

Neoliberalism and *Homo Consumens*: Critical Reflections on Ecotourism, and Seeking Possibilities in Sustainable Tourism

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Abstract

Globalization, neoliberalism, consumerism — this twenty first century trinity generates a picture of life, paced and dazed, in our tense. Erich Fromm's use of *Homo Consumens* (1965) as a denominator for the consumerist human and their incessant goals of consuming more and more, while becoming fodder for the consumption-marketeers, does no longer amuse as a mock use of Latin. The bizarre has come true. Free-market economy produces myriad commodities by the second, which makes it evident that consumerism has become our paramount preoccupation, and nature too is marketized as one of the hotcake commodities to whet our appetites. With the rise of the experience economy, tourism industry all over the world has shifted focus towards offering a complex collage of experiential allures to their clients, in departure from the conventional facilitation of mere services and goods. The multidimensional results and repercussions from the transformational trends in ecotourism and their impact have attracted global and local scholarly attention for a considerable period of time. This paper explores the phenomenon in surge – of ecotourism, critiques its socio-political ramifications and seeks an alternative in the possibility of sustainable tourism, etching a few proposals and policies in our contemporary context.

Keywords:

Globalization, Neoliberalism, Consumerism, Homo Consumens, Ecotourism, Experiential Tourism, Sustainability