

# ***THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT***

## **Ecotourism in Madhya Pradesh: Tourism for Better Future**

**Amit Kumar Uppal**

Assistant Professor, Department of Tourism, Aditya College, Gwalior M.P., India

### ***Abstract:***

*Tourism is a booming sector in the present scenario and ecotourism is one of the major forms of responsible tourism among them. Ecotourism not only benefits the natural resources like flora and fauna, but also benefits the society. This can be understood as a step toward sustainable development. The paper tries to understand the scope of ecotourism specifically in Madhya Pradesh, which is known as the heart state of India. The paper also highlights the challenges that ecotourism is facing in current scenario. The study also suggests some of the ideas to be implemented in order to get maximum and long term benefits from the buzz word 'ecotourism'.*

**Keywords:** *Ecotourism, scope of ecotourism, challenges in ecotourism, maximum benefits*

### **1. Introduction**

Tourism plays a great role in uplifting the economy of the country. It is an economy booster industry. In the early 1990s, the World Tourism Organization forecast an annual growth rate of 15% in demand whilst recent research suggests that not only is the number of travelers taking Ecotourism holidays growing three times faster than those choosing 'mainstream' holidays but also that, by 2024, Ecotourism will represent 5% of the global holiday market. The Ecotourism can be taken as the best deal as it not only employs and benefits the locals but also saves the natural treasure which includes national parks, wildlife sanctuaries and wildlife reserves. Ecotourism not only benefits the environment and locals, but may become disaster if manhandled. Therefore, in order to sustain ecotourism in India, it is essential to understand the potential effects of the expanding ecotourism sector on the natural environment, so as to identify management priorities for present and potential ecotourism destinations. Ecotourism is often considered to be a potential strategy to support conservation of natural ecosystems while, at the same time, promoting sustainable local development. (Shryle Rose et. al, 1999)

### **2. Literature Review**

Dr. Vijay Kumar (2009) stated that there is a great impact of developing ecotourism on Locals. There has been a reasonable impact on standard of living, education, social gathering activities and ultimately personal growth too due to the increased source of income. Shryle Rose et. al. (1999) concluded that Ecotourism should be regarded as being more than tourism to natural areas and should be viewed as a means of combining the goals of resource conservation and local development through tourism in a synergistic fashion. Cynthia L.M. et. al. (2000) suggested three major challenge regarding Ecotourism. They were litter, erosion and vegetation damage. Susan Menkhauset et. al. (1996) studied that ecotourism value can be used to achieve a more efficient allocation of domestic or international funding for the preservation of biological diversity

### **3. Objectives**

- To find out the scope of ecotourism in Madhya Pradesh
- To understand the challenges in developing ecotourism in Madhya Pradesh
- To suggest some of the measures to develop ecotourism in a better way.

### **4. Methodology**

This paper has attempted to find out the scope and challenges in developing ecotourism in Madhya Pradesh. The paper is conceptual in nature. The data has been collected through various secondary sources which includes various research paper reviews, magazine websites and even newspaper articles.

### **5. Eco-Tourism in Madhya Pradesh**

Madhya Pradesh is well endowed with a rich gamut of picturesque and relatively undisturbed landscapes, forests and wildlife and cultural diversity. The state has the largest forest area (94,669 sq. km.) in the country of which more than 10000sq.km is under protected areas, under National Parks and sanctuaries. It is home to several rare, endangered and threatened species. Major part of

Tourism in Madhya Pradesh is centered on nature and wildlife. It is in this context that “Ecotourism” has gained its bearing in Madhya Pradesh. Ecotourism also had the potential to play an important role in creating environmental as well as cultural awareness amongst all the stakeholders-local communities, tourists, government and private sectors.

Some of the major Ecotourism destinations in Madhya Pradesh are:

- Samardha Jungle Camp
- Kerwa Jungle Camp
- Kathotiya Jungle Camp
- Kakru Jungle Camp
- Rukhad Jungle Camp
- Bhilatdev Eco-Park
- Tighra-Great Indian Bustard Sanctuary

## 6. Discussion and Results

Though Madhya Pradesh has a great scope of Ecotourism due to its variety of flora and fauna, some of the assumptions can be made out-

1. There is a great need to find out more destinations to be developed as ecotourism sites. So that there nature lovers can have a variety of options to trench their thirst of ecotourism.
2. There should be a hike in entrance fees or package fees in order to more development of the eco-site which one of the sustainable approaches for ecotourism development.
3. The distance of vehicle should be far away with the main site so that the ecotourism site should not be harmed.
4. The carrying capacity should not be overburdened in order to sustain the life of the site.
5. Government should provide incentives to the locals for promoting ecotourism as a mean of motivation.
6. Lack of awareness can be felt toward the relationship between environment and tourism. People, especially locals find it hard to correlate tourism and environment. So there is need of creating awareness too.
7. Rigid Implementation of rules and regulation needs to be ensured in order to get maximum benefits from the ecotourism destination at a place.
8. A great lack of investments and findings can be realized in the direction of ecotourism development. Government should encourage Public-Private-Partnership in this regard.

## 7. Conclusion

There is a great treasure of untapped and unexplored charm of ecotourism in the nature gifted state Madhya Pradesh. Only there is need to identify and explore this treasure. If the right steps could be taken for uplifting this form of tourism, Madhya Pradesh can be located at the best ecotourism destination on the tourist map of India.

## 8. References

1. Dixit, S. K., & Narula, V. K. (2010). Ecotourism in Madhav National Park: Visitors’ perspectives on environmental impacts. *South Asian Journal of Tourism and Heritage*, 3(2), 109-115.
2. Menkhaus, S., & Lober, D. J. (1996). International ecotourism and the valuation of tropical rainforests in Costa Rica. *Journal of Environmental Management*, 47(1), 1-10.
3. Chin, C. L., Moore, S. A., Wallington, T. J., & Dowling, R. K. (2000). Ecotourism in Bako National Park, Borneo: Visitors’ perspectives on environmental impacts and their management. *Journal of Sustainable Tourism*, 8(1), 20-35.
4. Ross, S., & Wall, G. (1999). Ecotourism: towards congruence between theory and practice. *Tourism management*, 20(1), 123-132.
5. Kumar, V. (2009). IMPACT ASSESSMENT OF ECO-TOURISM ON VISITORS AND VILLAGERS IN SATPUDA NATIONAL PARK, MADHYA PRADESH. *Journal of Tropical Forestry*, 25(1/2), 62-65.
6. <http://mfp.mpforest.org/eco/>
7. <http://www.mpecotourism.org/New Dimensions In EcoTourism.pdf>