Challenges And Opportunities For Eco-Tourism Development In Dalma Wildlife Sanctuary

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Abstract: Ecotourism is nothing but the strategies for preserving the natural and cultural assets for the upcoming generation as well as a process for enhancing the local communities’ life economically and socially without any negative impacts on their emotional and traditional values. This study was conducted to identify and address the inherent challenges facing by the Government officials for developing and managing the eco-tourism in Dalma Wildlife Sanctuary. Secondly, this study will explore the opportunities, which were lagging behind for eco-tourism development. For this, data collection is done from the government officials, who are directly involved in the development of eco-tourism in Dalma Wildlife Sanctuary and tourists through personal interviews, structured questionnaires and observations. The first set of the questionnaire is randomly administered to government officials of the forest department of Jharkhand and tourism department of Jharkhand. The second set of the questionnaire was for the tourists who are going to visit Dalma Wildlife Sanctuary. In this study, responses were taken from 50 government officials and 260 domestic and international tourists. An Exploratory factor analysis was employed to access the factor structure of the variables that describes the main challenges being faced by the local government for eco-tourism development in the respective sanctuary. A descriptive statistical analysis was done to identify the profile of the tourists. A series of Multivariate Analysis of Variance (MANOVA) procedure was performed to test any significant differences in the underlying dimensions amongst the tourist’s with different demographic characteristics. The findings of this study revealed the main challenges faced by the government officials and the tourists and as well as the opportunities which were lagging behind for the development of eco-tourism in the respective sanctuary. This study is limited to Dalma Wildlife Sanctuary only, and the findings cannot generalize to other sanctuary of Jharkhand or the other states of India.

Keywords: Eco-tourism, Challenges, Opportunities, Dalma Wildlife Sanctuary, Destination Management

1 INTRODUCTION
Ecotourism is one of the newest versions of tourism, which is gaining the fast motion in the development of the country’s GDP. It is a responsible act towards the natural areas, which preserve the natural and cultural assets & lead the welfare of the local community of the destination. The significance scope of ecotourism is growing globally because the sustainability dimension of ecotourism does not only advocate for safeguarding of the biodiversity but also economically and socially fit for the local community. Recently the local community has come up with the most important stakeholder and their pro-active and energetic participation in tourism activities is a key of successful tourism in the respective destination. (Harun & Chiciudean, 2018). Eco-tourism is a way to develop tourism in the natural areas and a mode of preserving it in a sustainable manner.(Saw, 2018). More visits to the wildlife sanctuary or the national park contribute to the development of the region along with the social, environmental and the economical sustainability for the local people, which consequently have the great support for the natural areas. (Thapa & Lee, 2016). Ecotourism has the potential for the frequent solution for the local community related to the social and economic background and as well as for the conservation of biodiversity in the region. (Snyman, 2016). The land of forest or the land of tribes, Jharkhand is one of the wealthy states among all the state of India with 29% of forest area.

This state has the potential to promote tourism and has plentiful opportunities to offer to tourist having willingness to take a dip in its natural and cultural heritage.(Saw, 2018). Jharkhand means “Part of Forest” which offers a perfect holiday option. Its evergreen forest, the natural beauties, wildlife, number of waterfalls, gives a true bonanza to the nature lover tourist.

The major objectives are as following;
1. To explore, the opportunities of eco-tourism in Dalma Wildlife Sanctuary.
2. To understand the critical challenges being faced by the government as stakeholder for the development of eco-tourism in Dalma Wildlife Sanctuary.

2 LITERATURE REVIEW
Ecotourism in Africa from the past 30 years has experienced a number of challenges especially in east and the central part of the countries has despoiled with the civil wars, which have the tremendous scope and the potential of eco-tourism development. Another reason is poor quality of the infrastructure has rendered most of the countries of Africa with diverse wildlife and abundant species inaccessibility which is really affecting the potential of eco-tourism in those countries. (Backman & Munanura, 2016). Understanding the local community’s emotion, beliefs, traditions and socio-economic benefits, helps the planning and policy makers to develop and implement the long term sustainable strategies to keep the place naturally and culturally fit. (Harun & Chiciudean, 2018). The management have the similar challenges related to local community, tourist, environment and government sector in natural areas. Problems like infrastructure and seasonal inaccessibility is one of the major factors counting against tourism growth in Okomu national park, Nigeria. Moreover, this park has encountered with many obstacles like inadequate facilities, funding and households of Oguta community, lack of maintenance, and most relevant are
lack of Government interest and corruption. (Jjemah & Okoli, 2016). For the improvement of socio-economic of Jharkhand, there is a need to develop tourism while keeping the sustainability of the natural and cultural beauty. Eco-tourism plays a vital role in responsible and sustainable development. Jharkhand, where plenty of natural beauties available just need to take a cue from this without any disturbance to local community and ecology, promote tourism. This research paper focuses on the detailed information regarding the problems and prospects of tourism in Jharkhand. (Saw, 2018) Ghana is a well-known ecotourism sites with plenty of opportunities and potential to develop it. In this study, researchers have come out with the problem of anthropogenic climate change and its impact on ecotourism in Aburi Botanical Garden, Ghana. The study confirmed that the change in patterns of rainfall and the temperature has insignificant impacts on the flora and fauna of Aburi Botanical garden. Because of this the ecotourism potential has remain unharmed and so it is recommended that the Aburi Botanical garden has properly maintain the standards and upgrades its systems to promote ecotourism effectively and efficiently. (Agyei, 2019). The challenge helps the government official to formulate and implement the tourism development strategies, which specifically gives the benefits to the local community as well as tourist and environment. From the future prospect, the effectiveness of the tourism will ultimately depend on the following question like what form of tourism has to be developed in which place and who will get benefited and as well as when, where how it can be a implemented in an appropriate. (Gebremariam, 2018). The Effective planning, strategies, implementation process and management of the ecotourism should be refers to the concept and fundamental of ecotourism that is involvement of eco-tourism activities, sustainability, education, awareness, beneficial for local community, and satisfied tourist. (Yacob, Radam, & Samdin, 2011) The analysis of the perception of stakeholders reveals that, ecotourism can be a catalyst by being learning tools for the entire age category, the local community and tourists. However, still there are several factors like lack of awareness, education, government interest, stops ecotourism from reaching it in a full potential mode by strengthening the link between the preservation and sustainable development in the Monviso Transboundary Biosphere Reserve. (Mondino & Beery, 2018). One of the major reasons is corruption and the top down governance approach to wildlife and the protected area management has become a limitation or major challenge to the success of eco-tourism in many countries like African Countries with tremendous ecotourism potential. (Backman & Munanura, 2016). The Literature review provided a clear path to investigate the critical challenges and the opportunities for eco-tourism development process in Dalma Wildlife Sanctuary. However, the literature does not include some significant challenges being faced by government department. At this point, the result of this study demonstrated whether the hypotheses are supported or not. However, in the main body of this study, the independent variables (the challenges) explained after the extraction with the help of factor analysis and the discovered the relationship between the opportunities and the demographic profile of the tourist through MANOVA.

3 MATERIALS AND METHOD

The study is conducted in Dalma Wildlife Sanctuary, Jamshedpur during February – March 2019 in order to identify the critical challenges and opportunities for eco-tourism. This study applied convenient sampling approach for the data collection from government official and tourists visiting this sanctuary. And because of that, this might let to biasness. Therefore, to remove these bias multiple imputation and predict the bias technique were used. (Thomas, Amy, Philip, & Katherine, 2015). There were two set of questionnaire first one for the government official and the second one for the tourist. The relationship between the opportunities and the demographic profile of the tourist was analysed with the help of MANOVA. (Chen, 2000). Hypothesis one & two are tested by MANOVA, to find out the significant relationship between the demographic profile of the tourist and the opportunities of eco-tourism (Purpose and eco-tourism activities. Hypothesis 3 is tested to extract the less significant challenges through factor analysis. Researcher has find out through literature reviews that, the author (Alwajafah, Garcia, & Macias, 2019) has used the statistical test (factor analysis) to analyse the data and to explain the dependent variables after extracting domains via factor analysis test.

4 STUDY AREA

Dalma Wildlife Sanctuary a paradise of elephant, situated around the Dalma Hills, which is a much larger area. It is located about 100 km. from the capital city Ranchi, and 10 km. from the steel city Jamshedpur. This sanctuary attracts varied group of people right from the city dwellers, students to nature lovers. This wildlife sanctuary runs parallel to the NH-33 with majestic hills as high as 915 ft. from sea level. Dalma Sanctuary spread over 193sqkm of East Singhbhum and Saraikela- Kharsawan districts of the Jharkhand state. Because most part of Dalma forests shed leaves in the summer and full bloom at the onset of monsoon it comes under the category of peninsular Sal and Northern Dry Mixed Deciduous Forest. It is one of the most visited sanctuary in the Jharkhand, which has immense natural and cultural beauty, opportunities and potential for developing tourism. Inside the Sanctuary, there are number of villages with vibrant culture, which attracts many tourists every year. From last few years, the forest department of the Jharkhand is developing Dalma Wildlife Sanctuary as a best eco-tourism destination. They are putting all the efforts to keep this sanctuary in the world tourism map.

Conceptual Frame Work

Challenges in eco-tourism development are an on-going phenomenon and has adverse effect on eco-tourism development process. Challenges related to local and tourist, environment and government sector (Forest Department) are the main obstacles, which comes during the eco-tourism development process. Dalma wildlife Sanctuary serves as home to a number of flora fauna and as well as the local community and the tribal and have the plenty of opportunities for the tourist especially for the eco-tourist to perform activities like nature walk, mountaineering, bird watching, photography. This framework, therefore helps to discover the critical challenges (independent variable) and their factors, which have the negative effect on eco-tourism development.
process (dependent variable) and also explore the relationship between the opportunities (independent variable) existing in the sanctuary i.e., eco-tourism activities and purpose to visit having the positive effect on eco-tourism development process (dependent variable).

Formulation of Hypothesis
National park and the wildlife sanctuary is the jewel of the country which plays a significant role in the provision of recreational and adventure opportunities for the tourist to enjoy and experience the natural beauty, but also need continues support from the local people of that area. (Thapa & Lee, 2016). Therefore, with help of this research paper the researcher has formulated the following hypothesis;

H1: There is a significant relationship between the demographic profile (Age, Gender) and the purpose of visiting Dalma Wildlife Sanctuary.

H2: There is a significant relationship between the demographic profile (Age, Gender) and the eco-tourism activities existing inside the Dalma Wildlife Sanctuary. The evidences of the Tanzania has revealed that the country has not utilized its most of the ecotourism potential and the reason is inaccessibility in some protected areas, inadequate infrastructure, and insufficient marketing and promotion which actually minimizing and localized the ecotourism activities in Tanzania. To overcome with this problem, there is a need of regulatory authorities to articulate clear policies, regulations, and guidelines that outline the strategies on how to implement ecotourism activities in most parts of Tanzania while benefiting the local community, the environment in a sustainable manner. The researcher has outlined the various ecotourism attractions and activities, examine the magnitude and opportunities as well as the challenges of ecotourism practices in Tanzania. (Mgonja, Sirima, & Mkumbo, 2015). Therefore, with the help of this research paper the researcher has suggested the following hypothesis;

H3: There are a significant number of challenges being faced by the government as stakeholder for the development of eco-tourism in the sanctuary.

5 DATA ANALYSIS AND RESULTS

Tourist's Profile
About more than half of the respondents (58.8%) were males and about 53.4% respondents were married and 32.8% were unmarried. About 23.1% had an annual income of 04 to 08 lakh and 29.6% respondent was students or homemaker with no income. The majority of the respondents (63.5%) reported that they are graduated. With regard to the age of the respondents, about 34.6% were between 31 to 40, and 18.8% indicated they were older than 50. About 37.7% of the respondent, they are in age between 31 to 40, and 18.8% indicated they were older than 50. About 32.8% were unmarried. About 23.1% had an annual income of 04 to 08 lakh and 29.6% respondent was students or homemaker with no income. The majority of the respondents (63.5%) reported that they are graduated. With regard to the age of the respondents, about 34.6% were between 31 to 40, and 18.8% indicated they were older than 50. About 37.7% of the respondent, they are in age between 31 to 40, and 18.8% indicated they were older than 50. About 32.8% were unmarried. About 23.1% had an annual income of 04 to 08 lakh and 29.6% respondent was students or homemaker with no income. The majority of the respondents (63.5%) reported that they are graduated. With regard to the age of the respondents, about 34.6% were between 31 to 40, and 18.8% indicated they were older than 50. About 37.7% of the respondent, they are in age between 31 to 40, and 18.8% indicated they were older than 50. More than half of the respondent 60.4% were using their own vehicles to visit this sanctuary. The majority of the respondent 71.5%) visiting this sanctuary with their family and 50% of the respondent having the later plan to visit this sanctuary again. This means the Dalma Wildlife Sanctuary having the great potential or opportunities to develop eco-tourism.

Analysis of Challenges and Opportunities Variables.
Principal factor analysis (PCA) was conducted to access the dimensionality of the 23 variables used to evaluate the challenges being faced by the government official for eco-tourism development in dalma wildlife sanctuary. Researcher has used a 5 point Likert-scale based on the following scale i.e., 1 is strongly disagree; 2 is disagree; 3 is neutral; 4 is agree; 5 is strongly agree to evaluate each variables. To determine the appropriateness of factor analysis, the Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy and Bartletts’ test of Sphericity were performed and the result revealed the value of .72, which is sufficient for further analysis such as MANOVA. (Tabachnick & Fidell, 1989) As for the alpha reliability coefficients, a factor with the value less than .70 is not considered a valid dimension in explaining the critical challenges of eco-tourism development process. (Nunnally & Bernstein, 1994)

Opportunities of Dalma Wildlife Sanctuary.
The researcher has found that the 48.5% respondent’s purpose to visit Dalma Wildlife Sanctuary is weekend gate away with their family or friends. Moreover, 69.8% of the total respondent having the purpose to visit this sanctuary is wildlife photography, weekend gate away, and to experience the local life or culture. Only 11.5% of the total respondent having the purpose is adventure, and the reason they have mentioned are inadequate facility of adventure equipment, safety and security, trainer. Therefore, this is the challenges what tourist faced during the adventure activities. Regarding eco-tourism activities, the 24.2% of the entire respondent is extremely satisfied with the visiting of monuments as a part of eco-tourism activities. The 50% respondent of the total respondent is very satisfied with the Interaction of local people in Dalma Wildlife Sanctuary to know their tradition and the culture, and 39.6% respondent having moderate satisfaction level with wildlife photography, and 25.4% respondent is slightly satisfied with the activity of buying handicrafts. In MANOVA, researcher has to consider the Wilks’ Lambda test only, and the p-value is 0.05. In Table 01, the researcher has the p-value is .000, since this is less than .05, so researcher is rejecting the null Hypothesis. The age of the tourist and the purpose to visit the sanctuary, significantly related to each other. And in Table 02, here for the gender, the p-value is 0.031 which is less than 0.05, so the researcher is rejecting the null Hypothesis. It means the gender of the tourist and the purpose of visiting the Dalma Wildlife Sanctuary having the significant relationship.

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Here in Table 03, the p-value is .024 since this is less than .05, so researcher is rejecting the null Hypothesis. The age of the tourist and the satisfaction level on eco-tourism activities are significantly related. And in the table 04, the p-value for the gender .216, since this is greater than .05, so researcher has failed to reject the null Hypothesis. It means there is no significant relationship between the gender of the tourist and the satisfaction level on eco-tourism activities existing inside the Dalma Wildlife.

Challenges being faced by the Government Officials
Here in the Table 05, the factor loading of almost all the factors found to be above 0.7, which shows that they are significant challenges and having the adverse effect on the eco-tourism development process in Dalma Wildlife Sanctuary. Only the factors that is, illegal logging in the sanctuary, Government receive supports from the other department, hunting and poaching in the sanctuary, loss of habitat for the animals, are found to be less significant or having minimal effect. Hence, they removed from the further analysis.

The mean and standard deviation of 23 variables attitudes presented in Table 8. Respondents were most likely to agree that (a) locals are not ready to accept changes, (b) domestic livestock grazing & weed infestation, (c) encroachment by farmers. Meanwhile they are inclined to disagree with these variables (a) commercial mining, (b) industrial wastages and pollution affect the sanctuary, (c) communication barrier between the local community and the government official and (d) presence of illegal distilleries in and around the sanctuary. The results indicate that the government official especially the forest department was believed that eco-tourism development process is having the number of problems. However, they are trying to remove those obstacles and improve the eco-tourism development process in an effective manner. The Communalities total variance explained in Table 9, for the first seven factors found to be more than 1.0 and the cumulative percentage is 80.040. It means all the first seven factor that is, co-operation among the various govt. department, local are not ready to accept changes, infrastructure challenges, environmental degradation and ground water depletion, loss of habitat for animal, loss of habitat for local community, safety for wildlife, safety for tourist and local problem in project implementation and administration set up.
The second major findings of this research work is, the gender of the tourist has no significant relation with the eco-tourism activities in Dalma Wildlife Sanctuary, it means in different tourism activities because of having the different age group & gender of the tourist has no significant relation with the eco-tourism. However, the age factor plays a vital role to perform the tourism development process in Dalma Wildlife Sanctuary. Adding adventure activities will be a positive step to increase tourists all year especially on weekends.

8 FUTURE IMPLICATION
This research contributes to the literature in several areas. The result of this study will be utility for the forest department and other government official, who are dealing directly or indirectly with the eco-tourism development process in Dalma Wildlife Sanctuary and help them to understand the opportunities that are lagging behind in the respective sanctuary and also can understand the types of critical challenges while eco-tourism development process. As well as, it will help them to make new planning, strategies and provide idea to implement them in such a way so that it can be beneficial for tourist, local people and for the environment. Finally, this is the first in-depth study of the government official and the tourist regarding challenges and opportunities of the Dalma Wildlife Sanctuary; hence, it offers the opportunity to set a benchmark to examine the other sanctuary of the Jharkhand state for further evaluation in the study. Future studies should considered an examination of the tourist related to satisfaction on the service quality provided inside the sanctuary and also can come up with the impact of eco-tourism development process on the local community, environment.

9 LIMITATION
The researcher paper is limited to Dalma Wildlife Sanctuary and the government official with less sample size for government officials i.e., 50 from forest department and the tourism department. Because of the money and time constraint, the researcher has collected their data only in two month. In this study researcher has only investigate the money and time constraint, the researcher has collected their data only in two month. In this study researcher has only investigate the money and time constraint, the researcher has collected their data only in two month. In this study researcher has only investigate the money and time constraint, the researcher has collected their data only in two month. In this study researcher has only investigate the money and time constraint, the researcher has collected their data only in two month. In this study researcher has only investigate the money and time constraint, the researcher has collected their data only in two month. 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