Ecotourism is the future of alternative tourism for environmental sustainability and natural areas protection.

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ABSTRACT

The environmental changes make more concern to people and organizations toward the sustainability of the environment. The contribution of the study is to review the literature of the last five years from 2014 to 2018 on the Scopus database to find the researchers were focused on which dimensions of ecotourism. The PRISMA statement template is used to explain the overall process of selection and rejections of Article for the review of Ecotourism. The final 47 articles for the review are selected to analyze the literature to find the gap and direction of ecotourism. The literature is classified according to the variables used in past research and categorized all the variables are further distributed into the three main sections in which the author, variables and core findings are discussed in detail. The literature demonstrates that ecotourism leads to tourism and facilitates an environment to achieve sustainability and economic growth. Most literature is concerning sustainability and the economic growth of the tourism sector. point is the expansion of the sector creates many threats towards the environment and preservation of the natural environment. Future research for researchers makes more directions from this study. ecotourism can be achieved by using digital mediums and social media forums.

Keywords: Environmental Sustainability, Ecotourism, Sustainability

1. INTRODUCTION

The environmental changes make more concern to people and organizations toward the sustainability of the environment. This movement is not only limited to sustainable manufacturing but also other sectors of society. The tourism industry is also focused on sustainability, in the 1980s the ecotourism was perceived as tourist visits the natural areas with the purpose of enjoyment and educate the people about the environment (Breu et al., 2010). But the real development of the concept was in the 21st century with environmental conservation, economic development and, social inclusion, cultural preservation, human rights and ethical issues (Donohoe & Needham, 2006). Tourism is contributing a very large amount to the economic growth of most of the big tourist visiting countries.
international arrivals' contribution is adding value to the lifestyle of the nations. But the environmental issues were increasing day by day. The development of ecotourism not only educate the tourist about the conservation of natural environment but also community growth in term of economic development is one of an integral part of ecotourism\cite{Sriarkarin & Lee, 2018}. In-universe, the surface temperature is increased very quickly according to the satellite data. Global warming is likely accelerating, and there is no model for future climate change, as there are uncertainties concerning the parameters used. To protect the climate and natural environment, there is a need to follow the concepts of ecotourism for a sustainable environment, the economic development of human and population growth will be creating biodiversity crises in the coming decades, researchers are pointing alarming situations for biodiversity threatening situations. The forests are very much used for the resources and construction purpose, new living societies are developing with the number of populations is increasing in every passing minute. The environmental protection agencies are raising the voices to protect the natural environment and conservation of the cultural heritage for the coming generations\cite{Dubois et al., 2011}.

The important economic growth driver is ecotourism for the national incomes of many countries. Most of the critics believed that the development of tourism is basically the destructiveness of the environment. The number of tourists is visiting the area is threatening the natural life and quality of environmental destruction. The way the tourism industry is flourishing and developing, problems associated with tourism are also growing at the same speed as noises, declining air quality, water pollution increase and growth in biodiversity loss\cite{Balmford & Bond, 2005}. The international union for conservation of Nature in 1992 declares a threat to natural areas by tourism growth. The authorities suggest that to develop tourism in a sustainable manner\cite{Betz, Mihalic, 2000, Sharpley, 2000, Riasi & Pourmiri, 2016}. The tourism is also a large contributor to greenhouse gas emission at a global scale from traveling, transportation and accommodation-related activities. The biggest cities in the world are very much in the emission of CO$_2$ due to the high number of tourists\cite{Peeters, Geography, 2010}. The tourism industry is needed to find sustainable tourism for the conservation of the natural environment and cultural conservation with an aim to achieve economic growth. For the development of sustainable tourism, ecotourism is used to control the environmental sustainability. Ecotourism has many social and economic benefits, for the development of environmental sustainability tourists' places must be designed according to the ecotourism philosophy. Many authors stress that the principles and practices of ecotourism are important to follow successful ecotourism development. The sustainable ecotourism development needs to implement the appropriate planning and integrated and inclusive management, the sustainable ecotourism needs to implement three main principles, it must be culturally appropriate, economically viable and ecologically sensitive\cite{Cater, 1993}.\cite{Cosgrove, 1997} In the same way,\cite{Chalker, 1994} present that the ecotourism is must be interconnecting with three interconnecting issues, it must protect environment, not exploit local people and it must be respect the social-cultural traditions of the host community and must ensure benefits flow to local communities. Sustainability of world of tourism is based on community-based ecotourism that focuses on environmental, social and cultural sustainability plays a crucial
role in meeting challenges (Epa et al., 2011). The local community is the protector of the natural environment and resources, areas, and they are also experts in cultural activities, environmental and livelihood. For environmental sustainability is not possible without the individual (Higgins-Desbiolles, 2009), for that need to make awareness and environmental awareness. The multi-institutional support is vital for gaining success for the development of ecotourism. The world has mixed results and opinions about the ecotourism from evidence and outcomes. Researchers believe that ecotourism is not possible to develop without the local community empowerment, generating opportunities for the residence and educate them about tourism. The increase in population and limited area of natural resources is decreasing down with period, that is another problem for the ecotourism. The policy implementation and principles of ecotourism are very much failing in a situation like that (HORTON,2009). Development of ecotourism also creates many opportunities for growth, like creating new jobs, new business ventures for hoteling industries and transportation and guiding services. Some cultural benefits in terms of diversification and monetary also rise with ecotourism(Scarpaci & Parsons, 2014), (Reimer, Management, 2013). Tourists get aware of the local cultural souvenirs and local foods; this is directly beneficial for local people. In the case of marine communities and islands, marine tourism is creating more economic growth in the mountain areas, porter and guides jobs are usually more for local communities (Hoyt, 2005). In some cases, the development of ecotourism also reason for the growth in the production system, like local handicrafts, agriculture products, and services, stemming from a large number of consumptions by the tourists. The people who are related to the livelihood, positive word of mouth create opportunities for the livelihood sector gradually. That is a positive sign for people are involved in timber smuggling and fishing turn to ecotourism activities, the reason is tourism is a higher income-generating sector(Jalani et al., 2012). The proper and conceptual interpretation of ecotourism explains that all problems situated with the tourism solved by the ecotourism., like economic development, environmental conversation, poverty reduction, and cultural preservation with the aim to educate the tourists about all problems (Donohoe & Needham, 2006).

The contribution of the study is to review the literature of the last five years from 2014 to 2018 on the Scopus database to find the researchers were focused on which dimensions of ecotourism. The date is selected from high cited research papers and only the research articles were included in the study for the better and quality assessment of the literature. The minimum cited paper selected for the study id 10 times the cited paper is elected for the review. The excel sheets are used for the assessment of the quality fro literature. Review papers and book chapters are not included due to the nature of the study. on the excel sheets, papers with high citations will be selected and the isolate them for the further process. The classification criteria of literature are done according to the nature of the article. The ecotourism in which are is pointed out and researchers execute the studies will be classified and different researchers' suggestions will be explained accordingly in the study. the main objective of the study is to find out the research gap in ecotourism are and point out the areas, researchers already contributed to the work. The selection and rejection criteria are very much strict for the quality enhancing process of the study. in the last section, the author suggested the conclusion for the policymakers and researchers for
future research and implementation of suggestions to improve the ecotourism process and services.

2. METHODOLOGY

The most recent attention of environmental sustainability paid more value towards ecotourism has attracted researchers to explore implications of the ecotourism in different dimensions. The study analysis the past literature to a systematic literature review (SLR) (REYES, 2015). The PRISMA statement template is used to explain the overall process of selection and rejections of Article for the review of Ecotourism. The PRISMA statement helps the researcher to improve the reporting of the review paper. The review is limited to published literature.

3. LITERATURE RESEARCH

The Scopus database is used to find the literature with the keyword used in Ecotourism. The total number of articles is shown by database 6489, but when the research is limited to the year 2014 to 2018 the number is decreased to 2376. The process is needed to filter more for the quality of the review, the language and subject are selected for assessment and numbers are reached to 1791. English language published literature is selected for the review. The PRISMA diagram 2009 shows that the subjects of Social Sciences, business administration, and Environmental Sciences are the subject's areas to include the literature articles for the review. The 1483 Articles are including after the subject's selection and in the eligibility section of the PRISMA diagram only open access Articles of Scopus database are used for review and record are limited to 323 papers that were available in open access in Scopus database. The data is imported to excel sheets for further assessment of the literature. The excel sheets are extended into more sheets to find out the highest citations Articles and analyzing the year wise publications. after the selection of a minimum 10 times cited paper only 51 Articles remain on the eligibility criteria. The four studies are also excluded after the detail studies of the article's due irrelevancy with the subject. The final 47 articles for the review are selected to analyze the literature to find the gap and direction of ecotourism.

4. QUALITY ASSESSMENT

The review papers are based only on articles and review papers and conference papers are excluded from the study. for maintaining the quality of the review, every kind of duplication is checked very thoroughly on the excel sheets. The other important problem was the citation checking during the study and during the process minimum, citation 10 times is checked very strictly. Abstracts and conclusions of the articles are checked deeply for the analysis and purification of the articles to make sure at the possible level.
5. ELIGIBILITY AND INCLUSION CRITERIA

The checking and eligibility criteria of research articles are moved through highly critical and accurately observed ways to enhance the best possible articles for the process. For the language selection, only English language articles are included for the review and other language articles are ignored from the database. The research article from the database is selected from three major subjects, Business administration, social sciences, and environmental sciences. But also make sure the papers from all journals of the database must be considered for more batter and quality results. The open-access articles are considered for the review.

6. STUDIES INCLUDED IN QUALITATIVE SYNTHESIS

The final 47 studies are used for the final process and find the direction and research done by the researcher in the year 2014 to 2018. The year base analysis is done to find out the
annual publications and most cited papers are also be explained through the graph. The subject wise research is also explained in the graph to show the number of papers is include and exclude for the review. The journal base and most cited papers are also discussed.

7. YEAR BASE PUBLICATIONS

The year-wise publications according to the most cited papers are shown in the diagram. The year 2014 is the initial year selected for the review and 14 papers are on the eligibility criteria with more than 10 citations. The year 2015 is contributing only 7 studies with more than 10 citations and the year 2016 is selecting only 13 papers that have more than 10 times cited by the others. Year base selection is shown us the actual numbers of papers selected from which year. From the year 2017 study selected 14 papers for the review and the year 2018 is the lowest number with 2. The highest number of articles are selected from the year 2014 and 2017 with 14 articles each but the lowest number is 2 from the year 2018.

8. JOURNAL BASE

The journal base selection of articles is completed and the number of journals in the Scopus database selected for the review. The sustainability Switzerland is the maximum number of the articles
Contributing to the study, the journals 24 articles are selected for the review paper due to the eligibility criteria set for the review paper. The selection criteria were set for every journal that was equally the same and more than 10 cited papers is selected for the review due to find the research gap and allocate the future research direction in ecotourism. The second journal with a high number of articles in the journal of sustainability tourism with 3 articles fulfills the criteria for the review. The two most selected articles from the journals are sustainability Switzerland and journal of sustainable tourism and the other journals are only able to contribute only one paper from each journal.

9. MOST CITED

The review on ecotourism selection criteria is formed based on most numbers of time cited a paper and earlier we discussed that the minimum criteria are an Article is cited by 10 times. The process of selecting the paper which is the highest time cited is Mapping the global value and distribution of coral reef tourism. The article is cited 48 times and shown in the graph also. The paper is talking about the distribution of coral reefs. The second study is cited by 38 times, The Relative Importance of Social and Personal Norms in Explaining Intention to Choose Eco-Friendly Travel Options. The third most cited study is, there is no such thing as sustainable tourism: Re-conceptualizing tourism as a tool for sustainability that talks about the sustainability of tourism. The other selected theories are also cited most of the time and shown in the graph, the selection process of the articles done on the excel sheets and minimum cited papers is 10 times and the maximum in the study is 48 times.

10. CLASSIFICATION

The literature selected from the past research is processed on Microsoft excel sheet and analyzes every study very deeply and classification is arranged according to the nature of the literature. The literature is classified according to the variables used in past research and categorized all the variables are further distributed into the three main sections in which the author, variables and core findings are discussed in table 1.
Table 1. Classification of literature

<table>
<thead>
<tr>
<th>Authors</th>
<th>Variables</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wang, S.-H., c. Jeuring, J.H.G, Aall, C. Muresan, I.C.</td>
<td>Sustainable tourism</td>
<td>Findings indicate that residents see tourism as a development factor. The natural, economic, and social-cultural environment as well as infrastructure, age, gender.</td>
</tr>
<tr>
<td>Maciejewski, K., Yusof N., Gezon, L.L., Madliger, C.L.,</td>
<td>Ecotourism</td>
<td>The findings of community equity acknowledge the need for balanced evaluations of tourism's effects.</td>
</tr>
<tr>
<td>Han, J.H., Santos-Lacueva, R.</td>
<td>Climate change</td>
<td>Results showed that perceptions toward climate change and tourist experiences affect Korean tourists' environmentally responsible behavior intentions, whereas tourists.</td>
</tr>
<tr>
<td>Villanueva-álvaro, J.J., Garau, C.</td>
<td>Rural Tourism</td>
<td>analyze the rural establishments from a global point of view and, depending on their category, explain the factors which determine the sustainable behavior.</td>
</tr>
<tr>
<td>Spalding, M., Shutt, K., Cohen, S.A,</td>
<td>Tourism, Wildlife, Value, Transport</td>
<td>distance rule by observers and with medical intervention but not with other measures of human pressure. Our findings provide critical information for the management</td>
</tr>
<tr>
<td>Manwa, H., Meo, I. D</td>
<td>Forest reserves for ecotourism</td>
<td>The results show that people prefer the open mixed forests with an irregular structure and some visitor facilities such as paths and refreshment points.</td>
</tr>
<tr>
<td>Sala, E., Symons, J,</td>
<td>Marine ecotourism</td>
<td>The population under study is currently listed as critically endangered. Understanding whether these predicted energetic impacts affect an individual's vital rates will provide</td>
</tr>
</tbody>
</table>

11. SUSTAINABLE TOURISM

Tourism is a factor of development for social-cultural environments, natural and economic for the development of the infrastructure. The development of sustainable tourism is basically contemporary human requirements and future tourism industries to develop the quality lifestyle of the human (S. Wang et al., 2017). On the other hand, unsustainable tourism is a bit problematic according to the (S. H. Wang et al., 2016), in terms of water quality, living standards, air pollution, wildlife habitat disruption, and natural environment disturbance. That also changes the characteristics of community social values and culture. The (Muresan et al., 2016) also empowering the concept of sustainable tourism, sustainable tourism development is basically coming from educational factors and moves the community toward economic growth and infrastructural development of the environment. Tourism-related to all the factors for the sustainability of environment and ecotourism. Some of the other views are in different ways in the literature, they argued that sustainable tourism not achieved due to the lack of effective environmental policies. The economic conditions, political influences, and institutional barriers are reason to not implement sustainable tourism. The economic growth and prosperity are main phenomena to achieve in modern time and for sustainability that is very difficult to adapt without the growth (Aall, 2014). How to make the solution to sustainable tourism challenge, the qualitative development of tourism needs to implement for sustainability. There are three founding principles of sustainable tourism according to (Aall, 2014) environment, economic and socio-cultural and a long term sustainable tourism is developed under three dimensions.
12. ECOTOURISM

Another variable that is very much commonly discussed by the researchers in the literature is ecotourism with different ways and variables. In developing word tourism is moving towards ecotourism and gaining popularity in the research world also very keenly. The way environmental sustainability is raising the agenda of nations and organizations about the protection and conservation of natural environment and resources, ecotourism is a vital role in the achievement (Yusof et al., 2014). (Maciejewski & Kerley, 2014) found that ecotourism is potentially best when conserving the natural environment and wellbeing of local and rural communities and educate the tourists about the culture and traditions. To understand ecotourism, we need to update the relevant resources and potential of different locations. The first step is to develop tourism and after that concept of ecotourism implement in the field. The conversation of natural environment is discussed by author in the literature. The ecotourism is till now ignoring the local community and does not adequately long term effect for the given area (Gezon, 2014). The old dilemma of preservation is the tension between ecology and tourism. Then some researchers in past literature think that ecotourism is the process of change and in some conditions, its sustainable activity but for sustainability need management, compromises, and balancing of interest will be required (Madliger & Love, 2014).

13. CLIMATE CHANGE

Climate change is one of the very prior issues of the world and has many threats to civilizations. The tourists are more focused and determine the climatic changes occur in the environment. Socioeconomic drivers are normally behind climate change and the result is global warming. The other reasons for climate change intensify the secondary effects of climate change that are due to global warming. A significant consequence of global warming is coastal destinations are consuming more energy for the cooling process, the demand for water is increasing. The water resources are decreasing drown with the time and risks of the ocean are increasing (Santos-Lacueva et al., 2017). Some researchers are believed that three main indirect impacts of climate change happen, firstly the concerning with the consumption of water and energy, the second is concerned with the meteorological events such as flooding, hurricanes, tornados or heat waves and high increase in organisms, insects and illness that may disturb tourists. The third is related to the deterioration of the sea, reefs, beaches, and landscapes (Santos-Lacueva & Velasco González, 2018). Support from the public for climate change is critical for the acceptance of the political and social acceptance for the adoption of policies that need to allocate the effects of climate change (Drews & van den Bergh, 2016). There is a lack of communication and engagement at the community level about climate change, which affects support at the negative level (Monroe et al., 2015). Literature is concerned about climate change for the tourist’s destinations that affect the flow and perception of tourism. Climate change is one of the very hot issues for researchers in modern times due to rapid changes in the environment of the world. The third world countries are more affected by climate changes like weather changes are unpredictable. Seasonal changes are more surprising for
communities and shortage of resources especially, since the water problem is more dangerous (Moser, 2017).

14. TOURISM

Tourism is an activity to generate a good amount of revenue for nations, which is also a multi-cultural activity. The literature discusses the values and services need to develop sustainable tourism in the host countries. Researchers are focusing on dimensions of tourism to promote sustainable tourism and ecotourism among the tourists. Tourist destinations are having a problem with over tourists that cause more issues in the future. Natural environment conservation is possible to achieve by educating the tourists and the local community about the process of managing environmental issues (Vega-Muñoz et al., 2019). Some studies in the past contribute literature on wildlife tourism and Wildlife tourism is one of the fast-growing tourism in the international market in recent years. It has been advocated a viable tool to the conservation of species and habitats for conservation of wildlife with the aim to achieve economic growth (Shutt et al., 2014). Tourists are desire close, personal and wildlife encounters with species. Literature also focuses on transportation tourism that is immerging in the sector in the tourism industry, the transport sector is one of the prime sources of CO2 emissions and approximately 23% of the tourism sector (Cohen et al., 2016). E-bike, car sharing, high-speed rail, and public transport need to develop in societies and more importantly in populated megacities of the world. To low down the carbon can be achieved by this revolution for a sustainable environment (Breu et al., 2010). Tourism value according to literature is relatively important and thorough. Tourism adding values are mostly described critically in adventure tourism. Young, educated and thrill-seeker tourists are spending huge money on adventure tourism. Adventure travelers are usually traveling to rural and remote areas and sometimes extreme environments for emotional hoghs, risks, challenges, excitement, and novelty (Williams & Soutar, 2009). Tourism value, wildlife tourism and transport tourism are points of discussion in the literature during the years 2014 to 2018. Areas are very much gaining popularity in literature for new research and policymakers to promote directions and avoid the risks related to the segments.

15. RURAL TOURISM SUSTAINABILITY

Rural tourism in recent times assumed a new phenomenon significance, which is sliding hikes of practices in the tourism industry. Changing countrysides, globalization and tightening up the competition between the old and traditional visiting sites and newly discover destinations open more options and expectations for the tourists to visit less explored and minimum visitors. For new destinations, cultural and traditional activities, tourists are looking for rural tourist spots. Managing and maintaining a sustainable environment is challenging (Williams & Soutar, 2009). Rural tourism can bespeak when there were strong links between productive and economic activities. The three main ingredients of rural tourism are integration, sustainability, and endogeneity. Some researchers mention in the literature that rural tourism is beneficial for regional development (Hillmen et al., 2006). The rural tourism is nature-related tourism and the
sustainability of rural tourism is keenly based on community development. Technology involvement for rural tourism development allowed to form a more diverse and dynamic relationship between tourists and its rural area cultural heritage and regional development. Technology open directions for tourists to travel for away areas according to desire time and days. The rural areas weather forecast, hotel bookings and traveling time can easily estimate before the selection of rural areas is visit (Garau, 2014). For rural tourism achievement, social fabric and local business community are keys to achieving the sustainability of rural tourism. That must be centralized control that can be communicated and interact with all the segments and regions and some time mediate them (Mcareavey & Mcdonagh, 2011). For the globalization purpose, rural areas develop the structure that is providing the infrastructure for the tourists to travel to the region. The rural tourism can be concluded in a way that for sustainable rural tourism policymakers need to make the centralized formation of information to communicate tourists. Rural tourism can not be achieved at a sustainable level without the involvement of the local community.

16. FOREST ECOTOURISM

The biodiversity crisis will emerge more strongly in the coming years due to the heave economic development and population growth of the planet. Forests are having escalating threats and new societies are constructed over the years to adjust population. This will not be limited here, the agricultural activities and production unit will also take place in the future to full fill the needs (Riasi & Pourmire, 2016). The process will create more critical issues for climate change and CO2 emissions will also get rise over the years due to growing economic activities. That is also a question for the survival of forest habitual and wildlife and species around the corner in the forest. The timber demand also rises up due to massive construction for infrastructure development. There is a large population is living inside the forests, they are using forest resources as per the natural process. the using strategies to use resources and conservation of the environment is called ecotourism, due to acquiring economic growth and conservation. Ecotourism is for educating the community and business lot about the utilization of forest resources appropriate manner is essential for sustainable execution (Dhami et al., 2014). In developed societies, Non-governmental organizations are playing a vital role in education about forest ecotourism and sustainability. Literature is also creating awareness among researchers about forest development and preservation. Third world countries have less awareness about the conservation of the environment and forests are escalating rapidly. Ecotourism could lead to and control forest loss because it contributes to the economic development and related processes that drive deforestation (Brandt & Buckley, 2018). Tourism inherently leads to market integration, the second factor that is related to deforestation. Regrowth of forest is discussed by researchers and sustainable tourism is not possible without the forests.

17. MARINE ECOTOURISM

The marine system considers the biological diversity in reef environments, with the impact of ecological, social and economic importance. They are complete hub for resources, protect wave actions and creating new jobs through tourism and marine recreation. Not only
limited to certain benefits, but humans also taking advantage of medicinal substances sources (Symons et al., 2014). Marine protected areas intend to protect all or some part of the marine ecosystem. marine reserves are largely protected by not allowing extractive activities. And other areas partially allow the extractive activities in different degrees (Sala & Giakoumi, 2018). Some researchers are consistently in literature in the years 2014 to 2018 consider marine protection a very valuable initiative. Marine reserves are the most effective kind of Marine Protection Areas. The biomass and structure of fish assemblages are restored by Marine protection areas. Marine reserves are not problematic for oceans, but the supply outstanding ecological and economic development outside the boundaries (Sala et al., 2013). Biodiversity is locally controlled marine reserves a very effective tool, with economic advantages, enhancing the fisheries sector, developing the tourism and maintenance of ecosystem services. Marine tourism is gradually increasing and tourists from different areas of the world like to visit and enjoy marine areas. But the disturbance of the ecosystem is a problem for marine life. To protect marine life, the development of ecotourism is essential due to the protection of marine reserves (Vaughn & Hoellein, 2018). Literature supporting many studies about the protection of marine reserves for economic development and visitors’ arrival.

**18. CARBON EMISSIONS**

Tourism is the finest contributor in the economies and every country promoting the tourism industry to create new opportunities. These opportunities are brought some threats and problems with them, economic prosperity and job-generating process cause of carbon emissions (CO2) from the energy using process (Tang et al., 2017). carbon emissions are the very critical phenomenon of modern times, discuss by literature. The tourism industry is a big contributor to carbon emissions, visitor’s transportation is most producing carbon emissions. The researchers are driving to promote ecotourism to control carbon emissions for environmental sustainability (Zha et al., 2019). Sustainability is one of the prime discussions of researchers in current literature, tourism development toward ecotourism is a step to control carbon emissions due to damages and threats to human civilization. International forums are also keenly observed activities related to the control of carbon emissions and monitor the tourism sector everywhere in the world to escalate carbon emission issues. To achieve economic indicators the expansion of tourism is necessary but education for the sustainability of the environment is also important for the survival of the next generations (Robaina-Alves et al., 2016). Literature from 2014 to 2018 is very much limited to carbon emission from the eco-tourism point of view. That is an important direction for the researcher to enhance research and literature in the coming years. The growth of the tourism sector and the promotion of ecotourism is having a close relation with carbon emissions. The minimization of environmental harm activities is increasing in literature and social level. Researchers need to identify the areas and destinations in literature.
19. AGRICULTURE TOURISM

Farm-nature and agricultural tourism is created by the businessmen and farmers to make visits for educational purposes or visiting enjoyment purposes. The purpose of agricultural tourism to generate revenues from agriculture and nature. Maximum people don't have interaction and contact with agriculture, agricultural tourism creates an opportunity for the non-farmers to understand the mechanism of farming and suggest and contribute to the field (Hjalager, 2015). The process is completely made for agricultural revenues to increase and support the sector. economies depending on agricultural tourism are a need to format agro-tourism for rising in production demand. Developed and prosper economies are a technological advancement in the sector and enhancing the ability to produce with the time but underdeveloped and developing parts still have the potential for agro-tourism (Mcareavey & Mcdonagh, 2011). Researchers' contribution to agro-tourism is limited in the study due to very low literature available from the years 2014 to 2018. Potential for agro-tourism is growing due to more needs and demands for agricultural products in the coming years. Population growth is emerging very rapidly, and visitors will feel the importance of agriculture more and researchers needed to enhance the research for agro-tourism promotion to fulfill the gap. Future directions are more important, especially for the economic growth and sustainability of the environment.

20. CONCLUSION

The literature demonstrates that ecotourism leads to tourism and facilitates an environment to achieve sustainability and economic growth. Most literature is concerning sustainability and the economic growth of the tourism sector. point is the expansion of the sector creates many threats towards the environment and preservation of the natural environment. Ecotourism is a central variable toward the sustainability of tourism and the environment. Literature explored the maximum directions of tourism and ecotourism during the years 2014 to 2018. Researchers are much focused and concern about the challenges that occur due to tourism expansion but still economies need more revenues from the tourism sector. Rural tourism is needed to promote, more for new destinations are overcoming the pressure of tourists from urban tourism. Tourists are usually like to search and visit new destinations and the don't like to visit the same destination many times. Rural tourism also opens gates for mountain and adventure tourism options for visitors and literature discussed that youngster likes to involve in adventure and mountain tourism areas. Forest tourism also needs to expand but the element of ecology is very doubtful. The literature explains that natural resources and habitual of the forest must be protected from large carbon emissions of the tourism and industrial sector. researchers believed that forest is a great source of economic development and natural resources for the community living around the forests. Some studies are focusing the marine resources and marine protected areas, marine tourism is also a good contributor to revenues generated from the tourism sector. ecotourism needs to penetrate more in the tourism sector, the common understanding cited by the researchers and tourism sustainability is achieved through ecotourism education in all factors involved in the tourism industry. Education is important for tourists and the community both for protection and
conservation of the natural environment around the tourist's destinations. Conservation of cultural values of tourist destinations is more compulsory according to the literature. Tourism sustainability is complete without technology is harder in modern ages. Technology-based tourism is more powerful as compare to conventional mediums used for marketing. literature is discussion is very much limited about the technology orientation in the tourism industry. Future researchers can use the direction of technology and digitalization of mediums that are involved in tourism promotion. Digital mediums and social media power are one of the premium tools for marketing and awareness for ecotourism activities.

21. FUTURE RESEARCH

Future research for researchers makes more directions from this study. ecotourism can be achieved by using digital mediums and social media forums. This can also help in the development of tourist options for selection of destinations, hotel bookings, weather and distance to travel the areas. Social media forums have also united the locals and tourists on the forum and that is helpful for the promotion of the cultural heritage of destinations. Future researchers also make a comparison of ecotourism and digital marketing for the sustainability of the environment.

Reference:


