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# A Study on Rajasthan Wildlife Tourism: Conservation and Reformation

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## ABSTRACT

Rajasthan is one of the best tourists destination in India. The state is well recognized for its tourism on the world map. Whether it is, Wedding Tourism, Sports Tourism, Medical Tourism, Adventure Tourism, Cultural and Heritage Tourism. Rajasthan is always remain as one of the most preferred tourist destination for the foreign tourist as well as for the domestic tourists. The Government of Rajasthan is focusing a lot on the development of tourism in Rajasthan. They are shifting their horizon from the traditional tourism towards the innovative tourism. Wildlife Tourism is one the most important new tourism area which is getting pace in the state. The paper is an attempt to find out the problems which is being faced by the tourists, while visiting the wildlife sanctuaries of Rajasthan. The paper also highlights the hindrances of the wildlife tourism development in the state.

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## Introduction

“Wildlife tourism is defined as: tourism undertaken into view /or encounter wildlife. It can take a place in a range of settings, from captive, semi-captive, to in the wild, and it encompasses a variety of interactions from passive observation to feeding and touching the species viewed.[1] Newsome et al., 2005“ Wildlife tourism is more than travel to enjoy or appreciate wildlife, it also includes contributions to conservation and community projects in developing countries, and environmental educations and awareness through the establishment of codes of conduct for wildlife tourists as well as the various components of the travel industry.[2] Kutay, 1993.

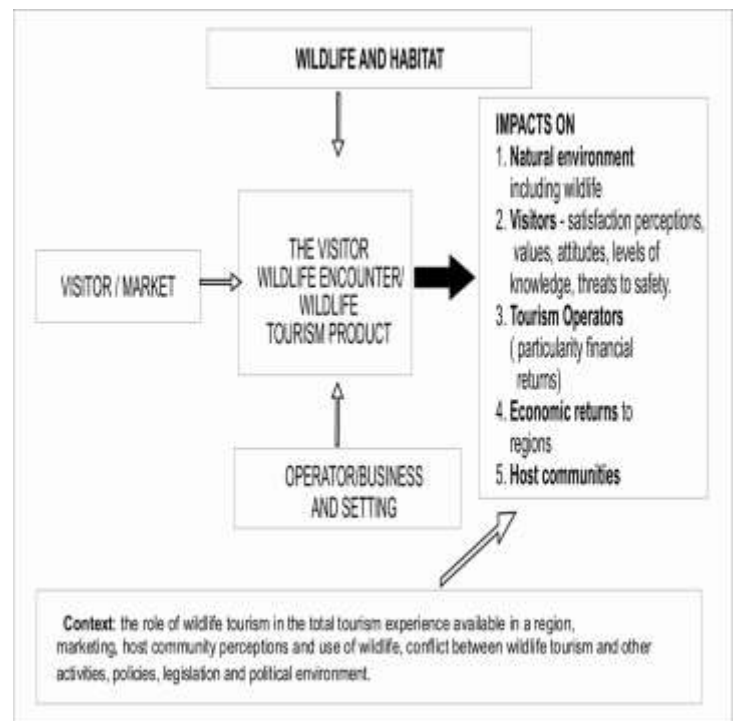
Higginbottom (2004) classified wildlife tourism into four categories:

- **Wildlife-watching tourism** - it involves viewing and interacting with free ranging wild animals.
- **Captive-wildlife tourism** - it concerns viewing wild animals within a man-made confinement such as zoos, national parks and animal sanctuaries.
- **Hunting tourism** - it is about hunting wild animals.
- **Fishing tourism** - involves interacting with water-living wild animals by way of killing them mainly for consumption.

According to Curtin (2005), urbanisation brought the need for new, exciting and adventuresome experiences through wildlife tourism; hence it mostly takes place in developing countries. Figure 1 presents a model of interactions between components of the wildlife tourism experience-

### Wildlife of Rajasthan

Rajasthan is well known for the heritage and cultural tourism. But it is very rich in its Wildlife tourism also. The wildlife of the state is not well recognized yet. The different animal species, the wide areas of wildlife sanctuaries, the natural beauty every component which is required for the wildlife is available in the National Parks and wildlife sanctuaries of Rajasthan. The below tables are showing the National Parks and Wildlife Sanctuaries of Rajasthan. The second table is showing the current 2013 status of the animal species and number in the National Parks and wildlife sanctuaries of Rajasthan.



**Figure 1 Interactions between components of the wildlife tourism experience**

Source: Higginbottom (2004:6)

### Relevance of the paper

The present paper is important for the external and internal stakeholders of wildlife tourism. The tour operators, who are dealing with wildlife tourism, local people, Government, private agencies engaged in wildlife tourism management, academicians and students who want to conduct further research on wildlife tourism of Rajasthan will be the few beneficiaries by this paper.

### Statement of the Problem

Tourism in Rajasthan is an important industry from many aspects. There is a high need to make wildlife tourism as a particular tourism area rather than just a bonus tourism. It is much needed now to focus that the tourists not visit the wildlife

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because they are coming to that city or a near by tourist place . The wildlife sanctuaries must be developed in such a way that tourists make their plans to exclusive visit the wildlife tourism of the state and stay longer . Hence ,the research and study is needed to make improvements and attract more tourists towards the Wildlife tourism of Rajasthan.

#### Objectives of the paper

- To assess the significance and role of wildlife tourism in Rajasthan
- To examine the satisfaction level of domestic and foreign tourists
- To identify the problems faced by the domestic and foreign tourists
- To highlight the main hindrances and weakness of the wildlife tourism of Rajasthan

#### Research Methodology

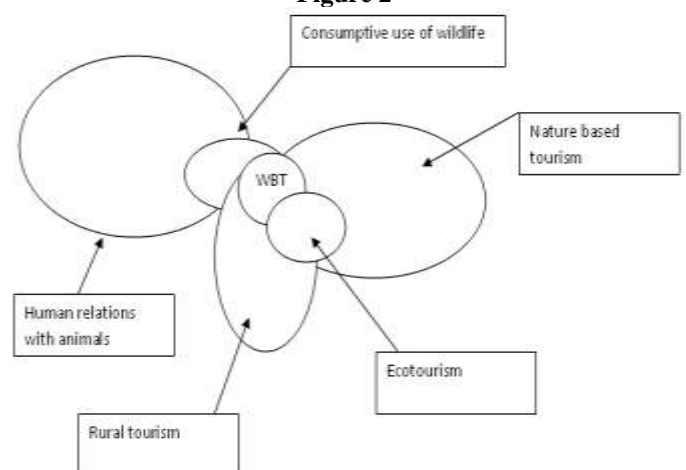
For the study, both primary and secondary data has been collected. Through a structured questionnaires, the responses taken of 200 Foreign Tourists and 200 Domestic Tourists from the different wildlife sanctuaries of Rajasthan. The person chi-square test, frequencies analyzes, histogram and correlation statistical tools were used for making the research paper more relevant. The secondary data was collected from published sources comprising of journals , websites , research dissertation available in various libraries and Tourism facts and figures were also taken from the Government of Rajasthan Department of Forests .

#### Review of Literature

Wildlife tourism is many times highlighted as eco-tourism ,natural tourism, recreational tourism also .In many studies wildlife tourism is perceived as a sub set of ecotourism ,nature-based tourism, rural tourism. (Reynolds and Braithwaite 2001),marine tourism (Garrod and Wilson 2003)or adventure tourism (Millington 2001; Swarbrooke et al.2003).According to many authors the wildlife tourists experience is a major research, priority for the sustainable management of wildlife based attractions .(Mascardo and Saltzer 2004 ;Mascardo et al.2001;Reynolds and Braithwaite 2001) .Tourism is a large industry sector with environmental impacts ,which although might be considered less than most primary and manufacturing industries ,are still substantial (Buckley 2000).Currently tourism is simply are component of an industrialized human society that places an ever larger and deeper footprint on the planet .Many destinations are embracing the growth in nature based and wildlife tourism demand by evaluating their potential as wildlife tourism destinations believing that this form of tourism will bring less environmental degradation and higher economic gain than the conventional mass tourism models so prevalent in tourism development (Ashlay and Elliott 2000;New Scientist 2003). The wildlife tourism is beneficial in many means for the society . In principle ,wildlife tourism can have positive effects on both wildlife species and their habitats through financial contributions(Pennis et.al.2004; Tisdell and Wilson 2002; Walpole and Leader- Williams 2002). Although many of the authors and researchers were highlighted the advantages of wildlife tourism .But the animals species were facing many problems because of the tourists visits ..Whilst Trenbly (2001:850)reveals that there is ,”little evidence that non – consumptive wildlife tourism activities involve greater empathy ,respect or learning benefits “.There is no doubts about it that the presence and the visit of tourists are making direct and indirect impact on the wildlife . Direct impact on wildlife disruption of behavior such as feeding ,breeding ,mother –offspring interactions ;the disruption of predator –prey relationship ; and

the introduction of disease (Chin et al.2000;Kasmierar et al.2000; Yarmology et al.1998;Roe et al.1997; Haysmith and Hunt 1998;Stockwell et al ,1991, Freddy et al .1998; Sindiyo and Pertet 1984 ).Surly, there are some indirect impacts also of the wildlife tourism on wildlife. Indirect impacts includes changed habitats and feeding patterns due to the presence of tourists and the attraction of wildlife to litter or provisioned food .(Lewis and Newsome 2003 ;Orams 2002; Curry et al.2001; Futton 2001; Chin et al.2000;Shackley 1998).During the visit to the wildlife the tourists use to click photographs of the animals etc. The pressures of photography may impact on wildlife and have been reported to cause a decline in the breeding success of costal bird species (Higham 1998; Mathieson and Wall 1982). Lewis and Newsome (2003),Chin et al.(2000) ,Davis et al.(1997), and Buckley and Pannell (1990) have identified damage to the natural environment as one of the major detract ants from the visitor experience .Additional impacts on such experiences include noise (human and mechanical ),visual impacts such as infrastructure development ,signs and littew ,and overcrowding in terms of group size and overall numbers (Sorice et al.2006; Davis et al.1997). Krippendorf (1984) and Poon (1993) suggest a new tourism consumer has arguably come of age . Krippendorf (1984: 74 )implies the need for “emotional “ rather than physical recreation ,” through activities and experiences which are not possible in everyday life .” Reynolds and Braithwaite (2001) were the first to conceptualize and place wildlife tourism within a much border context . Figure 1 shows their conceptual framework which indicates wildlife tourism’s (WBT) relationship with other important spheres of tourism products ; notably nature based ,eco and rural tourism which all sit within the realms of the seemingly natural human desire to see animals in their natural setting .

Figure 2



Source : Wildlife – based tourism (Reynolds and Braithwaite , 2001:32 )

The strategies for developing the wildlife tourism must be taken care more importantly than the other tourism .As the character of a wildlife tourist as surly differ from the general tourists .According to Ballantine and Eagles (1994) contended that there are common psychographic characteristics . They tend to possess an environmental ethic, focus on intrinsic rather than extrinsic motivators ,are biocentric rather than anthropocentric in orientation ,they aim to benefit wildlife and the environment they stive for first hand experience with the natural environment and they except an educative and interpretative element (Newsome et al .2005).In the same context Stebbins (2000)defines six qualities that distinguish “serious leisure “from casual leisure pursuits .He suggests that to partake in

serious leisure i.e to be devotees or' skilled amateurs '(Stebbins 1992 ),there must be evidence of :

- Presence in the activity
- Career or experience development
- Evidence of knowledge ,training and development of skills .
- Durable benefits such as a sense of accomplishment ,enhancing social image and facilitating social interaction
- A unique "ethos" or social world and idio culture and finally
- A tendency to identify with the chosen pursuit .(social identification )

Wildlife tourism is providing lot to the tourists .But the above characteristic in the tourists make it more easier interesting and safe for the wildlife . Rolsten (1987) suggests that wild animals are a source of fascination because they are more than objects. Understanding people's attitudes towards wildlife is an essential component of the management of wildlife oriented recreation (Teel et al 2003; Bright et al.2000; Futton et al.1996)Indeed the ethical behavior and conduct must be done during the visit to the wildlife tourism.

#### **Advantages and Disadvantages of Wildlife Tourism**

Shackley (1996) argues that with the realization that wildlife tourism impacts on the environment, terms such as environmentally friendly tourism, responsible tourism, low impact tourism and ecotourism have been developed. In order for wildlife tourism to succeed, there should be clear environmental, social and economic objectives. In wildlife tourism, tourists interact with wildlife.

Consequently negative impacts on the environment are bound to occur. Some of the impacts of wildlife tourism on the environment are:

- Disturbance of animals - this is likely to lead to an adjusted quality of animal life.
- Modification of the natural habitat
- Habituation - when animals are conditioned to accept humans in the environment, their natural behaviour is modified.
- Exceeding the carrying capacity of the tourist area may lead to soil erosion and/or extinction of certain species (Shackley, 1996).

Wildlife tourism also brings positive impacts to the environment. Cooper (1990) argues that as tourism develops, there must be environmental awareness with a development of strategies of looking after the environment. He states that a positive impact of tourism on the environment is that tourism offers a platform for conserving historic buildings, monuments and wildlife. It also contributes to the survival of local art and craft. Other positive impacts of tourism on the environment are:

- The conservation of important natural sites
- Enhancement of the environment
- Improvement of the infrastructure at the tourist area (Lickorish & Jenkins, 1997).

Andereck, Valentine, Knopf and Vogt (2005) believe that, in addition to environmental impacts, tourism brings economic and socio-cultural advantages and disadvantages. Economic advantages are creation of jobs and tax returns. These in turn create inflation. Socio-cultural advantages are improved community services and improved intercultural communications. Disadvantages caused by the socio-cultural impacts are loss of culture, migration, increased crime rates and psychological tension among community members. Negative and positive consequences of tourism development are summarized in Table .

#### **Wildlife Etiquettes**

While visiting a wildlife sanctuary or a park the tourists must have to keep in mind few etiquettes . Newsome et al;(2005p.189) defined the following etiquettes –

- Adhere to management actions and stay out of the sanctuary area i.e. keep to market trails
- Avoid areas that are important for wildlife in terms of resting ,feeding and parental care .
- Observe animals from a safe distance .
- In the case of birds remain well back from nests ,roosts and display areas .
- View wildlife from observation .
- Use binoculars and telescopes for close –up views .
- Move slowly in the presence of wildlife .
- Do not block an animal's line of travel or escape route .
- Do not attempt to make the animals do something .(let the animals be itself )
- Never chase or harass wildlife .
- Do not use calls or food to attract wildlife .
- Do not feed wild animals .
- Limit the time while you spend watching an animal (use the animal's behavior as a guide )
- Respect others who are viewing .
- Be aware of the cumulative effects of human presence (reduce group size and excessive noise )
- Avoid animals that behave aggressively .
- Document and report unethical behavior by other visitors .
- Learn as much as you can about the wildlife that you are observing and /or photographing .

The researcher of this paper have suggested the following etiquettes and the do's and don'ts while visiting a wildlife :

- The wildlife tourism is not only a fun tourism .The tourist's approach should not disturb the animals.
- Try to avoid taking kids and children of the age group of 1- 5 years to the wildlife sanctuaries .
- Try to wear green clothes or clothes of dark colors during visit any wildlife .
- Do read the guidelines and the pathways / maps .
- Do not have snacks ,cold drinks etc. in the vehicle while watching wildlife .
- Go with the group of the people of same interest .
- Be patience in the parks and sanctuaries .
- Visit in e group of people of the same interest .
- Do not stay or move after evening hours in the wildlife.
- Before visiting to the wildlife do take the map and the list of animals and birds of the destination .
- It is advisable to take help of the trained guide for knowing and taking any information regarding the wildlife sanctuary .
- Do not feed the animals throwing snacks ,biscuits etc.
- Don't through any garbage etc. in the wildlife sanctuary . It is harmful for the environment as wellfor the animals.
- Try to avoid making noise
- Don't only rely on the guides .
- Drive slowly and safely .
- Try to avoid making more photography . As the animals get conscious by the flash and noise of the camera.
- Hire a comfortable vehicle with sufficient space, safe etc. and good driver for the wildlife visit .
- Give feedback to the authorities about your experience . It gives motivation as well as improvements can be done by the suggestions of the tourists.

Table :1

S.No	Name of National Parks / Wild Life Sanctuary	District	Area (Sq.km.)
1	Keoladeo National Park	Bharatpur	28.73
2	Ranthambore National Park	Sawai Madhopur	392.5
		Sub Total	421.23

## Sanctuaries

S.No	Name of National Parks / Wild Life Sanctuary	District	Area (Sq.km.)
1	Bandh Baratha WL Sanctuary	Bharatpur	199.5
2	Bassi WL Sanctuary	Chittorgarh	138.69
3	Bhensrodgarh WL Sanctuary	Chittorgarh	229.14
4	Darrah Game Sanctuary	Kota, Jhalawar	274.41
5	Desert WL Sanctuary	Barmer, Jaisalmer	3,162.00
6	Fulwari ki Nal WL Sanctuary	Udaipur	492.68
7	Jaisamand WL Sanctuary	Udaipur	52.34
8	Jawwa Ramgarh WL Sanctuary	Jaipur	300
9	Jawahar Sagar WL Sanctuary	Kota	153.41
10	Keladevi WL Sanctuary	Karoli, Sawai Madhopur	676.4
11	Kesarbagh WL Sanctuary	Dholpur	14.76
12	Kumbalgarh WL Sanctuary	Udaipur, Rajsamand, Pali	608.57
13	Mount Abu WL Sanctuary	Sirohi	112.98
14	Nahargarh WL Sanctuary	Jaipur	50
15	National Chambal WL Sanctuary	Kota, S. Madgopur, Bundi, Dholpur, Karauli	280
16	Ramgarh Vishdhari WL Sanctuary	Bundi	252.79
17	Ramsagar WL Sanctuary	Dholpur	34.4
18	Sajjangarh WL Sanctuary	Udaipur	5.19
19	Sariska WL Sanctuary	Alwar	557.5
20	Sawai Mansingh WL Sanctuary	Sawai Madhopur	127.76
21	Shergarh WL Sanctuary	Kota	98.7
22	Sitamata WL Sanctuary	Chittorgarh, Udaipur	422.94
23	Tal Chappar WL Sanctuary	Churu	7.19
24	Todagarh Rawali WL Sanctuary	Ajmer, Pali, Rajsamand	463.03
25	Van Vihar WL Sanctuary	Dholpur	25.6
		Sub Total	8,739.98
		Grand Total	9,161.21

Source : Government of Rajasthan ,Department of Forest <http://www.rajforest.nic.in/?q=national-parks-and-sanctuaries-in-rajasthan>

Table :2

## Wild Animals Census Year -2013

S.No	Species Code	Local Name	English ams (Scientific Name)	Inside Pas	Outside Pas	Total
A	B	C	D	E	F	G
1	116B	Baghera	Lepard or Panthera (Panthera Pardus)	467	145	612
2	1131C	Bhaloo	Sloth Bear (Melursus ursinus)	788	469	957
3	1115	Bhedia	Indian Wolf (Canis lupus palipes)	522	863	1385
4	221A	Bijju	Civets (Viverridae spp.)	993	877	1870
5	118A	Chausingha	Four-horned antelope (tetracerus)	263	46	309
6	305	Cheetal	Chital (Axis axis)	23058	83	23141
7	115B	Chinkara	Indian Gazelle (Gazelle gazelle benetti)	4085	37014	41099
8	114	Jarakh	Hyena (Hyena hyena)	1833	1616	3449
9	222C	Junglee Billi	Jungle Cat (Felis Chaus)	957	3105	4062
10	3019	Junglee Suar	Wild Pig (Sus Scrofo)	17438	4212	21650
11	112	Kala Hiran	Black Buck (Antelop cervicapra)	2487	14073	16560
12	214A	Langur	Common langur (presytis entellus)	37789	11930	49719
13	116C	Lomdi	Fox/esert Fox (vulpes bucapus)	1314	5290	6604
14	2216	Nevla	Mongoosees All species of genus)	2529	599	3128
15	3014	Nilgai	Nilgai (Boselapbns tragocamales)	31060	53416	84476
16	3016	Sambhar	Sambhar (Cerrus unicolor)	21492	583	22075
17	404E	Sehli (Sehi)	Indian porcupine (Hystrix indica)	1816	1860	3676
18	222B	Siyaar/Geedar	Jackal (Canis aureus)	7603	17808	25411
19	114	Siyagosh	Caracal (Felis caracal)	23	334	357

Source: Government of Rajasthan ,Department of Forest 2013 [http://www.rajforest.nic.in/writereaddata/wildlife\\_census20131.pdf](http://www.rajforest.nic.in/writereaddata/wildlife_census20131.pdf)

**Table 3.: impact of tourism on the quality of life**

Sectors	Positive consequences	Negative consequences
Economics	- Creations of jobs - Tax revenue	- Inflation - Increased price of goods and services
Socio-cultural	- Intercultural communications - Improved community - Psychological tension services, infrastructure - Migration and facilities	- Increased crime rates - Loss of culture
Environmental	- Protection of parks - Crowding and wildlife	- Air, water and noise pollution

Source: Andereck *et al.* (2005)**Table 3. Preferences of Foreign Tourists Regarding Main Tourists Factors towards Wildlife Tourism in Rajasthan**

Tourist Factors	Preferences and No. of Tourists										Total	Weighted Value
	I	II	III	IV	V	VI	VII	VIII	IX	X		
Species of Animals	12	3	3	1	0	0	0	0	0	0	19	3.25
Near by Tourists place	4	2	4	2	0	1	0	0	0	0	13	1.98
Lakes	2	2	0	1	3	0	0	0	1	0	9	1.22
Temples ,Old Havelies & Building located in the sanctuaries and near by places	4	5	3	1	0	0	0	0	0	0	13	2.11
Climate	1	2	4	0	2	1	0	0	1	0	11	1.44
Natural Beauty	0	4	2	4	1	0	0	1	0	0	12	1.62
Transportation Availability	0	0	1	1	2	0	1	0	0	1	6	0.64
Food	2	1	1	0	0	2	1	0	1	0	8	1.02
Hotels	0	1	1	0	1	1	1	1	0	0	6	0.70
Local Market	1	3	2	2	2	3	1	0	1	0	15	2.00

**Table 4. Preferences of Domestic Tourists Regarding Main Tourist Factors of Wildlife Tourism in Rajasthan**

Tourist Factors	Preferences and No. of Tourists										Total	Weighted Value
	I	II	III	IV	V	VI	VII	VIII	IX	X		
Species of Animals	3	2	2	2	1	0	0	0	0	0	10	1.52
Near by Tourists place	5	2	3	0	0	0	0	0	0	0	10	1.67
Lakes	0	1	3	0	2	2	0	0	0	2	10	1.03
Temples ,Old Havelies & Building	3	2	0	1	3	0	2	0	0	0	11	1.47
Climate	0	0	0	2	0	3	0	2	0	3	10	0.69
Natural Beauty	0	2	0	0	3	0	0	5	0	0	10	0.92
Transportation Availability	0	0	0	0	0	0	5	0	2	0	7	0.43
Food	3	2	1	2	2	0	0	0	0	0	10	1.49
Hotels	1	0	0	3	0	2	0	2	2	0	10	1.00
Local Market	2	4	4	0	0	0	0	0	0	0	10	1.60

**Table 5**

Satisfaction Level of Foreign Tourists

	Observed N	Expected N	Residual
high	32	40.0	-8.0
moderate	37	40.0	-3.0
low	28	40.0	-12.0
neither satisfy nor dissatisfy	38	40.0	-2.0
Dissatisfied	65	40.0	25.0
Total	200		

**Table 6**

Satisfaction level of Domestic Tourists

	Observed N	Expected N	Residual
high	30	40.0	-10.0
moderate	35	40.0	-5.0
low	50	40.0	10.0
neither satisfy nor dissatisfy	50	40.0	10.0
dissatisfied	35	40.0	-5.0
Total	200		

**Table 7**

Test Statistics

	satisfaction level	satisfaction level
Chi-square	21.150 <sup>a</sup>	8.750 <sup>a</sup>
df	4	4
Asymp. Sig.	.000	.068

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0.

### Hypothesis

H0 : There is no significant difference between the satisfaction level of Domestic and Foreign Tourists in context of wildlife tourism

H1 : : There is significant difference between the satisfaction level of Domestic and Foreign Tourists in context of wildlife tourism

H0 : There are no different preferences of the Domestic and Foreign Tourists during visiting a wildlife sanctuaries of Rajasthan .

H1: There are different preferences of the Domestic and Foreign Tourists during visiting a wildlife sanctuaries of Rajasthan.

### Analysis and Inference

Through the help of structured questionnaires, the study has been done. Each of the questions cover the valid reasons to find out the satisfactory level and preferences that effect the wildlife tourism of Rajasthan. The analysis of the table is as follows:

### Key Findings

- The foreign tourist can make high expenditure, if the services is provided in a better way .
- The foreign and domestic tourists are mostly of the young age .Most of the tourists visit with their families ,friends and in couples .
- None of the tourists, visit the wildlife sanctuaries and parks with the purpose of business .
- Number of male tourists are higher in comparison to the female tourists
- Most preferred factor is the animal species for the foreign tourists on the other hand for the domestic tourists the visit to near by tourist places is more important factor .
- Wildlife tourism works as bonus tourism rather than a sole purpose to visit .
- Tourists do except a language translator and explanation of the details in their languages .
- Foreign Tourists are coming for knowledge but fail to get it as much as they expect .
- Domestic Tourists are coming for enjoyment and to watch the different animals .
- There is lack of coordination between the vehicle driver and the guide of the wildlife sanctuaries . At times they have conflicts regarding the path ways of the visit .This conflict make wastage of time and pleasure of the tourists

### Recommendations

- The tour operators dealing with the "wildlife tourism visit" must have to focus on the tourist 's satisfaction, but more than the satisfaction they have to focus on tourist delight .
- Always, Try to create and maintain a different experience of the visit to the wildlife parks and sanctuaries .
- Trained guides should be appointed
- Language translator must be appointed to describe the details about the sanctuaries and parks .
- Careful attention must be given to the promotional strategies for wildlife tourism
- The local media and National newspapers can play a vital role in image building of the wildlife tourism .
- Timely training to the staff is also required .
- There must be a coordination between the vehicle drivers and guides of wildlife sanctuaries .
- Feedback of the tourist should be taken in written and the positive feedbacks must be uploaded on the tourist website .
- Government of Rajasthan ,Department of Tourism ,RTDC ,NGOs and the private agencies should work together for the development of wildlife tourism .

- Courses and study material of wildlife tourism should be started in the Universities and Colleges of Rajasthan.
- Motivational programs should be organized to encourage tourists to make donations for the animals welfare .
- Increase the use of technology to facilitate wildlife viewing in easier way .
- Set a proper communication channel between the wildlife tour operators , Government and the animal lovers .
- Provide funds to the researchers to conduct the research work in the wildlife tourism .

### Conclusion

This may be concluded that most of the tourists are visiting Rajasthan with the purpose of wildlife tourism, except much more than what they are getting today. Wildlife tourism of the state can works wonder if promoted rightly and aggressively .Tourist satisfaction is the key factor of success. For enhancing it the first and the foremost requirement is to connect the tourist desires and exceptions with the wildlife sanctuaries. Secondly it is important to write down their complaints regarding the wildlife visits experience for making the improvements.

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