

## **Tourism and Hospitality Industry Sustainability in Competition In India (Strategic Study of Tiger Tourism)**

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### **Abstract**

With The fastest growing competition and complexities, every industry today demands regular business scanning, proper analysis and a sustainable business model so as Tiger Tourism. Tourism and hospitality Industries are one of the sectors which are also not debarred from the regular business environment scanning to remain in the horse race locally and globally. The expectations of all stake holders including Consumers ,Employees , Shareholders , intermediaries , Visitors, Tourists and many more from the tourism and hospitality industry, is getting multiplied day by day . There is an immediate need of Transition to avoid the future consequences keeping in mind the higher and increasing demands of Tourists for these particular industries. If nothing will be done in this context, decline is well expected due to visible and invisible forces which will surely be the disaster for Tiger Tourism Survivors. This study will provide a modern framework sustainability analysis with respect to tiger

tourism and will meet the expectations and requirement of all private and public players of these industries and will give them an edge over each other during competition. In this framework, an effort has been done to revamp the PESTLE Model of Tiger Tourism as per the modern nature of Tourism and Hospitality Industries with special emphasis on their sustainability models, Long term acceptance, goodwill, profitability with special emphasis on increasing the Head counts of Tiger in Wild Life sanctuaries in India.

**Key Words:** Tiger Tourism, Sustainable Business Modeling, Wildlife Tourism, Eco Tourism

### **Wild Life Tourism -an Indian Perspective**

Nature tourism is a fast-growing industry in India with wild heritage tours increasing by up to 30 per cent each year in parts of India, with more than 3.5 million people a year taking part. Conservationists feared that removing tourists from parks and wild life sanctuaries would leave the animals more at risk of poaching and their environment more at risk from loggers. Tiger Tourism industry is providing the invaluable economic imperative, the myriad of local jobs, and the millions of

passionate advocates for the parks that still harbor the greatest densities of tigers across India . But overall, the recent indications seem to suggest that tourism is beneficial if healthily sustained. It is broadly acknowledged that those working in tourism – guides, drivers , Regulatory bodies and others – have had a valuable role in monitoring and policing tiger movements and potential threats and would be contributing in Increasing the Population of Tigers in India as custodians of Tiger tourism. It has experienced a dramatic and rapid growth in recent years in India and worldwide and is closely aligned to eco-tourism and sustainable-tourism. Wildlife tourism is a specialized, yet supremely important, aspect of the tourism phenomenon. When thinking about why people like to see wildlife, it is perhaps helpful to take an historical perspective.

**Tiger Tourism and Wildlife Care**

The goal of sustainable development is now widely accepted and adopted by governing bodies who are taking care of tiger projects and Tiger tourism in various states of India and also business sectors contributing in the development of tiger tourism that are meeting the needs of the present without compromising the ability of future generations to meet their own needs with respect to preservation of Tiger species which is seen and predicted as a successful sustainable Tiger Tourism Model which will in turn strengthen the Rural Economies .Minimizing threats to Tiger conservation and/or welfare use tourism to support conservation goals with the support of local communities, related tourism industries, Government and others. It is broadly considered that Tiger tourism has grown (in terms of number of operators and/or tourists, and by implication in economic value) in recent years and continues to do so with sustainable Tiger tourism Preservation models.

**Table A: Famous National Parks in India**

<b>National Park</b>	<b>Tiger Families</b>	<b>State/Region</b>	<b>Year of Establishment</b>	<b>Governing Bodies</b>
Corbett National Park	Cheetah	Uttarakhand	1936	Project Tiger, Government of UK, Wild Life Warden, Corbett National Park
Ranthambhore National Park	Panther	Rajasthan	1980	Government of India , Ministry of Environment and Forest , Project Tiger
Sundarban National Sanctuary	Royal Bengal Tiger	West Bengal	1984	Government of India, UNESCO World Heritage Committee
Panna National Park	Cheetah and Leopard	Madhya Pradesh	1981	Government of India, Ministry of Environment and Forest, Project Tiger Madhya Pradesh

All Four National Parks carry outstanding Universal Values in the form of Tiger Tourism Success factors .Various factors have been identified in this study as the Tiger Tourism Success factors for the peaceful sustainability of Tigers and their Future species.

Sensible initiatives have been taken for the effective preservation of these National Parks as Tourist Spots to promote Tiger Tourism. Positioning one of the Critical Success factor for Promoting Tiger Tourism has been for all National parks with the help of Indian Heritage Stories of Kings, Archaeology, and Winning Strategies of Wars etc. Popularity factor has been highlighted by all Promoting Authorities along with the Government bodies to make these National Parks famous all over the world through Media and other information sources .Promotion of Tiger Tourism is the most important economic resource for the Governing Bodies .Individual Official Websites have been formed for the promotion of national Parks which are also helping in sensitizing the Local public and Visitors about the Project Tiger, Tiger Preservation Laws and Poaching Benefits . For the protection of Tigers to prevent their Poaching, Prime factor plays a very important

role in spreading awareness about the Protection of tigers and contributes to the National Pride As Tiger is our National Animal and Pride of India. Preservation factor is required because there is drastic drop in the number counts of tigers in India .Poaching is promoted as one the way to preserve tigers in India .Maintenance and health care of Tigers is one the moral responsibility of all national Parks across India through Patronage Factor.

**Research Methodology and Approaches used :**

Research methods used are largely qualitative analysis , case analysis ,literature review, and in-depth interviews. Four major sanctuaries and national parks of tiger reserves were taken as cases for establishing the tiger tourism business model for sustainability in competition. Secondary sources reviewed , examined and analyzed for drawing conclusions and redefining strategic concerns of wildlife tourism and tiger tourism Ttriangulatory paradigm shift approach used for framing of strategic table and PESTLE Model of tiger tourism . Depth interviews and experts opinion has provided qualitative content for critique and analysis of facts and futuristic projections.

**Table B: Tiger Tourism Success Factors**

<b>Tiger Tourism Success Factors</b>	<b>Corbett National Park</b>	<b>Ranthambhore National Park</b>	<b>Sundarban National Park</b>	<b>Panna National Park</b>
<b>1.Positioning Factors</b>	Jim Corbett positioned by Humayun as “Man Eater of Khumaun” . They are also renowned for being “man-eaters”, most probably due to their relatively high frequency of encounters with local people at British raj	It is a fort and positioned by Mugals and Rajputs tiger tact in war .Today the fort is occupied by tigers .	Sundarban is a Swampy mangrove forest .It is famous for Royal Bengal Tigers .Sundarban is bestowed with River Hugali or bank of Ganges .Sundarban National Park is also covered in Literature books written in Hindi, Bengali & English. The mangrove habitat	Panna national park is the best friendly tourist park .It is also covered in many books and Literature .Leading Hospitality Industries have forest lodges safaris operating here .

			supports the single largest population of tigers in the world	
<b>2.Popularity Factors</b>	<p>Covered by BBC , Discovery Channel, National Geography in several Documentaries. The stories about this national Park is covered by leading journals, Magazines of India and by leading television Channels too.</p> <p>Dhikala, positioned at the border of the extensive Patil Dun valley, is the most popular destination in Corbett because of its fabulous location and utter abundance of wildlife present.</p>	<p>130 Kms from Golden Triangle Tourist Destination “ Pink City Jaipur”. Preferred Place of Wildlife Photographers .Former Hunting Grounds of Maharaja of Jaipur. Tigers are easily spotted in day times and associated with bird watching . Covered by BBC , Discovery Channel, national Geography in several Documentaries. The stories about this national Park is covered by leading journals, Magazines of India and by leading television Channels too .</p>	<p>The Sundarbans contain the world's largest mangrove forests and one of the most biologically productive of all natural ecosystems. Located at the mouth of the Ganges and Brahmaputra Rivers between India and Bangladesh, its forest and waterways support a wide range of fauna including a number of species threatened with extinction. What also makes the Sundarban’s unique is that it's the only mangrove jungle in the world to have tigers -- and, they're strong swimmers!</p>	<p>Panna National Park is known as one the the most famous Tiger reserves .One of the major Tourist attraction “Khajuraho” makes it the stunning stop-over destination. The place is also famous for its diamond industries thus becomes an attraction for Foreign and domestic tourists Other Than Tigers. There are other stunning popularity factors which contribute to the Park’s Popularity. There are attractive tour packages to have a memorable experience of stunning Fauna .</p>
<b>3.Promotional Factors</b>	<p>Promotion through Independent promotional Website by Government of india and State government Official Website : <a href="http://www.corbettnationalpark.in">http://www.corbettnationalpark.in</a> &amp; Save the Tiger Moments</p>	<p>Promotion through Independent promotional Website by Government of india and State government Official Website: <a href="http://www.rajasthanwildlife.in">http://www.rajasthanwildlife.in</a></p>	<p>Sundarban is UNESCO world Heritage site Promotion through Independent promotional Website by Government of india and State government Official Website: <a href="http://whc.unesco.org/en/list/452">http://whc.unesco.org/en/list/452</a></p>	<p>Safari ride also becomes a good promotional factor along with other promotional sources of information including Independent official Website by Central and State government <a href="http://www.pannatigerreserve.in">http://www.pannatigerreserve.in</a></p>
<b>4.Prime</b>	<p>Tiger is a national Animal which is in the verge of extinct . Huge media and Public campaigns awareness</p>	<p>Many tourists (71%) are likely to revisit the same parks but tourists in Ranthambhore and Kanha were more</p>	<p>Association with Sundari Trees is a biggest prime factor . Twenty-six of the</p>	<p>Tiger is a national Animal which is in the verge of extinct by Huge media Companies and</p>

<p><b>Factors</b></p>	<p>drives to <b>‘Protect Tiger and increase tiger population’</b>. Ranthambhore Fort located at in the middle of Ranthambhore forest is one of the oldest fort in the country</p>	<p>tiger-centric and less likely to visit if tigers were to go extinct.</p>	<p>fifty broad mangrove types found in the world grow well in the Sundarbans. The commonly identifiable vegetation that grow in the dense mangrove forests</p>	<p>Public campaigns to <b>‘Protect Tiger and Prevent Poaching’</b></p>
<p><b>5.Preservation Factors</b></p>	<p>Project Tiger - a special conservation project to conserve the rare species of royal Bengal by Corbett national Park. The park management authority has the responsibility to conserve all Tiger species without distracting and disturbing their natural habitats and behavior .</p>	<p>Prevention is required because all the oriental Chinese traditional medicines use all the tiger body parts including nail, tail, Skin, flush , blood and teeth in preparing Chinese medicines that is why Poaching is encouraged in India .One tiger at the last transaction point ( 5 crores) for China medicine manufacturers. This reason cause drastic drop in the number count s of tigers in India</p>	<p>The Royal Bengal tiger is scientifically known as 'Panthera tigris' is an eminent member of the cat family. The origin of the cat family from what we know today is Siberia. From there, they migrated down south as the climate became colder. In Asia, India and Malaysia are the two prominent countries where tigers live. The Indian tigers, the Royal Bengal tigers are the most graceful animals found in Sundarban in Bengal. Thus their Preservation is the utmost responsibility of Park administration right from their Health care to feeding and breeding</p>	<p>Prevention is required because all the oriental Chinese traditional medicines use all the tiger body parts including nail, tail, Skin, flush , blood and teeth in preparing Chinese medicines that is why Poaching is encouraged in India .One tiger at the last transaction point ( 5 crores) for China medicine manufacturers. This reason cause drastic drop in the number count s of tigers in India</p>
<p><b>6.Patronage Factors</b></p>	<p>Tigers Living in the different Geographical Parks in India can be adopted by any person. And tiger should be given the name of the adopter and the person has to pay the total cost of food, maintainance and health care to the Zoo. This Factor needs to promote to Save Tigers from Killing .</p>	<p>Tiger Tourism survival is badly needed from conservation to profits . This growth of tiger tourism is fuelled by macroeconomic factors, such as rising disposable incomes in affluent social classes, advertising campaigns that fuel an obsession to “see wild tigers”, and businesses that exploit</p>	<p>Being National Animal ,Tigers are privileged wild animals and are always the attraction for Foreign and domestic tourists and visitors . Thus their protection is the prime responsibility for the administration of National Parks. Sensitization</p>	<p>Keeping in view the basic needs of tiger preservation ,Park authorities have banned hunting and killing of tigers and maintained an Eco balance and hygiene conditions for the survival of tiger species in live with the wild life diversity</p>

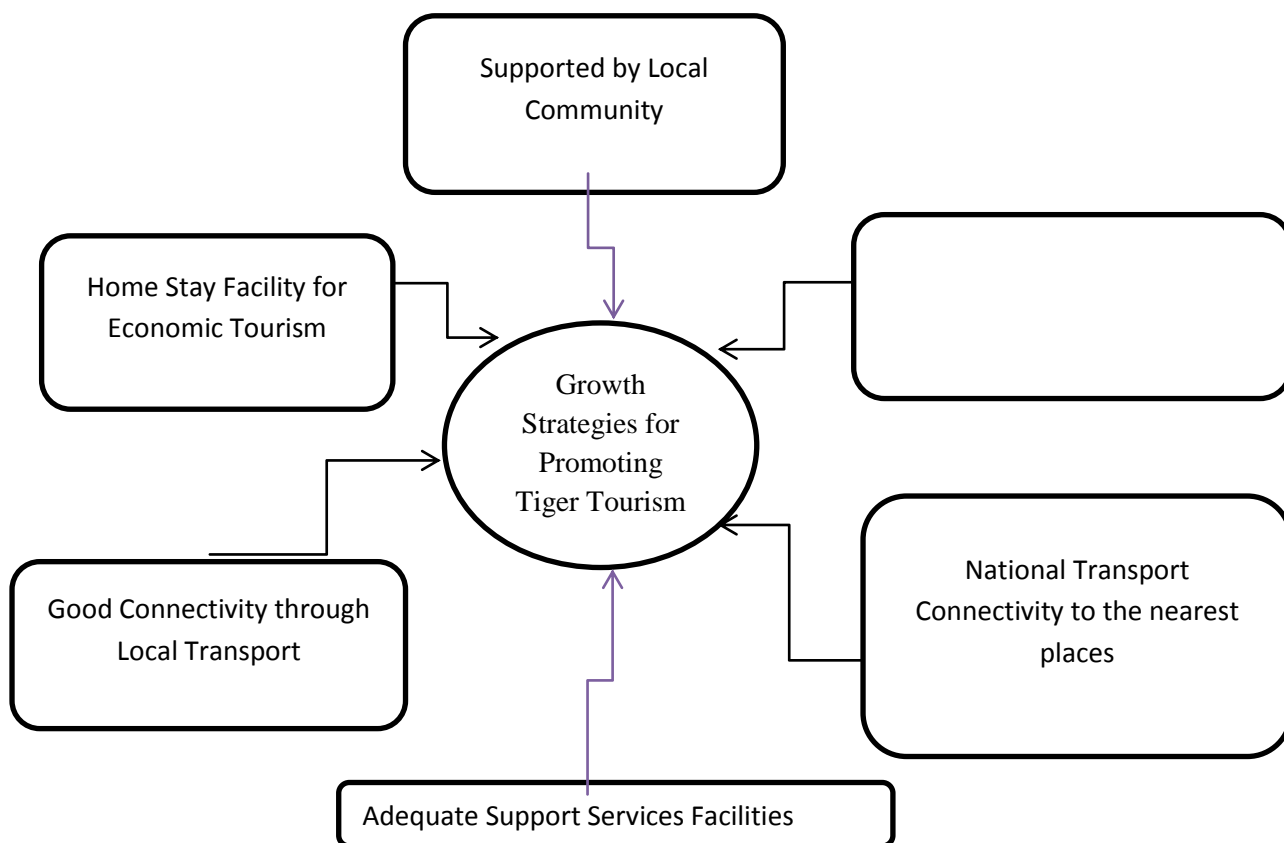
		these opportunities which becomes the important patronage factor and promotes the adoption of tiger species and their long term survival	programmes run by local administrations for the protection of tigers is the continuous activity education people about various tiger species and their survival .	management .Safe guards have also been provided for the promotion of tiger tourism and local communities .
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Source : Self Analyzed Tiger Tourism Success Factors in India (Table)

**Positioning factors** reflect upon the unique attracting points for tourists and visitors. It also becomes an important deciding factor for researchers and scientists about the areas of research in relation to nature tourism and becomes a mode of information to know about the historical significance of these parks and centuries from the origination of their existence. An impressive Positioning factor also predicts the current and future Footfalls of tourists and visitors in relation to promotion of Tiger Tourism .Through another important factor called **Popularity factor**, these wild life centuries and Parks gains the privilege of being famous across the nation or beyond .E-popularity through televisions channels, magazines and Wild life events make them reach to billions of Population and creates curiosity to visit These wild life centuries and Promote tiger tourism as much as possible . **Positioning and Popularity factors** are well

supported by **Promotional factors** both by Government and the governing and administrative bodies managing the tiger tourism projects .Wild life centuries maintain their Individual identities through their official websites promoting all their initiatives to save and protect tiger from killing and hunting. The official websites of these wild life centuries are the best source of information and links many tourist activities right from online booking, hotel bookings, travel bookings etc. **Prime Factor** uplifts all the above mentioned factors positively and becomes the matter of national pride for the Slogan ” Protect Tiger and Prevent poaching “. As it is a concern of National pride, thus is supported and protected by **Preservation and Patronage Factors**. To maintain good number counts of tigers in India, poaching and adoption of tigers is well promoted and encouraged and is legalized with strict norms and laws.

### Growth Strategies for Tiger Tourism in India



Source: Self Conceptualized Strategies for Promotion of Tiger Tourism Model

**1. Supported by Local Community**

Local community can play a very important role in the whole process of Preservation and promotion out of the monetary and non-monitory interests and also can support the state governments in all possible ways like by getting employed in the national parks as custodians of Safety and protection of tigers. Local vendors and other business groups can also facilitate their interests in the best possible manner and also can help in developing a pride image as a tourist place among the visitors and tourists with Sustainable Business Models. They can also contribute in increasing patrolling efforts and

employing more locals for the survival of tiger and other wild life species living in the National Parks. Sensitization of local communities about the Wild life Management systems and Sustainable Models will meet both objects of Preventions and profits.

**2. Home stay facility for economic tourism:**

Another prime attraction for the tourists and visitors who visit wild life sanctuaries is the availability of the safe and comfortable Home stay facility with the reasonable tariffs .The same can only be made possible by the intervention of Hospitality industries and Hoteliers to get high impact response from the

visitors during their visit to these wild centuries. Many foreign tourists urge to visit these Wild life centuries for the purpose of doing research on tigers and for them Home stay facility becomes the utmost priority for a longer period of times. Eco-resorts and Eco-forts will help in maintain and sustaining the historical significance of these national Parks and will prove to be very beneficial Economical sustainable model.

**3. Presence of hospitality companies in adjacent areas**

Keeping in mind the expectations of the tourists visiting these wild life centuries , approachable hospitality companies in adjacent areas will prove to be the deciding factors for predicting future footfalls of the visitors and can help in making a successful sustainable model with Safety ,Comfort and Fun . Hospitality companies can also contribute in revenue management by taking care of all luxury activities of visitor and also can contribute in increasing the employability index of the respective states .Telecom ,Health care , Hotels ,Food and beverages are the basic requirements of the visitors along with travel and tourism .the collaborative initiatives of all these industries can mark a memorable experience in the thoughts and hearts of the foreign and domestic tourists and can help in revamping the profitable sustainable tiger tourism model.

**4. Good connectivity Through Local Transport** One of the prime expectation of a visitor is to

make this visit the most economical experience by having a exposure of site scenes and nearby places to make their trips more informative, Knowledgeable and luxurious . Connectivity and Quality of Local Transport is a major factor to attract Tourists across the states to visit Wild life centuries for their safety and security. Local transporters can also earn goodwill both monetarily and non-monetarily.

With better connectivity, Tourists can explore all sports and sight scenes near to Wild life century and can help in promotion of the respective places through word of mouth if they will be satisfied with all basic facilities.

**5. NationalTransport Connectivity to the Nearest Places**

Tourist always comes with the intension to explore all good spots even if they visit the wild life century. State governments need to ensure that national transport connectivity to the nearest Places must be adequate and safe. Easy availability of transport with on the spot booking and the internet facility for making online bookings and transaction will be the prime concerns for the retention of visitors and tourists. Approachable Airport and railway stations will prove to be the most attractive promotional factors to attract both foreign and domestic tourists



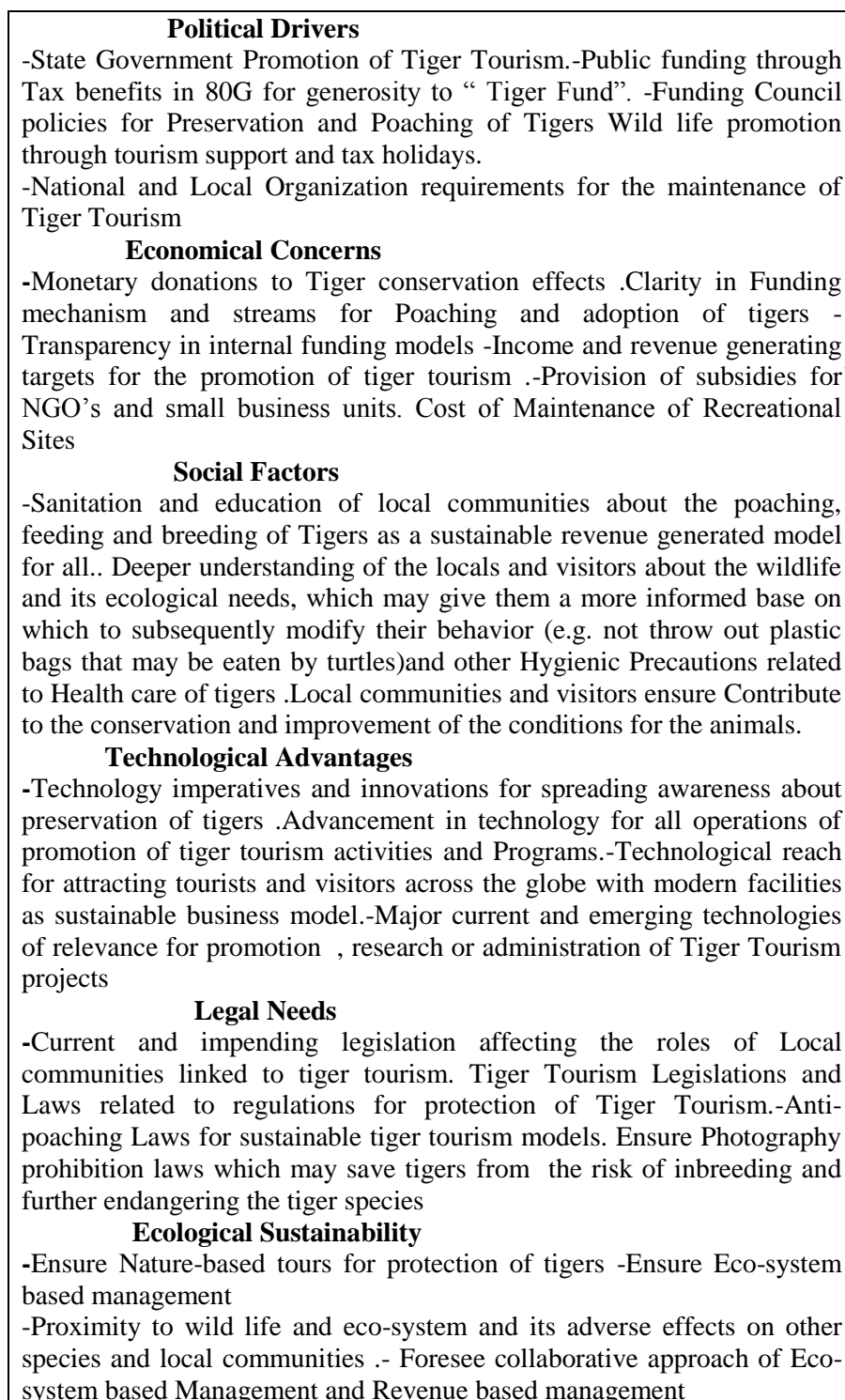
**6 Adequate Support Services Facilities** Complete package of all adequate support services becomes a point of Promotion for the local and regulatory bodies. In this Local community support is badly required to give a life-time experience to the visitors. There is a critical need to encourage visitors to behave better inside parks (noise, clothing, trash), and respect the environment they are in. Interest in tigers is wonderful, but obsession with a single species can do serious harm to the other wildlife and wild places we are trying to conserve.

#### **PESTLE Model for Tiger Tourism**

To understand the global behavior of tourism demand, the PESTLE analysis has been assessed with respect to wild Life centuries preserving Tigers .Tiger Tourism is analyzed

according to Political, Economical , Social, Technological, Ecological and Legal factors influencing the promotion of tiger tourism. The PESTLE analysis should be used to provide a context for the organization's / individual's role in relation to the external environment. It covers Political, Economic, Social, Technological, Legal and Environmental factors. PESTEL analysis for promotion and sustainability of tiger tourism is the core and collective responsibility of State and central Government, Administrative bodies handling the National parks in India , Governing and regulatory bodies running the travel and tourism , Hospitality and health care industries taking care of wild life development and sustainability and survival of Tiger Tourism .Self Conceptualized PESTLE Model will lead to Survival and Sustainability of Tiger tourism which in turn will frame a profitable eco balance Model with the relevance and impact of All six forces: Political, Economical, Social , Technological , Legal and Ecological .

**Pestle Model For Promotionof Tiger Tourism**



Source: Self Conceptualized PESTEL Model of Promotion of Tiger Tourism

### **Political drivers affecting Tiger Tourism**

Disorganized state legal Regulations may badly effect the functioning of these wild life sanctuaries which will directly affect the Tiger Tourism In order to develop the infrastructure and investments, the government must initiate the funding Council Policies in the best interest of Species healthy and preservative growths .Government directives are the drivers of Political Forces and amendments need to be made for the Tiger Tourism sustainable business models.

### **Economical Concerns affecting Tiger Tourism**

Funding mechanisms and streams for tiger preservation, Nature and Wild life directives, internal funding models, budgetary restrictions, income and revenue generation targets are all the directives influenced by the Economic Factors .Provision of tailor-made cultural, adventure, wildlife and offbeat tours to many exotic locations situated near these wild life Sanctuaries will be the revenue generating resources .Various eco and cultural day trips on offer besides activities in the farm. Meals cooked with fresh ingredients from the farm, 24hrs hot water, fridge, kitchenette will be meeting the basic requirements of the visitors and tourists as important aspects of sustainable business Models .Government study conducted by the charity in 2010 showed that a single tiger in a well-visited reserve is now worth an estimated \$750,000 per year in tourism revenues. Thus Funding for preservation of Tigers needs immediate attention by Governing and Regulatory Bodies. Economical support from Local Agents and Tourism and hospitality Industries for the development of Site scenes, Local Tourist spots, Transporters willingness to invest in Better quality of Transports and other modes.

### **Social Factors Affecting Tiger Tourism**

Societal attitudes to Education, Sensitization & Empowerment, particularly in relation to government directives and employment opportunities will make a difference in the mind set of local and other communities who

are visiting these Wild Life Sanctuaries Also We cannot ignore the general lifestyle differences, changes in populations, distributions and demographics and the impact of different mixes of cultures. The social aspect and its impact on Tiger tourism is one of the prime factor for Wild Life centuries .The interest of Local Communities cannot be bypassed by keeping in view the authenticity of the destination in line with the tradition .The attractiveness of social factor decides the retention of footfalls of customers.

### **Technological Advantages Affecting Tiger Tourism**

Current technology imperatives and innovations create a booming effect on Tiger Tourism in general and in particular. Wild life sanctuaries need to develop the latest and emerging technologies for research and administration of Tiger Tourism. Local bodies must focus on transportation and transportation infrastructure to enable tourist and visitors to reach any place either by road or by air. Online Hotel ,Eco-lodge and travel Bookings , net Connectivity and techno savvy Workforce at the wild life sanctuaries would make a difference in the quality of Visits and would prove to be very Important in terms of safety and security measures of the tourists and visitors and Tigers as well .

### **Legal Needs Affecting Tiger Tourism**

For the overall development and preservation of Tiger tourism, Legal structure, Tourism Legislations and Laws related to regulations for protection of Tiger Tourism are of Utmost requirement due to increase in Local and foreign Tourists Footfalls .The legal Environment which regulates tiger tourism must also take care of Poaching and adoption of Tigers to save and increase the number counts of Tigers in India. Therefore Careful Tiger Tourism Management is Vital.

### **Ecological Sustainability affecting Tiger Tourism**

Setting up of an eco-village at or near the Wild Life sanctuaries would aim to develop a model of sustainable living in harmony with the local communities. Quality planning of nearby areas is one of the most important prerequisite for the long term sustainability of Tiger Tourism. Health care, Food and maintenance of Tiger is the prime concern of the Administrative Bodies keeping check on the ecological balance in totality.

### **Conclusion and Recommendations**

According to the PESTLE analysis of tiger tourism there is a need to improve the quality of Infrastructure of Wildlife sanctuaries by the governing and administrative bodies with better infrastructural facilities , Transportation connectivity and quality of Travel, Hotels and Camps ,fire & Lighting arrangement , Strict Poaching and survival Laws , Wild life norms for maintaining ecological balance with zoological sustainability measures . The National animal and large families of tiger population with drastic drop on the population is a grave national concern, Tiger tourism model and promotion will act as an awareness campaign and mess education program for the need cause “ Save the Tiger”. Allied tourism gets promoted with- like elephant tourism, bear tourism, lion tourism ,bird tourism etc. along with the tiger tourism. Mass involvement, rural tourism, village tourism etc. are going to be largely promoted with tiger tourism that will substantially enhance the concept of “**Economic Tourism** “

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