

Chapter 9

Reason for and Reason Against the Eco–Tourist Behavioral Framing: A Study Based on Behavioral Reasoning Theory

Faiza Sultan

Riphah International University, Faisalabad, Pakistan

Muhammad Asim Nawaz

 <https://orcid.org/0000-0003-0113-3449>

Lyallpur Business School, Government College University, Faisalabad, Pakistan

Ahsan Zubair

Government College University, Faisalabad, Pakistan

ABSTRACT

This book chapter deals with ecotourism under the umbrella of the new emerging theoretical framework of behavioral reasoning theory. This new emerging theory can be useful for exploring the untouched dimensions of ecotourism in developing countries specifically Pakistan. In this chapter, the importance and application of BRT theory and its implication in eco-tourism will be specifically discussed to understand the future perspectives regarding eco-tourism. The current prevailing situation of eco-tourism in developing countries and scope of theoretical lens for understanding ecotourism will provide grounds for decisionmakers as well as policy maker.

DOI: 10.4018/979-8-3693-1030-4.ch009

INTRODUCING ECOTOURISM

Tourism is considered as an important sector to national, local, and regional development for economies at different scales. It enhances openings of trade, foreign investment, public infrastructure, local development, investment in private (Arshad et al., 2018). Pakistan has potential of tourism because of biological and geographical diversity, rich culture, and history. Eco-tourism involves traveling to appreciate the incredible diversity of natural ecosystems and human cultures across the globe. A fundamental prerequisite for eco-tourism is that visitors must exhibit reverence for both the environment and the local inhabitants (Rosy, 2022).

Tourism is a multidimensional and multitrillion Industries which has strong impact on economy in terms of contribution of national income. Countries like France, UK, Thailand, and UAE depend on tourism (Awan et al., 2023). In Pakistan tourism industry is an influential approach to increase gross domestic product (GDP) and perform a significant part in development of the economy. Pakistan has immense beauty including hill stations, magnificent mountains, deserts that spread over thousands of miles from north to south are renowned spots for foreign tourists (Khan et al., 2022). Tourism is basically a method of spending time away from home for pleasure, recreation, and relaxation. Individuals become tourists when they leave their surroundings. It is a source of economic development and poverty alleviation for developing countries in the world. It promotes the heritage and cultural traditions (Fang & Fang, 2020).

Tourism sector in Pakistan is subjugated by private sector that brings about tourist facilities such as restaurants, hotels, and travel activities. Tourism development has created an opening for investment in infrastructure and development inside host communities (Amri et al., 2022). From 2005 to 2006 there is a loss in tourism income because of war on terrorism and earthquakes in northern areas. Tourism is an important portion of an economy and is vital for social and economic development. It is an expansion for economy and is the world's largest economic sector. It creates job opportunities, generates prosperity, and drives exports (Adnan Hye & Ali Khan, 2013). In 2017, global economic impact of tourism shows 10.4% of GDP and 9.9% of total employment (Milutinović & Stanišić, 2019).

Over the last few years tourism has become a cause of income generation for students, retirees, parents and several other people through offering them part-time works (Arshad et al., 2018). Global tourism encourages global peace. Global tourism helps countries to increase family earnings; it enhances opposition between companies related to tourism. The tourism sector mitigates the extreme poverty of entire family and increases economic development (Ekanayake & Long, 2012). It is not entirely an economic phenomenon, but it includes social, political, economic, and environmental aspects. Social and cultural impacts include individual behavior,

17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/reason-for-and-reason-against-the-ecotourist-behavioral-framing/340013

Related Content

Societal Sustainability: The Innovative Practices of the 21st Century

Nayan Deep S. Kanwal, Tapaswini Panda, Udaya Sankar Patroand Saumendra Das (2024). *Sustainable Disposal Methods of Food Wastes in Hospitality Operations* (pp. 193-213).

www.irma-international.org/chapter/societal-sustainability/341569

A Theoretical Approach for Sustainable Communication in City Branding: Multilateral Symmetrical Communication Model

Aye Banu Bçakçand Zeynep Genel (2017). *Strategic Place Branding Methodologies and Theory for Tourist Attraction* (pp. 41-66).

www.irma-international.org/chapter/a-theoretical-approach-for-sustainable-communication-in-city-branding/163010

Impact of Leadership on the Relationship Between Innovation and Performance: Portuguese Hotel Sector

Cláudia Ferreira Leitão, Jorge Gomes, Denise Capela dos Santosand Bruno Melo Maia (2021). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 29-49).

www.irma-international.org/article/impact-of-leadership-on-the-relationship-between-innovation-and-performance/269290

Information Source Before Travelling and Choice of Traveling Mode

Bilal Ahmad Ali Al-khateeband Asef Mohammad Ali Al-khateeb (2020). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 29-41).

www.irma-international.org/article/information-source-before-travelling-and-choice-of-traveling-mode/240703

Enlivening the Effect of Tourists' Knowledge and Involvement on Malaysian Heritage Food (MHF) Towards Food Tourism Image in Malaysia

Siti Radhiah Omar, Shahrim Ab Karim, Siti Suriawati Isaand Siti Nazirah Omar (2019). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 23-42).

www.irma-international.org/article/enlivening-the-effect-of-tourists-knowledge-and-involvement-on-malaysian-heritage-food-mhf-towards-food-tourism-image-in-malaysia/218907