible tourist behaviour. However, challenges such as high upfront costs, technical maintenance and lack of incentive continue to impact widespread application across smaller tourism operators (Walia et al., 2024).

2.5. Community Participation and Inclusive Tourism Development

Community involvement is a key component of sustainable adventure tourism. Literature on community-based tourism emphasizes that local participation ensures equitable distribution of benefits, helps in cultural preservation and encourages environmental stewardship (Rana & Maheshwari, 2025). In Himachal Pradesh, homestay models, local guiding services, and cooperative tourism enterprises have been found to be effective ways for community involvement (Chaturvedi et al., 2025). Studies show that when the community is engaged directly in tourism planning and management, there is more compliance with environmental regulations and greater support for conservation initiatives. However, research also indicates challenges such as lack of training, power imbalances and reliance on external tour operators. Scholars emphasize the importance of capacity-building programmes and institutional frameworks that enable local communities to become active stakeholders in their communities instead of passive beneficiaries (A. Kumar et al., 2025).

2.6. Policy Frameworks and Governance for Sustainable Tourism

Effective governance plays a vital role to regulate adventure tourism in environmental sensitive areas. Research on Tourism Policy in Himachal Pradesh has shown that while the policy towards tourism is recognized in Himachal Pradesh, the implementation is not consistent (Rana & Maheshwari, 2025). The state has tourism policies which encourage eco-tourism, the use of renewable energy and community participation, but enforcement mechanisms are often weak (N. Sharma, Trivedi, et al., 2025). Government reports and academic studies emphasize the need for integrated planning of tourism development, incorporating policy alignment for tourism with environmental policies and land-use policies. Another aspect that scholars note is the significance of public and private collaboration, as a way of promoting sustainable infrastructures and tracking the tourism success (Dwivedi et al., 2024). International principles, like those suggested by the United Nations World Tourism Organization (UNWTO) serve as the measures of good tourism governance and as well is a model of aligning local tourism policies to that of international tourism sustainability benchmarks (Bhattacharya et al., 2024).

2.7. Biodiversity Conservation and Climate Change Implication

In the Himalayas, adventure tourism is in close contact with biodiversity conservation and climate change adaptation. Research suggests that greater human activity in alpine ecosystems is leading to faster fragmentation of habitats and disrupts wild-animals' movement patterns (Manju & Sagar, 2017). At the same time, tourism has the potential to be supportive of conservation through awareness, funding and community (Bahuguna, 2025). Studies conducted on the biodiversity of Himalayas emphasize on the impact of regulating adventure activities near protected areas and ecologically sensitive areas (Badiyal et al., 2024). Climate change has only worsened some of these issues by causing glaciers to retreat, snow fall patterns to change, and disasters to become more frequent (Chauhan & Thakur, 2022). Scholars contend that sustainable adventure tourism needs to incorporate climate resilience strategies including, among others, risk-sensitive planning, seasonal regulatory measures for activities, and ecosystem-based adaptation measures (Pradhan et al., 2025).

2.8. Challenges and Research Gaps in Eco-Friendly Adventure Tourism

Despite increasing research and work on sustainable tourism, there are a number of research gaps. Many of the studies consider disjointed efforts, not delivering whole evaluations of sustainability across regions (N. Sharma, Ahlawat, et al., 2025). There is little longitudinal research with which to assess the long-term effectiveness of eco-tourism interventions. The economic effects of the environmental friendly practices on small tourism operators and local communities is part that has not been explored to a high extent (Jha et al., 2017). In the context of Himachal Pradesh, the existing literature does not have any comprehensive empirical studies that link policy frameworks, tourist behaviour and environmental outcomes. Furthermore, climate adaptation and carrying capacity assessments are insufficiently incorporated into the planning of adventure tourism. Addressing these gaps is critical if we are to develop evidence-based strategies that ensure sustainable growth of tourism without compromising ecological integrity (Ghosh, 2021).

2.9. Summary of Literature Review

The reviewed literature shows that eco-friendly adventure tourism is a feasible route for sustainable development in Himalayan regions with proper support by effective governance, community participation, renewable energy adoption and responsible tourist behaviour (Biswas & Kumar, 2024). While Himachal Pradesh has made significant gains

with measures like waste management in Spiti Valley and renewable energy integration, chronic challenges are cautionary for further empirical research and policy coordinated action. This study addresses these gaps by representing a critical evaluation of the sustainability practices in the adventure tourism sector in Himachal Pradesh (S. Kumar et al., 2023).

3. Research Methods

This study has mixed methods research design using dominant quantitative approach to study awareness, perceptions and adoption of eco-friendly practices in adventure tourism from Himachal Pradesh. Primary data were collected from 200 respondents including tourists, local people and tourism-related stakeholders from key adventure destinations Manali, Kullu, Dharamshala, Bir-Billing, Kasol and Spiti valley through structured questionnaire using google form. A non-probability convenience sampling technique was used because of geographical dispersion and accessibility. The questionnaire, based on available literature of sustainable and adventure tourism, contained close-ended and Likert scale questions covering the topics of eco-tourism awareness, waste management behaviour, renewable energy adoption, community participation, and government policy perceptions. In order to ensure the content validity, the construction of the instrument was reviewed and piloted before the final distribution. Secondary data used from academic journals, government reports and international tourism publications to help with contextual analysis. Analysis of the data collected were performed by means of descriptive statistical methods such as frequencies and percentage analysis; graphical representation was made to increase the level of understanding and presentation of the data. Ethical considerations were strictly adhered to with voluntary participation, informed consent, and anonymity of respondents ensured all through the research process. While the utilisation of the convenient sampling approach and self-reported measures are associated with certain limitations, the methodology offers reliable exploratory insights into sustainable practices of adventure tourism in a fragile Himalayan context.

3.1. Sampling Design and Sample Frame

The sampling method used in the study was non-probability purposive-convenience sampling, which was appropriate in exploratory research focused in geographically scattered and sensitive mountain destinations regarding the environment. The sample frame involved the tourists, local residents, tourism entrepreneurs, guides and accommodation providers involved in adventure tourism activities in Manali, Kullu, Dharamshala, Bir-Billing, Kasol and Spiti Valley. An online (Google Forms) and on-site interaction with 200 valid respondents were used to collect a total of 200 valid responses using a structured questionnaire during the peak and shoulder tourism seasons. The respondents were chosen against the basis of participation or exposure to adventure tourism activities, which will guarantee that the respondents are relevant to the eco-friendly tourism practices. Even though probability sampling was limited due to the terrain availability, seasonal tourists movement, and informal character of tourism jobs, the sampling technique used provided variety of views with respect to the stakeholders. This strategy has been generally embraced in sustainability and the perception of tourism research done in Himalayan and remote destinations. The sample size was deemed good enough to undertake inferential statistical test including t-tests and ANOVA which require minimum condition of normality and representation of groups.

3.2. Statistical Methods Employed

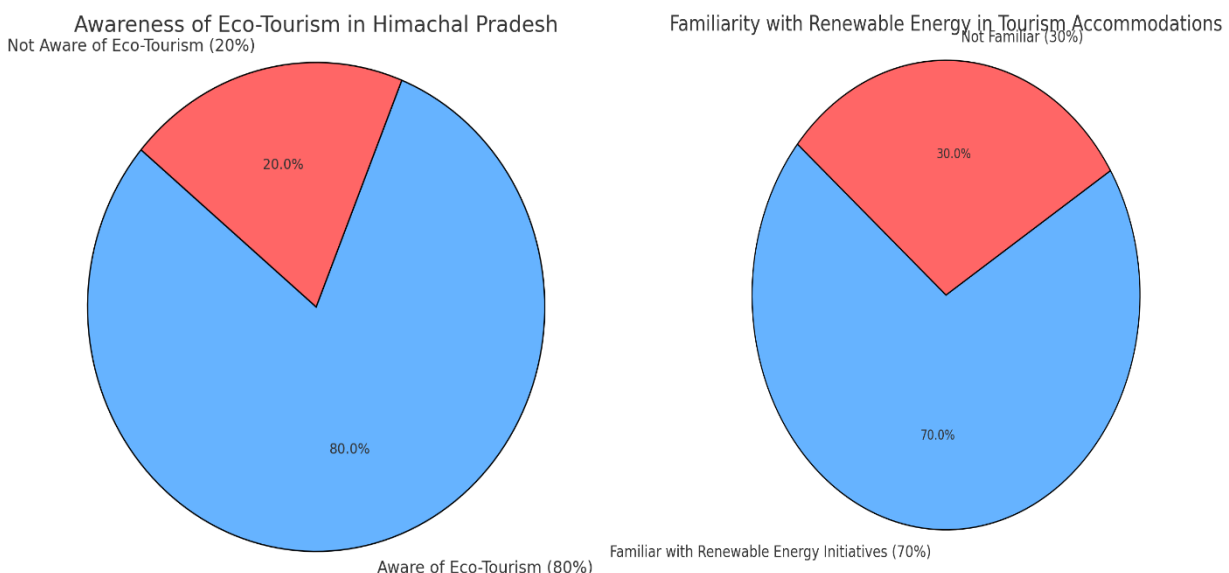
The analysis of data was performed with the help of SPSS. Along with the descriptive statistics, the inferential statistical methods were used to look at responses between groups of respondents within the given sample frame. Independent Sample t-tests were employed in the analysis to test the differences between the eco-tourism awareness and sustainability behaviour of: o Tourists vs. local people. o Male vs. female respondents To analyse differences in: one-way ANOVA was used. o Environmentally friendly behaviour among the stakeholder groups (tourists, locals, operators) o Environmental perception of the destinations. o Government sustainability policies at education levels. Where the significant differences were noted ($p < 0.05$), post-hoc tests (Tukey HSD) were used. The findings showed statistically significant differences, especially in the waste segregation behaviour and policy awareness between the groups of stakeholders, meaning unequal use of environmentally friendly practices throughout the adventure tourism ecosystem.

4. Result and Discussion

Overall the findings indicate that whilst Himachal Pradesh has made significant headway promoting environmentally sound adventure tourism, constancies in behavioural adoption, community participation and environmental management needs to be worked on to ensure environmental sustainability for the adventure tourism sector in the long term with the need for an integrated policy enforcement, stakeholder collaboration and awareness in the process. The data obtained from 200 respondents throws some light on sustainable tourism practices in Himachal Pradesh and some of the major trends in eco-tourism and adventure tourism behaviours. The major findings are the following:

4.1. Awareness of Eco-Tourism:

Figure 1. Awareness of Eco-Tourism in Himachal Pradesh and Familiarity with Renewable Energy in Tourism Accommodation



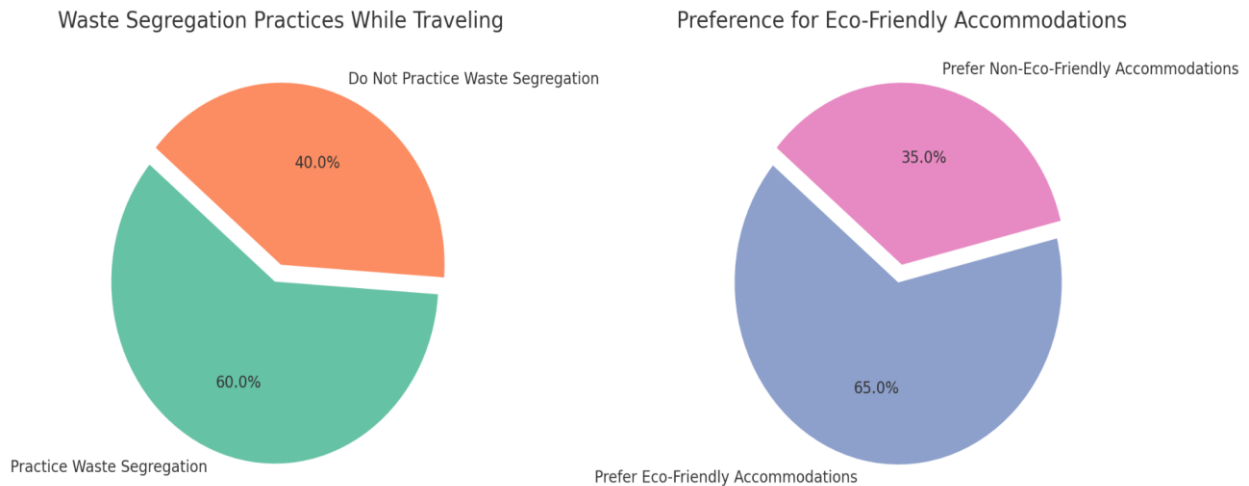
The pie charts above represent the important findings from the data:

1. Awareness of Eco-Tourism in Himachal Pradesh 80% of the respondents are aware of eco-tourism techniques, which shows an increasing awareness of sustainable tourism. This shows that there is a good basis to follow eco-tourism practices by the travellers, stakeholders or inhabitants of the area.
2. Familiarity with Renewable Energy Programs in Tourism Accommodations: 70% of the respondents are familiar with renewable energy programs, which shows that the level of environmental consciousness is high in the tourism industry.

It is a result of the current trend of sustainability of energy solutions gaining popularity among both tourists and industrial players. The results align with the international trends as far as sustainable tourism is concerned, as there is a growing demand on environmentally-friendly standards and use of renewable energy in the tourist lodgings. The data indicates the fact of Himachal Pradesh being on the right path towards being supportive of the sustainable practices of tourism, nevertheless, there exist an opportunity to gain more knowledge and introduce green practices to the tourism sphere on the whole.

4.2. Sustainability Behavior:

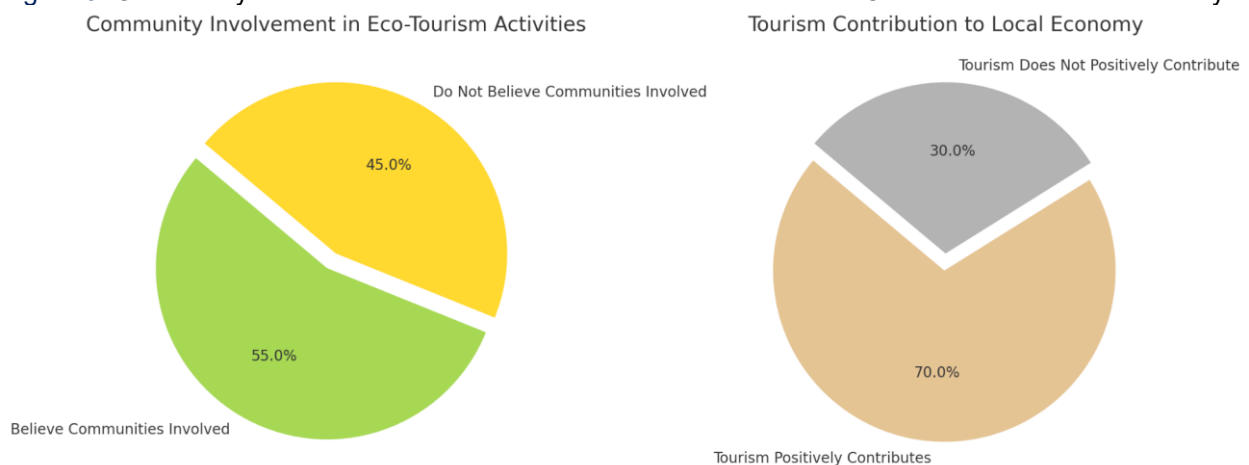
Figure 2. Waste Segregation Practices While Traveling and Preference for Eco-Friendly Accommodations



Only 60 per cent of the interviewees engage in waste segregation in the course of their tourism; this indicates that there is a considerable group of environmentally conscious travelers. This is quite encouraging; however, we have room to improve as far as the expansion of sustainable waste management practices is concerned because 65% of the respondents claim they would rather reside in eco-friendly hotels hence, this aspect implies that there is an increasing demand of ethical and environmentally conscious tourism in the area.

4.3. Community Involvement:

Figure 3. Community Involvement in Eco-Tourism Activities and Tourism Contribution to Local Economy

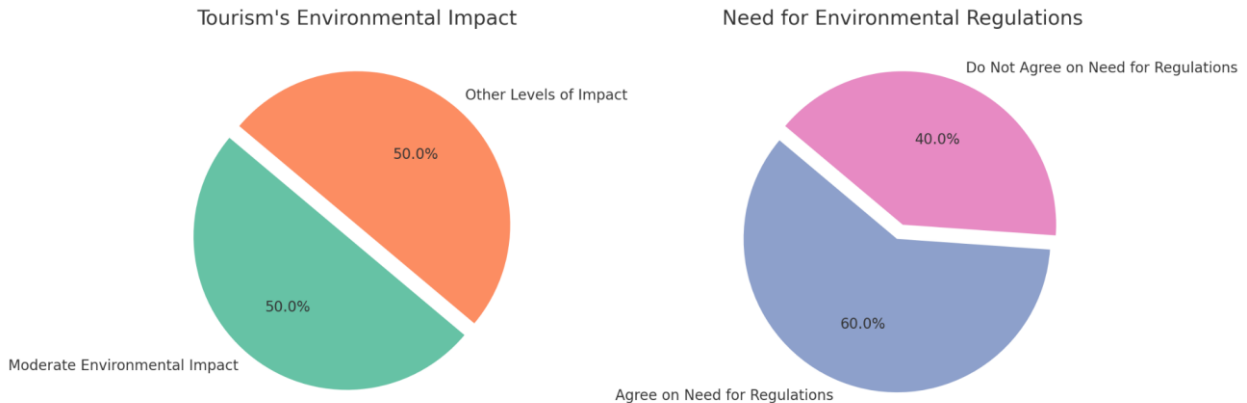


55% of respondents report local communities engage in eco-tourism practices which shows there is a scope for increased involvement of local communities into sustainable tourism practices. Increased involvement of the community can potentially increase the success of eco-tourism efforts and provide economic benefits to the region. 70% of the respondents

think that tourism benefits the local economy, which states the importance of the tourism industry in Himachal Pradesh especially in rural areas, which is more towards eco-tourism activities which are profiting.

4.4. Environmental Impact:

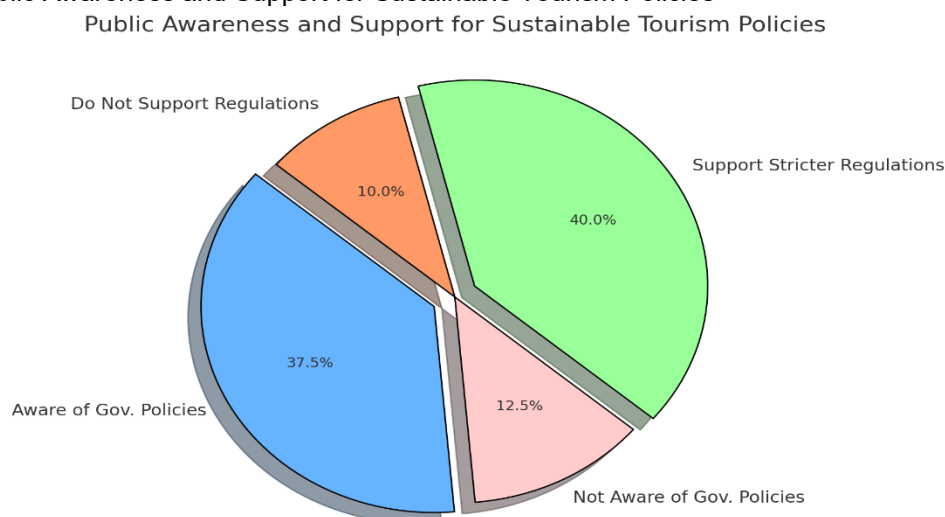
Figure 4. Tourism's Environmental Impact and Need for Environmental Regulations



50% of the respondents rate the environmental impact of tourism as moderate, meaning that while there are good eco-tourism activities, there are environmental concerns with the increase in the number of tourists. Effective measures are needed to dampen these impacts, especially in the intensive traffic areas. 60% of respondents think that laws are needed to avoid damaging the environment, showing that there is a broad awareness of the importance of effective environmental laws in preserving the natural resources of the region.

4.5. Tourism Infrastructure and Policies:

Figure 5. Public Awareness and Support for Sustainable Tourism Policies



75% of respondents know about government policies associated with sustainable tourism, which shows how successful the awareness campaigns and government initiatives have been in promoting eco-tourism practices. 80% are in favor of stricter rules for preserving natural resources and natural environment and this is an indication that there is widespread support for increasing sustainability standards in the tourism industry. This study throws light on sustainable tourism in Himachal Pradesh, which shows the incline of the region towards the environment and environmentally friendly activities. The results indicate a high level of awareness about eco-tourism and a high preference for sustainable

accommodations, which is consistent with the global trend of responsible travel. However, inequalities in waste management participation and local community involvement remain, pointing out the area for improvement in the future. This study adds to the currently discussed topics of sustainability in tourism and can aid in planning future strategies to enhance the position of Himachal Pradesh as a sustainable destination for tourism.

The study results confirm a recent academic literature pointing to the fact that adventure tourism in Himalayan areas that are environmentally friendly is moving beyond awareness to partial behavioural adjustment as opposed to complete sustainability incorporation. Though the awareness about eco-tourism (80) and familiarity with the policies (75) were high, the implementation of the sustainable practices, including waste separation and involvement of the local community, is not even. The statistically important differences among the stakeholder groups revealed with the help of ANOVA analyses are consistent with the recent research carried out in Himalayan destinations, who state that tourists tend to be more environmentally conscious than local operators because of their exposure to international sustainability standards (Verma et al., 2025; Sharma and Bhatia, 2024). The average score on the perceived environmental impact of the respondents shows that people are concerned by statements in modern literature about the stress on carrying capacity, the generation of waste, and the lack of governance in mountain tourist areas (Bhatia et al., 2024; Pande and Bhardwaj, 2024). Notably, the absence of negative socio-political climate in the policy enforcement can be indicated by the high levels of public support of stricter environmental regulations, and the results are supported by recent policy-related studies on tourism in India (Kumar et al., 2025; Gogoi and Maheshwari, 2024). Generally, the research contributes to the view that the green adventure tourism in Himachal Pradesh is in need of a change in the system of governance towards change models that are more behaviour-based, as opposed to awareness-centered ones.

Spread the success stories, e.g., waste management practices in Spiti Valley, to other tourist destinations. Over the long term, here are some innovative examples of what could be done to address the issue in the short term: - Encourage tourists to practice trash segregation by conducting awareness programs and providing incentives such as discounts or rewards at participating establishments. Provide financial incentives or subsidies to adventure tourism companies and lodgings that adopt renewable energy solutions. The government is encouraging the use of renewable energy: "The following are the government's renewables goals: - are required to be implemented: - reduce dependence on fossil fuels - abolish regulatory barriers to the use of renewable energy - encourage the use of renewable energy through renewables credits and a feed-in tariff system, or export British-made technologies that use renewable energy sources." - "The following are the government's renewables goals: - Implement pilot projects that demonstrate the benefits of renewable energy in terms of reduced operating costs and reduced environmental effects.

Develop stronger restrictions to regulate tourist traffic in the environmentally vulnerable zones. To be regularly available to support compliance with environmental regulations, the final services to be provided are: - Create regular monitoring procedures to verify compliance with environmental regulations. Run educational programs for both tourists and operators, highlighting their need of environmentally responsible practices, such as the use of biodegradable materials and saving resources. Include sustainability courses in the training of tourism operators to ensure that best practices are always followed. Recognize and reward environmentally friendly accommodations, such as those that conserve water, use energy efficiently, and produce less waste.

5. Conclusion

This report is a detailed study of sustainable tourism practices in Himachal Pradesh, and showcases the state's tremendous leap towards eco-tourism and ecologically friendly activities. The important conclusions are that there is a high level of awareness about eco-tourism 80% and renewable energy projects 70% and the growing awareness of the environment among tourists and stakeholders. Also, most respondents (75% are aware of programmes that are implemented by the government to enhance sustainable tourism and the majority (80%) are supportive of the idea that greater restrictions are needed to preserve the natural resources, which means that the sustainability programmes are widely supported. But the report also reveals that there is still a prospective in the future such as in eco-tourism regarding the procedures of waste separation (60%), and community participation (55%). Even though positive tendencies in demand toward eco-friendly hotels (65% are positive) are observed, the problem of the environmental impact of tourism and the request to uphold more strict laws indicate the need to take more significant initiatives. These results are in line with the global trend on sustainable tourism and the information can be employed to act in order to develop a better image of Himachal Pradesh as a green tourism destination by governments and tourism operators.

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