

## **Eco-Tourism Project in the Ecosystem of Sindhudurg District: A Model Case Study for Tourism Development**

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**Abstract-** This research paper is a nonconventional type of research paper. It contemplates more practical and applied research useful for entrepreneurs in tourism business. The paper has examined the technical and economic feasibility aspects of the new tourism project. Therefore, the study has selected a suitable location for ecotourism business as a sample and examined the merits and potentials of the area for cooperative tourism business. The study believes more on the bio diversity, distinct cultural and ecology feature of the district. Certain biodiversity and sensitive hotspots have been discussed from tourism point of view. The study has selected Arosbagwadi, of Sherla village, Tal- Sawantwadi Dist- Sindhudurg of Maharashtra for the purpose of studying the feasibility of the project. The study has also been substantiated by the advantages of proximity of Goa, Mumbai-Goa Highway, Goa Airport, Kolhapur, Pune, Belgaum routes and Konkan Rail stations and so on. Based upon these favourable factors and potentials, the study has estimated comfortable yearly tourism business income for 7-8 months season period with an adequate margin of safety even by partial occupancy. The less amount of investment cost in permanent capital asset has led to lower the borrowing costs. The repayment obligation of fixed liabilities are also low to bring down the breakeven level at risk free level with adequate coverage of annual obligation. The findings of the study are beneficial to the local unemployed youth who may become entrepreneurs in the district for promoting small to medium level ecotourism projects if they have, own land and other basic facilities of cost reduction.

**Keywords used-** Eco tourism, Rural tourism, Eco system, Gross cash Inflow, Cash outflow, Operating margin, Borrowing cost, Revenue, Net Margin, Return on Investment, Pre tax profit.

**Introduction-** The trends in tourism keep on changing with the passage of time. Boost in rural tourism is a “new-found love” for the urban traveller, especially the present generation that seems to be detached from the rural lifestyle. This generation has lost its rural lifestyle years ago, when their ancestors moved to cities in search of employment or stability. Additionally, the conventional tourist places are saturated, so people want new experiences and the rural society offers them that. Rural tourism showcases the rural life in India, the art, culture and heritage, the nature and wildlife and various ecological aspects of rural India. The rural India has a great potential to attract tourists; Indian as well as foreign. Indian village life is full of fresh air, green pastures and a wide range of rural art and handicrafts, folk songs, folk dances, rural sports, rural medicines, organic foods, ethnic life style, unique customs and culture.

Sindhudurg District is the first district in Maharashtra to be declared as the tourism district. As a result of it, increasing state efforts are taking place at the state level for promoting tourism in the district. There are also few promotional organisations working for the development of the industry. Also recently, the government has declared many schemes of financial investment into businesses of local tourism service providers. Thus now tourism activities are properly channelized throughout the district. MTDC (Maharashtra Tourism Development Corporation) has recognised few tourist destinations in Sindhudurg; such as Amboli, a hill station; Beaches in Vengurla or

Malvantalukaetc. for development a few years ago. Likewise till date mainly, the areas nearcoastal line and Amboli were developed as tourist destinations because theyhad a considerable tourist flow. However, now after this new wave ofdeveloping whole district as tourism district and new incentive schemes ofgovernment, people from other parts have started contributing to the tourismactivities. Sindhudurg is not only the destination of beach tourism anymorebut it has also been promoted for wildlife, adventure, cultural and rural tourism.This research paper has selected a sample location of river bank of Sherla village in SawantwadiTaluka of Sindhudurg district of Maharashtra for examining the feasibility and potentials of eco tourism project development distant from beach which would be helpful to replicate at several other similar locations in the district.

#### **Problems-**

The basic problem of local economy of Sindhudurg district is an unemployment and migration to Goa, Mumbai and Pune cities and its suburban area due to lack of knowledge, income and education. Migration of young generation leads to dissipation of villages and old age people are also desolated. Due to poor economic level and single monsoon cropping harvest season, no other source of income is available except irregular daily wages. The people in rural parts are economically powerless and no sufficient investible fund for maintenance of ancestral properties.

#### **Objectives-**

- 1) To examine the technical and financial feasibility of the new model eco or rural tourism project of the particular form.
- 2) To estimate the employment potential opportunities in the tourism business in rural area of Sindhudurg district.
- 3) To recognize the bio diversity, food and cultural heritage features as helpful for tourism business in the district.
- 4) To attempt for exploring model tourism projectexpandableto elsewhere in similar eco system.

#### **Research Design-**

##### **Population –**

The research work undertaken in this paper is based upon projected illustration of one tourism project suitable for the geography of Sindhudurg district.The district geography is a population of study. Different elements of eco system like bio diversity, culture, food, living style, heritage etc have been considered as tourism business avenues for the purpose of estimation of revenue by the projected sample unit under consideration.

##### **Sample Design-**

One sample location close to bank of the backwater river in Sherla village of Sawantwaditaluka has been selected for project feasibility evaluation from business point of view. Various favourable nearby distinct eco system features have been considered from tourism point of view. For the purpose of promotion and operational management, one locally promoted registered Cooperative Body for tourism promotion–KonkanSindhuParytanSanstha has been designatedfor practical illustration of the projects. Estimates of initial investments, working capital, revenue collection and expenditure have been made for next five years. The land will be leasehold land for the purpose of the business.

Absolute analysis technique has been used for the purpose of analysis of absolute figures of projected incomes and expenditures with financial projections of Investment, cash Inflows, Borrowing costs, Net Margin, ROI etc.

#### **Assumptions-**

- a) The study assumes 50-70% occupancy utilisation of the total annual capacity.
- b) Around 7 months annual period of tourism season has been supposed for the purpose of estimation.
- c) Bio-diversity, cultural heritage features and communication means are primary bases for tourism business.
- d) Government land and water resources shall be available on leasehold basis for atleast next 20 years period of operations.
- e) Similar tourism features are abundantly available at different locations in Sindhudurg district.
- f) Sufficient own land and water resource with unemployed youth in the district is available for promotion of tourism projects.

#### **Hypotheses-**

- 1) H: 1- The sampled ecotourism project shall be feasible for tourism business.  
H:0- The sampled project shall not be feasible for tourism business.
- 2) H:1- Medium to small ecotourism or rural tourism projects can be expanded in different operational forms in the district with similar eco system. H:0

#### **Data Collection and Analysis-**

##### **District Level ion Data-**

a) **Geographical Data-**Sindhudurg At a glance. Established on 1st may, 1981, Location 15.37-16.40N 71.19-74.13E, Area 5087.5 sqkms  
Borders West- Arabian Sea, East- Kolhapur District, North-Ratnagiri District, South- Goa & part of Karnataka State, Coastline 121 kms District Capital Sindhudurgnagari, Tehsil Kudal Tehsils 8, Deogad, Vaibhavwadi, Kankavali, Malvan, Kudal, Vengurla, Sawantwadi and Dodamarg, Villages 750, Grampanchayats- 430.

Climate Sultry (with humidity) Average Temperature Min 21.880 C, Max 31.590 C, Average Rainfall 3300mm.

Population 849651 (as per 2011 census) Male- 4,17332, Female-4,32,319

Minerals Manganese, Silica, Bauxite. MIDC- One at Pinguli Kudal.

Main Occupations Farming, Fishing, Irrigated Farming, Tourism, Horticulture, MSMEs, Major Crops Paddy Rice, Finger millet, Sawa millet,

Horticulture Cash Crops- Mango, Cashew, Jack Fruit, Jamun, Kokam, Coconut, Betelnut, watermelons, vegetables etc

Reserve Forest 55000 hectares, Sacred Groves-1490, Important Rivers Terekhol, Bhangsal, Gad, Shuk, Shanti, Nirmala

Festivals Ganesh Chaturthi, Shimgotsav, Holi, Carnivals, Annual Jatrotsav,

b) **Bio-diversity Details-** The Konkan region that spreads across the western coast of India is a boon to Maharashtra due to its exotic natural wonders. It is a slender strip of 720 km of land sandwiched between a rich coastline on the West and mighty Western Ghats (Sahyadris) on the East. Sindhudurg District that lies in southern (tal) Konkan is place of pride for allop Konkan. The splendours of Konkan are bountiful- biodiversity, natural beauty, the Konkani lifestyle that nurtures their culture, the Malvani cuisine, historically rich mountain forts and sea forts, carvings and sculptures, ancient temples, pristine rivers, creeks, mangroves, spotless sand beaches.

Bio diversity Rare species- Malabar Whistling Trush, Giant Squirrels

Carved out of Ratangiri and Kolhapur districts, it consists of 8 Talukas -Deogad, Vaibhavwadi, Kankavali, Malvan, Kudal, Vengurla, Sawantwadi and Dodamarg.

Tourists come here to see its historic forts constructed by Chhatrapati Shivaji Maharaj i.e Sindhudurg in Arabic sea. and to enjoy the beach atmosphere. National Highway 66

(previously known as NH 17), passes through this area. It has 7 railway stations; a 105 Km stretch of Konkan Railway line which passes through this district. The project area is in southern Sindhudurg, lying on border of states Maharashtra & Goa. Goa, a relatively small state of India is situated on the western coast of India, between the borders of Maharashtra and Karnataka and is better known to the world as a former Portuguese enclave on Indian soil. Tourism is said to be the backbone of Goa's economy. It is famous for its beaches and places of worship, and tourism is its primary industry. Tourism is generally focused on the coastal areas of Goa, with decreased tourist activity inland. Foreign tourists, mostly from Europe, arrive in Goa in winter whilst the summer and monsoon seasons see a large number of Indian tourists.

**c) Cultural Heritage** -The Sindhudurg District is known for its rich culture. It is depicted in the importance that local people give to various religious idols and their temples; the way they celebrate their annual rituals. Every village has a temple of Gram God or Goddesses. Also there is one small temple at every border of the village. It is believed that these gods protect the whole village from the evil. The villagers give first priority to these temples in every religious event. On every annual religious common occasion, the whole family goes to the temple and one authorised person of the designated family, who is called Gaonkar tells garhana (a spontaneous, script less confession type prayer in local dialect) before the god. It is the ritual in which the god is intimated about the coming event or function & asked for offering blessings for the same to the respective family.

Annually many festivals such as Mahashivratri, Holi (Shimga), Ramnavami, Gokulashtami etc are celebrated by villagers at these temples collectively. Almost hundreds of people come to the village temple and have lunch prasada within the campus of the temple.

The Shimga is another most famous out of all and celebrated in almost all villages. It starts on the day of Holi Pournima and goes on for 5 to 15 days. Every night there is some programme in village temple. All people who have moved to various cities like Mumbai, Pune or distant places etc. come on this special day to their respective villages. On the eve of last of festival, there is Rombaat. Rombaat group gathering from different blocks of the village on the last day. Each village has different period of celebration ranging from 5 to 15 days. Some people go door to door in whole village and perform some special shimga dance. It is type of religious enjoyment without harm to anybody.

Likewise some villages have special celebration for Dussera.. Idols of both God & the Goddess are carried in Palakhi at a particular holy place at a particular time. Then they are said to meet each other symbolically called 'tarang' in movable form.

In most of area during Diwali every villager has Tulsi Wedding at his house. The Lord Ganesh Chaturthi is the most popular individual festival as well. The Matavi decoration done for Ganesh during this festival is unique. It's a 5 to 11 days festival celebrated in individual houses where all people living in one or nearby localities go to each other's house for Aarti in the evening. Also the villagers celebrate Birthday of the temple every year i.e. anniversary i.e. Jatotsav. At such occasions villagers have events like puja, palakhi, jatra (the fair) etc. In this fair there are many food stalls, toy shops, giant wheel and other games for children etc. Such celebrations show unity at the time of festivals is real cultural heritage of the area. The 'Malvani' Culture, as it is generally called, is very famous for Dashavtari Drama. It is the folk art performed in every village at night of such events & celebrations. The drama is in Malvani- local language of the

Sindhudurg. It is based on some stories of Mahabhatara, purana - the ancient literature of India. Earlier the drama was performed by some native people of village, however now days various professional performing art groups travel across the villages to perform the scriptless play. The Dashavtari drama has become quite a professional performance these days and it is a good recognition of this folk art. The most distinct feature of this art of play is that it has no written script. Sindhudurg is also famous for its other folk art forms like Chitrakathi, Pangul, Keertan, Dhangiri dance (chappay) etc. Likewise North Goa also showcases similar cultural heritage and religious background. Thus, Sindhudurg district showcases exceptional natural, social, biological diversity which urban people crave to see and experience.

#### **Model Project Information-**

Areas such as the one where the project has been proposed located in the similar eco system given above. The Promoters: Konkan Sindhu Paryatan Sanstha, Banda. The promoter of the project is a trust formed & registered in Sawantwadi, Sindhudurg. The same is registered and in operation since 12th of February, 2015. The objectives, as specified in the Memorandum of Association of the trust, include one objective as "Providing Tourism Services at reasonable rates to tourists for the welfare & benefit of the local community". After three years of successful work of awareness among the local youths, the trust wants to focus on this above stated objective and expand its operation commercially. In the opinion of promoters, the land in the Terekhol River bed seems to be ideal location for rural & village tourism with eco-friendly movable structures. It is also suitable for backwater tourism activities. The trust foresees the employment opportunities that this project will create and the aid that it will provide to local businessmen like fisherman or boatriders, local product suppliers of cashew, kokam etc, transport service providers, local women & self-help groups etc. Thus the trust is keenly interested to start such a project which is beneficial for the development & welfare of the local community of Aarobag & Banda.

The land which the promoters are looking up for is a government land on lease. The trust had previously made an application to The Collector of Sindhudurg, in this regard. The society would get permission for the same considering the noble cause of model employment generating tourism project suitable for the district. Legal formalities is not the part of the study and beyond the scope of research. It shows the actual working model of the proposed project on sample basis.

#### **The Project Location details-**

The proposed Project of tourism is situated in Aarobag region which comes on the border of Sindhudurg district of the state Maharashtra & the state of Goa. Aarobag is situated on banks of Terekhol River, the river in western India. The river, in its upper reaches is known as the Banda River and in the lower reaches as the Terekhol. It forms the boundary between Sindhudurg district of Maharashtra state and North Goa district of Goa state for some distance. The Terekhol rises in the environs of the Manohargad in the Western Ghats and flows in a south-westerly direction to meet the Arabian Sea. This river serves as a main attraction of the project area. The land under consideration for the proposed lease agreement is the land on the bank of this river, where tourism project is planned. The river has quite a large and broad river bank. It would be definitely the unique selling point of the project. Because many facilities such as houseboats, paddle boating, fish pedicure, fishing etc can be provided to the tourists here. Aarobag is a section of Sherle Village but very close and easily accessible from town Banda. Though easily accessible,

this area is a cut out and very peaceful which will amaze the visitor with sense of local lifestyle & culture.

Access to the location- By Road – NH 66 (Mumbai- Goa Road) , Banda 550 Kms from Mumbai

By Rail – Nearest Stations on Konkan Railway Sawantwadi 12 kms, Pernem 20 kms, Thivim 20 kms

By Air – Goa International Airport, Dabolim 85 kms  
(Also one new Airport is proposed site at Mopa, in Goa which is approx. 10kms away from the project site)

The Project Plan or Design:

The project site is divided in two parts. □ Part I: The Private Land (plot on Banda side of the river) Part II: The Government Land (plot in river bed on Sherla side of the river)

Part I design detailed: This land plot area is approx 58 gunthas. The land is private land owned by villagers. The same can be easily hired on lease from them. It is a road touch plot near the proposed bridge plan. This part will mainly have permanent office or reception centre, parking, kitchen & dining area, common toilets and 2-3 huts for guests. In future organisation also plans to introduce pigmy houses or tree houses in this part.

Part II design details: This area will have Community hall and stage for local cultural performances, childrens' park, 6-7 huts for guests, small office, kitchen & dining, common toilet blocks and boating platform. However as this land will not be available for use in monsoon season, the infrastructure to be put up on this land would be temporary and movable.

For crossing the river currently the local bridge (sakav) will be used as access to this plot II from plot I, till the time work of new bridge is completed.

**Seasonal operation:** As the river has heavy flow in monsoon the land in river bed i.e. part II will not be available for use in such period. Thus the project will be operational in Summer and winter i.e from November to May. However partial project which is in on the Banda side i.e. Part I can be operational throughout the year. Actual estimation of business has been made for yearly 7 months only.

#### **The Activities for Tourists:**

The tourists visiting this project area will have an option to visit local places in Dodamarg and Sawantwadi region, which are still in stage of developing tourists' destination. These are the places within 20-25 km distance from the project area. Thus promoting some local areas like Dodamarg Tillari, Bandeshwar Temple etc. has purpose of shifting focus of tourism from over-crowded beaches to such interior & peaceful places of the district. Though the proposed project is close to Goa state, it is not a replica of Tourism in Goa. The proposed project is unique in nature and first of its kind in the district. The project believes more in virginity of the interior places of the southern Sindhudurg; Sahyadri mountain ranges; diverse forests; extremely beautiful villages and their lifestyle.

**Places of interest:** God Bandeshwar and Goddess Shree Bhumika are the main temples close to the site. Other temples of Lord Vitthal, Hanuman are also in the town. God Bandeshwar, a Jagrit Swayambhu Shivalinga. This more than 300 years old temple is recently renovated with marvellous sculpture of natural stones of Rajasthan. There are total 12 Shivalingas inside the Garbhgriha of the Bandeshwar temple. There are various temples of other deities' e.g. Bhumika, Ravalnath, Vetal, Ganapati, Maharingan etc. around the main Bandeshwar temple. There is an annual Jatrotsav at the temple in the month of December every year.

□ Sawantwadi Moti Lake and Kingdom Palace- Moti Talao is a lake situated in front of the Sawantwadi Palace. It is an artificial lake created century ago by the royal family at the middle of city, which is really a centre of attraction for everyone.

**Artisanship of Wooden Toys-** The lake was named as Moti Talao after the royal kingdom family presented the workers with moti or pearls for constructing this large lake. Activities like boating and swimming can be enjoyed at this lake. Sawantwadi is famous for its arts and culture. The city has specialized in wooden craft, its wooden toys, bamboo craft, pottery art and traditional art paintings. Places called 'Chitar Aali' is famous for such art work of toys and showpieces. Lacquerware – Sawantwadi is well known for its lacquerware, an art form that was brought to the attention the public by Queen Satwasheela Devi. Local artisans employed in the palace have proved instrumental in the production of lacquer-ware furniture, chess sets, board games, candlesticks, fruits, vegetables, and dolls.

□ **Dodamarg Forest-** Aarobag being on border of Sawantwadi & Dodamarg Tehsils its just a few kilometres away from dense forest area of Dodamarg. Dodamarg forest is very rich in biodiversity. Variety of Birds, Butterflies, Mammals etc are seen in this forest. Talkat Van Bag -the forest garden is hardly 10 kms away. This garden is ideal place for wildlife tourism. It has walking trails or watchtowers developed and well maintained by the govt Forest Department.

Also Tilarí Reserved forest area is approx 20 kms away.

**Tilari Water Dam-** Tilari (Forebay) Dam is situated in Dodamarg Taluka, in the state of Maharashtra and the largest one is situated in Chandgad Taluka of Kolhapur District in Maharashtra and is constructed on Tilari River as the result of a joint project by the Maharashtra and Goa governments. The water from this dam is distributed to both states. The dam is located near the border of Maharashtra and Karnataka. The forest area around Dam is very dense and suitable for wildlife tourism like wild buffaloes, elephants, leopards and other wild animals in deer species.

□ **Malvan Fort & Tarkarli Beach-** Malvan is famous for warrior Shivaji Maharaj fort Sindhudurg. This is famous tourist's destination of the district. Also the beach of Tarkarli is famous for blue waters and white sand. Various water sports facilities are also provided on Deobag and Tarkarli Beach.

□ **Amboli-** Amboli is a hill station in south Maharashtra, India. At an altitude of 690 m (2,260 ft) it is the last hill station before the coastal highlands of Goa. Earlier it was a destination of summer vacations for Maharajas of Sawantwadi Sansthan. Amboli lies in the Sahayadri Hills of Western India, one of the world's "Eco sensitive Hot-Spots" and it therefore abounds in a variety of fairly unusual flora and fauna. It is already a popular destination for Indian tourists.

**Karavi flowers in Amboli-** Unexplored Villages of southern Sindhudurg Southern Sindhudurg has many villages in Dodamarg & Sawantwadi tehsils which are unexplored and very diverse in natural beauty and cultural heritage. Thus villages such as Zolambe, Talkat, Fukeri, Asniye, Gharpiet have great tourism potential, especially for wildlife & adventure tourism. Some of the remote villages have ancient forts in damaged condition. Package design for 2-3 Days with choice of visits, site seeing and experience from Day 1 to Day 3 are possible for customer point of view.

1. Huts/ Tents for stay: Tourists will be provided accommodation in huts made out of local material or cottage tents. All the huts will contain all basic necessary standard amenities. However some huts/tents will have additional luxury facilities such as

airconditioner & television set etc. It will be an attempt to blend localised infrastructure with required modern amenities.

2. Parking: Both the parts of the project area will have sufficient parking facilities which can accommodate all tourists' vehicles, along with one dedicated caretaker for parking area.

3. Food & Beverages: The focus will be on providing more of local food items like fresh fish fried or curry etc. Also the room services will be provided in the huts. Also common restaurant facility for non staying visiting customers shall also be made available.

4. Pick up & drop: Tourists coming by rail or air or by public bus will be provided pick up and drop service. The project includes two or three locally hired vehicles or one 15 seater owned vehicle for the tourists. Local tour guides will be provided while visiting nearby places.

6. Safe lockers: In the reception centre, there will be some safety lockers to keep valuables in the same while leaving for site seeing or tour.

7. House Boat tour: Inspired by Kerala back water tourism and having Terekhol River as the

main attraction of the project area tourists can enjoy house boat tour as part of their package. There will be one or two house boats at the site, which will take tourists from Aarosbag to Aaronda through back waters of Terekhol River for one night. The boat will have all amenities like accommodation, food & beverages etc. The same will be equipped with all necessary safety equipments. One or two professionally trained personnel will be present on board as well.

**Financial Projections-**(On the basis of technical consultancy in the tourism subject)

Initial Capital Cost for the Model project of Konkan Sindhu Paryatan Sanstha and Others

	▪ Model Project	▪ Individual
Leasehold land, Legal costs	5,00,000.00	@ 50,000.00
Seasonal Movable Buildings structure	15,00,000.00	10,00,000.00
Technical consultancy, guidance fees	50,000.00	50,000.00
Furniture, Fixtures and Utencils	5,00,000.00	3,00,000.00
Plot development and amenities	2,50,000.00	1,50,000.00
Working capital @@	2,00,000.00	1,50,000.00
Total ▪	30,00,000.00	17,00,000.00

@ In case of Individual projects, no leasehold or freehold land cost is involved, since the entrepreneurs own land and water sources for the project.

@@ Working capital has been estimated on lower side, since working capital cycle period is short and the number of cycles shall be more. More investment is needed in capital items of expenditure.

Means of Finance-:

Own stake or own sources ▪	10,00,000.00	5,00,000.00
Borrowing from Bank or Institutions ▪	10,00,000.00	7,00,000.00
Promotional Subsidy from the govt 25% ▪	7,50,000.00	4,25,000.00
Other sources ▪	2,50,000.00	75,000.00
Total	30,00,000.00	17,00,000.00

Projected financial performance of Model project-(As per Marketing and Financial consultantancy)

Scale	Monthly	Yr1	Yr2	Yr3	Yr4	Yr.5
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Days	30	210*	210*	210*	210*	210*
Occupancy %	50	50	50	60	60	70
Occupied Days	15	105	105	126	126	147
No. of Room accommodations	05	05	05	06	07	08
Room days	75	525	525	756	882	1176
Tariff per day	• 2000	• 2000	• 2000	• 2500	• 3000	• 3500
Stay collection •	1.50	10.50	10.50	18.90	26.46	41.16
Eatery per room day •	600	600	700	800	900	1000
Eatery collection •	0.45	3.15	3.675	6.048	7.940	11.76
Collection from General visitors Eatery. •	0.60	4.20	5.25	6.30	7.35	8.40
Gross cashinflows •	2.55	17.85	19.425	31.248	41.75	61.32
Operating Expenses including Dep •	NA	12.78	14.025	23.498	31.90	47.57
Annual financing Outflows including Interest @ 10% pa. •	NA	1.50	1.50	1.50	1.50	1.50
Net Cash Inflow/Profit •	na	3.57	3.90	6.25	8.35	12.25
Risk free ROI %	na	11.9	13.00	20.83	27.83	40.83

\*7 months season annually. All • in lacs except rates.

#### Analysis and Findings-

- 1) The model project consistently shows considerable amount of profit earning capacity of not less than 20% of the gross revenue collection.
- 2) The gross operating margin has adequate coverage of annual fixed obligation on account of repayment of borrowings in 10 years' term.
- 3) The project can also generate revenue from other customers through restaurant and eatery which would be helpful for overall viability of the project.
- 4) The accommodation capacity has been increased annually from year 3 considering possible popularity of the project.
- 5) The state government incentive policy to boost tourism by onetime lump sum Investment capital subsidy at 25% of the total project cost shall substantially bring down the risk level of Investment.
- 6) The Return on Investment is consistently showing increase due to better absolute profits from year 3.
- 7) The pre taxnet profit margin on gross revenue is consistent at 20% per annum which should be considered above the industry average.
- 8) Annual obligation of repayment of long term loans including interest has been calculated on the basis of 10% rate of interest and 10 years tenure.

#### Conclusions-

- a) Looking at the geographical, other bio diversity features, tourism uncommon unique locations, communication means, accessibility, land and water resources, power supply, cultural heritage, food, natural beauty, distinct ecosystem perspective, there are adequate favourable chances of tourism business provided the projects are professionally promoted and managed with high quality service.

b) Projected Financial performance is quite promising considering the bottom line over the investment size and benefits accrue. The model project is quite helpful from financial point of view for promoting similar tourism projects elsewhere in the district. **The Hypothesis-1 H:1 is accepted** and conclude that the sampled ecotourism project shall be feasible for tourism business.

c) The benefits of tourism is that it is seen as a means of alternative development strategy for economic and social regeneration of rural areas, as a catalyst to stimulate economic growth, increase viability of underdeveloped regions and improve the standards of living of local communities.

d) The rural people benefit as rural tourism supplements their income and enables them to stay on the farm. The decline in the ability of farm agriculture to generate sufficient income has caused many farmers to seek new sources of income and for the diversification of the agriculture base; this has been stated as one of the main benefits of tourism.

e) From the overall economic perspective tourism help to energise the rural economy and, in particular, plays an important role in creating a value-added commercial channel for local production.

**The Hypothesis 2 – H:1 is accepted** and conclude that Medium to small ecotourism or rural tourism projects can be expanded in different operational forms in the district with similar eco system.

#### **Recommendations-**

Kinds of tourism such as rural tourism, agro tourism, jungle or wildlife tourism have inherent capacity for economic progress of the rural region. Tourism is a multidimensional economic activity. Conventional tourism of repetitive scenic site visits and close door hotel stays have become monotonous. Human has a natural instinct of knowing other people, their culture, life style, habits, languages, dialects, foods, energy source, farming pattern etc. The best tourism potentials are those, which have a mass appeal i.e. which can attract large number of people with similar or different interests. The tourism potential however, depends considerably on the way a tourist place is developed and more importantly how it is sold. However development as a tourist destination may have negative impact on the natural resources and culture of the rural area. Thus when any area is being developed as a tourist destination; concepts such as sustainability, carrying capacity and maximum acceptance level of the destination have to be considered. Well-planned sustainable tourism programmes provide opportunities for the visitor to experience natural areas and human communities, and learn about the importance of biological and ecological conservation along with the local culture. Sustainable tourism is tourism attempting to make as low impact on the environment and local culture as possible, while helping to generate future employment for local people.

In economic terms, village tourism can create various self-employment opportunities and informal jobs. The introduction of tourism or tourism planning into rural and isolated areas has a profound bearing on the social organisation and decision making process in the respective communities.

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