

# **SUMMER INTERNSHIP PROJECT REPORT**

**“Study of Marketing Strategy Adopted by Wild  
Angles Safaris.”**

**Submitted to:**

**DMSR**

**G. S. College of Commerce & Economics, Nagpur**

**Affiliated to :**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

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**NAAC Accredited “A” Grade Institution**



**Academic Year 2021-22**



## CERTIFICATE

This is to certify that the investigation described in this report titled “**Summer Project Report Title**” has been carried out by **Mr. Uddesh Lande** during the summer internship project. The study was done in the organization, **Wild Angles Safaris**, in partial fulfillment of the requirement for the degree of Master of Business Administration of G. S. College of Commerce & Economics, Nagpur Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree.

The assistance and resources used for this work are duly acknowledged.

**Dr. Aniruddha Akarte**  
( Faculty Guide)

**Dr. Sonali Gadekar**  
(MBA Co-ordinator)

## ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in “**Wild Angles Safairs**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to “**Mr. Deep Kathikar**” for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor “**Dr. Aniruddha Akarte**” for helping me during the project.

I am Thanking to the Principle of GS collage of Commerce and Economics Nagpur **Dr. N Y Khandait** and to the Dean of the DMSR **Mr. Anand Kale**

Finally, I am grateful to my family and friends for their unending support.

# CERTIFICATE



## CERTIFICATE OF INTERNSHIP

THIS CERTIFICATE GOES TO

**UDDESH LANDE**

A student of G.S collage of commers, Nagpur has successfully completed the summer internship project.

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[www.wildanglesafaris.business](http://www.wildanglesafaris.business)

NAGPUR, MAHARASTRA 440015 INDIA

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**DEEP KATHIKAR**

DIRECTOR

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## **Company profile**

## **COMPANY PROFILE**

We at Wild Angle Safaris are committed to share the experience of jungle and Wildlife nature to every person who are fond of wildlife. Situated at Nagpur , we have rich experience in making customised tours for every set of wildlife lovers. There are various staying options available, right from home-stay to a 5 starer.

### **Tadoba Andhari Tiger Reserve**

#### **DESCRIPTION**

Tadoba Andhari Tiger Reserve is located in Chandrapur district of Maharashtra state in India. It is Maharashtra's oldest and largest national park. Created in 1995, the Reserve includes the Tadoba National Park and the Andhari Wildlife Sanctuary. The Reserve consists of 577.96 square kilometres (223.15 sq mi) of reserved forest and 32.51 square kilometres (12.55 sq mi) of protected forest.

## TADOBA NATIONAL PARK



Tadoba National Park is a beautiful place, located in the Chandrapur district of the state of Maharashtra. It is a part of Tadoba Andhari Tiger Reserve.

It was declared as National Park in the year of 1955. Total area of the park is 116.55 Km<sup>2</sup>. The park was declared a Project Tiger reserve in 1995. It is one of the best tiger reserves of India as tiger population has increased rapidly. Tadoba National Park and Andhari wildlife sanctuary together form the Tadoba-Andhari Tiger Reserve.

The word 'Tadoba' is the name of the God "Tadoba" or "Taru", praised by the tribal people who live in the dense forests of the Tadoba and Andhari region, whereas "Andhari" is derived from name of Andhari River that flows in this area.



According to mythology, Taru was a village head who was killed in encounter with a tiger. The shrine dedicated to God Taru, is located on the banks of the Tadoba Lake.

Tadoba Andhari Tiger Reserve is one of the finest & largest tiger reserve in Maharashtra. There is few lakes in Tadoba forest area which ensures rich in water resources for the park and nestles rich aquatic life.

These lakes are also the prime residential place for marsh crocodiles, those were knowing once to spread in across Maharashtra.

The park has endless treasure trove of large number of species of trees & plants and wildlife. The wildlife include tigers, hyenas, leopards, gaur, sloth bears, wild dogs, jackals, barking deer, sambar etc.

The park is also home to about 181 species of birds, which includes endangered and water birds. For the convenience of tourists, jungle safaris are organized to facilitate tiger spotting.

The park is open for visitors throughout the year. Excursions are permitted only by daylight i.e. sunrise to sunset. Official guides are compulsory for all excursions. The best times to visit are early mornings and late afternoons.



JUNGLES ARE OPENING ON 1st OCT

AFTER A L O N G  
WAIT

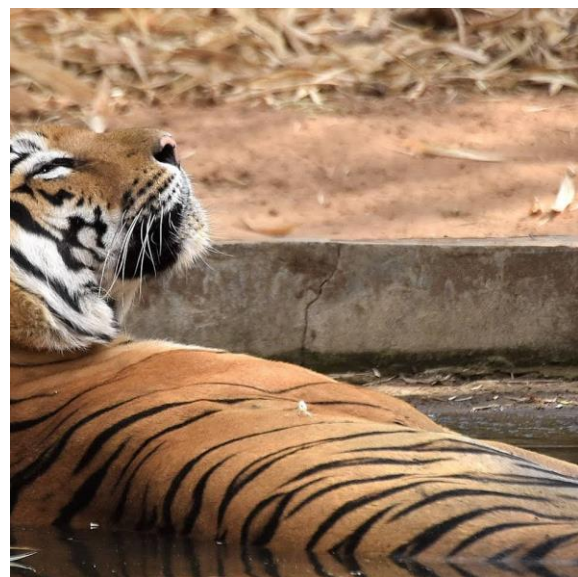
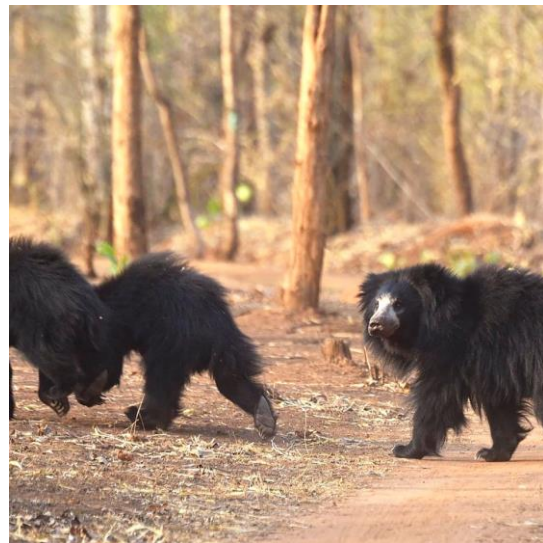
LETS HAVE SOME JUNGLE TIME

WILD ANGLE SAFARIS

DEEP KATHIKAR

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TRY OUT TO WORK FROM FOREST



## ACTORS OF THE PROJECT



WWF-INDIA IS ONE OF THE LARGEST CONSERVATION ORGANISATIONS ENGAGED IN WILDLIFE AND NATURE CONSERVATION IN THE COUNTRY.

Established as a Charitable Trust on November 27, 1969, it has an experience of over four decades in the field. From a modest beginning, the organisation was propelled forward by the efforts of its founders and associates who volunteered their time and energy to lend momentum to this movement.

Apart of WWF International, the organisation has made its presence felt through a sustained effort not only towards nature and wildlife conservation, but sensitising people by creating awareness through capacity building and enviro-legal activism.

A challenging, constructive, science-based organisation WWF addresses issues like the survival of species and habitats, climate change and environmental education. Historically, WWF-India started as a wildlife conservation organisation with a focus on protecting a particular species of wild flora and fauna. Over the years, the perspective broadened to reflect a more holistic understanding of conservation issues facing the country. To suit India's specific ecological and socio-cultural situation, WWF-India articulated its mission in 1987 as follows:

***"The promotion of nature conservation and environmental protection as the foundation for sustainable and equitable development."***

World Wide Fund for Nature-India, or WWF-India, is a conservation organization dedicated to building a healthy living planet for future generations. We do this by adopting a two-pronged approach to conservation which includes Biodiversity Conservation, and Footprint Reduction.

At the global level, the WWF network has identified goals for Biodiversity Conservation and Footprint Reduction.

## **BIODIVERSITY CONSERVATION**

### ***2050 Biodiversity Goal***

*By 2050, the integrity of the most outstanding natural places on Earth is conserved, contributing to more secure and sustainable future for all.*

Starting locally, WWF-India has identified the country's most **critical regions** and **priority species** which characterize the country's natural heritage, and is working to conserve their health and numbers, through field work, policy interventions and positive campaigns.

## **FOOTPRINT REDUCTION**

### ***2050 Footprint Goal***

*By 2050, humanity's global footprint stays within the Earth's capacity to sustain life and the natural resources of our planet are shared equitably.*

WWF-India is working to reduce the country's footprint on the planet by addressing key development and environmental issues that have an impact on our overall **national & global footprint**.

## **Terminologies**

## Terminologies

*“A form of sustainable tourism within a given natural and/or cultural area where community participation, conservation and management of biodiversity, respect for culture and indigenous knowledge systems and practices, environmental education and ethics as well as economic benefits are fostered and pursued for the enrichment of host communities and satisfaction of visitors”.*

**Pillars of Ecotourism Development:** The ecotourism framework demonstrates the inter-relationship and inter-dependence among *the stakeholders, the environment and the tourists*. These three elements can be considered as pillars of ecotourism.

**Stakeholders:** The term ‘*stakeholders*’ refers to parties or groups whose interests are directly affected by any ecotourism-related activities. **Stakeholders include the communities directly or indirectly affected by any development, civil society groups present in the area, local government units that have political and administrative jurisdictions over the particular site, and local branches of national line agencies, particularly those of tourism and environment departments.** The tourists, or eco-tourists, are the market for ecotourism destinations. They differ from ordinary tourists as they seek to establish a deeper understanding, even communion, with the places and people they visit. The environment is the unique physical features or attributes of a locality that serves as its primary attraction. It also refers to distinct socio-cultural patterns exhibited by indigenous communities, resulting from centuries of intimate intercourse with the natural environment. The relationship between the stakeholders and the environment is anticipated to result in better environmental education and consciousness, as well as increased community cooperation for protection of the environment, and preservation of local culture at ecotourism sites. The implementation of appropriate national and local policies and guidelines will help ensure environmental



protection. Indirectly, these policies and guidelines also contribute to the preservation of cultural heritage and indigenous knowledge, practices and systems. The influx of tourists to an ecotourism destination generates much needed revenue for the local and national economies.

There is concern that unplanned and unregulated tourism growth in natural areas can lead to pronounced negative environmental and cultural impacts. Critics argue that visitation to environmentally fragile areas, often during sensitive periods; can affect key processes such as breeding and regeneration. Areas and sites opened for ecotourism may eventually lead to mass tourism and a range of negative impacts. In the absence of adequate participation in planning and management, local communities often bear the costs of tourism development and protected area management, gaining little or nothing in the way of income generation opportunities and suffering from restricted access to resources.



Ecotourism should try to: -

- Make a positive contribution to conservation of nature, natural and cultural resources and stimulate private conservation efforts.
- **Promote local development and sharing of economic benefits in a fair manner at**



**national, regional and local levels.**

- Increase environmental awareness of hosts and visitors such that it results in a clean, green environment.
- **Empower local communities to manage ecotourism and generate incentives for conservation through alternate and additional livelihood options.**
- Provide visitors with a personal experience of nature and culture in ways that lead to greater understanding and appreciation.

### **Stakeholders in Action**

Ecotourism requires cooperation between various stakeholders.

### **LOCAL COMMUNITIES**

Understand impacts of tourism and take considered decisions. Offer services for employment and supplementary income. Own and operate ecotourism enterprises. The fishermen communities that is presently involved in illegal fishing in Manjeera wetlands keeping gender equality in mind, both men and women members of the community can be involved in housekeeping, hospitality, as guides, gardeners, etc.

### **TOURISM DEPARTMENT**

APTDC can promote the location and also provide adequate publicity through their billboards, websites and brochures. The tourism department can promote the destinations,

help in developing appropriate infrastructure. Enforce and monitor policies and strategies. Establish standards and implement certification programmes. Ensure local involvement. Compile and disseminate tourism figures.

## **FOREST DEPARTMENT & PROTECTED AREAS**

- Define objectives and acceptable levels of impacts.
- Develop management plans and practices.
- Regulate access and enforce environmental laws.
- Monitor impacts.
- Promote interpretation programmes.
- As one of the major stakeholder, can put in a higher official at the rank of a DFO at the site.
- They can jointly, with the help of local youth from fisher community increase patrol in the sanctuary area, guide general tourists and improve the habitat.
- The forest department will also facilitate and help procure the land through other government agencies involved.

## **PRIVATE SECTOR**

Develop the eco-tourism site through financial investment in a phase wise manner. This will involve using low impact designs and technologies that will ensure reduced resource use, recycling of waste and promote energy and water conservation. The financier will also include and support green and ecologically sustainable business practices. He will ensure that the

local communities involved in the project also respect their cultural sentiments and taboos.

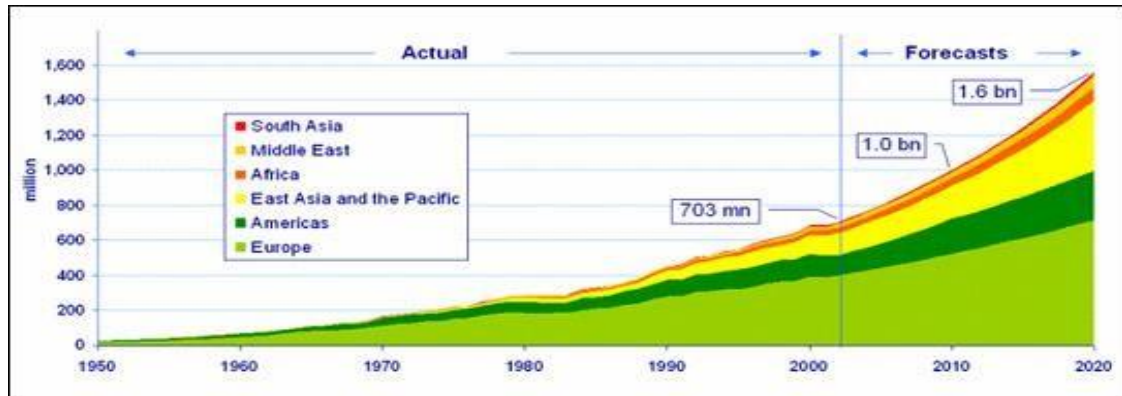
### **NGOs and Academic Institutions**

- WWF-India, Tadoba Andheri National Park State Office will offer information, training and technical advice.
- Collect information to monitor and evaluate ecotourism.
- Foster linkages between various stakeholders.
- Undertake action research and develop materials for interpretation programmes.
- WWF-India will organize guide training programme and also capacity building programme for the community.
- It will also help organize training programmes on developing or value adding to local artisan skills, to rope in the larger community.

### **GOVERNMENT**

- Develop policies, strategies, land use plans and regulations.
- Define jurisdictional mandate and responsibilities of different agencies.
- Provide mechanism for participatory planning and if possible, finance for project implementation.
- Ensure environmental protection and visitor safety.
- Determine fees commensurate with visitors' willingness to pay.

□ (WTO, 2020) WTO FORECAST FOR TOURIST ARRIVALS.



□ (Region, 2020) International Tourist Arrival Forecasts by Regions.

Region	Base Year (Million)	Forecasts (Million)		Average Annual Growth Rate (%)	Market Share (%)	
	1995	2010	2020	1995-2020	1995	2020
World	565.4	1,006.4	1,561.1	4.1%	100.0%	100.0%
Europe	338.4	527.3	717.0	3.0%	59.8%	45.9%
East Asia/Pacific	81.4	195.2	397.2	6.5%	14.4%	25.4%

South Asia	4.2	10.6	18.8	6.2%	0.7%	1.2%
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□ **(INDIA, 2020) FOREIGN TOURIST ARRIVALS IN INDIA (1997- 2018).**

Year	Arrivals(millions )	%change	Year	Arrivals(millions)	%change
1997	2.37	3.8	2008	5.28	4.0
1998	2.36	-0.7	2009	5.17	-2.2
1999	2.48	5.2	2010	5.78	11.8
2000	2.65	6.7	2011	6.31	9.2
2001	2.54	-4.2	2012	6.58	4.3
2002	2.38	-6.0	2013	6.97	5.9
2003	2.73	14.3	2014	7.68	10.2
2004	3.46	26.8	2015	8.03	4.5
2005	3.92	13.3	2016	8.80	9.7
2006	4.45	13.5	2017	10.04	14.0
2007	5.08	14.3	2018	10.56	5.2

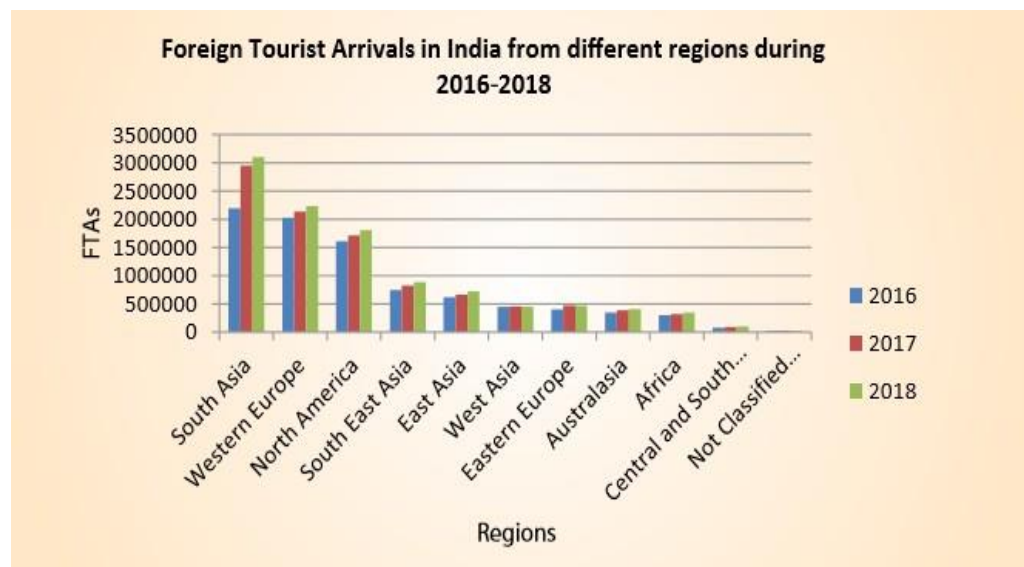
**(India Tourism Statistics at a Glance, 2018) Foreign Tourists arrivals from different**

**regions.**

FTAs in India from different regions of the World during last three years. It can be observed clearly that the FTAs in India have been increasing from all regions. The growth was maximum from Africa (10.4%) followed by Central and South America (9.8%), East Asia (9.2%), South East Asia (7.6%), Australasia (6.9%), North America (5.6%), South Asia (5.2%) and Western Europe (5.2%).

The percentage share in FTAs in India during 2018 was the highest for South Asia (29.40%) followed by Western Europe (21.25%) North America (17.12%), South East Asia (8.40%), East Asia (6.86%), Eastern Europe (4.41%), West Asia (4.26%), Australasia (3.91%), Africa (3.33%) Central and South America (0.96%).

The following graph gives the trends in FTAs in India during the last three years from all the regions.



**FTAs IN INDIA FROM DIFFERENT REGIONS OF THE WORLD, 2016-2018**

Region/ Country	Number of arrivals			Percentage Share				
	2016	2017	2018	2016	2017	2018	2017/16	2018/17
South Asia	2194555	2951665	3104422	24.93	29.41	29.40	34.5	5.2
Western Europe	2029412	2133673	2243635	23.05	21.26	21.25	5.1	5.2
North America	1614178	1712358	1807718	18.33	17.06	17.12	6.1	5.6
South East Asia	746069	824575	887088	8.47	8.22	8.40	10.5	7.6
East Asia	617563	663295	724568	7.01	6.61	6.86	7.4	9.2
West Asia	451842	457760	449548	5.13	4.56	4.26	1.3	-1.8

Region/ Country	Number of arrivals			Percentage Share				
	2016	2017	2018	2016	2017	2018	2017/16	2018/17
Eastern Europe	406002	472872	466049	4.61	4.71	4.41	16.5	-1.4
Australasia	348908	386059	412628	3.96	3.85	3.91	10.6	6.9
Africa	302164	318023	351198	3.43	3.17	3.33	5.2	10.4
Central and South America	78730	92067	101085	0.89	0.92	0.96	16.9	9.8
Not Classified elsewhere	14988	23456	10037	0.17	0.23	0.10	56.5	-57.2
Grand Total	8804411	10035803	10557976	100	100	100	14	5.2

- **(India Tourism Statistics At a Glance, 2018) International tourist arrivals in World and India, 2000-2018)** International tourist arrivals in the world and India's share as well as rank, during the years 2000-2018. India's rank in international tourist arrivals was 50th in 2000 and declined to 54th in 2002. However, since then, it has gradually improved. Since 2014, adhering to the definition of International Tourist Arrivals, India has started the inclusion of figures of arrivals of Non-resident Indians in its figure. This has resulted in improvement of about 17 places in India's Position. India's share in international tourist arrivals was, 1.24% in 2018.

Year	World		India		Percentage Share of India	Rank of India
	Number (in million)	% Change	Number (in million)	% Change		
2000	683.3	7.8	2.65	6.7	0.39	50 <sup>th</sup>
2001	683.4	0.0	2.54	-4.2	0.37	51 <sup>st</sup>
2002	703.2	2.9	2.38	-6.3	0.34	54 <sup>th</sup>
2003	691.0	-1.7	2.73	14.7	0.40	51 <sup>st</sup>
2004	762.0	10.3	3.46	26.7	0.45	44 <sup>th</sup>

2005	803.4	5.4	3.92	13.3	0.49	43 <sup>rd</sup>
2006	846.6	5.3	4.45	13.5	0.53	44 <sup>th</sup>
2007	894.0	5.7	5.08	14.2	0.57	41 <sup>st</sup>
2008	917.0	2.6	5.28	3.9	0.58	41 <sup>st</sup>
2009	883.0	-3.7	5.17	-2.1	0.59	41 <sup>st</sup>
2010	948.0	7.4	5.78	11.8	0.61	42 <sup>nd</sup>
2011	994.0	4.9	6.31	9.2	0.63	38 <sup>th</sup>
2012	1039.0	4.5	6.58	4.3	0.63	41 <sup>st</sup>
2013	1087.0	4.6	6.97	5.9	0.64	41 <sup>st</sup>
2014	1137.0	4.6	13.11	\$	1.15	24 <sup>th</sup>
2015	1196.0	5.2	13.76	5.0	1.15	24 <sup>th</sup>
2016	1241.0	3.8	15.03	9.2	1.21	26 <sup>th</sup>
2017	1329.0	7.1	16.81	11.8	1.26	22 <sup>nd</sup>
2018	1401.0	5.4	17.42	3.6	1.24	22 <sup>nd</sup>



## **Aims and objectives**

## **AIMS & OBJECTIVES**

### **Aim**

To ascertain and establish best eco-friendly practices being adopted both by the tourists and the government bodies/key service providers (all the stakeholders) and optimum utilization of resources towards a development of sustainable tourism.

### **OBJECTIVES**

- To understand the concept of sustainable tourism and protected areas in India.
- To discuss the role of visitor management, including techniques that control and limit impacts of use at India.+-
- To study the current status of eco-friendly tourism practices at India.
- To study the best practices towards sustainable tourism & comparative analysis with eco-tourism project in India
- To study the future scope of India tourist visitation compared to the present scenario

## **SCOPE OF STUDY**

### Scope of study

**Context and Geographical Extent of Tadoba National Park** Tadoba national park falls between longitude  $79^{\circ}14'32''\text{E}$  and  $79^{\circ}23'34''\text{E}$  and latitude  $20^{\circ}15'07''\text{N}$  and  $20^{\circ}24'28''\text{N}$ . The entire area lies under Chandrapur district of Maharashtra state and includes Chandrapur, Bhadrawati, Chimur, Warore, and Sindewani Tehsils. As per the MOEF and WII demarcation, the extent of the area is 116.55 sqkm. Tadoba national park sharing its edges with Andhari wildlife sanctuary (509sqkm), together known as Tadoba Andhari tiger reserves. Tadoba national park is surrounded by forests having tigers. It is located in the central part of the country and has a connection to Indravati tiger reserve, Chhattisgarh towards the south via forests of Chandrapur and Gadchiroli district. It is connected to Kanha national park through Navegoan – Nazira protected area of the state to its North-Eastern side. The conditions for tiger growth are favorable in this area. As per the joint report from the Maharashtra forest department, NNRMS, and Wildlife Institute of India in 2018, the estimated tiger population of tigers in core and buffer areas has reached 115 in 2019 from 81 in 2018.



Map showing geographical extent of Tadoba national park (Source: author generated using google imagery and demarcation by MOEF, NNRMS and WII)

## TADOBA ANDHARI TIGER RESERVE



Photo b

The oldest and largest National [Park](#) in [Maharashtra](#), Tadoba is one of India's 41 tiger reserves which were constituted under Project Tiger. The Park is 623 sq km in area, consisting of two forested rectangles of the Tadoba and Andhari range. Densely clad hills form the north and western boundary while the south-west of Park has a huge lake, which acts as buffer between the Park's forest and the extensive farmland extending right up to the Irai Lake.

Besides 50 tigers, Tadoba Tiger Reserve is home to the leopard, sloth bear, gaur, wild dog, hyena, civet and many species of Indian deer like sambar, cheetal, nilgai, and barking deer. The Tadoba lake sustains the marsh crocodile, which were once common all over Maharashtra.

### FLORA

Let us check about Flora of Tadoba national park. This forest is a predominantly Southern Tropical Dry Deciduous forest with dense woodlands comprising about 87 per cent of the protected area. The most popular species of trees is Teak and bamboo in this forest. Other common trees include:

#### FLORA IN TADOBA NATIONAL PARK

Sal	Bamboo	Bel	Casia
Black Plum	Ain (Crocodile Bark)	Flame of Forest	Salai
Dhaudab	Terminenalia Hiwar	Margosa	Sirus
Tendu	Beheda	Shisham	Chichwa

### FAUNA

Tadoba tiger reserve is rich in faunal species. It is already popular among visitors for good tiger sighting. Apart from tiger, fauna in Tadoba national park includes:

#### MAMMALS IN TADOBA NATIONAL PARK

Tiger	Indian Gaur	Leopard	Spotted Deer
Sloth Bear	Rusty Spotted Cat	Indian Mouse Deer	Wild Boar
Flying Squirrel	Four Horned Antelope	Jungle Cat	Small Indian Civet
Wild Dog (Dhole)	Hyena	Jackal	Sambar

Apart from above listed mammal species, there are many more species that can be seen during jungle safari drives.

#### BIRDS IN TADODA

Tadoba tiger reserve safari offers good birding also. Here we can find approx. 195 bird species. While undertaking Tadoba jungle safari, we will find presence of large lakes in which water remains available throughout the year which is ideal condition for bird species to survive successfully. Some of the popular birding areas in Tadoba National Park include Panchdhara, Tadoba Lake, Panchdhara, Kolsa Tank, Telia Dam etc. Here is the list of popular birds in Tadoba national park:

#### BIRDS IN TADODA NATIONAL PARK

Little Brebe	Great Crested Grebe	Little Cormorant
Darter	Little Egret	Indian Oriole
Plum Headed Parakeet	Rose Ringed Parakeet	Red Vented Bulbul
Green Bee-eater	Black Drongo	Grey Heron
Cattle Egret	Asian Openbill Stork	White Necked Stork
Oriental White Ibis	Black Ibis	Cotton Teal
Comb Duck	Red Crested Pochard	Black Kite
Egyptian Vulture	Changeable Hawk Eagle	Indian Peafowl

#### NEAR PLACES

Tadoba National Park is enclosed by some beautiful places and temples like Tadoba Lake, Sankatmochan Hanuman Mandir, Shiv Mandir, and Urjanagar Lake. Visit the oldest national park of Madhya Pradesh and get an opportunity to view the striped creature at Tadoba National Park. Other than this, Nagpur is very close from the park that is also known as 'Tiger Capital of India' as it is linked with many tiger reserves in India. There are much more attraction in Tadoba apart of wildlife like Tadoba lake, Tadoba Museum, Panchdhara Waterhole, Vasant Bhandara Waterhole, St. Michael Church, Ayyappa temple, Jain temple, Urjanagar lake etc. Although these places are surrounding to Tadoba but tourists rarely go there because safari is the important activity to do and these places are not of so worth.

#### HOW TO REACH

Tadoba is easily accessible from Nagpur city. There are different entrance gates of Tadoba national park at different distances. Its Mohurli gate is very popular among visitors, which is just 180kms/04:00hrs drive from Nagpur city which is very well connected with all major

metro cities of India along with direct flight from other countries also. Generally it is linked with tour itineraries of Kanha National Park, Pench & Satpura National Parks.

### **By Flight**

Its nearest and best airport option is Nagpur Airport which is just 180 kms from Moharli gate and 150 kms from Kolara gate and Navegaon gate. Further journey from Nagpur airport to Tadoba national park is possible by tourist cabs. We operate tourist taxi booking service for such visits.

### **By Train**

Its nearest railway station is Chandrapur station at a distance of 30 kms from Moharli gate. It is very suitable station to reach nearest point for reaching Tadoba national park. Further journey is possible by cab. If you don't find train for Chandrapur station then consider Nagpur railway station as next best option.

### **By Road**

Road connectivity of Tadoba tiger reserve is good, from its nearby towns, cities and tourist destinations. One can easily travel, by road, from nearby places like Chimur, Chandrapur, Nagpur, Pench national park, Kanha national park, Satpura national park etc.

### **JUNGLE SAFARI**

Tadoba-Andhari Tiger Reserve is managed just like other tiger reserves of India. Here also we can find the tiger reserve divided in core-buffer zones. Earlier, jungle safaris were offered in core zones only but due to increase in tourists arrival, Maharashtra Forest Department opened buffer zone also for jungle safaris. Here popular safari zones are Moharli zone, Kuthwanda zone, Kolara zone, Navegaon zone etc. Here separate gate is provided for each safari zone and they are too far from each other due to which multiple safari zones can't be visited while staying at one hotel. While doing safari ticket booking, we should consider this fact into mind. Here jungle safaris are carried out in open gypsy with maximum limit of 06 tourists per vehicle and open canter (open bus) is also offered with limit of minimum number of visitors. All the safari tickets are booked online and there is no provision of current or counter ticket due to which tourists with confirmed tickets, can only visit Tadoba national park. In case of any absenteeism, waiting tourist may be allowed. Here camera fee is charged separately and safari ticket rate varies in Saturday & Sunday. It gets just doubled on Saturdays & Sundays.

### **BEST TIME TO VISIT**

The Tadoba National Park remains open for 365 day of Year, but the ideal time and season for visiting the park is November to mid March. It has been seen that most of the Indian tourists prefer to visit park as per their festival holidays or children school holidays due to which their presence is better in period of October -December and April - June. The best time to spot tigers at Tadoba is during March to May. Other than tigers, other wildlife can be easily spotted all around the year and winters (December to February) are particularly favorite months for wildlife safaris.

### **ACCOMMODATION**

For accommodation in Tadoba National Park, Resorts and hotels are available in all entrance gates but again close to Moharli entrance gate, one can have much more options for different budget category visitors. On the other hand private professional resorts & lodges of all budget categories (Luxury, Standard & Budget) are available at Moharli gate. Here some of the popular resorts and safari lodges are Irai resort, Tadoba Jungle Villa, Pugmark resort, Serai tiger camp, MTDC Moharli Resort, Svasara resort, Mahua Resort Tadoba, Tiger Heaven, Tadoba Tiger King resort, Jharna Jungle Lodge etc. They are located in different gates and offering good accommodation facility.

### **NEXT TO TADODA**



Tadoba national park has many tourist destinations close to it. Most of the Maharashtra Tourist Destination can be explore after Tadoba such as Nagpur, Chandrapur Akola etc apart of it one can visit other places in Madhya Pradesh and Chattisgarh. Some similar places are also near the Tadoba National Park as Kanha National Park (380 kms), Satpura National Park (400 kms), Pench National Park (290 kms), Nagzira tiger reserve (300 kms), Pachmarhi (380 kms) etc.

### **The existing ECO-tourism**



The eco-tourism projects in Tadoba Andheri National Park implemented by APFDC Ltd, Chandrapur are operated on the principle of the 'design, build, finance and operate' (DBFO) model with the participation of private developers. The developers are given specific concession for the above purpose to operate in the reserve forest without any rights of ownership on the land or other assets created and are allowed to recoup their expenditure before the end of the concession period. In conclusion, one could certainly add that AP tourism is definitely on the eco-trail.

#### **Present Scenario:-**

As informed by Mr. Jawed Salim field officer-WWF India, AP state office, I found out that presently the Chenchus tribes exist at India and AP Tourism governs the majority of tourist activities at the site. One of the irregularities observed was building of concrete structures for the guest houses which differs from the norms of being eco-friendly.

Suggestion: Instead, the guest houses should be built like the tribal people does using natural building substances such as hay, cow dung, mud, etc. Proper waste disposal system should also be developed.

#### **Newspaper report**

##### **CHANDRAPUR**

Maharashtra tourism's India project in trouble

CHANDRAPUR: The much promised eco-tourism project of the AP Tourism Development Corporation (APTDC) in the Rajiv Gandhi tiger reserve at India, may run into trouble even before the tourism project is officially thrown open sometime next month. As part of the eco-tourism project, the APTDC has developed a string of cottages, dormitory and other facilities



in the heart of the tiger reserve at Farhabad, which was once a hunting lodge of the Nizams. The official launch of these tourist facilities, which have been created in a fenced area of about four hectares, is expected to take place sometime in September.

However, officials say these facilities should not have been created within the reserve as any tourism-based activity that interferes with the forest area is not permitted under the National Wildlife Action Plan released by the Prime Minister.

"In fact, in the other tiger reserves in the country, plans are on to shift the tourist bases to outside the forest area," a senior government official said. "This is why the Dhikala tourist zone in Corbett national park in Uttar Pradesh is being sought to be shifted from the park," the official said.

Though the Farhabad tourism zone is not open officially, groups of tourists are being taken there by tour operators, especially during weekends, a tourism department official said. "We are, however, not encouraging anyone to leave the tourism zone and go into the forest as the area has black bears," the official added.

Meanwhile, senior environment and forest department officials are expected to inspect the Farhabad eco-tourism project in the next week or so to see if any forest conservation laws have been violated by the APTDC.

#### **Wildlife at the Site:**

**Availability and Limiting Factors** Regular sightings of various wild animals by the local field staff (Forest Guard, Chowkidars) are reported in the compartment. Also during the field survey done for the feasibility study of the area and identifying the sites for various activities some of the animals like Indian BlueBul female and Wild Boar were sighted in the area. The photograph given below was taken in the compartment no 328 where a small herd of Gaur (Indian Bison) was foraging in the area.



Figure 1: Bison at Ecotourism Site

**Limiting Factors:** Wildlife population vary according to availability of their requirements which fluctuates in quality and quantity depending on the season and the biotic pressure in the area. The availability of food and water mainly govern the status and seasonal movements of wild animals. The main limiting factors are: Food• Water• Shelter• & Breeding Cover In the compartment, food and water are the scarce resources and their availability will be improved by developing grasslands and building stop dams (see section 3.3 for details). Since the compartment has Teak plantations with patches of mix forest and is surrounded by the natural forest it has good shelter and breeding cover for various animals.

## **Contribution during SIP**

## CONTRIBUTION DURING SIP

### WEEKLY REPORT

#### ➤ WEEK 1

- On a very first week in Company, I had training session period in which I had an interaction session with the Managing Directors and my supervisors, etc.
- They exposed the working environment of their organisation and how it differentiate them from other organisations.
- They gave us the basic training how to work in an organisation.
- They introduced us their ongoing running projects in the country and also about their upcoming new projects.
- They made us familiar about their customer satisfaction and guided us how we should deal with the customers.

#### WEEK 2

- They provided us the information and details of their ongoing township projects in the city of Nagpur.
- They told us to do detailed study of this project and try to understand and analyse it.
- All the basic details of the township projects were shared to us by the site supervisor which helped us to have a clear vision of their project.
- They now assigned us the task of doing Marketing Research for this project by having direct interaction with the likely customers who could be the part of this township project.
- Now we had to make the detail data entry of the interested and non-interested customers in excel sheet.
- They told us to provide them with our opinion and suggestions we felt after doing the Market Research and listening to the customer demands and requirements.
- Finally we had to submit a short report on this Market Research.

#### 3<sup>RD</sup> WEEK

- On a very 3<sup>rd</sup> week in session period in which I had an interaction session with the Peoples.
- The Report is collected and report is submitted to Group Leader.
- The Group Leaders is fixed with the meeting and Proper Guide the Group Leader.
- Then the All Group members are discuss the activity Sheet in the Market.

#### 4<sup>TH</sup> WEEK

- The Role Session about the Product Marketing in the Market
- And the Perfect knowledge about the Marketing
- And then Presentation about the Company Product

- Group Presentation Activity about the Different Ways of Marketing Strategy used.

#### 5<sup>TH</sup> WEEK

- In this week the SIP Prospectus and Work sheet is field.
- Then the Topic Discussion i.e. SIP Topic in the session
- The customers Discussion and Feedback in the Customer
- Then Session conducted by the Officer and Report is check.

#### 6<sup>TH</sup> WEEK

- In this week also Fill the Form of customers
- And visit the Online Sites and Other
- Then the Session conducted by the Office.

## **Limitation**

## **Limitation**

1. Due to lockdown there were online internship.
2. Limiting of location study was carry out in tadoba tiger reserve
3. Unable to observe candidate non-verbal skill properly due to virtual mode
4. Due to virtual mode some queries were not solved properly
5. Some desired information could not be collected due to confidentially

## **RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY**

The present study on ecotourism is based on secondary data. The data has been obtained from the related articles, research papers, reports, policies and plan documents of Government of India and Maharashtra. Some data has been obtained from websites of Govt. of India and Govt. of Maharashtra, MTDC as well as Ministry of Environment. Visit to some site has been undertaken to know the environmental status. Importance of Biodiversity refers to the variety and richness of all the plants and animals species in a region. It has direct relation with geography, climate and patterns of vegetation and it is seen in ecosystem such as forest, grassland, lakes, rivers, wetlands, mountains and hills.

Maharashtra has extremely rich diversity of aquatic and territorial flora and fauna. Coastal area of Maharashtra acts as a natural fish nursery. The mangrove forest reduces the fury of tidal cyclonic storm and prevents erosion due to tidal action. Millions of people depend on various forms of biodiversity for their livelihood such as fishing, collection of honey, fuel wood and timber and other forest product. The geographical location of Maharashtra makes it home to a wealth of ecosystem which needs to be protected. The ecosystems representing biodiversity have become the major resource for ecotourism.

Ecosystem and biodiversity of Maharashtra is located in the western part of India with an area of 308,000 km. Geography of Maharashtra is an asset to the ecotourism development.

Western Ghats runs parallel to the coast and has an average elevation of 12000 meter

.Kalsubai near Nasik is the highest peak in the Sahayadri in Maharashtra. Konkan coast plain, 50-80 km in width, lie to the west of these hills. To the east of the Ghats is the flat Deccan plateau. The Western Ghats forms one of the three watersheds of India, from which many south Indian rivers originate. Godawari, Krishna flow eastward into Bay of Bengal forming one of the greatest river basins of India. With the aim to protect and conserve the rich diversity of the region Wild Life Sanctuaries, National Parks and Project tiger reserves have



been created in Maharashtra. There are 6 National Parks, 35 Wild Life Sanctuaries and 4 tiger reserves. Following table offers insight into special features of biodiversity which give rise to unique tourist attractions.

Unique ecosystem found in Maharashtra Gadchiroli –located in east Maharashtra is a unique forest preservation site. It acts as benchmark of naturalness.

- Kaas- A unique site for ground flora. The flora of Kaas is of large number of endemic and threatened species.
- Kaas Plateau of Western Ghats in Maharashtra has been declared as World Heritage site by UNESCO. Lonar- Lonar is located in district Buldana of Vidarbha region. It is an important geological site featuring salt water ecosystem. This lake is created by meteor impact during Pleistocene age. Western Ghats- This mountain range in Maharashtra is known as Sahyadri. It is incredible hotspots of biodiversity. The major characteristics features are the climate, topography, ecology, flora and fauna.

Splendors of biodiversity in Maharashtra Biodiversity seen through these distinct ecosystems are the major spots which pull tourists both domestic and foreign. Environment in Maharashtra supports excellent and varied resources. Maharashtra houses a large number of animal species including the Tiger, Crocodile, Bison, Neelgai, Wild Deer, sambar and rare migratory birds. The State is a home for 27, 22 and 42 per cent of mammals, reptiles and birds respectively, found in India (GoM, 2003). The State has variety of flora and fauna consisting of about 3500 flowering plants, 85 mammals and 460 bird species.

The beauty of the green forest at Matheran and Mahabaleshwar in morning and evening, the majestic movement of tigers in Tadoba , eye catching movement of migratory birds at Bhigwan are the major incentives for nature lovers to explore the specific destination . Each

season gives different perspective of the biodiversity. In the rainy season the fresh green leaves appear full of youthful vigour and surrounds the cascading waterfall in Malshej Ghats of Western Ghats. Majestic white waves rolls in from the Arabian Sea offers leisure tourists visit coastal areas to discover sea world along with exploring water sports and Konkani cuisine .At the end of the rainy season Kaas plateau blooms with thousands of endemic species of flowers. Each winter, thousands of guest birds and colorful ducks transform the water bodies into bird sanctuary presenting bird lovers a chance to explore in bird paradise. The hot climate in summer push the residents to visit the hill stations located in Sahyadri mountain ranges. Adventures sports associated with all these are attributes of biodiversity.

## **FINDINGS AND SUGGESTION**

## FINDINGS

After making an in-depth study on various aspects of Eco-tourism and its Sustainability in India in the previous content. The current content will be designed as findings on the basis of the previous content. Firstly, this chapter gives a summary about objectives, and chapterisation of the report. This study is conducted on the basis of the following objectives: -

The major objective of the study is to make an evaluation of eco-tourism destinations in India.

The sub-objectives are: -

- To study various types of Eco-Tourism sites in India.
- To study current scenario of Indian Tourism Industry.
- To analyse various initiatives taken by Government of India by Eco-Tourism.

1) The first chapter gives an introduction to the study. The first part of this chapter deals with Tourism and Tourism in India. Then we have talked about the global scenario of tourism industry and the developments that are taken place in India in recent years.

Second part includes eco-tourism, when did it started, importance, steps to become an eco-tourist and top 10 states that are encouraged by eco-tourism development.

Third part talks about the sustainable tourism in which we have mentioned the steps to make eco-tourism sustainable and how eco-tourism and sustainable development in India is done.

Fourth part includes the impact of Covid-19 on tourism industry.

2) The second chapter reviews on the literature available on the subject of tourism, tourism industry in India, eco-tourism and sustainability tourism.

- 3) The third chapter indicates the organisation of the report i.e., rationale, objective, scope, research design, data collection tools, beneficiary and limitations.
- 4) The fourth chapter provides an analysis of government initiatives and investments for eco-tourism and sites of eco-tourism in India.
- 5) The fifth chapter presents the findings of the study.
- 6) The sixth chapter presents recommendations and conclusion of the study.

## **TOURISM IN INDIA AND GLOBAL SCENARIO OF TOURISM INDUSTRY: -**

- India ranks 68<sup>th</sup> among the world's 139 most attractive destinations.
- It ranks 8<sup>th</sup> on natural resources and 24<sup>th</sup> on cultural resources.
- India has 30 world heritage sites.
- It is world's fastest growing industry.
- Tourism Industry varies in different parts like: Domestic Tourism, Inbound Tourism, Outbound Tourism and the sub-categories are Internal, National and International Tourism.
- WTO forecasts that one billion arrivals in 2010 versus approx. 693 million today.
- Accordingly, in 1995 there was 565.4 million people travelled all over the world than in 2010 it increased to 1006.4 million and in 2020 it has become 1561.1 million travellers.
- Foreign tourists arrived in India in 2018 was 10.56 million.
- In 2000 India's rank in International tourist arrival was at 50<sup>th</sup> position and declined to 54<sup>th</sup> position in 2002. There is steady increase in the rank after 2002 till 2018. Now, India

ranks 22<sup>nd</sup> in year 2018.

## **ECO-TOURISM DEVELOPMENT IN INDIA**

- The study shows that Ministry of Tourism and Government of India has taken many efforts and measures in ecotourism, like eco-friendly guidelines, action plans for ecotourism policy and so on.
- Thenmala in Kerala is the first planned ecotourism destination in India.
- There is an ecotourism theme under newly launched Swadesh Darshan for development of tourism infrastructure.
- Tourism industry in India in 2008 was US\$100 billion and that increased to US\$275.5 billion in 2018 and at a 9.4% annual growth rate.
- The demand for tourism and travel in India is grown to 8.2% between year 2010 and 2019 and India took 3<sup>rd</sup> position in the world.
- In year 2019 the report forecasts India to get capital investments worth US\$94.5 billion in travel and tourism sector.

## **SUGGESTION**

The following will be the other recommendations, which may be given for the improvement of ecotourism and its sustainability in India: -

- The central and state governments should allocate necessary funds from time to time for the purpose to improve roadways, transportation, ensure clean and hygienic environment and provision of safety and security conditions at tourist spots. Every year,

give separate budget for ecotourism development programs.

- To motivate local community to increase their involvement in sustainable tourism activities. Education and guidance must be provided for the stakeholders involved in ecotourism in order to secure better participation of local communities in ecotourism. Participation of women self-help groups in the conservation programmes will help in ecotourism development.
- Protection and conservation of total bio diversity and implement animal welfare programmes for wildlife protection. In Periyar Tiger Reserve, implement projects to ensure the protection of tigers for all time. Public participation is essential in protecting the flora and fauna from wildfires, maintain rare and uniqueness in coral reefs, etc.
- Appoint more staff at the Periyar Wildlife and Eravikulam National Park. Human resources play a crucial role in the success of a service industry like tourism. The quality and quantity of human resources is equally important. Proper facilities for training and development of staff should be provided by tourism industry.
- Construct more ecotourism facilities by using eco-friendly techniques like solar energy, capture and utilisation of rain water, recycling of garbage, natural cross- ventilation instead of air-conditions, a high-level self-sufficiency in food generation through ecological farms, aquaculture, etc.
- There is also need to involve private sector in tourism development. Public and private partnership can do a lot in this area.

## **CONCLUSION**



## CONCLUSION

1.The sustainability of an ecotourism development or project can be expected to depend on its economics, the extent to which it is compatible with the conservation of its resource base, its social acceptability and its political feasibility. Sustainability and compatibility aspects of ecotourism are closely linked. Ecotourism development may not be compatible in some areas with profitability. Consequently, government intervention in the management and development of ecotourism is often required.

2.Tourism in nature-based areas should be ecologically sustainable. There should be provision for learning process for a visitor. It can be a tool for environmental conservation, local empowerment, poverty alleviation and so on. So, it requires well planning on the basis of regulations. This study reveals that tourism has a positive side on the social aspects as it provides more and high-quality services. Ecotourism enjoys a significant superiority over general tourism with regard to tourist arrivals and economic, social and environmental benefits.

3."Tiger Wilds - Farhabad Nature Camp", conceptualized by the Tadoba Andheri National Park Tourism Development Corporation (APTDC), calling the nature-lovers as well as those people with 'wanderlust' to spend time in the confines of nature, came as a good opportunity for the Chenchus in terms of useful employment.

Located about 160 km from Chandrapur, *en route* to India, the eco-tourism project, as it was called by the APTDC, was thrown open to people during mid-2002. It had cottages designed like the traditional homes of the Chenchus.

4.In addition to the luxury of stretching your feet in the environs of the Tiger Wilds, opportunities to undertake adventure sport such as trekking, wilderness camping and

rappelling were introduced. And the Chenchus were employed as guides for tourists and also to man the camps.

With an infrastructure available to accommodate about 30 people, in huts and a bigger dormitory, the nature lodge also boasted of a tree canopy restaurant. Plans were also afoot to run a battery-operated vehicle for tourists from the main road to the Farhabad Nature Camp.

5. The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is an important source of foreign exchange in India similar to many other countries. The foreign exchange earnings from 2016 to 2019 grew at a CAGR of 7% but dipped in 2020 due to the COVID-19 pandemic.

In FY20, tourism sector in India accounted for 39 million jobs, which was 8.0% of the total employment in the country. By 2029, it is expected to account for about 53 million jobs.

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