

Innovative Business Practices in The Present Digital ERA



Dr. Amit Verma

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CHAPTER-14

ECOTOURISM IN SURROUNDING VILLAGES OF DARJEELING: A NEW HOPE OF ENHANCE BUSINESS OPPORTUNITIES

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ABSTRACT

Tourism is one of the main employment generating and revenue earning industry all over the world. Like other hill station Darjeeling is one of the developed tourist hub whereas the surroundings villages of Darjeeling is in undeveloped from decade. Ecotourism is the new concept adopted by local villages through which they can get themselves self-employed without destroying nature. This chapter aims to find out linkage about these business opportunities with the development of economy. Government intervention is very much needed for the progress of these ideas.

Keyword: Business, Ecotourism, Development, Economy.

14.1 INTRODUCTION

Ecotourism is one of the new concepts in Indian tourist industry and some cases it is very much important to develop local economy as well. Generally tourism is one of the oldest forms of leisure and smokeless industries in India and the largest provider of employed of skilled and unskilled workforce. Today tourism is known as one of major industry for employing

people. Darjeeling is basically a Hill area concentrating on tourism industry. Apart of tea industry tourism is the main field of earn bread and butter for the local people. The scenic beauty of Darjeeling is unbelievable so for year it has been a drram place of tourist lovers. But the surroundings area of Darjeeling like Takdah, Mirik, Rangil, lamahata, Tinchule are the different places now being explored as beautiful places for nature lovers. But on the same time problems of destroying nature is a challenge for development in modern way. The places are still underdeveloped from different angles and the earning capacities of local people are very low. No such industries are there and local people especially young people are engaged with tea factory or driving. After being explored as very good tourist spot local people setup ecotourism which help to enhance the business opportunities of local people as well as save the nature properly. Local people use their own house for home stay and local people are able to sell their handmade product to the tourist. Local people use modern technologies to explore their service to the world. Using the face book, different booking app, tie up with tourist agent they try to enhance their business opportunities. Government also helps to giving support by developing the infrastructural development like Proper Roadways, Drinking water, Mobile tower with internet facilities so that the places attract tourist and business opportunities of local people can be explored and the development of local economy can be possible.

14.2 LITERATURE REVIEW

Streimikiene et.al. (2020) thrown the light of ecotourism in case of sustainable tourism development. They also focused that this pandemic situation this ecotourism is taken as one of the

important business aspect from the point of view of economic development.

Genc (2020) focused on the business model that should be implemented for the sustainability of tourism sector is ecotourism. This model will help to enhance the earning capability of people as well as develop the economy as well.

Almeida et.al. (2016) analyzed that the concept of ecotourism implemented in business industry will help to grow this tourism sector a lot with the benefit of creating a number of jobs in this sector.

Bhatia.A. (2013) pointed out that scenic beauty, sports and adventure activities, proper facility of leisure time sports, traffic and railway facility attract tourists which are counted as the internal strength of any country.

Nag. A (2013) mentioned the steps taken by the central government to promote tourism industry which is prone to the strength of development of economic condition of any country. It helps in economic development through employment generation.

14.3 OBJECTIVES

- 1. To know the new business ideas in the surroundings undeveloped places of Darjeeling.**
- 2. To assesses the implication of Eco-tourism in local Development.**

14.4 RESEARCH METHODOLOGY

This chapter is based on both primary and secondary data. Primary data are collected through Google form taking help from different people in the Darjeeling and surrounding area. Total 120 samples are collected out of which 20 are rejected due

to some inconsistency of data. Ultimately samples of 100 respondent are taken into consideration. Normal percentage and chi-square test are used to analyze the data. Secondary data are mainly collected from different sources like internet, research paper, website of government tourism and Newspaper article.

14.5 ANALYSIS OF DATA

Table-1: Scope of Ecotourism

Scope of Ecotourism	Frequency	Percentage
Yes	95	95%
No	5	5%
Total	100	100%

From the above Table-1. it can be concluded that 95% of respondent are agree with the scope of Ecotourism is large in this area where as 5% of the responded do not know think that there is any scope at all.

Table-2: Use of platform for sharing this service with tourist

Use of platform for sharing this service with tourist	Frequency	Percentage
Face book Page	10	10%
Different Booking App	50	50%
Tie up with Tourist Agent	35	35%
Others Modes of technology.	5	5%
Total	100	100%

From the above Table-2 it is inferred that 10% of the respondent sharing this service through creating their own face book page while 50% of respondent using different booking app followed

by 35% tie up with tourist agent and 5% using other modes of technology to enhance their business.

Table-3: Development of Local Economy

Development of Local Economy	Frequency	Percentage
Yes	85	85%
No	15	15%
Total	100	100%

From the above Table-3 it can be concluded that 85% of respondent thought through ecotourism local economy will develop where as 15% of the responded do not agree with this statement.

Table-4: Good Opportunities of Growing Business for unemployed youth

Good Opportunities of Growing Business	Frequency	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

From the above Table-4 it can be shown that 90% of the respondent took this initiative as a good opportunities of growing business for unemployed youth while 10% did not agree with them regarding this opportunities.

From the Table-5 it can be shown that 70% of the respondent agree with that government have taken aptly steps to help for the growing their business including infrastructural development while 30% thought still government have more to do.

Table-5: Government Help including Infrastructural Development

Government Help including Infrastructural Development	Frequency	Percentage
Yes	70	70%
No	30	30%
Total	100	100%

Table-6: Help to be self employed and earning capacity of the people

Help to be self employed and earning capacity of the people	Frequency	Percentage
Yes	96	96%
No	4	4%
Total	100	100%

From the above Table-6 it can be said that maximum respondents see this opportunities as a way to self employed and enhance of earning capacity. 96% of the respondent agreed with this statement and they need to flourish this opportunities.

14.6 CHI-SQUARE TEST

- To assess the relationship between development of Ecotourism and enhance of employability of local people.
- H_0 : There is no relationship between the development of Ecotourism and enhance of employability of local people.

The below tables give the result of Chi-Square test of association of attributes between the developments of Ecotourism and enhance of employability of local people.

Table-7: Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	21.195a	8	0.017
Likelihood Ratio	17.57	8	0.015
Linear-by-Linear Association	3.28	1	0.041
N of Valid Cases	100		

Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In Table-7 the p-Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a relationship between developments of Ecotourism and enhance of employability of local people.

- **To Assess the Degree of Relationship between developments of Ecotourism with Infrastructural development.**
- **H₀₂: There is no significant relationship between developments of Ecotourism with Infrastructural development.**

Table-8: Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	26.763a	8	.012
Likelihood Ratio	27.683	8	.042
Linear-by-Linear Association	.867	1	.291
N of Valid Cases	100		

- The above tables give the result of Chi-Square test of relationship between developments of Ecotourism with Infrastructural development. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In above table-8 the p-value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a significant relationship between developments of Ecotourism with Infrastructural development.
- **To Assess the Degree of Relationship between developments of Ecotourism with taking the help of modern technology.**
- **H₀₃:** There is no significant relationship between developments of Ecotourism with taking the help of modern technology.

Table-9: Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	60.867a	20	.000
Likelihood Ratio	52.053	20	.000
Linear-by-Linear Association	20.512	1	.000
N of Valid Cases	100		

- The above tables give the result of Chi-Square test of relationship between developments of Ecotourism with taking the help of modern technology. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In above table no 9 the p-Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there

seems to be a significant relationship between developments of Ecotourism with taking the help of modern technology.

14.7 FINDINGS

- 95% of the respondent thought that ecotourism is the good scope to enhance business opportunities in these surrounding villages in Darjeeling.
- 85% of the respondents agree with that it will develop local economy.
- Almost all the respondent use modern technology to enhance their service provide through app and other social media platform.
- 96% of the respondents agree with that the ecotourism in this area will help to reduce employment problems.
- Ecotourism in this area is very much depends on government intervention of crating proper infrastructure.
- Modern technology crates red carpet to enhance this ecotourism in this surroundings area of Darjeeling and its development.

14.8 CONCLUSION

Tourism is seems to be one of the main revenue earning industry and employment generate industry too. Darjeeling is very much focused on its own pride and very much development from the point of view of tourism. But the surroundings villages are quite underdeveloped. Now this new ecotourism is one of the best hopes for the people especially for the young generation for their livelihood and income generator. People now days are quite technology savvy so with the help of technology they can try to expand their new ecotourism and that business idea is accepted by the local people. Government intervention is very

much important for the infrastructural development so that this new concept can be flourished over there and the local economy can be developed.

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