

Nature Based Tourism Planning: A Case Study of Aritar, East Sikkim

A Thesis Submitted
To
Sikkim University



In Partial Fulfilment of the Requirement for the
Degree of Master of Philosophy

By
Primula Sharma
Department of Tourism
School of Professional Studies

July 2020



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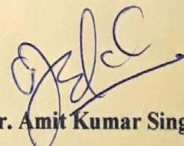
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I wish her all the success in her future endeavors.

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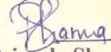
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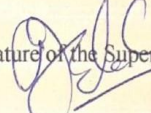
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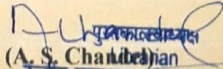
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List of Abbreviation

NBT	Nature Based Tourism
UNWTO	United Nation World Tourism Organization
NBTP	Nature Based Tourism Planning
TSA	Tourism Satellite Account
MOT	Ministry of Tourism

ABSTRACT

In the recent decade, a growing market of NBT has been observed due to the inclination of visitors for enjoying the natural attraction and participate in nature-based activities. However, paucity of researches have been attended in the planning of NBT in India. Following the dearth of research on NBT planning this study has reported the major issues, challenges and opportunities in nature-based tourism planning in Aritar, Sikkim and its impact on tourists and local residents. Data were collected from both tourists and residents to understand their perception of nature-based tourism planning through questionnaires along with an in-depth interview with the stakeholders. The result revealed that there are a lot of issues and challenges to promote Aritar as a NBT destination. This can accomplish by proper systematic NBT planning in Aritar. It is also supported by the local communities that proper planning in Aritar can contribute more to their economic as well as conserves the natural resources. Accordingly, few important suggestions are provided and an agenda for future research has been proposed. The study has significantly contributed to planning in tourism and established a foundation for further research on NBT planning, a field that yet to be explored.

CHAPTER- 1

1.1 Introduction

Since time beyond memory, travelling has been everyone's pursuit of rambling. Travel for fun and luxury travel came forth for many opulent travellers. Thereupon, lords in the western terrene and royals in India had a proclivity in travelling which in the modern era came to be known as 'Tourism'. Later on, the indulgence of more individuals in travelling led to the emergence of Mass tourism. Gradually, the mass movement of people from places to places involved the utilization of natural resources of those particular places. Thereafter, the phenomenon of tourism withstood an evolution. The way of tourists looking for modern cities, star hotels, amusement parks, clubs was all shifted due to various factors. Nowadays, tourists are travelling to those places which are less polluted, serene areas with varieties of natural resources with the aim of learning, adoring as well as having fun with nature including plants, animals, birds, cultures, and traditions of the locals of those particular areas. Tourism which involves visiting places to learn about nature is very profitable as on one hand, it looks after the changing trends of tourists and on the other hand, it prolongs the tourism industry environmentally as well as economically (Kathirvel, 2007).

The phenomenon of tourism has taken up itself in the worldwide acceptance and was considered as a trifling activity. As time passed by, the growth of tourism was tremendous with the diversified and compound economic, socio-cultural and environmental outcomes. Eventually, it came up as one of the important and largest industry with the maximum growth possible with the increase of tourist arrival. The number of tourist arrival to India and Sikkim is given in Table 1.1.

Table 1.1 Tourist arrival to India and Sikkim

Year	FTA arrival in India (In million)	FTA arrival in Sikkim	Domestic tourist arrival in Sikkim
2001	2.54	31028	203306
2002	2.38	8566	159342
2003	2.73	11966	179661
2004	3.46	14646	230719
2005	3.92	16523	251744
2006	4.45	18026	292486
2007	5.08	17498	329075
2008	5.28	19154	368451
2009	5.17	17730	615628
2010	5.78	20757	700011
2011	6.31	23602	552453
2012	6.58	26489	558538
2013	6.97	31698	576749
2014	7.68	49175	562418
2015	8.03	38479	705023
2016	8.80	66012	747343
2017	10.04	49111	1375854

Source: Tourism Civil Aviation Department (2017)

As of now, tourism shapes as one of the important paramount portions in all the stages of development and it stands as one of the top priorities. The advantage of producing employment, as well as foreign exchange for any country, has made the industry one of the major references to all the policy planners, entrepreneurs as well as individuals. This stack less industry is a natural product and it is adequately a sector with major benefit in inclusion. The upturn in the requirement of tourism is almost like a fairy tale movie. Moreover, not only in the economic sector but tourism has planted itself into other aspects like social, political as well as on all the fields and has acquired acceptance in the world. Presently, tourism has anticipated itself as one of the sectors which bestows for smooth development, maintaining international bonding, development in infrastructures,

benefitting and protecting the environment, societal glorification and global assimilation (Sweetlinsubi, 2012).

Tourism is a combination of all of the activities that provide individuals with travel experience transportation, accommodations, hospitality including all the tourism-related activities to those who are travelling from one place to another. Tourism happens to be one such industry that looks after the needs and wants of any travellers. It has segregated into many segments. As tourism tends to be one such industry with immense job opportunities and career, it is not possible to define the jobs one might take up in this colossal field. The tourism industry involved multiple front-line services in order to operate productively. Each part of the sector requires a trained and skilled performer in order to perform each task conclusively and affectionately. The main motive of tourism is to become better along with the people and places because it tends to understand in building a world to a better place to live in for all. Tourism not only ends in travelling and living in a comfortable hotel it goes beyond that. Thus, tourism is one of the important tools for promotion as well (Goeldner & Ritchie, 2007).

Tourism is a combination of man, space and time (Wahab, 1975). As whole tourism generally is moving of people from destination to destination, carrying two main components one is a journey and the other one is accommodation. The scope of tourism has extended to a certain extent that it has manifested itself as an industrial giant with a limitless possibility to flourish in the near future. Tourism can be taken up as the whole gamut of people, organisations, places and so on. The qualities in the tourism industry distinctly vary (Krishan & Chand, 2006).

Tourism is often associated with leisure and recreation as it allows people to make use of their free time as well as allows people to rejuvenate themselves. It is usually taken up as non-obligatory activity as it is not a basic necessity for an individual. In government perspective tourism is scoped as rendering multiple employment opportunities in any developing area. Tourism is an effective tool that affects any country of the world. Global travel has become approachable in developed countries. Tourism has become equally important now as compared to the past. However, tourism is one important sector that helps in the development of any country. It is at times regarded as a major solution for poverty in the least developed regions. It satisfies the context for rest, relaxation, and the advantage to learn or do things differently. Tourism is a phenomenon that frequently changes with time. It is considered a consumer activity developed by the tourism industry. In order to function smoothly, this industry faces a number of challenges every day like developing new ideas, implementing the ideas in research as well as in many other fields in tourism. It has its own strategies that are concentrated on developing niche products. As whole tourism is a multidisciplinary course that involves a mixture of psychology, geography, economics to mention a few. Measuring tourism helps us to understand the problems that policymakers' mandates to address the growth and planning of tourism. Tourism needs to be planned and performed in a very principled manner so that it does not indicate the exploitation of resources. Tourism takes the responsibility of ensuring that it is promoted as an activity that not only serves the global understanding and interaction of different cultures but also looking after the opportunities for the tourist as well as for the host communities. The quest for tourism over the ages has accelerated a balanced growth in the extent of places dropped in (S. J. Page & Hall, 2014).

In other terms, some prerogative defines tourism as an organization, which is viewed that contains several inter-related snippets. This organization includes – market, travel, destination, and marketing. In contrary to different products of consumer goods, the product of tourism is an experience other than goods. There is no such product that can actually measure the level of tourism outcome. Tourism is quite complicated to describe in one word. Sometimes tourism acts as a motivating tool. “Heaven can also be boring if one constantly stays there” (Powers, 2005) so tourism tends to be one such motivating tool in people’s lives that can change the tiresome routine. Nevertheless, the satisfaction level from tourism is acquired from the health, age, energy of any individual. Subsequently, tourism is no more privilege to the number of people, but it is now acknowledged as a part of life to a huge number of people (Ghosh, 2011).

The travel industry is a consistently extending administration industry with tremendous development potential and has in this manner turned out to be one of the critical worries of the countries as well as of the universal network all in all. As a matter of fact, it has come up as a conclusive connection in outfitting the pace of the financial advancement world over. Each individual in this world has his very own preferences. Human reasoning differs from individual to individual. Human reasoning is various, human wishes wants and desires to vary every day. Individuals on the planet have motivated to travel. Some movement for business purposes, some for restorative purposes to get the great medicinal office, some movement to visit a sacred spot while some movement to see the common decent variety. The primary motive for the movement of the people itself defines the types of tourism. So, the following are some of the types of tourism.

Adventure Tourism

This type of tourism encompasses visiting areas that are escapade. In India for adventure people visit places like Sikkim, Ladakh, and Himalayan regions for activities like rock climbing, river rafting, mountaineering, bungee jumping in Rishikesh as to name a few. Adventure tourism in India has enrolled itself with remarkable growth.

Wildlife Tourism

This kind of tourism covers the areas with extravagant species of wildlife including some of the extinct species. The places where people can visit to see some of the endangered species in India are Snow Leopard in Hemis national park, blackbuck in Guindy national park, One-horned Rhinoceros to divulge to some.

Medical Tourism

People from all around the world are flocking to India to treat themselves with cost-effective medical and healthcare facilities. Multiple institutions in India serve foreign nations with well-equipped medical treatments. It has been estimated that in 2017 around 2.21 lakh tourists from Bangladesh visited India for medical treatment. It clearly shows that medical tourism also contributes to India's massive tourist influx.

Pilgrimage Tourism

When it comes to visiting religious places, India is one such place that attracts a huge number of tourists. This kind of tourism is expanding at full speed. Places like Rishikesh, Golden temple, Vaishno Devi is visited by end number of people.

Nature-Based Tourism (NBT)

NBT is usually taken up as tourism activities that depend upon the presence of undeveloped or natural resources such as Himalayas, mountains, waterways, cultural heritage. Wildlife etc. It is considered to be the fastest-growing tourism that involves a day trip, excursions to national parks or an overnight stay to nature dominant areas.

Ecotourism

Ecotourism involves travelling to natural areas with an aim of protecting, preserving and conserving the environment and well-being of the local community. The main principle is taking care of the environment and the host community.

Cultural Tourism

India is an amalgamation of diverse rich cultures and traditions that is why tourists visit India to learn and experience all the cultures and traditions. The tourist can also enjoy the fairs and festivals of the places they visit. Some of the well-known places for rich cultures and traditions are Tamil Nadu, Kerala, Uttar Pradesh, Uttaranchal, and Rajasthan.

Wellness Tourism

This kind of tourism involves visiting places with the main motive of promoting health and well-being through physical, psychological, and spiritual activities. Massages, body treatments, facial treatments, spas treatments are some of the types of wellness tourism activities.

MICE Tourism

MICE tourism involves travelling to various places for the convention, business meetings, and exhibitions. MICE tourism can be categorized into 3 parts:

- 1) Goods that are traded and again sold on the wholesale basis
- 2) Conducting business deals like visiting clients for business purpose
- 3) Travelling to attend business meetings, conferences, exhibitions, etc.

Heritage Tourism

In the past few years, heritage tourism in India has had cosmic growth. In addition, the Government has taken the initiative to expand India in terms of heritage tourism. The heritage sites in India can be seen in various temples, monasteries, palaces, monuments, etc. Places that are rich in heritage tourism in India are Rajasthan, Tamil Nadu, Agra, Lucknow, etc to name a few.

Leisure Tourism

It is a type of tourism where people visit a place when they have free time. They commonly visit hill stations, beaches, parks, etc.

Cruise Tourism

Cruise tourism is a kind of tourism which is taken up by tourists even if it is expensive. The tourists enjoy their holidays in the cruise itself even before they land to their substantial spot.

Educational Tourism

When the students take trips to places for their higher studies and learning then it is educational tourism. The growth of educational tourism has boosted the economy in India. If the growth of this sector continues it can contribute more to the GDP of the nation (Arunmozhi & Panneerselvam, 2013).

1.2 Defining Nature-Based Tourism

The evolution of tourism in India led to the formation of many types of tourism. As time passed by many kinds of tourism came up but this did not affect the growth of tourism instead people were keen to travel and experience the different kinds of tourism. The only way for people to enjoy their holidays was travelling and learning things about the places they visited. Travelling became popular and so tourism. Both travel and tourism were flourishing hands in hand. Moreover, tourism was served with ample activities that attracted the number of tourists. Altogether this herded to the formation of mass tourism. The advances in innovation and transportation enabled the majority to travel significantly more, along with these line goals needed to take into account bigger numbers, prompting large scale manufacturing and mass utilization of items that could suit everybody's needs. Mass tourism became boon and a curse for the places. People started traveling more and yet it became difficult for places to accommodate people. The development brought new opportunities for the people on one hand but on the other hand overdevelopment, pollution, exploitation of resources took place. We can see that mass tourism changed the scenario of the travel and tourism industry. By the same token, NBT came forth as a form of tourism that attracted the mass number of tourists to visit places that were rich in natural beauty. As the day passed people became more aware of environment protection and nature-based

tourism tends to be such type of tourism that was for the environment and natural resources. This form of tourism is important for any type of place because it helps in reducing the exploitation of natural resources. It is usually taken up as tourism activities that depend upon the presence of undeveloped natural resources such as Himalayas, mountains, scenery, waterways, cultural heritage, wildlife, etc. (Ceballos-Lascuráin, 1996). The interest in the nature-based travel industry has consistently developed and is the most quickly extending division inside the travel industry crosswise over Europe and somewhere else (Bell, Tyrväinen, Sievänen, Pröbstl, & Simpson, 2007; Huijbens & Benediktsson, 2013). This interest has made open doors for the nature-based tourism industry to create as a financial enhancement device inside districts wealthy in common conveniences. Be that as it may, nature-based the travel industry isn't just about the travel industry organizations and sightseers visiting nature. The indigenous habitat as a reason for the travel industry includes numerous moves identified with networks and the administration of common assets. All things considered, landowners, the board organizations, other asset clients (for example ranger service, farming, fisheries), and nature security associations likewise become a significant part in the supply of NBT industry openings.

It embodies all types of tourism where the primary attraction is untouched nature surroundings (Buckley, 2009). It is a combination of consumptive and non-consumptive meditative activities, which can combine ecotourism as well as conservation (Buckley, 2009; Fennell & Dowling, 2003; Weaver, 2011). The worth of nature-based tourism industry has relied upon the increment over time as the supply of flawless normal resources decays while request, which appears to be impenetrable to monetary stuns, increments with

rising GDPs. NBT can be one such effective tool for income of local communities who live in very liminal areas. It is also about promoting travel that are culturally and ecologically sensitive that benefits everybody involved in it. It has fortified the use of natural resources or supplies like forest, wildlife for non-consumptive usage. NBT tends to provide ample of economic benefits (Seek & Sellier, 2019).

NBT share about \$12 billion annually, wherein the travel included a visit to the areas that were rich in biological diversity (Quammen, 1992). It has the ability to turn biodiversity into a trafficable product. It has become an important tool for conservation, and it is practiced in every part of the world and received remarkable financial support from agencies and organizations (Roe, Nelson, & Sandbrook, 2009). NBT has increased with no boundaries. Traveling to NBT places provides to the monetary benefits for many smaller clans of community in every part of the place but keeping in mind that it is prone to the changes in environmental conditions (McCreary et al., 2018).

If we look back at the history of NBT it had a very short survival, when we compare it with cultural, traditional, or any other forms of tourism. Nature plays an important part in the tourism circle. It gives you the incentive to travel. There are the number of places that are rich in Nature-based tourism and each place talks about its authenticity regarding nature, its protection along with the guest's satisfaction. It is one of the responsible tourism that defines travel without exploiting or polluting nature and exploiting natural resources.

The fascination in 'nature' alludes to the term in its broadest sense – the common world and the material and dynamic marvels that include it structure the premise of an extraordinary assortment of touristic rehearses. The intrigue of nature for relaxation and the travel industry practices has a generally short history when contrasted with social the

travel industry. Incomprehensibly, yet in a way that is basic to the improvement of it, the logical talk likewise made an alternate and specific sort of intrigue, regard and reasonableness for magnificence in regular scenes. Supported up with logical speculations of topography, it was without a doubt the wild and boisterous procedures, exhibitions and qualities of scenes without human impedance. Individuals went to nature to pursue the strides of the incredible (logical) voyagers scanning for another and life-changing eminent involvement in 'wild' nature where the accentuation was on connecting with fabulous and flighty characteristic wonders. This kind of the travel industry called for fearlessness and physical capacity for the benefit of the individual voyager and offered the likelihood of bold energy and the potential for finding something new about the world and oneself in outrageous conditions. At the point when nature turned out to be extensively acknowledged as a wondrous spot to be, it opened up conceivable outcomes for the advancement of various types of the travel industry. Aside from the Romantic quest for the great and pleasant in nature, there are seven different subjects that likewise added to the improvement of the ebb and flow intrigue of nature for recreation and the travel industry: chasing and angling and the quest for better atmosphere and wellbeing are profoundly established in the mankind's history of subsistence and survival; the springs and coastline custom, the interest for wild creatures and the proposition of nature as a religious encounter (G. Olafsdottir, 2013).

1.3 Structure of Nature-Based Tourism

Currently, NBT is a gleaming awareness. The research in the development of it has been carried out by many research ethics. Certain works have been observed completely on the hikes of nature tour operators and the structure of the NBT industry. It is one of the

biggest industries in the tourism circle. Though there is a comparatively small sector of total visitors, its growth in the high rate and substantial nature of this specific area has captivated generous mercantile heed. An initial phase in understanding the worldwide business structure of the nature of the travel industry is to distinguish the key on-screen characters inside this area of the travel industry. One of the primary examinations to unequivocally analyze the structure of this section of the moving industry was the unpublished outline of the ecotourism commercial center (Ziffer, 1989). It was identified that customers, tour operators, and the local entrepreneurs are the chief performer in the NBT industry. It ought to likewise be noticed that not many exact examinations have researched the number of administrators, their character, or the worldwide association of these discrete nature the travel industry parts. It is additionally essential to take note that these unmistakable parts are at the same time geographic and business venture ideas. It ought to likewise be referenced that the majority of the writing on nature visit verifiably manages prearranged voyages through some sort. Viable confinement in the worldwide investigation of nature tourism is the absence of precise data about nature tourists in ordinary travel industry databases. For instance, the most well-known wellspring of worldwide vacationer insights is the information gotten from different migration reports required by national governments. Sadly, this information does not take into consideration the recognizable proof of either nature vacationers or ecotourists. Accordingly, it is beyond the realm of imagination to expect to examine worldwide streams with standard visitor data sources. Subsequently, a few specialists have structured and directed their own information gathering with respect to nature visitors. Another key part of the nature of the travel industry is outbound nature visit administrators, who are situated in key urban communities

inside industrialized nations. These nature visit organizations mastermind sightseeing plans, make contracts with carriers, arrange advertising and deals, sort out gatherings, work with individual customers, and perform other grouped exercises. As a gathering, these nature visit organizations give a pivotal worldwide connection between ecotourist customers in industrialized nations and the nature visit organizations and goals in non-industrialized territories. In many cases, outbound nature visit administrators possess and work inbound land activities just as nearby eco-visit organizations. Likewise, with different segments of nature the travel industry, not many experimental examinations have tested either the administration of individual nature visit organizations or the more extensive worldwide association of this division. This nature the travel industry undertakings are lawfully fused inside non-industrialized nations and situated in key urban territories. They, as a rule, spend significant time in administrations inside one nation, yet in select cases may work in more than one. This business part showcases its administrations to outbound administrators and straightforwardly to customers, gets ready agendas, chooses the nearby organizations, employs staff, designs the program, and pays the charges. No exploration has unequivocally managed this degree of nature in the travel industry. One exemption is an unpublished evaluation of the business structure and advancement needs of nature in the tourism industry. The degree of nature in the tourism industry incorporates a wide assortment of organizations that give administrations to ecotourists, including eco-lodges, private nature holds, lodgings, eateries, bars, and providers of diversion, transportation, gifts, supplies, and aides. While these organizations are normally situated in country territories close nature visit goals, they might be claimed and worked by worldwide, national, or neighborhood financial interests (Higgins & Davies, 1996). The significance

of natural mentalities in the clarification of this sort of NBT conduct draws support from the hypothesis of arranged conduct. As it identifies with the travel industry, the hypothesis of arranged conduct suggests that expert ecological dispositions are emphatically connected with the goal to take part in NBT. The main goal of NBT includes a secured, undeveloped characteristic zone, and a moderately progressively grew, geologically proximal passage city as a city–park dyad. Nature-based tourism sees the regular territory and its passage city as a solitary element, their examination proposes that nature-based sightseers may hold the particular impression of these substances and that demeanors toward an entryway city are a significant determinant of compelling evaluations of Nature-based tourism goal picture (Line & Costen, 2017).

1.4 Nature-Based Tourism Issues

NBT begins by considering why there may be a selected interest in nature-based total tourism in growing international locations after which raises a few troubles wanting decisions when thinking about the improvement of nature tourism in the least developed areas. The question here is why tourism is, especially nature-based tourism, in much less developed nations, be singled out for special consideration, particularly by means of those dwelling in better earnings international locations. There may be multiple reasons for it. The thrift of least developed countries or lower earnings countries is generally a whole lot less assorted than those of better earnings international locations. They usually depend upon a limited variety of export industries and feature fewer industries capable of offering cash incomes than do maximum higher profits nations. Frequently simply one or two export industries account for the majority in their forex earnings and cash income. In lots of instances, tourism (often nature-primarily based) is one of these industries. Principal

commercial enterprise stakeholders (for example, buyers) in tourism tendencies and tourism activities in the least developed countries are often (however not usually) founded in better earnings nations. They, consequently, have a selected hobby in those activities in the least developed countries. Three. In lots of least developed countries, the principal vacationers are foreigners from higher-income international locations. They, therefore, have a precise interest within the sources and facilities to be had for tourism in the least developed countries and relevant instances, the conservation of those assets. Inside the case of wildlife tourism, this interest is often reinforced by way of the interests of nature conservation bodies cantered in higher profits countries in making sure the conservation of wildlife and their habitats in the least developed countries. Every form of tourism faces its own way of issues and every tourism has one or many issues. Likewise, Nature-based tourism also has some issues that it goes through. It seems to be quite difficult to determine what it comprises because it has many features and depending on those features' tourists are attracted. Like for example, in the case of Botswana, it's far clear that its natural world and related landscapes are the predominant enchantment for its remote place recreational travellers. In China's case, even as natural points of interest have importance, cultural and background capabilities seem to be the extra crucial attraction for its recreational tourists as compared to the case of Botswana. No matter the capability of nature tourism to draw visitors to rural and far off localities, its monetary advantages to such regions are probably to be a whole lot much less than vacationer visits to more principal regions. For instance, the ones staffing the traveler enterprise in far off areas might not be predominantly from the local place and much of the supplies had to cater to tourists may be regulated from outside the local place. In severe cases in developing international locations, local humans

may additionally best enjoy poor financial effects from the improvement of nature tourism in their neighbourhood. As an instance, they will be averted from the usage of the resources in covered areas which they will have previously trusted and gained no employment inside the local vacationer enterprise nor sales of merchandise to it. For example, this grievance has been raised approximately the improvement of Chitwan countryside park in Nepal (Tisdell, 2013). The growing involvement of Nature-based tourism and multiple consortia were contrived by the growth rate. More or less nature-based tourism also had a few issues to mention (Shafer & Choi, 2006).

1.5 Nature-Based Tourism Planning

In the present time, a massive slice of the population is probing experience that are related to nature in order to rejuvenate their mind and soul from urban life. The nature seeking tourists seek adventures, unearthing, environmental alertness, spiritual build-up, etc. Nature related activities cap a wide range of activities like birdwatching, camping, backpacking, canoeing, angling, hunting, nature walk, trekking, photography, and many more. So, these activities are dependent on many varieties of environment and surroundings. When we want to have a successful advancement and proceeding of nature-based tourism, this also requires some planning and deliberation like any other business. The crucial way to plan it successfully, there must be a careful examination of what kind of products will be fruitful for planning NBT. The important factor in planning NBT is the environment and surrounding as it directly impacts its development. Hence, it is very important to acknowledge what kind of NBT products can be planned in a certain kind of areas.

Planning nature-based tourism in an area where natural resources are abundant may sound easy, but it is imperative to fathom that these small businesses require careful and strict analysis in order to function well in the long-term. The product that are introduced has to be properly examined. The planning has to be in such a way that it benefits everyone who are involved in it. Like any other businesses planning of nature-based tourism also has steps that are mandatory to follow:

- 1) First and foremost, while planning any kind of tourism you have to learn about the place carefully.
- 2) After examining the place, you should have a conversation with the stakeholders and the locals because they play a very important role. You should be able to talk to many owners and tell them about your plans so that it will be easy for you to understand. You may ask questions depending on the task and you must be responsive and responsible.
- 3) It is important to analyse the current status of the place whether there is enough resources that will tempt people to visit the place, whether the services and facilities are there or not, whether the tourist are visiting the area or not, whether the area is properly planned and promoted or not and so on
- 4) The very important part in planning is planning any kind of tourism in any area involves the process of making an outline of your properly planned strategies.
- 5) Another important factor in planning involves capital that has to use in the development of the tourism infrastructures.
- 6) And the very important and crucial factor is security planning for local communities as well as for the visitors.

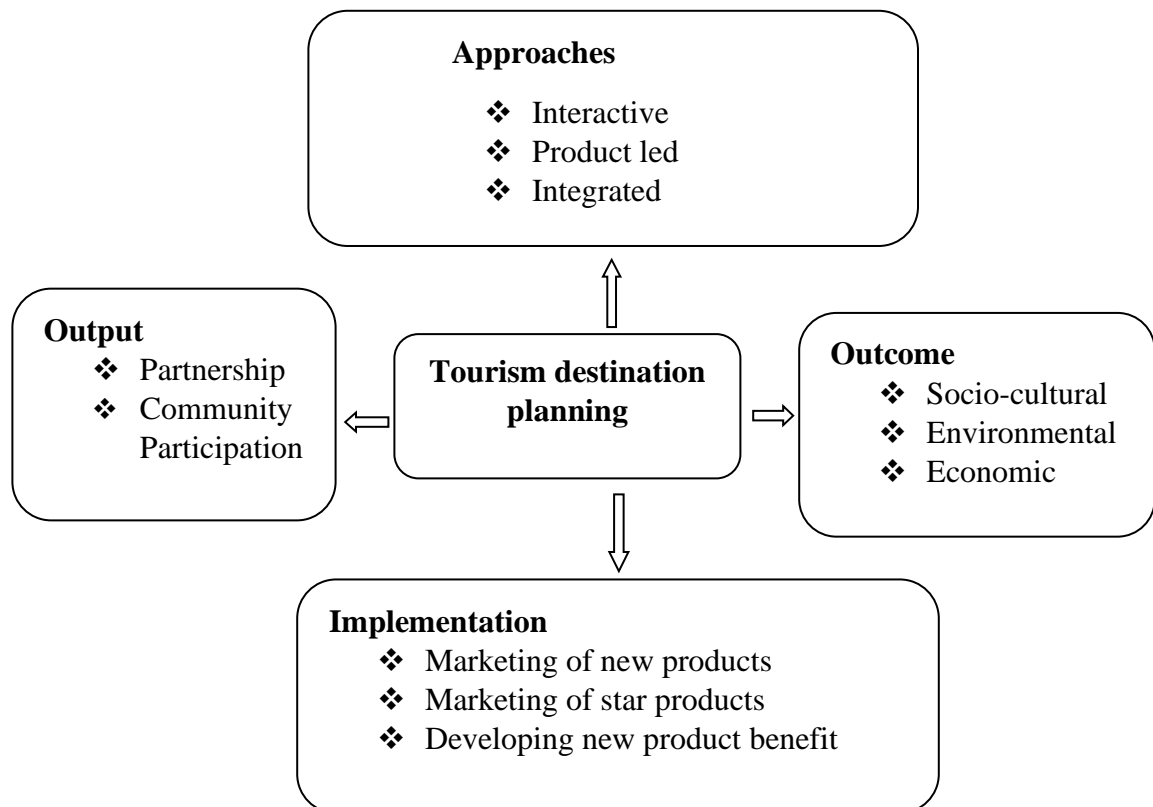
Keeping in mind all the steps in planning, planning nature-based tourism in Aritar tends to be quite profitable to the state.

Approaches

Interactive planning:

This planning involves the participation of local communities wherein the opinions and desires of the local communities regarding planning are amalgamated. This sector does not mean to forsake the planning concept of professional but rather giving the chance to the other sector to share their innovation and creativity which as a result will give better fulfillment for the development of tourism plans. Participation of each individual and active involvement of stakeholders can be a great help in planning tourism in any area.

Figure 1.1 A model for tourism destination planning and development



Adopted from: Andriotis (2007)

Product led planning

Product Led approach is applicable in certain kinds of facilities, services, or any kind of attraction that it results at minimum negative impact on the local advancement figure. At the same time, this approach takes full account in marketing to only influence those tourists who are interested in that product. It mainly stipulates accepting the qualities of the product for sustainability.

Integrated planning:

This approach is one of the important approaches because it encourages the locals that what kind of consequences will be fruitful for them. Planning any kind of tourism is not immobile but it possesses a systematic and ceaseless process. According to Gunn (1998), planning is some sort of auguring and it imposes some predicted opinions. Lack of attention in planning can actually result in malfunctioning of the planning or the area. So, Wilkinson (1993) introduced a strategy wherein systematic thoughts should be blended along with the planning which will result in the tactical choice for execution.

Implementation:

When it comes to marketing and developing a product one has to be very careful. The development of a well-planned marketing strategy must be a key element of an area's tourism strategy. The development of any product must depend upon the latest trend as well as understanding the strengths and debility of the product in order to have a long-term run. On the other hand, if a product is taken up as a 'star

product' than it must possess a huge share at the without exceeding any limit or harming the local resources. There are many strategies and new products that can be used by the planners for the articulation of the plans. The planners must keep in mind the objectives they aim to achieve that works effectively without damaging the authenticity of an area. Only a place that opts for the unique and well-equipped strategies will flourish in terms of sustainability. Eventually, the participation of the local community provides way to achieve the objectives.

Output

Partnership

In the tourism sector, there are many times where public-private partnerships successful operating have been together in the tourism business. The public sector is tied up with solving land-related matters, providing services as well as implementing plans and policies whereas the private sector is tied up with making benefits. As researcher (Timothy, 1998), underlines that coordination between the two-sector is very important. The public sector is relied on the private sector financially e.g. for the construction of tourism infrastructures. So, it is important to have proper coordination between the two sectors. On the other hand, the private sector as well requires approval from the government for any projects.

Community participation

Community participation is a key ingredient in destination planning. Planning any kind of tourism must have their first priority for the local community. Keeping in mind that in order to plan any kind of tourism you must think about the local communities because they are the backbone. The support of the local community

will be a great help in order to achieve a goal. The planners must be responsive and responsible in order to gain the confidence and support from the local community.

Outcomes

Economic measures

The most common measures in the tourism industry is associated with the impact of the economy. Frechtling (1994) the economic potential can be understood through the gross increase in the income of the locals in the area. Planners and developers must be able to continuously match up with long-term planning interests of stakeholders, macroeconomics events, or changes to make in the demands of tourists to make tourism more sustainable.

Social measures

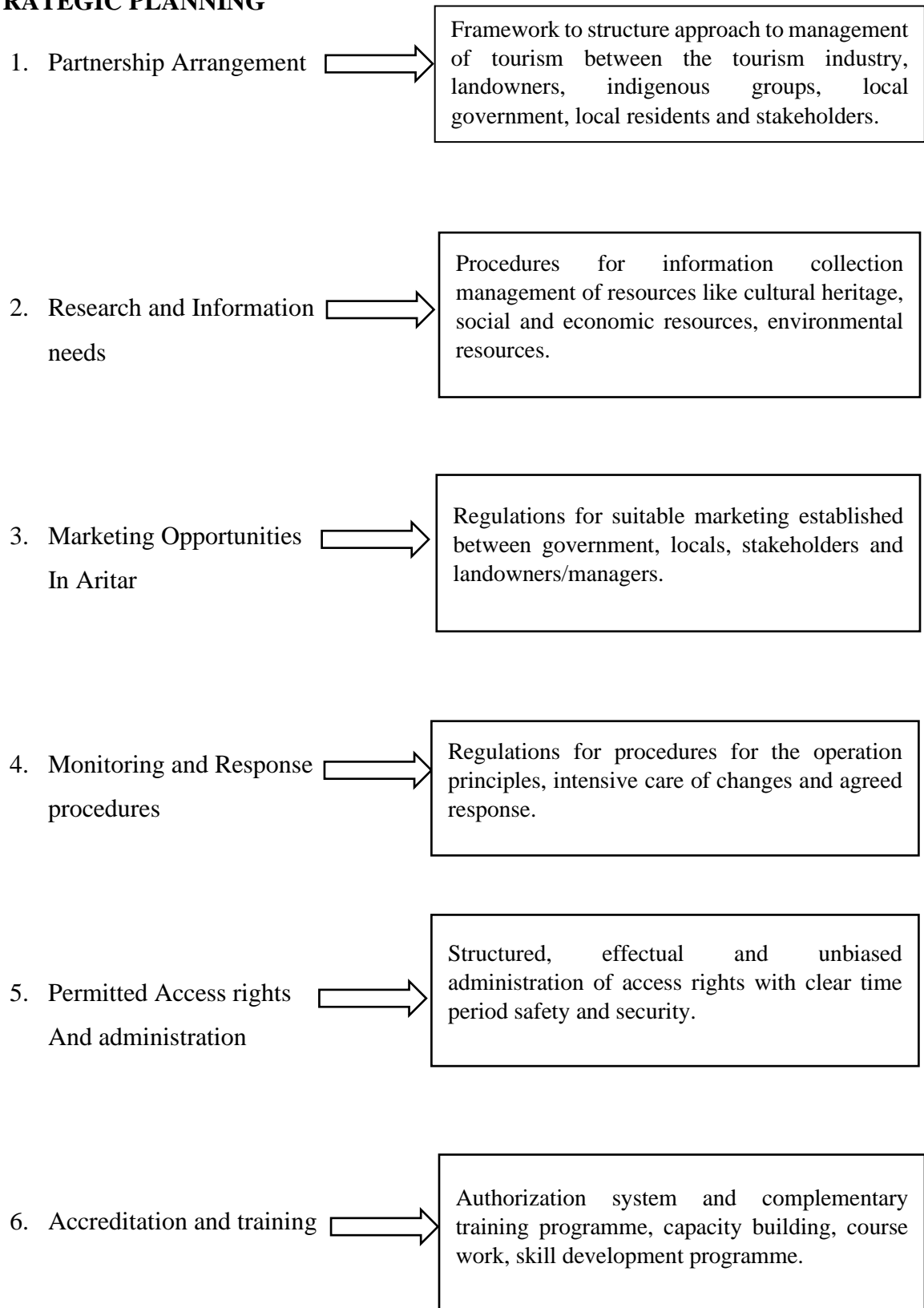
Social measures are difficult to measure because it possesses a highly qualitative nature. The two methods can be applied in order to collect information regarding social measures. One is the primary method which involves surveys, interviews and the other one is the Delphi technique which involves observation, analysis, documents, and records, etc.

Environmental measures

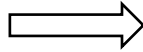
Nowadays, to erase environmental cost, all the projects including tourism have added Environmental Impact Assessment (EIA). The main objective is to assume the outcomes of the environment of the development activities and to make sure that proper measures are taken to mitigate the damages that will be discovered (Onyango & Kaseje, 2015)

Nature-based tourism strategy for optimum planning is given below:

STRATEGIC PLANNING

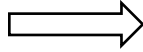


7. Cost Recovery



Monitoring of expenses financially or in-kind

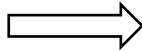
8. Infrastructures



Requirements of infrastructures to enhance visitor experience. Infrastructures includes building of nature parks, introducing birdwatching, photography, camping, nature walk, mountain biking, trekking, canoeing, rock climbing, river rafting, hiking, angling, river crossing, and paragliding.

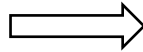
LAND USE PLANNING

1. Regional Planning



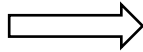
This planning involves regional policies, regional access, infrastructure planning, transportation network and other related function which are necessary at regional level.

2. Precinct planning



It focuses on tourism area plans, land use planning for resorts, hotels, homestays and planning for other tourism facilities and attraction in the local levels.

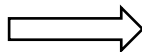
3. Site planning



It refers to planning for specific location of buildings, recreational facilities and many other facilities that is carried out for specific development for tourism like treehouse, cottages etc.

IMPLEMENTATION

Implementation Schedule



A work agenda developed with management of land in order to implement the strategic planning.

Source: Hundloe (2011)

Approaches in Tourism Planning

Planning plays a crucial role in the successful establishment of any industry and it applies to tourism too. Successful tourism planning can bring fortune for the local communities, conserve the environment, and promote destination sustainability. Getz (1986) identified four types of planning approach for tourism:

- ❖ Boosterism
- ❖ Economic, Industry-oriented
- ❖ Physical/spatial
- ❖ Community-based

Boosterism

This approach involves the exploitation of the natural and cultural resources of a place for economic gain. It is focused on the notion of mass tourism with the assumption that more visitors to a destination will prosper the destination as well as local communities. It is a growth-oriented approach considering the demand side of the marketing. In this approach, the decision is made by the public entities and there is no role of the local community in planning

Economic, industry-oriented

Tourism is considered as an industry due to its economic importance. This approach suggests that since tourism is an industry it should be compared with the other industry. However, it is very difficult to measure because it is related to various industries. Later Tourism satellite account was developed to measure the economic importance of tourism. In this approach economic impacts of tourism are measured.

Physical/Spatial approach

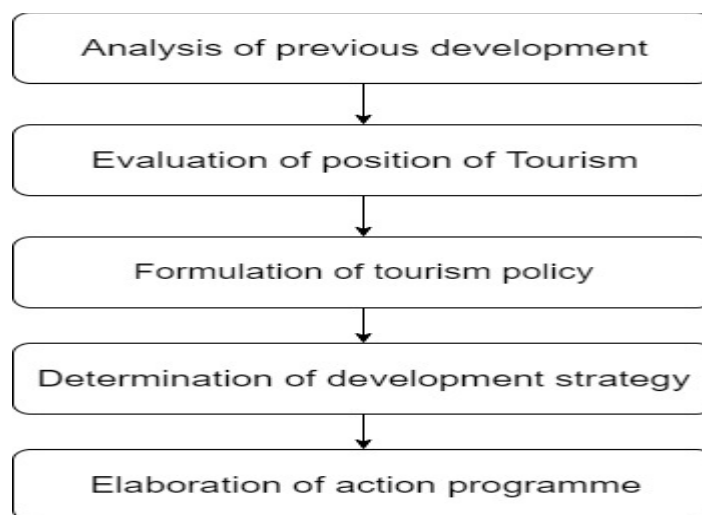
The physical approach addresses the issue of the environment before developing tourism destinations. Unbalance tourism development can bring a negative impact instead of positive impact on both the environment and the local community. Environment conservation is the main focus of the spatial approach.

Community-based approach

The physical approach considers environmental conservation; however, it does not consider the socio-cultural impact of tourism such as the conflict between tourist and host community, uneven distribution of tourism benefit, public sector decision regarding tourism, etc. In a community-based approach, tourism development involves community participation and community control of tourism. The main notion behind the community-based approach involves local community in every phase of tourism development.

Later Hall (2000) added the fifth approach to this four approach called sustainable tourism planning. It applies the notion of sustainable development in tourism planning by taking into account economic, environmental and socio-cultural factors.

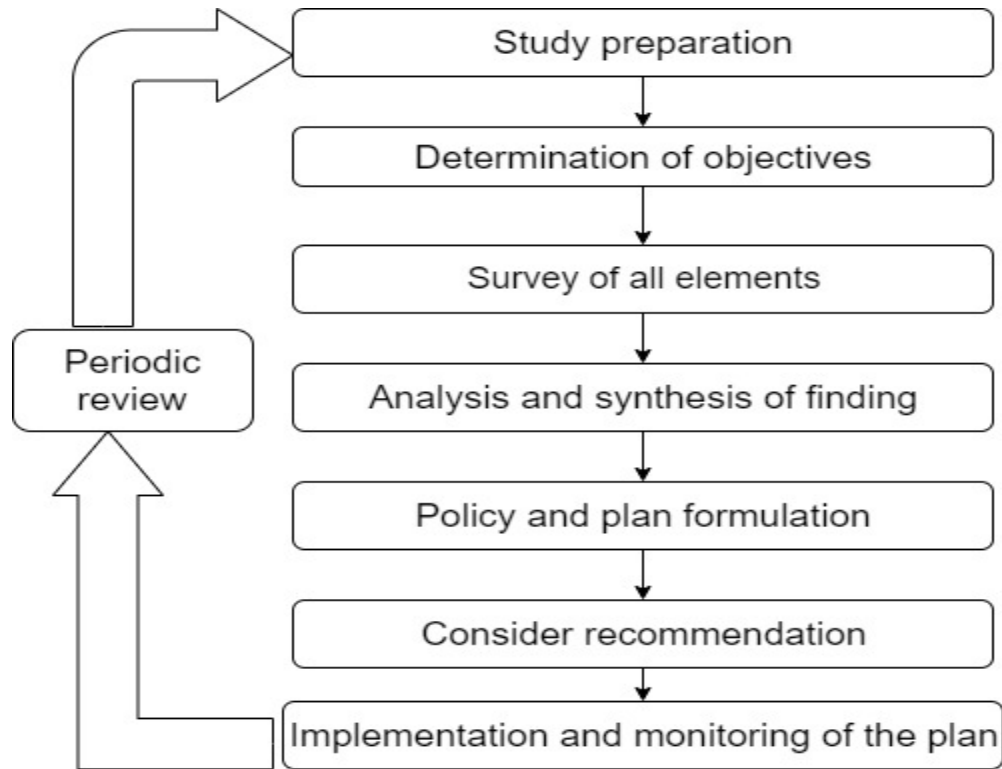
Figure 1.2 Strategic planning for development



Source: Acerenza (1985)

Acerenza (1985) formulated strategic planning for the development of tourism which is shown in Figure 1.2. The tourism planning process required for a destination is represented in Figure 1.3.

Figure 1.3 Tourism planning process



Source: S. Page & Thorn (1997)

1.6 Statement of the problem

Since Aritar is a small place packed with varieties of natural resources it has not been accessed or judged in the context of promoting NBT. The place encounters the challenges of proper planning and promotion. The lack of tourism infrastructure is a major issue that hampers the development as well as the socio-economic benefits of the local community. As the place is sojourn to en route to other nearby places like Zuluk, Tarpin, Rolep, Reshi, Rongli and it has high potential in terms of Nature-based tourist activities to woo various

segments of tourist. If it is being planned strategically, it will ensure the smooth tourist movement in the area. Moreover, it is observed that the maximum number of tourists visit the area only as an excursionist due to lack of infrastructure facilities.

1.7 Research gap

Through the literature review, it has been found that there has been only one research work conducted in the form of a case study entitled “*Ecotourism in selected villages*”. There is no other research work has been carried out in Aritar pertaining to NBT or highlighting any specific motive to conduct research in Aritar. After visiting the study area repeatedly, I find the place as paradise for Nature-based tourism. As this place is infested with nature and natural resources, it is quite opted to conduct research that may inculcate Nature-based tourism along with its full planning and policies. The proposed research can also link the socio-economic aspect by linking locals as a stakeholder. The development of basic infrastructure required for tourists is also an area of major concern. Due to a lack of basic facilities, the place has been turned out to be an excursionist place instead of spending a night. This requires more attention in planning the area in the prospect of NBT which can also boost the area along with the local community. Therefore, it is highly important to carry out research on the proposed study area so that it may attract the attention of planners, policymakers and other stakeholders.

1.8 Objective of the study

- 1) To understand the Nature-based planning process and its applications over the destination in the study area.
- 2) To identify the major issues and challenges pertaining to the promotion of Nature-based tourism in the study area.

- 3) To analyse the socio-economic impact of Nature-based tourism in the study area
- 4) To explore the potential of Nature-based tourist activities in the study area
- 5) To suggest the measures of Nature-based tourism planning in the study area

1.9 Significance of The Study

Sikkim has widely acknowledged throughout India as well as around world as a nature-based tourist destination. Its geographical location and natural habitat has made this possible. However, lack of planning is a major factor hold back the growth of NBT in Sikkim. Additionally, less specific study were conducted in tourism literature especially focused on NBT planning in Sikkim. By considering the aforementioned fact, the study has a special significance to NBT planning in Sikkim. This study has chosen Aritar located in East Sikkim as the study area due to its natural attractions and find out the major issues and challenges encountered by Aritar to promote as a natural tourist destination. The findings of the research can be generalised to other nature-based tourism destinations of Sikkim by taking into the peculiar characteristics of the destinations.

1.10 Rationale of the study

More than 10 lakhs tourists come to Sikkim every year. So, in order to maintain the track or attract more tourists, there has to be proper knowledge to grow Sikkim in terms of tourism. Today tourists visit Sikkim in search of nature because nature has placed its huge hand in Sikkim along with the weather. The weather in Sikkim is very pleasant which is also one of the major factors in attracting a huge number of domestic tourists. Also, to mention tourists come to Sikkim to know more about people their culture, traditions cuisines and a lot more. So, NBT in Gangtok plays an important role in attracting more tourists and hence Gangtok is very popular among tourists in terms of NBT. So, the rapid

growth of Gangtok tourism has a huge pressure in shaping the place. In order to maintain the balance between the tourist and the place, there is an immediate need to study its balance. The maximum number of tourists are visiting only Gangtok, North Sikkim, and West Sikkim. South and east Sikkim excluding Gangtok is visited quite less because tourist does not stay here, they visit east and south as an excursionist. Few tourists are keen to stay but other than that they just come for a day trip. So, to make them stay in both the districts and explore more areas like Aritar and other places from these two districts, there has to be proper planning because there seem to be many areas that are not explored much. On the same note, Aritar tends to be one such area that is not explored properly by the tourist because of a lack of infrastructure. Although the area has huge potential in terms of NBT it somewhere it is laid at the back. There has not been much research carried out that can reach out to tourists and influence them to explore more get deeper into the scenic beauty as well as the warmth of the people. This research will help to grow Aritar in terms of tourism. So, there is an urgent need to study 'planning, promotion, and issues of nature-based tourism in Aritar'.

1.11 Scope of the study

The study scope is limited to NBT planning in Aritar, Sikkim. In addition to NBT planning, this research also highlights the economic, socio-cultural, and environmental impact of NBT on Aritar. Based on the findings some suggestions and implications have been provided for the stakeholders to overcome the current challenges for gaining future prospectus of nature-based tourism in Aritar. The area has a lot of potential for NBT activities. However, due to a lack of planning and underdeveloped infrastructure, it is not recognized as a potential NBT destination in the Indian tourism map. But systematic,

inclusive and sustainable NBT planning and development can bring fortune for Aritar which is already demonstrated in tourism literature for other destinations. This study also explores the nature-based activities that can be available for the tourist to provide a complete panoramic experience in Aritar. Since NBT activities include all the potential of supporting nature-related activities the study becomes mandatory. This study has taken a holistic approach by considering the viewpoints of both tourists and local communities for nature-based tourism planning in Aritar. Like Aritar there are several nature-based tourism destinations in Sikkim and these destinations are also require proper systematic planning. Therefore, this study will act as a derivative for other nature-based destinations in Sikkim as well as other geographical areas that require planning to be developed as a potential destination to attract those who want to connect with nature. Lastly, the study covers what are the measures that can be taken or what are the steps that can be followed in order to plan the site in terms of nature-based tourism.

CHAPTER- 2

Review of Literature

This chapter essays about the views, opinions, and abstracts of many researchers in the area of NBT. The main intent of the literature review is to study the given topic in the past. It defines all the aspects of Nature-based tourism. This review of literature will also contribute to finding out the research gap which will give a way for further research.

Valentine (1992) discussed the important features of NBT and about the examples from all over the world to portray its heterogeneity of form. He also outlooks about the main role of nature in hooking the tourists to any particular place. He also discusses that NBT is not uniform and the management organization that acts as a tourist are creating many problems for the guest as well as themselves. He mentioned the issues and prospects of NBT. He said that those tourists who are keen to visit natural areas tend to behold crowding as a major concern through which carrying capacity in any area could take place. This paper also explains the problems of NBT. The paper also studies the strategies for the expansion of Nature-based tourism. Finally, he discusses the guidelines for blending NBT community tourism and its conservation.

Frechtling (1994) examined the difference in characteristics of tourists for the purpose of visit and found out that wildlife viewing is becoming very popular and at the same time it has become increasingly important over the years that resulted in the reflection of tourist's interest towards the environment.

Laarman & Gregersen (1996) examined the role of pricing policy in NBT. They found that tourists pay entrance fees and other miscellaneous charges in order to use and

gateway the national parks, wildlife reserves, and any other natural areas. They also studied what are the principles and criteria to fulfill the relevant pricing policy. They said that the answer to those relevant policies is complicated because there are various pricing aims, categories of visitors, their activities, the structure of the fees and many other unruffled positions. The paper properly examined the opinions of public organizations who are working in order to update their pricing strategies as pricing tends to be one of the dynamic tools to operate towards better productivity and environmentally defensible operation. Lastly, they mentioned that in today's date this tool is often underused.

Lee (1997) analysed the potential revenue from NBT resources in the environmentally tactful area of Mt. Minju, South Korea. The method of dichotomous choice contingent on a putative scenario of the market. The result was empirical that showed the actual economic worth of NBT resources. It was evaluated by about 5905 won per visitor. He states that this value shows the major economic rate of natural resources will be vanished by any large-scale advancement thereby implicating environmental degradation. Adding to that, he said the worth of natural resources or the NBT supports small tourism businesses owned by the locals with low leakage as compared to the ones with large scale, which means that low leakage relays local owner to earn directly from nature-based tourism.

Luzar, Diagne, Ecgan, & Henning (1998) mentioned that NBT can be referred to as ecotourism and green tourism is one of the fastest enlarging fields in the tourism sector of the United States. They say that states like Louisiana with well-built capital and urban-based travel industry have ample advantages through the advancement of NBT. The paper presented an economic structure for constantly estimating different choices of travel as

well as factors that pull tourists of Louisiana to take part in NBT. The empirical results of the research supported the assumptions that gave a clear view of not taking Louisiana as green tourism by upper-income ecotourists. As assumed environmental attitudes also influence tourism decisions.

Isaacs (2000) studied the minimization in negative human impacts through Ecotourism. The result revealed that ecotourism is a proxy market design for recreation at the same time protection of the environment. He also addressed that promoting ecotourism can actually distract from appropriate means of environment protection.

Backman, Backman, & Malinovsky (2000) assessed the service quality of NBT. they found that in order to achieve the desired goal of travelling, people, on one hand, need to understand and know how to respect the environment and on the other hand entrepreneurs in public as well as private sectors are required to pay attention. The outcome of the study showcased how important an experienced service like NBT was. They have also mentioned that the expectations of nature-based tourists of service quality actually varies between the chosen types of business. And finally, they have mentioned that the area still needs to be observed what involvement and loyalty actually owns on service quality vents.

Priskin (2001) studied the resources for growing and developing the NBT industry. The evaluation framework identified and evaluated 65 Nature-based tourism resources by using a mixed-method technique in order to establish attractions, accessibility, infrastructure to measure the level of environmental degradation.

Pennington-Gray & Kerstetter (2002) focused on pleasure perceived constraints of NBT. They found out 11 constraints that mainly classified into intrapersonal, interpersonal and structural that existed in NBT. For the confirmation, EQS model was used.

Boon, Burrige, & Fluker (2002) examined NBT coastal areas of south-eastern Australia and its ability to develop sustainable NBT. The research was carried in order to clear the concerns around this project to discuss sustainable tourism and ecotourism. The main role in this process is played by the ecologist who provides information about the environment for planners who adopt this while formulating the framework of the management which may further develop new tourism products. The amendment of the outcomes more probably will support the development of supply-led tourism where monitoring, training, and elucidation of the environment provide elimination of impacts.

Cloesen (2003) examined NBT policies in Australia and New Zealand. The study revealed that expansion in environmental awareness in western countries led to the development of NBT. Both countries are thoroughly preparing for the efforts of marketing in order to attract more tourists and less in directing the effects on tourism. The private zone has indulged themselves in providing the incentive to advance the place with sustainable practices.

Matysek & Kriwoken(2003) studied NBT accreditation in Australia and found that it has become very famous in the form of recreational activity. The multiplication of this type of tourism has caused the process to assure the high-quality experience and environmental impacts are maintained properly. They have mentioned that “The Nature and Ecotourism Accreditation Program” (NEAP) is one of the important authorization measures in Australia to date. The paper focuses on being pertinence of NEAP in

Tasmania. The paper also tells us about the growing importance of ecotourism. It is also stated that NEAP is one of the important tools in supporting NBT and ecotourism through branding and promotion. They say that financial issues can be a problem between the NEAP and operators.

Chhetri, Arrowsmith, & Jackson (2004) examined the hiking experience in NBT. The main motive of the research was to identify the basic ambit that impacts on the experience of the visitor through the natural prospect. They have also mentioned particularly that the paper has used the common word “experience” in order to blanket a range of meanings like moods, feelings of each individual who are moving over the natural terrain. The investigation has conceptualized and observationally made builds that support the character, extent, and traits of guest encounters in common scenes. The investigation has connected two regularly utilized multivariate methods, multidimensional scaling and head parts examination to make builds that model the nature and extent of the guest involvement in characteristic settings.

Hall & Boyd (2005) mentioned in their research, what are the term peripheral and the request of peripheral areas for tourism and particular types of tourism. This research talks about the comparative absence of research about tourism in peripheral landscapes and also talks about the range of landscapes.

Naidoo & Adamowicz (2005) examined the advantage of nature-based tourism on conservation of biodiversity are usually assumed and it is hardly identified. The comparative value is planted on the nature of nature parks are concealed, since it is the benefaction of biodiversity to the visitor who are willing to come over to a protected area. He also surveyed the visitors who visited Uganda to forecast how liking for visitor

protected areas are modelled. They also measured the demands of the visitors for a high level of biodiversity. He observed that as there were increased in the number of bird species there was more demand to visit the protected areas. So, he used the outcomes in order to calculate the income that maximized the park management scheme and examined the earnings from NBT as compared to local agricultural usage of land.

Dolnicar (2006) studied the significance of responsibility of the environment in tourism acknowledged extensively. So, the two important ideas have emerged one was ecotourism which was the requirement to nature-based tourism and another one was sustainable tourism- which was purveyed outlook described by industry supervision. Lamentably, ecotourism is finite in size and supply-side measured totally counter the impermanent of maximization of profit of the tourism business. She examined that there was a requirement of other ways to incorporate nature conservation and tourism. This paper also tells us about the particular tourism environmental strategies and research into the action of pro-environment in common. An account for larger requirement ideas were made- the recognition of nature sustaining tourists, a target market lengthening outside the unique curiosity of ecotourism and making the finite trade-off of sustainability against cost-effective in tourism.

Mehmetoglu (2007) examined the relationship between travel motivation and the significance on nature while selecting a destination. Through multiple regression, the result revealed that everyday life and novelty and learning are the important motivational factor that influences to choose a nature-based tourist destination.

Luo & Deng (2008) explored the tourist attitude towards the environment are diverse across all the four tourism motivators. Especially, those who are active in protecting

and conserving nature in other terms who are concerned with ecological crisis inclined to close to nature, to know more about nature and run away from hustle and bustle of daily life.

Okazaki (2008) highlighted the importance of community participation in tourism planning to promote sustainable tourism. This research applied principal theories to describe community participation.

Spenceley (2008) examined the fundamental requirements of Sustainable NBT. The study mentioned that over the age number of factors was related to sustainable tourism but very few of them were given the importance which was necessary to the stakeholders in a place. The research targets to recognize the important factors for NBT that are functioning in South Africa. An expert consultation was held where 518 experts from the South African government, academicians, NGOs, private sectors were welcomed to donate.

Nyaupane & Chhetri (2009) explored the impact of climate change on NBT in the Nepal Himalayan region. NBT in Nepal is open to change in the conditions of climate. The study conveys an ideal structure of Jodha's mountain particularly, which is a mixture of distance, delicacy, variety, marginality, and recess in order to survey the impacts of climate change on the Himalayas. Each zone varies with a great difference and each has different impacts of climate change. The paper also studied the effect of the climate and its harmful impacts on tourism.

Vespestad & Lindberg (2011) mentioned about contemporary research on NBT experiences. The NBT studied with a branch of metaphysics called ontological framework with the point on tourist and their experiences.

R. Olafsdottir & Runnström (2011) examined the Wilderness quality with respect to NBT have mentioned that Iceland is one of the best places where tourists can acknowledge untouched wilderness. They have mentioned that in the past years the hills of Iceland have observed exploitation of natural resources. This study assesses the pure state of the wilderness of Iceland by analysis of several methods of recognizing wilderness regarding nature-based tourism. However, the wilderness of the place was taken up with two methods proximity analysis and viewshed analysis.

Vespestad & Lindberg (2011) mentioned about the acknowledgment of nature-based tourist experience through ontological analysis. The main focus of the article was to address and explain current research on NBT and skills that were pondered within an ontological structure having the main basis on the prospect of tourists and their experience. They found out four main viewpoints which were taken based on the explanation of many works of literature on tourism. They further addressed every important and feasible implication for acknowledging the nature-based tourism products and exposition.

Bhattacharya (2013) examined the relation of NBT and adventure tourism between that adventure tourism is considered as anew age tourism. The paper also contributes to finding the scope of adventure tourism, generate new ideas, position, and market adventure tourism in West Bengal.

Folmer, Haartsen, & Huigen (2013) mentioned that the attachment of a place to any protected areas has been joined with the pro-environmental behaviour and commitment of the visitors. Therefore, it is worth having an understanding of the factors that play a major role in defining attachment to NBT areas. The paper discusses the case study of the Netherlands where it identifies the bond between wildlife and overnight tourist emotion in connection with NBT areas in the place. The outcomes of the research indicated the motive of seeing the wildlife, the felt power of experience with wildlife and indulgence in conducted wildlife discovers explaining the emotional bond to the areas of Lauwersmeer, Netherlands. They have mentioned that the majority of the individuals participated in visits to the Lauwersmeer area to view the wildlife, it is probably because they pre-dispose their feelings towards wildlife and lead the connection between wildlife experience and passionate attachment.

Frost, Laing, & Beeton (2014) discussed the increasing demand for NBT in the Asia-Pacific region. They have discussed the present scenario of NBT in the region along with that they have also mentioned about the future planning of the region regarding NBT. They have discussed the current scenario through protected areas, wildlife attractions, spas, etc. They say that the inclination with nature will definitely help to flourish NBT in the region. Finally, the article determines the worth of planning the area considering the future perspective for tourism.

Matilainen & Lähdesmäki (2014) have expressed their ideas on NBT which has been the fastest-growing tourism. He mentioned that it is one such form of tourism that contributes hugely in the rural economy. He also states that nature-based tourism in many places has some private forest areas that are not inherited by the tourism industry. He

discusses that the owner of the private forest gets very less benefit from their land. Since it is very important for the tourism industry to access those land for maintaining NBT activities. In order to grow high-quality NBT, it becomes very important to understand the sustainable plans and actions between the industry and the landowners. As a result, there were four stakeholders managing plans that were highlighted in which the opinions of the landowners varied accordingly to the level of risk for maintaining the business in the time ahead.

Acquah, Dearden, & Rollins (2016) studied the strength, weaknesses, and opportunities in NBT in Mole national park. The author also addressed that the tourists have a high level of satisfaction with the park environment, guided tour with an elephant as a flagship species.

Darmawan, Arfa, & Purbawati (2018) studied the development of NBT in Tembarak district. It also aimed at observing its concept. The result of the study was to support the development of NBT potential.

CHAPTER- 3

Study Area Aritar

3.1 Introduction

Sikkim is a beautiful place located on the brim of Himalayas with rich cultural heritage, customs, and traditions. Sharing its boundaries with many countries Sikkim is an important north-eastern landscape of the Indian Union. The landscape of Sikkim provides a panoramic view with a lush green forest, beautiful blue sky, and emerald green lakes. Tourism plays a key role in Sikkim because of rich cultural authenticity and diverse natural resources. The type of tourism that exactly defines tourism is ecotourism and nature-based tourism (Dahal, 2015). Sikkim as a Nature-based area is a paradise on Earth. Its natural beauty is just out of the world. It is a land of rugged mountains, deep valleys, dense forest, rivers, streams, lakes, waterfalls, and so on. Sikkim is so pure it was also awarded as the organic state on 19 January 2016. It is surrounded by snow-capped mountains, flower clad valleys, desirable frozen lakes, robust Mt. Kanchenjunga range, huge thick forest reserves. On the Nature-based tourism prospect, Sikkim has so much to offer to the tourist, locals as well as the environment. So, because of the immense beauty, the tourist influx in Sikkim is increasing day by day. The top attractions in Sikkim is Gangtok and North Sikkim which holds all of the tourism (Ministry of Tourism, 2012). If we see the whole of the NBT is influenced by the wilderness and nature of Australia. Gradually, all of the organizations and state governments started to think out of the box and they started coping-up with the tourism. People in Sikkim came to know about what can be done for further economic growth through tourism. On the other hand, people started developing themselves through tourism. They started preserving, conserving, and protecting nature. They have embraced

the concept of NBT in their respective areas which is one of the key factors for tourist attraction. NBT is such a concept that brings people very close to nature and environment which is very important for each of us and the Earth if we want to live life properly and secure the natural resources for us as well as for generations to come. Nature-based tourism activities include visiting areas with dense scenic beauty, trekking, hiking, cycling, canoeing, angling, birdwatching, stargazing, taking part in organic farming with the locals, camping in the forests, nature walk, learning about the species of flora, fauna and many more (STDC, n.d.). This kind of nature-based activities will help people to understand the nature, enjoy nature and at the same time protect nature. Not every place is similar in terms of nature. There may be many species that are found in one area and not found in other areas. Sikkim also has its own way of attracting tourists whether it may be its pleasant weather or nature-based activities and so on. Nature-based tourism is sustainable activity through which tourist as well as host community will benefit as it attracts ample of tourist resulting in greater economy which is an essential factor for the development of the state along with its other small areas. Similarly, Aritar is one tiny village in Sikkim which fulfils all the steps when it comes to a rich natural diversity where the NBT planning plays a key functional role to promote the place.

3.2 The study area

Aritar is a small peaceful Himalayan village in the east district of Sikkim. It falls in the Rongli sub-division. It is situated at an elevation of about 4600ft which is 1498m. It is 63 km away from Gangtok and takes about 3 hrs to reach. The village is set among the dense forest and covered with sweeping paddy fields, also cardamom crops, and many more.

Located at the edge of Himalayas this place has much to offer to those tourists who love nature, agriculture, adventure etc.

Figure 3.1. Position of Aritar in Sikkim



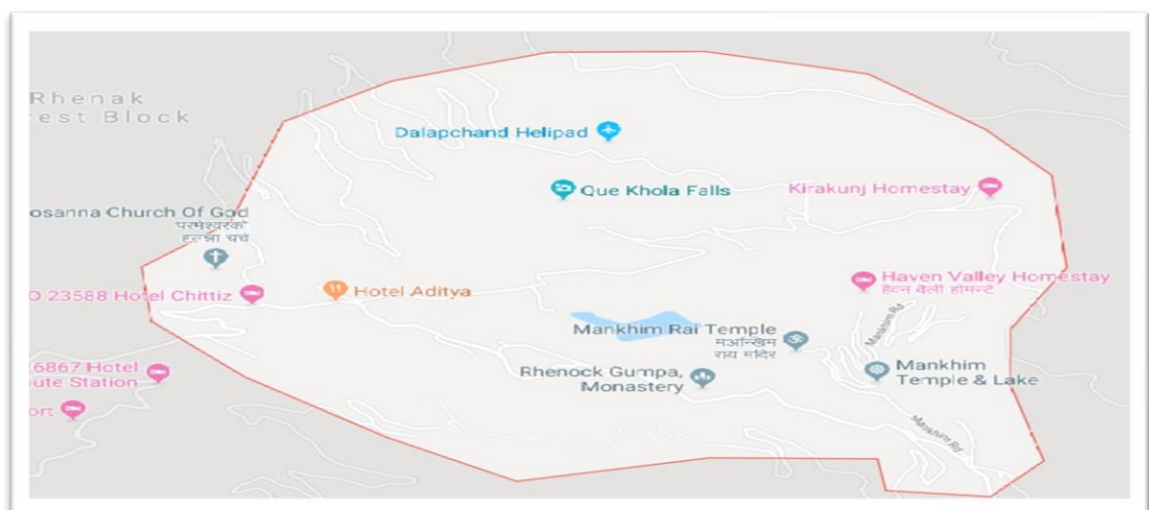
This place is known for its landscape beauty (Sikkim tourism, 2017). Hidden inside the thick forest, Aritar is a perfect destination for leisure and recreation. Other than that, Aritar is also known for its pristine temples and monasteries. While in Aritar you get a chance to caress the untainted form of nature. The abundant greenery will leave you enchanted and the presence of wild animals, chirping of birds and insects will leave your soul enthralled. Nature-based tourism is a key factor in this area because all the activities of nature-based are done and can be done in this small village. On the other hand, it also gives you that historical feeling when you visit the place because of few historic resources available there. Aritar being an offbeat destination holds the picturesque view and provides tourists with the most amazing experience. Though the village is isolated and not very popular among

tourists Aritar still is a place worth visiting. This place is a perfect example to a line “less is more”. Aritar might not be a place that can be exceptionally happening but it can act as a medicine to you when you feel the silent and calming nature that is definitely going heal your tiredness and hectic urban life. In other word, it is an ideal place to spend quality time with nature. Nature is consistently on your doorstep in Aritar, encircle yourself in Aritar's characteristic excellence on a portion of the many strolling trails intended to get you closer to nature. The beauty of the place will definitely leave you spellbound.

3.3 Location

Aritar is a place located in the east of Sikkim under the Rongli sub-division. The time taken to reach Aritar is 3 hrs. The place can be reached either through Pakyong or Rangpo. Aritar is a tiny village that is surrounded by many other places like Rolep, Reshi, Rhenock, etc.

Figure 3.2. Location of Aritar



Source: (Google Map, n.d.)

Table 3.1 Weather statistics

Month	Minimum temperature (⁰ C)	Maximum Temperature (⁰ C)	Rainfall
January	-0	16	--
February	1	18	--
March	6	19	--
April	11	22	--
May	12	24	--
June	11	27	--
July	14	26	135 Inches
August	15	31	135 Inches
September	15	25	135 Inches
October	9	27	--
November	4	21	--
December	2	18	--

Source: (Holidify, n.d.)

3.4 Weather

The study area is garnished with hills, valleys fused with green forest and serene lakes. This is a place that lures the flocks of tourists. The place faces three major seasons which are as follows:

Summer

So, the summer season is accepted by the travellers because it is the best season to travel to Aritar. The summer season usually begins in March and lasts till June. The temperature ranges from 6⁰ C to 27⁰C, which makes the weather highly satisfying. It looks like a paradise during the summer season and that is why it remains packed with tourists.

Monsoon

Monsoon season is not the best time to visit Aritar because during monsoon you might have to come across many difficulties while travelling. The rainfall is about 135 inches which is 3429mm that is quite heavy. The monsoon season begins from July till the end of September. This season has heavy rainfall and it disturbs those activities which are performed like hiking, angling, boating, etc.

Winter

Winter season starts from October till February. The winter in Aritar is quite chilly with the temperature ranging in between -0°C to 27°C . Sometimes winter season is also accompanied by snowfall. If the roads are in good condition tourists can still visit the place to enjoy the cold winter and snowfall.

3.5 Vegetation

The vegetation of Aritar village changes from tropical to subtropical. This place is covered with varieties of vegetation, flora, and fauna. The crops mainly grown in this village are maize, cardamom, paddy, etc. It is also home to floras like primulas, wild orchids, and many more. The type of fauna that are found here are panda, red fox, and varieties of birds and insects as well.

3.6 Population

The area of the place is 7sqkm at an elevation of about 1498m. The population of the place as per the census of 2011 was 3175. From the total population of 3175, there are 1601 males and 1574 females. The density of the population is 453 per sqm. The total number

of houses as per the census 2011 was 714. The literacy level of the place is 82.91% in which 88.04% is male and 77.75% is female.

3.7 Community and Religion

Aritar is a place for multiple communities. The communities that can be found in Aritar are Nepalis, Bhutia, Lepcha, Limbo, Newar, Rai, Gurung, Mangar, Sherpa, Tamang, and Sunwar. Nepali is the official language which is spoken and understandable by all. Every community has their religion and traditions to follow. Aritar is a fusion of many cultures and traditions because of the wide range of communities spread all over.

3.8 Transportation

A good model of transportation is an important factor of any place. If you want to go to Aritar you can book a car or travel to a local taxi. The taxi services local as well as reserved are provided in and around Gangtok as well as from the New Jalpaiguri railway station and Bagdogra airport. There are many car rentals services too. The local taxi fare is around Rs 150 and if you want to reserve a car it will cost you around Rs 700 -1000. There is a provision for package tour to Aritar lake as well.

3.9 Accommodation

Aritar is abundant when it comes to providing accommodation to tourists or any local visitors. There are ample of homestays, resorts and hotels where you can stay, enjoy and feel comfortable just like at home. The accommodation provided is surrounded by a healthy ambiance. The bookings can be done online or you can directly call the hotel reception to book a room.

3.10 Places of interest and activities

Lampokhari lake

It is regarded as one of the oldest lakes in Sikkim. It is located at an elevation of 1,400m. It is boat-shaped lake. The lake offers boating facilities too for tourists as well as for local visitors. It is one of the top attractions in Aritar. The lake is also considered holy and the lake also has a small temple on its pathway.

Trekking route

Aritar provides you with the best panoramic view and it is the perfect destination for adventurous people who loves to trek. There are many trekking routes that tourists can enjoy. Trekking routes start from Lampokhari lake to Mankhim top, another trekking route is Lampokhari lake to Phursey lake that takes about 2 days. Further 15 minutes trek will take you to the Gorjurey which is also known as the silent valley where the tower has been built to overlook the panoramic view of the place. Pangolakha trekking route provides the way to reach Rache-La. Pangolakha is mainly known for the view of majestic sunrise and view to marvellous Bhutan.

Parbateysware shivalaya mandir

It is a beautiful temple in Aritar which is dedicated to lord Shiva. The temple is visited by huge number of tourists. It is an ideal spot for pilgrimage tourists.

Dak bungalow

It is one of the oldest dak bungalow built in 1896 by the first political officer of Sikkim, Sir James Claude White. It is considered as one of the historic piece in Sikkim. It also served as the first outpost of Sikkim police and it used to hold Sikkim's first treasury.

Aritar gumpa

Aritar gumpa is unique and taken up as an oldest gumpa in Sikkim. It is also considered as the holiest gumpa. This gumpa is built with traditional architectures. You can also find the beautiful carved and painted murals along with the best artifacts.

Mankhim

Mankhim is a temple of the local community of Aritar called rai community. It is located at an altitude of 6500ft in the village of maity. There is also a trekking route to spot that provides a spectacular view of the place.

Aritar lampokhari festival

This festival is held in the month of April. The festival is usually of two days containing ample of events and is held around the top attraction of Aritar called Lampokhari lake. This festival holds an amalgamation of tradition, cultures, ethnic dance and music performance. The festival holds photo exhibition. The festival also withholds organic cooking competition which is worth to see. The food stalls are the most crowded because of the food presented by different ethnic groups and the food is served along with the local drinks. They also have a stall for organic vegetables and flowers. Other than that, they have a stall for traditional Sikkimese medicines.

Lungchok valley

It is located near lokdara in Aritar. This valley is famous for its trekking sites and the valley gives you a magnificent view of the local surroundings.

Kalikhola waterfall

It is one of the beautiful waterfalls in Aritar. Also known as kuikhola located in the Old Silk Route. The height of the waterfall is 100m. This place is blessed with immense natural beauty with crystal clear water from the foothills of the Himalayas.

Love Dara

Love dara is low hill picnic spot. This spot is mostly visited by the locals as it acts as a getaway for them.

Changey waterfall

It is a waterfall located near the lampokhari lake and the height of the fall is 50m. The ideal spot for photography.

Evergreen nursery and Ram Gauri Sangrahalya

It is privately owned nursery established in 1970. This nursery has an enormous collection of different types of driftwood, artistic stones, old documents of historic time, rare manuscript, philately stamp and some horticultural plants. The tourists can visit this amazing place to know about the plants and some historic valuables.

Homestays in Aritar

Homestays in Aritar is very popular among tourists. There are beautiful homestays where you can experience the local life of the host communities. The homestay provides you with

the proper local cuisines and accommodation. There is also a provision for involving oneself to local activities.

Some of the well-known homestays: Kanchenjunga Mirror homestay, Karma homestay, Silk Route homestay, etc.

Aritar Sightseeing

Reshi

Reshi khola is an offbeat spot that is on the way to Aritar. It is one of the most beautiful spots in the surrounding of Aritar. Tourists can enjoy the stay in the resort or farmhouses that provides the finest local cuisines along with the local style accommodation.

Rongli

Rongli is a small village located on the way to Aritar. This place is a heaven in the lap of beautiful Himalayas. This village is one of the oldest routes towards Kupup and Nathula. Despite being small and unnoticeable this place is unique in itself. The major factor that makes this place beautiful is the verdant greenery, hilly landscape, and serenity of Himalayas. It is also the major hub of the eastern region.

Rolep

Located in the secluded corner of East Sikkim Rolep is one such tiny village that offers you the magnificent view of tall Himalayas. This place gives you the opportunities to see the various varieties of birds, insects and plants. It is an ideal place for those who want to spend some time or who want some time to spend with the silent nature. This place acts as

a getaway from hustle and bustle of daily life. There are homestays that offer you authentic local cuisines and hospitality.

Phursey Lake

Situated a few kilometers from Aritar in the middle of the forest. The lake reflects an old long creating a picturesque image. One can also get a chance to see the red panda, pheasant, varieties of butterflies and range of wild orchids.

Nirmal Dham

Located on the way to Aritar. A home to a well-known guruji named Nirmal guruji or Kopchey baba. He is known for his power of healing people. People who believe in his power can visit him.

Old Silk Route

Also known as the Silk route. It is located on the eastern part of Sikkim and is taken up as one of the important parts of trade route in the ancient era. This route passes through Lhasa, Nathu La, Jeep La and finally to the dock of Tamluk presently positioned in West Bengal.

Rhenock

Rhenock is a tiny village cum bazaar. It is considered as a major part in and around that remote part of Sikkim. It is beautiful place covered with majestic nature. Rhenock has about 130 years old history in education. Rhenock school is considered as one of the oldest schools in Sikkim. It is on the way to Aritar. Tourists can stop for some refreshments before heading to Aritar.

Some of the photos taken during field study are given below:

Figure 3.3. Rai Temple at Makhim top



Figure 3.4. Trekking route to Makhim top



Figure 3.5. Lampokhari lake



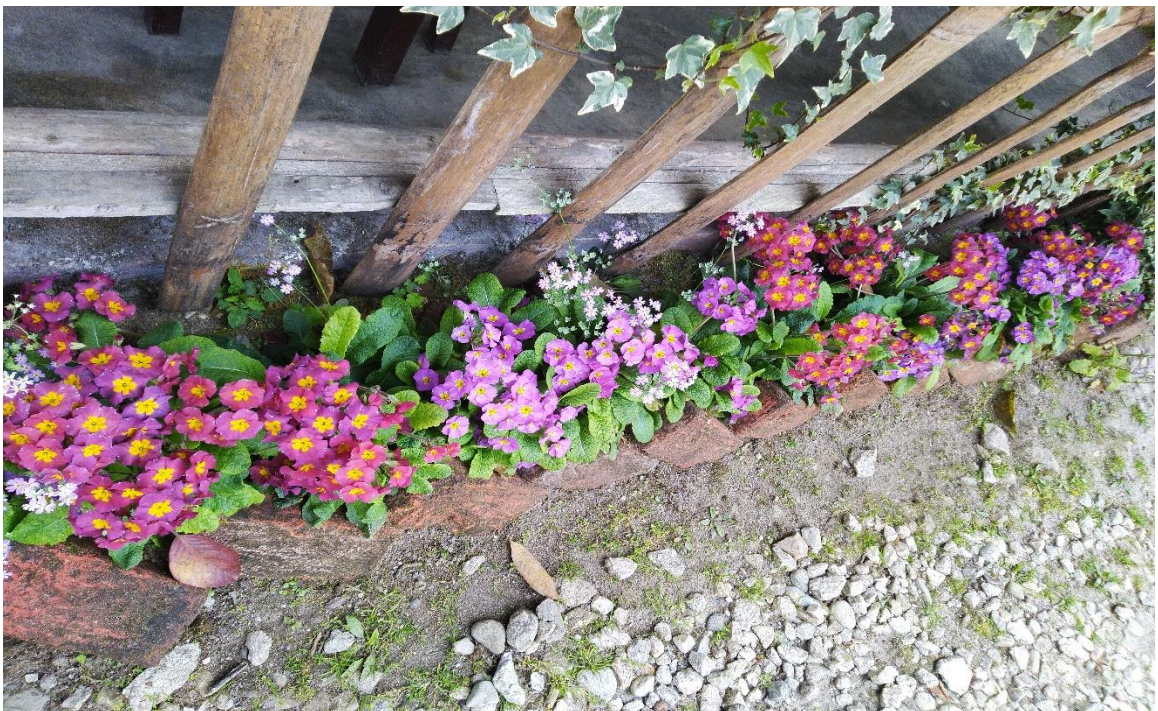
Figure 3.6. Dak Bunglow at Aritar



Figure 3.7. Top view of Aritar



Figure 3.8. Floras found at Aritar



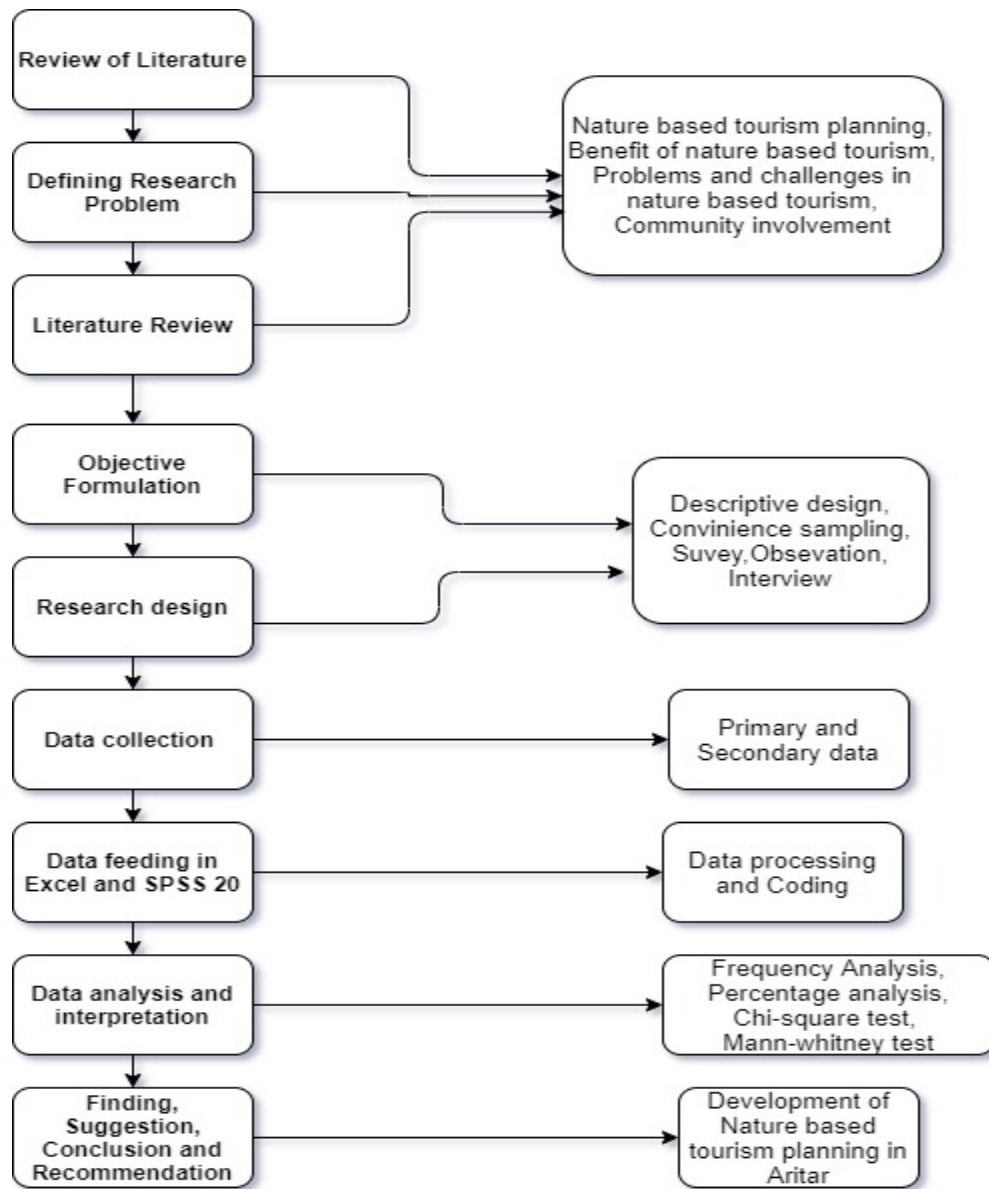
CHAPTER- 4

Research Methodology

4.1 Research Framework

The research framework for the study is shown in Figure 4.1 to accomplish the aforementioned stated objectives.

Figure 4.1. Research framework



Research Framework for the study

4.2 Research design

This study is underlaying the principles of descriptive research design to examine and communicate the current problems and prospectus of NBT in Aritar, Sikkim (Veal, 2017).

This research design describes the characteristics of a particular phenomenon and most widely used research design in social science (Kothari, 2004)

4.3 Sampling method and Sampling strategy

The research analysis has utilized a non-probability sampling to come to the conclusion from the population regarding NBT. The convenience sampling method was adopted for both tourists and residents to collect the data. It is used because it is not possible to reach every respondent (Tourist or resident) (Yilmazdogan, Secilmis, & Cicek, 2015). A total of 151 questionnaires were collected with each 81 from the tourists and 70 from residents.

4.4 Primary data collection

Survey questionnaires, personal interviews, and observations were used as research instruments to gather primary data. Two sets of independent questionnaires were framed to collect the data from residents and tourists. The resident questionnaire consists of the demographic profiles of residents, economic impact, socio-cultural impact, and environmental impact of NBT in Aritar. The questionnaire for tourists employed to capture data related to tourists who visited Aritar. It contains demographic profile, travel behaviour, expectation and satisfaction of tourists. Apart from the questionnaire, the personal interview has been conducted with the tourism stakeholders to find out their perception, understanding, and investment to promote Aritar as a potential NBT destination in Sikkim.

In addition to this observation made by the researcher regarding NBT also added for further development NBT in Aritar.

4.5 Secondary data collection

Secondary data was collected to understand the concept, principles, models, and guidelines of NBT. Related to Aritar data gathered from Government tourist office Sikkim, Sikkim Tourism Development Corporation (STDC), and Ministry of Tourism, Government of India. Furthermore, Government reports, refereed journals, books, newspapers, unpublished sources, and dissertations used for collecting valuable information regarding NBT.

4.6 Data analysis

The statistical analytic techniques were analysed using SPSS version 20. The first data was key into Excel file later it was inserted into SPSS for analysis. Frequency analysis, percentage analysis, and correlation analysis were exercised by employing SPSS to get inference from the data. Additionally, the Chi-square test and Mann-Whitney test were conducted for further understanding. Findings and suggestions are provided according to the analysis of data.

CHAPTER- 5

Result and discussion

5.1 Demographic characteristics of Tourist

The demographic profile identifies a lot about tourist behavior and their choices about the destination. It provides overall information about the tourists and can be used to identify various factors which important to undertake the study. The demographic characteristics of tourists is shown in Table 5.1.

Table 5.1. Demographic characteristics of the tourists

Demographic characteristics		Frequency	Percentage
Gender	Male	51	63
	Female	30	37
Age	18-35 year	43	53.1
	36-55 year	37	45.7
	Above 55 year	1	1.2
Qualification	Undergraduate	2	2.5
	Graduate	39	48.1
	Above graduate	40	49.4
Occupation	Business	63	77.8
	Service	18	22.2
Monthly income	5000-30000	14	17.3
	31000-50000	46	56.8
	Above 50000	21	25.9
State of resident	West Bengal	64	79.0
	Assam	9	11.1
	Delhi	4	2.5
	Uttarakhand	2	2.5
	Rajasthan	2	4.9

From the table, it can be seen that the gender distribution of tourists in Aritar is dominated by male tourists (63%) and female tourists are only 37% of the total of 81 tourists. Aritar is mostly visited by 18- 35 years and 36-55year age group of tourists with a percentage of 53.1 and 45.7 respectively. Most of the tourists are highly educated i.e. graduate and above graduate level. Both groups consider 99% of the total tourists. Furthermore, the majority of the tourists visited are businessmen, and only 22.2% are from either Government service or working in the private organisations. The monthly income of most of the tourists is 31000 to 50000 with 56.8% of the total percentage. Aritar is mostly visited by the residents of West Bengal followed by Assam.

5.2. Travel characteristics of tourists

Table 5.2 represents the travel characteristics of tourists. From the table, it can be understood that Aritar is mostly visited by groups such as families and less visited by the solo traveller. The source of information obtained regarding Aritar are social media (29.6%), Travel agency (22.2%), Friends (19.8%) and Websites (16.0%). The majority of the tourists use reserved vehicles to reach Aritar as most of them are coming from West Bengal. If we consider the duration of stay then 76.5% tourists want to spend a day in Aritar, 16% wants to spend stay one night and 7.4% of tourist want to spend more than one night in Aritar. Furthermore, most of the tourist wants to stay in Homestay followed by hotels.

Table 5.2. Travel characteristics of the tourists

Tourist characteristics		Frequency	Percentage
Tourist	FIT	7	8.6
	GIT	74	91.4
Source of information	Family	10	12.3
	Friends	16	19.8
	Social media	24	29.6
	Website	13	16.0
	Travel agency	18	22.2
Transport	Private vehicle	8	9.9
	Local taxi	1	1.2
	Reserved vehicle	72	88.9
Time spend	A day	62	76.5
	One-night	13	16.0
	More than one night	6	7.4
Accommodation	Homestay	34	51.5
	Hotel	18	27.3
	Resort	11	16.7
	Friends place	3	4.5

5.3 Demographic characteristics of Resident

Table 5.3. Demographic characteristics resident

Demographic		Frequency	Percentage
Age	18-35 year	42	60
	36-55 year	28	40
Gender	Male	46	65.7
	Female	26	34.3
Qualification	Undergraduate	37	52.9
	Graduate	30	42.9
	Above graduate	3	4.3
Occupation	Business	37	52.9
	Service	22	31.4
	Housewife	4	5.7
	Unemployed	5	7.1
	Student	1	1.4
	Farmer	1	1.4
Monthly income	5000-30000	33	47.1
	31000-50000	14	20.0
	Above 50000	14	20.0
Years of Living	0-15 years	4	5.7
	16-30 years	24	34.3
	30-45 years	39	55.7
	45-60 years	3	4.3

The demographic characteristics of the resident are shown in Table 3. 60% of the respondents belonged to 18 to 35 years and 40% of residents are 36 to 55 years. In addition

to this 46 respondents were male and 26 respondents were female. The education level of the respondents are undergraduate and graduate. Most of the respondents are doing tourism business as Aritar is a tourism destination and 31.4% of the respondent are Government or Private employees and most of them around 55.7% are staying in Aritar from the past 30-45 years.

5.4 Objective 1 – Result and discussion

Understand the Nature-based planning process and its applications over the destination in the study area.

NBT planning is an important form of tourism which conserves and sustains the natural resources of a destination as well as benefit the local communities This study also reflects the same principle. However, to successfully plan a destination for NBT, it important to understand the overall planning process and how it can be applicable to the destination. In this study, to achieve the objective, previous literature has been critically analysed to understand the nature-based tourism planning, its impact on the economic, environment and socio-cultural and how it can be accomplished in Aritar, Sikkim. Some of the major studies which critically analysed the nature-based tourism planning is given in Table 5.4. Spenceley (2004) examined the concept of responsible NBT in Kungur national park of South Africa. They found out that responsible NBT can bring economic and business opportunities for the local communities and conserve natural resources. This study can be taken as a reference for other national parks to develop NBT planning. The planning of NBT can be successfully achieved when environmental standards are maintained, integrated planning done for the destination, and communities are involved in every step of the development.

Table 5.4. Some important studies in NBT

Objective	Author	Place of study	Outcomes
Application of responsible nature-based tourism planning in National park	Spenceley (2004)	Kruger national park, South Africa	Responsible NBT can bring economic and business opportunity for local people and prevents the exploitation of nature and its resources
Issues and opportunities of NBT	Priskin (2003)	Western Australia	Coordination between the stakeholder is important for NBT
Entrepreneurship in NBT	Tervo-Kankare (2019)	Finland	NBT entrepreneurs' attitude and value towards climate change
Sustainable growth in NBT	Tyrväinen, Uusitalo, Silvennoinen, & Hasu (2014)	Lapland	Proper planning and designing of a tourism destination is required for sustainable NBT
Factors essential for sustainable NBT	Spenceley (2008)	South Africa	Social and cultural issues, Tourism business environment, Environmental, and conservation management and policy and planning are the important factor for nature-based tourism planning.
Planning for NBT	(Hakim, 2008)	Indonesia	Environmental standard-setting, integrated destination planning, and Community participation are the key points for NBT planning
Planning NBT based on tourist attitude	Sæþórsdóttir (2010)	Iceland	Investment in infrastructure and service is important for planning NBT.
Assessing and understanding the community view towards NBT	Schweinsberg, Wearing, & Darcy (2012)	Australia	Local communities have a significant role in developing NBT
Engaging local people in NBT	Rugendyke & Son (2005)	Vietnam	Tourism provide alternative livelihood for local people in addition to agriculture
The implication of NBT in emerging countries	Karant & DeFries (2011)	India	NBT conserves the environment and supports the local livelihood

Figure 5.1. Key concepts of NBT



Figure 5.1 represents the key concepts to consider based on the reviewed literature. These are the top 25 keywords used by previous researchers as keywords represent the concept of the study. These concepts can be used to successfully plan the NBT. Based on this, important concepts are considered for the study to better understand and apply the planning of NBT in Aritar, Sikkim

5.5 Objective 2 - Result and discussion

To identify the major issues and challenges pertaining to the promotion of Nature-based tourism in the study area.

After understanding the concept of NBT planning and its application in Aritar, the next step is to identify the major challenges to promote Aritar as a well-known tourist

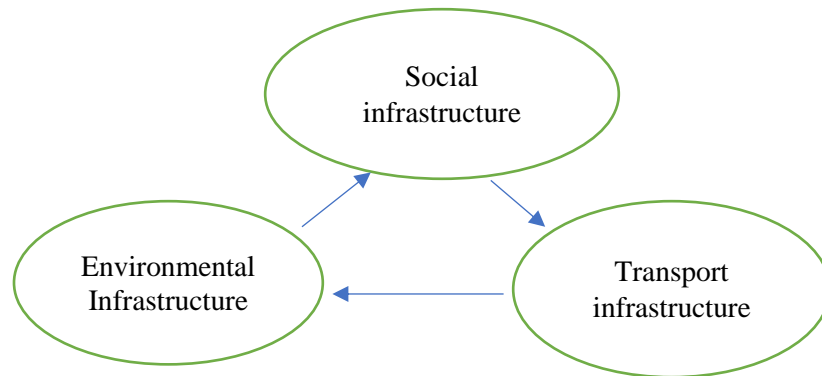
destination. The major challenges and issues encountered by tourists during a visit to Aritar is shown in Table 5.5.

Table 5.5. Major issues and challenges encountered by tourist in Aritar

Major Issues and Challenges	Yes	No
Available infrastructure	17(21.0%)	64 (79.0%)
Necessity of planning	48 (59.3%)	33 (40.7%)
Promotion	69(85.2%)	12 (14.8%)

From the table, it can be understood that available infrastructure is technically crucial for the development of the tourist destination. 79% of the respondent reported that the available infrastructure is not adequate to cater to their needs. There are two types of infrastructure to develop a destination: Infrastructure and superstructure (Lowry, 2016). Infrastructure includes the basic amenities and facilities such as electricity supply, water supply, sanitation, telecommunication, etc. The superstructure also called tourism infrastructure are the physical structure that is designed, erected, and developed to cater the tourist such as accommodation, accessibility, Restaurants, Shopping complex, airport, road, railway, etc. Tourism infrastructure divided into three main categories, which is represented in Figure 5.2. Transport infrastructure includes the accessibility to reach the destination which includes the airport, railway, and road (Tourism and transport forum Australia, 2008). Social infrastructure includes accommodation such as hotels, resorts, homestays, etc. to accommodate tourist and other facilities and service to attract the tourist. Environmental infrastructures are the natural value includes national parks, sanctuary, marine parks, and reserves.

Figure 5.2. Tourism infrastructure



Source: Tourism and transport forum Australia (2008)

According to Raina (2005), infrastructure for the growth of tourism can be arranged into four important groups: Physical, Cultural, Service, and Governance which is represented in Figure 5.3.

Figure 5.3. Elements of tourism infrastructure



Source: Raina (2005)

This study findings supported the result of previous studies that infrastructure is an indispensable organ to gear up tourism (Sæþórsdóttir, 2010). In addition to this, around 60% tourists point out the importance of planning in Aritar. Planning is necessarily

important for the sustainable growth of tourism. However, due to the lack of proper planning Aritar is not performing well in terms of tourism compared to other NBT destinations in Sikkim. Tourist also felt the same thing:

“This place can be promoted as an NBT destination in Sikkim; however, proper planning is required to accomplish this objective and the Government should look after this matter seriously”

Furthermore, in-depth interviews with the stakeholders also revealed that proper planning is required in Aritar to get benefit from tourism:

Aritar is a good place for NBT lovers compared to other tourist destinations of Sikkim, but systematic planning is required to gain full advantage of tourism in Aritar which will benefit stakeholders and the local community as well.

One stakeholder mentioned the importance of transportation and other facilities:

The transportation route should be developed so that the tourist can reach easily to the destination and other facilities can be made to compete Aritar with other NBT destinations.

Besides infrastructure and planning, Promotion is also required to make Aritar is a well-known tourist destination. 85% of the respondents stressed the importance of promotion in Aritar. Moreover, it is always been an issue for a tourist destination as reported by the previous researchers (Govers, Go, & Kumar, 2007).

The major issues reported by the local communities to promote Aritar as an important tourist destination is shown in Table 5.6.

Table 5.6. Major issues reported by residents

Major Issues and Challenges	
Overall Development for tourism	Underdeveloped (75.7%) Developed (12.9%) Developing (11.4%)
Necessity of planning	Not properly planned (75.7%) Properly planned (24.3%)

Among the respondents, 75.7% of them identify the importance of development in Aritar to promote as a nature-based tourism destination. They believed that Aritar is underdeveloped to cater needs of the tourist. Furthermore, 75.7% of residents stressed that Aritar is not planned properly to accommodate the tourist. The place requires systematic planning to benefit the tourists as well as local communities because unplanned destinations can bring a negative impact to Aritar such as exploitation of natural resources, environmental degradation, pollution, the conflict between tourist and host community, etc. 90% of respondents emphasized that proper planning in tourism will grow Aritar further which would create economic benefit for the local communities.

Chi-square test has been conducted to find out the interdependence between available infrastructure, the necessity of planning, Aritar is a major tourist attraction, required promotion, behaviour of local people, visit more than one time, rating the place and recommend the place with time spend in Aritar, which is presented in Table 5.7. The result was significant with a p-value less than 0.05 for all the variables i.e. there was an interdependence between time spend in Aritar with available infrastructure, time spend in Aritar with necessary of planning, time spend ion Aritar with Aritar is a major tourist attraction, time spend in Aritar with behaviour of local people, time spend in Aritar with

visit more than one time, time spend in Aritar with rating the place and time spend in Aritar with recommending the place.

Table 5.7. Result of the Chi-Square Test

	df	Pearson chi-square	<i>p</i> -value
Available infrastructure	2	6.593	0.037
Necessary planning	2	6.404	0.041
Aritar is a major tourist attraction	2	6.656	0.036
Time spend in Aritar			
Required promotion	2	6.499	0.049
The behaviour of local people	2	11.384	0.023
Visit more than one time	2	6.593	0.037
Rating the place	2	16.052	0.013
Recommend the place	2	6.404	0.041

Mann Whitney U test was carried out to identify the significant perceptual difference between males and females for both tourists and residents towards NBT. The result is presented in Table 5.8. The table clearly explained that there is no significant difference between the perception of males and females since all the *p*-value is more than 0.05 of all variables for both tourists and residents. It indicates both males and females have the same perception towards NBT.

In addition to this, the responses of tourists and residents to NBT issues and opportunities is shown in Table 5.9.

Table 5.8. Mann Whitney test result

Perception of tourist and resident	p-value for tourist	p-value for resident
Business opportunities	.492	.739
Employment opportunities	.663	.770
Destination possesses a unique image	.392	.097
Abundant in natural resources.	.574	.937
Planning is necessary	.440	.880
Best for planning Nature-based tourism	.136	.995
Major issues and challenges in its promotion	.338	.473
Potential of developing nature-based tourism activities	.311	.124
Socio-economic impact of tourism	.765	.449
Still lacks as compared to other places in Sikkim	.059	.315
Natural resources not utilized and maintained properly	.052	.364
NBT can help the destination to prosper and become allure	.824	.797
Measures for NBT planning can be taken up	.536	.448
Sustain and protect natural resources	.812	.216
Potential to benefit the communities	.846	.449
Preserve the authenticity of the place	.546	.627

Variables	Tourist							Resident						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Business opportunities	28.4	49.4	9.9			1.2	11.1	27.1	57.1	10.0				5.7
Employment opportunities	28.4	50.6	13.6			1.2	6.2	28.6	57.1	10.0				4.3
Destination possesses a unique image.	28.4	22.2	18.5	4.9	3.7	3.7	18.5	31.4	41.7	15.7	1.4	1.4	2.9	1.4
Abundant in natural resources.	27.2	71.6	1.2					28.6	71.4					
Planning is necessary	35.8	32.1	16.0	1.2			14.8	35.7	51.4	7.1		1.4		4.3
Best for planning Nature-based tourism.	19.8	69.1	6.2				4.9	44.3	40.0	7.1			1.4	7.1
Major issues and challenges in its promotion.	28.4	35.8	24.7		3.7	7.4		27.1	41.4	20.0	1.4		2.9	7.1
Potential of developing nature-based tourism activities.	35.8	49.4	6.2		1.2	1.2	6.2	28.6	55.7	5.7				10.0
Socio-economic impact of tourism	54.3	38.3	6.2	1.2				37.1	50.0	8.6				4.3
Still lacks as compared to other places in Sikkim.	12.3	49.4	22.2	6.2	2.5	7.4		27.1	48.6	12.9	1.4		1.4	8.6
Natural resources not utilized and maintained properly.	4.9	51.9	34.6	3.7	1.2	3.7		30.0	50.0	11.4			1.4	7.1
NBT can help the destination to prosper and become allure.	48.1	33.3	11.1				7.4	37.1	48.6	4.3				10.0
Measures for NBT planning can be taken up in the area.	45.7	33.3	11.1				9.9	28.6	55.7	5.7				10.0
Sustain and protect natural resources.	43.2	38.3	6.2	2.5			9.9	31.4	57.1	4.3			1.4	5.7
Potential to benefit the communities	45.7	39.5	4.9	1.2			7.4	48.6	42.9	4.3				4.3
Preserve the authenticity of the place.	43.2	37	4.9	2.5			12.3	40	45.7	5.7	1.4		1.4	5.7

Table 5.9. Responses of tourists and residents towards NBT issues and opportunities in Aritar

Where

- 1= Agree
- 2= Strongly agree
- 3= Somewhat agree
- 4= Disagree
- 5= Strongly agree
- 6 = Somewhat agree
- 7= Neither agree nor Disagree

5.6 Objective 3 – Result and discussion

To analyses the socio-economic impact of Nature-based tourism in the study area

Tourism could bring both prospects and consequences on economic, environment, and socio-culture. If it is properly planned and sustained then it will bring fortune for Economy - Profit, Protect the nature - Planet and positive Socio-Cultural impact - People. If it is not planned and maintained properly then it can be detrimental towards people, planet, and profit (UNWTO, 2016). These triple bottom lines are considered to be a crucial factor to plan any type of tourism to achieve sustainability. This is the utmost important criterion in the contemporary world.

Aritar is a major NBT destination that is believed by the local people. 80% of the respondents agreed that Aritar has the potential to attract nature tourists who want to explore nature and its beauty. The perception of resident as Aritar is a major attraction is shown in Table 5.10.

Table 5.10. Response of local residents regarding Aritar

Rating	Very much	Somewhat	Undecided
Potential tourist destination	80%	15.7%	4.3%

Tourist arrival to Aritar has been increased in recent years. The local community also realized the benefit of tourism and the impact on Aritar. It is shown in Table 5.11. It can clearly understand that Tourism has brought positive changes in Aritar as well as the local community. 57.1 % of the local resident believe that their economic condition has been improved because of the growing number of tourist's arrival in Aritar compared to the past. 17.1% of respondents perceived that they have got employed due

to the increase in tourists. 7.1% believe better living standards, 1.4% believe changes in infrastructure, and 17.1% believe increased the number of tourists.

Table 5.11. Tourism development compared to the past

Tourism development compared to the past	Percentage
Changes in economic condition	57.1%
Reduction in unemployment	17.1%
Better living standards	7.1%
Changes in infrastructures	1.4%
Increase in the number of tourists	17.1%

From the study, the finding suggested that 47.1% of the local people started their entrepreneurship to cater to the tourist need. Out of the 47.1%, 12.9% are involved in Homestays entrepreneurship, 8.6% are involved in Hotel entrepreneurship, 5.7% are entrepreneurs, 10% are started their Tea stall business and 9.9% are started Souvenir shop business to cater both domestic and international tourists. The earning from the tourism entrepreneurship was moderate since Aritar is on introduction stage of tourism development. 21.4% of Entrepreneurs earn more than 50,000, 8.6% of entrepreneur earn between 30000-50000, 7.1% earns between 15000 to 30000, 4.3% earn 10000 to 15000 and 7.1% earn 5000 to 10000. However, they believed that the profit would increase if Aritar is properly planned and promoted as a major nature-based tourism attraction. The earning from the entrepreneurship is given in table 5.12.

Table 5.12. Details regarding tourism entrepreneurship

Tourism entrepreneurship	Yes (47.1%)	No (52.9%)			
Type of tourism entrepreneurship	Homestay (12.9%)	Hotels (8.6%)	Entrepreneur (5.7%)	Tea stall (10%)	Souvenir shop (9.9%)
Earning from the tourism entrepreneurship	5000-10000 (7.1%)	10000-15000 (4.3%)	15000-30000 (7.1%)	30000-50000 (8.6%)	Above 50000 (21.4%)

Table 5.13 represents the negative impact of tourism. 60% of respondents believe that tourist flow will increase pollution in Aritar, 34.3% perceive tourism will exploit the natural resources and 5.7% believe that more tourists will overcrowd the Aritar. The result suggested that local community is concerned regarding the Environment carrying capacity and Socio-cultural carrying capacity. However, they agreed that sustainable nature-based tourism planning can avoid all the negative impact and will bring positive change in the environment as well as the lives of local communities.

Table 5.13. The negative impact of tourism

The negative impact of tourism	Percentage
Overexploitation of the resources	34.3%
Pollution	60.00%
Overcrowding	5.7%
Vandalism	--
Negative western influence	--

Resident understanding of NBT is shown in Table 5.14. The majority of the residents strongly agreed and agree that NBT has a positive impact in Aritar.

Table 5.14. Resident understanding of the NBT

Impact	1	2	3	4	5	6	7
Tourism increases business opportunities for the local people.	57.1	27.1	10				5.7
Tourism creates the employment opportunities for the local people.	57.1	28.6	10				4.3
There is a major socio-economic impact of tourism in this place.	50.0	37.1	8.6				4.3
The introduction of NBT can help the destination to prosper and become allure.	50.0	30.0	11.4				10
Nature-based tourism planning in the area can help the place to sustain and protect the natural resources.	48.6	37.1	4.3				10
Nature-based tourism has the potential to benefit the communities	42.9	48.6	4.3				4.3
Nature-based tourism can be used to preserve the authenticity of the place.	45.7	40	5.7	1.4		1.4	5.7

Strongly agree, Agree, Somewhat agree, Strongly disagree, Disagree, Somewhat disagree and Neither agree nor disagree equal to 1,2,3,4,5,6 and 7 respectively.

5.7 Objective 4 – Result and discussion

Explore the potential of Nature-based tourist activities in the study area

It is additionally an important value for the destination to provide activities such as cycling, camping, mountain biking, etc. for the tourist to make them participate actively. The perception of tourists to NBT activities has been given in Table 5.14. It is evident that 55.7% of tourists strongly agree that Aritar has the potential of developing NBT activities, 28.6% agree this place has the potential of developing NBT tourism activities and 5.7% somewhat agree on this. Furthermore, by considering the natural beauty of Aritar, 68.6% of tourists suggested bird watching, cycling, camping,

mountain biking, canoeing etc. can be introduced, 25.7 % agree on this and 2.9 somewhat agree on this.

Table 5.15. Tourism activities

Activities	Strongly Agree	Agree	Somewhat agree
This place has the potential of developing nature-based tourism activities	55.7	28.6	5.7
Activities of NBT like birdwatching, cycling, camping, mountain biking, canoeing, etc. can be introduced.	68.6	25.7	2.9

5.8 Objective 5 – Result and discussion

To suggest the measures of Nature-based tourism planning in the study area

Based on the finding's suggestion are given below

- ❖ The Sikkim Government tourism department is a key stakeholder for developing tourism in Sikkim has to be more aggressive to develop the infrastructure facilities in Aritar, which is the utmost important element for the development of NBT.
- ❖ Systemic planning is required in Aritar for NBT development as the majority of the tourists highlight the lack of planning in Aritar. Therefore, sustainable nature-based tourism planning is needed in Aritar to continuously generate benefits for the local people.
- ❖ Promotion is an inherently salient 4Ps of the marketing mix to achieve the marketing objective in the target market. From this perspective, Aritar needs robust promotion activities by all the stakeholders to pull a larger degree of tourists in a sustainable manner to enjoy the natural landscape.

- ❖ The development of the accommodation sector is needed to cater the tourists to stay. Although, homestays are the primary accommodation in Aritar, Hotels, and resorts are also needed to cater to luxurious tourists and a large number of visitors since homestays have limited accommodation with moderate facilities.
- ❖ Development of Aritar in all respect is also required to accommodate tourists as the majority of the local people perceived Aritar is underdeveloped.
- ❖ The government can take measures to provide financial incentives to those who are interested in tourism entrepreneurship.
- ❖ Transport facilities should be enhanced by the Sikkim Government tourism department in Aritar for further development of tourism.
- ❖ Activities of NBT like birdwatching, cycling, camping, mountain biking, canoeing, etc. can be introduced to provide tourists with a broad range of activities.

CHAPTER- 6

6.1 Conclusion

Over the year, Sikkim has been emerged as a prominent NBT destination for nature enthusiast those who want experience and feel the elegance of nature and to engage some nature-based activities such as trekking, mountain biking, camping, etc. However, needful planning is required to accommodate the tourist for preventing any adverse effect on the environment, economy, culture, and society. Due to the paucity of research in NBT planning in Sikkim, this study focusses on the NBT planning in Aritar located in East Sikkim. From the study, it was found out that Aritar is the best destination for NBT. However, it is not performing well in terms of NBT due to issues and challenges in tourism planning in Aritar. This research explored the issues in NBT planning by taking into consideration the tourist, resident and stakeholders' points of view. The conclusive finding revealed that NBT planning in Aritar can bring a successfully positive push to the local economy, conserve protect and preserve the natural resources and create job opportunities for the locally residing people. Ministry tourism, the Government of Sikkim could consider Aritar as a potential destination to developed feasible plans to promote it as a NBT by constructing possible infrastructures.

6.2 Contribution to the research

This research examined the notion of the NBT planning and empirically confirmed that proper planning of nature-based tourism in Aritar, Sikkim can contribute towards the economic benefit, conservation of the environment, preservation of culture, open doors for entrepreneurship and development of the local community. This study contributes an overall framework and better understanding the mechanism NBT planning and its effect on the destination. In India few research works have been

conducted underlying the planning of NBT, so this study would contribute furthermore towards the existing concept of nature tourism and its planning by providing implications and suggestions based on findings. It can be referred as a derivative to plan NBT for other mountain areas as well as other nature-based tourist attraction destinations in Sikkim. Theoretically, this study has noticed evidence that local communities were positively supported by nature-based tourism planning. More importantly, some of the respondents said tourism has brought livelihood for them, but it can be increased further with the help of proper tourism planning. At the same time, the findings confirmed that infrastructure development is an important factor among the attributes that have a significant influence on NBT planning. In other words, infrastructure development has a useful impact on tourism planning because the perspective of the tourist is that to visit destinations that are satisfying their needs through the available infrastructure such as accommodation, transportation, amenities, etc. This study also finds that nature-based tourism planning can help to sustain and protect natural resources which is the utmost important concept in the contemporary world. Furthermore, the study contributes that nature-based tourism planning can be utilized for better tourist experience by adding alternative activities like birdwatching, trekking, hiking, mountain biking, etc. Lastly, the findings contributed that NBT planning can be act as a tool to preserve the authenticity of Aritar.

6.3 Limitation and future research

Although the findings resulted from this research have produced insightful results and contributed significantly towards the tourism body of knowledge regarding the NBT planning and implications in Mountain areas, it has some limitations which can be addressed by conducting further research in the future. First, the study is limited to NBT planning in Aritar, Sikkim, and data was collected from the residents of Aritar

and Visitors who visited Aritar. In future research, the same kind of study can be done for further generalization of the result in other NBT destinations in Sikkim as well as other geographical areas with high potentials of NBT. Second, this study was conducted with convenience sampling which may limit the findings to generalizable. Thirdly, the study is confined to the NBT planning in Aritar, Sikkim, so its result might not be generalizable to other types of tourism planning such as Cultural tourism, Religious tourism, Adventure tourism planning, etc. in Sikkim. However, it can be used as a reference. Lastly, the study was conducted in Aritar, Sikkim located in the high altitude of Himalaya. In the future, the same type of study can be done in the lower altitude areas and comparison can be made between both for better understanding. This would make a more general concept of NBT planning regardless of altitude. Furthermore, in the future, a study can be conducted, what is the impact on economy, environment, culture, and society after the implementation of NBT planning in Aritar, Sikkim.

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Appendix
Questionnaire

Dear Respondent,

The undernamed Primula Sharma is pursuing M.Phil from Department of Tourism, Sikkim university Gangtok, East Sikkim. As a part of my research, the following questions given are part of my survey which is conducted in order to know about your valuable response regarding the ‘Nature-based tourism planning” in Aritar. I will be highly indebted for your cooperation for filling up the questionnaire given below. The following information given by you will be kept confidential and only a necessary data will be used and presented for the research.

Primula Sharma (M.Phil Scholar)
Department of Tourism, Sikkim University
Email: primulasharma678@gmail.com

SECTION- 1

GENERAL QUESTIONS FOR THE RESIDENTS

Name: _____

Age: _____

Gender: _____

Qualification: _____

Occupation: _____

Income status: _____

Kindly tick \checkmark the appropriate answer

1. How long have you been staying in Aritar?

a) 0-15 years

b) 16-30 years

- c) 30-45 years
- d) 45-60 years
- e) Above 60 years
2. How do you find Aritar as a potential destination for tourism promotion?
- a) Very much
- b) Somewhat
- c) Undecided
- d) Not really
- e) Not at all
3. What do you think about the development of Aritar?
- a) Under developed
- b) Developing
- c) Developed
- d) Well developed
4. Kindly rate the following appreciating tourism development as compared to the past?
- a) Changes in economic condition
- b) Reduction in unemployment
- c) Better living standards
- d) Changes in infrastructures
- e) Increase in number of tourists
5. Kindly rate the tourism influence in Aritar?
- a) Good
- b) Very good
- c) Excellent
- d) Exceptional
- e) Neutral
- f) Poor
- g) Very poor
6. What are the major drawbacks that you came across through?

- a) Over exploitation of the resources
- b) Pollution
- c) Overcrowding
- d) Vandalism
- e) Negative western influence

7. Do you run any tourism entrepreneurship?
- a) Yes
 - b) No

8. What kind of tourism entrepreneurship do you have?
- a) Homestay
 - b) Hotels/ Resorts
 - c) Entrepreneur
 - d) Tour guide
 - e) Car rentals
 - f) Tea/ Coffee stalls
 - g) Souvenir shops

9. How much profit do you make from your entrepreneurship monthly?
- a) Rs 5-10,000
 - b) Rs 10,000-15,000
 - c) Rs 15,000-30,000
 - d) Rs 30,000-50,000
 - e) Above Rs 50,000

10). Do you think Aritar is properly planned to attract to tourists?

Ans _____

11). Do you think that planning a proper type of tourism will further help Aritar to grow more? If yes/No, any suggestions.

Ans _____

SECTION-2

QUESTIONS REGARDING NATURE-BASED TOURISM IN ARITAR

Please rate on a scale from 1 to 7 your perceptions on the following questions. Please ✓ tick your response appropriately.

Agree = 1

Strongly agree = 2

Somewhat agree = 3

Disagree = 4

Strongly disagree = 5

Somewhat disagree = 6

Neither agree or disagree = 7

STATEMENTS	1	2	3	4	5	6	7
Tourism increases business opportunities for the local people.							
Tourism creates the employment opportunities for the local people.							
This tourism destination possesses a unique image.							
This tourist destination is abundant in natural resources.							
Planning of proper kind of tourism is necessary in this place.							
This place is best for planning NBT.							
This place is facing some major issues and challenges in its promotion.							

This place has the potential of developing NBT activities.						
There is a major socio-economic impact of tourism in this place.						
In spite of having diverse natural resources the place still lacks as compared to other places in Sikkim.						
The natural resources available in the destination is not utilized and maintained properly.						
The introduction of NBT can help the destination to prosper and become allure.						
Measures for NBT planning can be taken up in the area.						
Activities of NBT like birdwatching, cycling, camping, mountain biking, canoeing etc can be introduced.						
NBT planning in the area can help the place to sustain and protect the natural resources.						
NBT has the potential to benefit the communities						
NBT can be used to preserve the authenticity of the place.						

Dear Respondent,

The undernamed Primula Sharma is pursuing M.Phil from Department of Tourism, Sikkim university Gangtok, east Sikkim. As a part of my research, the following questions given are part of my survey which is conducted in order to know about your valuable response regarding the ‘Nature-based tourism planning’ in Aritar. I will be highly indebted for your cooperation for filling up the questionnaire given below. The following information given by you will be kept confidential and only a necessary data will be used and presented for the research.

Primula Sharma (M.Phil Scholar)

Department of Tourism, Sikkim University

Email: primulasharma678@gmail.com

SECTION-1

GENERAL QUESTIONS FOR VISITORS

Name: _____

Age: _____

Gender: _____

Qualification: _____

Occupation: _____

Income status: _____

Place of residence: _____

Type of tourist: 1) FIT 2) GIT 3) Individual

Please ✓ tick the appropriate answer

1. How did you come to know about the place?

a) Family

b) Friends

c) Social media

- d) Websites
- e) Travel agencies
2. How did you reach the place?
- a) Private vehicle
- b) Local taxi
- c) Reserved vehicle
3. Do you think the tourism infrastructures available here is enough for tourists to visit the place?
- a) Yes b) No
4. Is planning a proper kind of tourism necessary in Aritar?
- a) Yes b) No
5. Do you find this place fit for nature-based tourism?
- a) Yes b) No
6. Do you find Aritar as a major attraction in Sikkim?
- a) Yes b) No
7. Does this place require more of promotion?
- a) Yes b) No
8. How much time you want to spend in Aritar?
- a) A day b) One-night c) More than one night
9. Where are you staying?
- a) Homestay
- b) Hotel
- c) Resort
- d) Friend's place
- e) With any relatives
10. Kindly rate the behaviour of the locals during your visit to Aritar.
-

- a) Excellent
- b) Good
- c) Fair
- d) Poor
- e) Very poor

11. Did the place meet your expectation?

- a) Yes
- b) No

12. What do you like the most about the place?

- a) Natural beauty
- b) Attitudes of the people
- c) Ambience
- d) Weather
- e) Proximity

13. Is the place worth enough to visit more than one time?

- a) Yes
- b) No

14. Kindly rate the place

- a) Excellent
- b) Exceptional
- c) Good
- d) Very good
- e) Neutral
- f) Poor
- g) Very poor

15. Will you recommend this place to your near and dear ones to visit?

- a) Yes
- b) No

16. Will you tell positive things about Aritar to your friends, family or relatives?

- a) Yes
- b) No

SECTION-2

QUESTIONS REGARDING NATURE-BASED TOURISM IN ARITAR

Please rate on a scale from 1 to 7 your perceptions on the following questions. Please ✓ tick your response appropriately.

Agree = 1

Strongly agree = 2

Somewhat agree = 3

Disagree = 4

Strongly disagree = 5

Somewhat disagree = 6

Neither agree or disagree = 7

STATEMENTS	1	2	3	4	5	6	7
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This place has the potential of developing NBT activities.							

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In spite of having diverse natural resources the place still lacks as compared to other places in Sikkim.						
The natural resources available in the destination is not utilized and maintained properly.						
The introduction of NBT can help the destination to prosper and become allure.						
Measures for NBT planning can be taken up in the area.						
Activities of NBT like birdwatching, cycling, camping, mountain biking, canoeing etc can be introduced.						
NBT planning in the area can help the place to sustain and protect the natural resources.						
NBT has the potential to benefit the communities						
NBT can be used to preserve the authenticity of the place.						