

## Eco-Tourism in Nehru Zoological Park

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### INTRODUCTION

Many interrelated processes influence the potential and success of ecotourism within a protected area and links between natural areas, local people and tourism have been highlighted in this study. Although there is no standard comprehensive method to evaluate the achievements of an ecotourism site, several approaches that assess tourism affects by using measurable indicators have proven useful. A path has been presented to guide the establishment of ecotourism such that synergistic relationships between natural areas, local populations and tourism may be achieved. The path can also be used to assess the status of ecotourism at particular sites.

Indicators informed by theory, and validated by stake- holders, can facilitate assessment of the status of ecotourism at a given site, and aid in identifying existing strengths, weaknesses and opportunities to be explored. Government need to take proper initiation for safety and security of tourists in terms of accommodation, medical facilities and shelter and proper food facilities with reasonable price.

**Table 1.1-Gender wise respondents**

Category	Frequency	Percentage
Male	87	58.0
Female	63	42.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

*Source: Primary data*

As per the above table out of 150 respondents 87 are male and 63 are female. Total 58% of the respondents are male and remaining 42% are female, for the data collected. From the above table it is inferred that there is no gender discrimination in Eco-tourism.

Therefore, with the male and female are very much interested to watch and enjoy the Eco-Tourism activities almost equally. The Zoo authorities have to provide all facilities according to the requirement of male and female visitors in the Zoo.

**Table No 1.2-Age wise respondents**

Category	Frequency	Percentage
10-20	41	27.3
21-30	40	26.6
31-40	23	15
41-50	15	10
Above 50	31	21
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey(2012-13)*

The above table indicating that the most of the respondents in the Zoo are children aged people by occupying 27.3% of share from the total 150. The second priority goes to 21-30 aged people , indirectly the parents of respective aged children's and the same of reflecting with 26.6% with Above 50 aged people, where old aged people come along with their families to visit Zoo and enjoy. The table also revealed that children and teenagers are most attracting aged grouped towards Zoo to spend their weekends enjoyably. At the same time earned people group of 41-50 are visiting very less percentage with only 10% where they are focusing more on life settlement rather than enjoyments. The overall impression on Zoo visitors are children's and old aged people.

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**Table No.-1.3-Profile of respondent's education wise**

Category	Frequency	Percentage
SSC	17	11
Inter	9	6
UG	67	45
PG	49	33
Others	8	5
<b>Total</b>	<b>150</b>	<b>100.0</b>

*Source: Primary data*

As per the above table the educational qualifications, out of 150 respondents revealed that most of the respondents are well educated people. The under graduates are 45% and post graduates are 33% followed by 11% people are SSC, intermediate respondents are 6% and the least people are others with 5%.

The above table inferred that highly educated people have keen interest to visit and know about Eco-Tourism activities by occupying more than 70% of respondents.

Therefore, the result reveals that most of the Eco-respondents are highly educated people who have much interest to learn and make their children to learn about eco-tourism. The scholarly people have to take up good number of activities in their community and see that people show interest and also protect the animals and birds.

**Table 1.4-Profile of respondents occupation wise**

Category	Frequency	Percentage
Government Employees	38	25.3
Private Employees	21	14
House Wives	26	17.6
Professionals	17	11
Students	48	32
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey*

According to the profession wise analysis in Zoo visitors, the most of the visitors are Students where occupying major share with 32%, followed by Government Employees 25%, The third priority goes to housewives with 18% where most of them are visiting along with their children's at weekends to make them happy. The (Professionals) lawyer and business people are occupying 11% percentage in the share because of their daily work busy. Students are made up of the series by taking almost 1% share where most of them are coming for knowledge gaining and enthusiasm in that age.

The overall Zoo visitors according profession wise indicating that Students and government employees followed by housewives are visiting a lot to Zoo for the purpose of enjoyment and sometimes share happy with their kids.

**Table 5**

**Annual Income wise Classification of respondents (Rs in Lakhs)**

Category	Frequency	Percentage
0-1 ,00,000	47	31.0
1,00,001-2,00,000	56	38.0
2,00,001-More then	47	31.0
<b>Total</b>	<b>150</b>	<b>100</b>

**Source: Primary data**

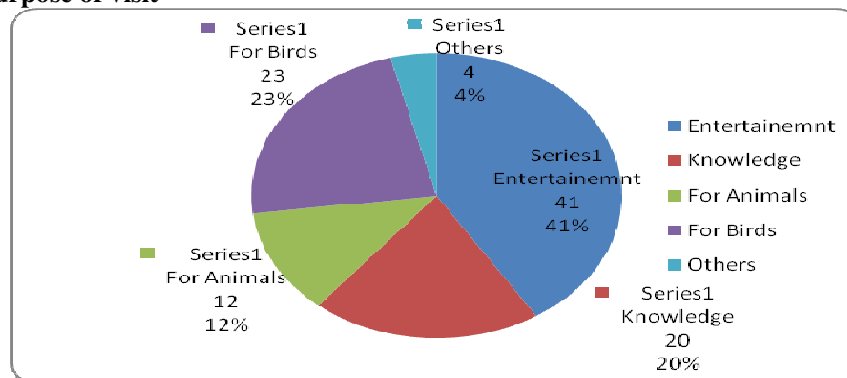
The above table reveals that most of the respondents are middle income people with 1-2 Lakhs captures 38% share followed by equally distributed low and high income people with 31% each. Therefore, it can be conclude that all categories of visitors middle income group constituting 38% and visiting the Zoological Park this can be attributed. Themselves respondents middle income group people attracting.

The table inferred that middle income visitors are the very frequent visitors for Eco tourism, where they are not much great investors for long tours. The middle income people for the purpose of knowledge and information are visiting Eco- tourism places along with their family and children. It suggested that the authorities & government of India & Andhra Pradesh have to provide sufficient packages to attract low & middle income people to the zoological park.

**Purpose of visit:**

When the eco tourists are enquired about their purpose of visit to the Zoological Park, they revealed that they are visiting for entertainment and for watching different varieties of birds in the Zoo. The results are presented in the chart 5.2.

**Chart 1-Purpose of visit**



**Source: Field survey (2012-13)**

Most of the tourists are coming for entertainment along with family members in Eco Tourism and birds watching followed by providing Knowledge to their children.

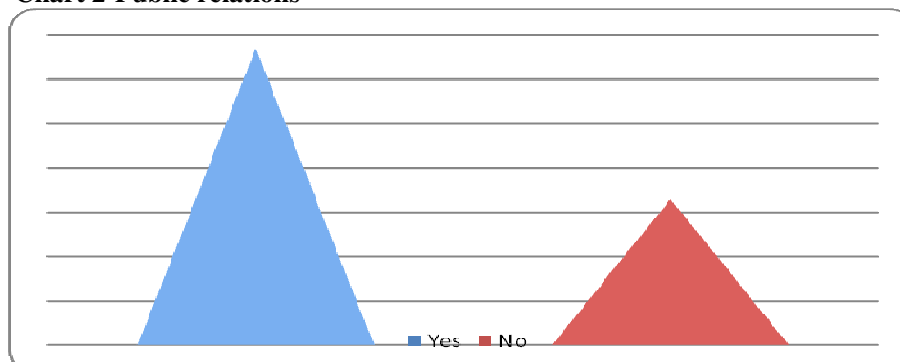
The Chart inferred that only for the Entertainment and to get relief from regular life most of the visitors are visiting the Eco-oriented places. The next priority given to rare Birds watching by the children and family members, followed by wild animal watching and for other reasons.

Therefore, all the tourists are coming to Zoo for entertainment and enjoyment purpose only. To attract more number of visitors to the Zoological Park the Nehru Zoological Park authorities have to concentrate on increasing more number of animals in the Zoo. They should announce a policy to adopt animals by donating money towards food and medical facilities of one animal per year.

**Public relations:**

The visitors revealed that the Zoo authorities maintain good public relations with the visitors who visit the Zoo. The results are presented in the chart 5.3.

**Chart 2-Public relations**



**Source: Field survey (2012-13)**

From the above chart it is indicating that Zoological park maintains very good Public relations with the visitors.

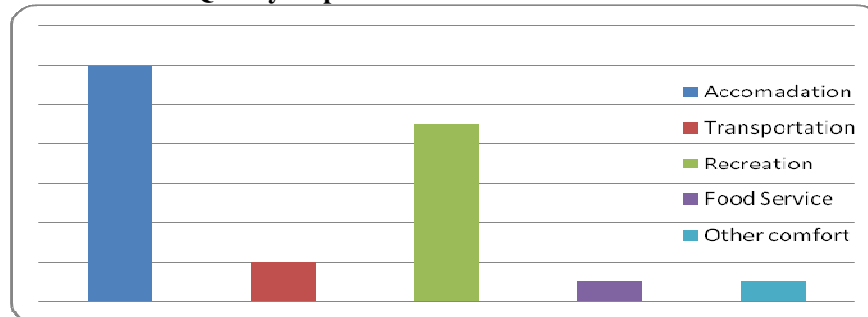
The officials and staff in the Zoo are maintaining good public relations in the form of guiding the people and also handling the grievances of the visitors who visit the Zoo.

The zoo authorities have to train the employees in public relations and also incorporate some good practices followed in other countries with respect to satisfy the visitors who visit the Zoological Park.

**Quality improvement areas:**

The tourists when enquired have given importance to accomodation, transpertation, recreation, food service and other comforts at the Zoo. The results are presented in the chart 5.4

**Chart 3-Quality Improvement areas**



**Source: Field survey**

Out of 25 Service providers most of the respondents agreed that good accomadation required for Eco Tourists , followed by recreation and transporataion.

The above chart indicates that tourists are suffering with the accomadation in Eco tourist places, baccuse most of them are travelling from longer places to visit the Zoo, in this regard refreshment is mandatory. The second important concept is recreation facilities to be improved to make the children happy when they visit the Zoo park.

**MAJOR FINDINGS**

- ✓45% of the respondents agreed that they came for entertainment in Eco-tourism
- ✓All the respondents are equally rated that mode of vehicle may be by own vehicle, or rent vehicle or combination of both.
- ✓71 % of the tourists prefer to stay in Choultries; this may be the cost factor.
- ✓Tourists are concentrating more on bird watching in their Eco trip followed by watching tigers and to enjoy the clean weather.
- ✓Family members especially Children are highly influenced by eco tour
- ✓Tourists are happy with the medical facilities provided by the authorities.
- ✓At Zoo the tourists are unhappy with the information centers.
- ✓Tourists are very unhappy with the tariff and prices of various items including food and other facilities.
- ✓People are happy with the interior decoration made by the service providers.
- ✓Visitors are unhappy with grievance of tourist and redress of grievance at Zoo in terms of lost of luggage and theft sometimes.
- ✓Maintenance of zoo environment rated as average.
- ✓Staff behavior is good in the visitors' point of view.
- ✓The environment and hygiene in various places of zoo was not up to the mark.

**CONCLUSIONS**

- ★ Proper information centers need to be established for the clarity of visitors.
- ★ 47% of the respondents are questioning of security for their luggage and baggage's, this need to be improved.
- ★ Proper traveling facilities for senior citizens and old aged people i.e. wheel chairs, eco-friendly cars need to be introduced. Though entire family can enjoy the ride sitting at one place.
- ★ Cleanliness and Hygienic conditions need to be maintained for the safety of the children and to protect from communal diseases.

- ★ Majority of visitors to the zoological Park are the people who are interested on nature and animal lovers.
- ★ The prices at the zoo should be reasonable as students and family members visit the Zoological Park.
- ★ 56% of the tourists prefer to stay in Choulteries.
- ★ To the Zoological Park maintain good Public Relations.

#### **SUGGESTIONS**

- ★ The employees and staff need to be more polite towards tourists and visitors for further better feedback and to attract more visitors.
- ★ Internal transport facilities like green vehicles need to be introduced for the help of children and old aged people, as it is very big campus to watch and enjoy.
- ★ More animals and birds need to be collecting for better enjoyment of visitors.
- ★ Highly satisfied customers will give positive word of mouth advertisement for the Zoological Park, which ultimately fetch more visitors and income; this has to be maintained in all terms.
- ★ Proper information centers about the Nehru Zoological Park are to be provided in schools, colleges and other important places to make the people visit the Zoological Park.

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