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**"STUDY ON ROLE OF THE NEW JUNGLE SAFARI CONCEPT AND
ITS IMPACT ON WILDLIFE TOURISM"**

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ABSTRACT

Wildlife tourism is a vital venue for people-to-nature studies. Since new emerging economies are likely to need more tourism in wildlife destinations, this article takes into account the broader emotional and psychological implications of wildlife surveillance. And their natural habitats, animals, can be affected by wildlife tourism. In reality, they would fear animals in their fragile life cycles and adverse reproductive effects. Tourist feeding of wildlife may alter social behavior patterns. Social and cultural consequences related to tourism, including adaptations to the organisation of families and gender roles, resulting in conflict and loss of self-esteem for men and older generations, language dilution and local community.

INTRODUCTION

Wildlife is a broad term that technically encompasses both flora and fauna, but wildlife is more widely used in common usage. For us, a classic picture of wildlife may be a major mammal or a flock of birds, but the term is widely used to encompass all kinds of animals and marine life, including all kinds of insects.

Wildlife monitoring is just a wildlife surveillance activity. It is typically used for the observation of animals and separates nature surveillance in other forms of animal observation, such as hunting and fishing. The study of wildlife and animals is primarily a practice of observation, though in certain circumstances, interaction with animals, such as handling or feeding, may require observation. The interest in wildlife is growing exponentially, and there is an ever-expanding arsenal of experiences that cover various places, species and patterns of wildlife involvement.

WILDLIFE TOURISM: THE GOOD, THE BAD, AND THE UGLY

Wildlife tourism allows wildlife and their habitats to be conserved by extracting economic benefits from animal encounters. Income is created by the privatisation of natural resources to goods that can be sold to tourists, and that income can be used to preserve those resources. Wildlife tourism would connect human beings and nature and make people more aware of the intrinsic value of nature and appreciate nature more closely, according to Curtin and Kragh. Occasionally, settlements between animal impacts, encounter quality, protection and productivity must be achieved by wildlife tourism.

The Good

Initiatives of wildlife tourism have been appealing for conservation purposes. Four key beneficial impacts on wildlife tourism are described by Higginbottom, Northrope and Green: (1) financial assistance by tickets, levies or charges (2) non-financial donations, such as operators tracking wildlife; (3) improved economic and socio-conservational incentives; and (4) education to tourism in conservation and animal protection. Ideally, both livestock protection and animal health can be influenced favourably by WTA. WTAs may have a positive effect on conservation by offering funds to manage forests, taking anti-potting measures, or by effectively preserving the cattle bred animals.

The Bad

While WTAs may not be consumptive or exploitative in nature, they may be cause for concern. Previous studies have shown that visitors may have an effect on the training, feeding and feeding habits of free animals. Response varies by species, but human proximity can lead to increased tension and alertness, among other factors that may increase energy consumption, affect the breeding success or even survival. Tourists also feed livestock which, if unmanaged, may lead to dependency or violent behavior. WTAs can also have an indirect effect on animals due to habitat impacts, such as weathering, plant trampling or land clearing, to help with tourism infrastructure.

The Ugly

WTAs are at the opposite end of the scale, both with respect to biodiversity and environmental measures. WAP also wrote studies on the use, abuse and deterioration of animals in WTAs. Sometimes, the animals involved are taken out of the wild directly, are kept under inappropriate conditions and are expected to interact with tourists. For example, meetings with tigers or selfie safaris will be included. Animals are frequently entertained in circuses and shows and ignored before and behind the scenes during their training. Finally, farms such as civic coffee farms or bear bile farms have adverse effects on health and conservation.

LITERATURE REVIEW

SefMekonen (2020) Human-wildlife issues arise where wildlife needs and activities adversely affect people or if people have a detrimental influence on wildlife needs. The agricultural extension (30%), settling (24%), overgrazing of cattle (14%), deforestation (18%), unregulated grazing (10%) and wildfire were the main trigger

of the congestion; (4 per cent). Farmers are guarded (34%), living fenced (26%), scarecrows (22%), chasing (14%) and smokers for the purpose of protection for grain raiders (5 per cent). However, the monitoring methods used with livestock pests wire fencing (38%), chasing (30%), scare crossing (24%) and watching (8%). Researchers have commonly proposed that stakeholders and bodies participating could increase awareness of wildlife conservation measures through local governments.

Sanam Naz and Mubashar Hussain (2016) This analysis illustrates the key challenges of extinguishing, endangering and conserving biodiversity. Existing animal security and restoration scenarios must be recognised both domestically and globally. The main approach to wildlife conservation is ecosystem management. There have been numerous attempts to foster forestation and deforestation mitigation in many places and activities. The key issue is also to de-encourage animal trades, shooting and hunting by numerous bans, sea contamination through different legislation and enforcement and general knowledge.s.

Susanna Curtin and Gitte Kragh (2014) Wildlife tourism is a significant forum for researching people-nature ties. Because new emerging economies are likely to require more tourism in wildlife destinations, this article takes into consideration the larger emotional and psychological consequences of wildlife surveillance. A theoretical resurrection of a deeper ecological sub-consciousness generated by a culture that is isolated from nature is the increasing relevance of this tourist operation. The value of first hand living with nature, the psychological effects and the emotional reactions that can engender a friendship of caring are given particular consideration. This is beneficial for the soul and the preservation of nature.

Krithi K. Karanth, Ruth Defries, Arjun Srivathsa and VishnupriyaSankaraman (2012) Wildlife tourism in developing economies like India is an increasing phenomenon. Park records suggest that most (71 per cent) visitors are Indians. Our survey of 436 Indian visitors reveals that many visited the park for the first time (71%) with a lot of schooling (82 per cent with bachelor and master degrees). Most tourists (88 per cent) invested USD 600 visiting for 1 week. The key motives for visiting parks were wildlife, Panthera tigers and the elegance of the landscape. Our findings show the capacity for domestic wildlife tourism to expand and promote visitor protection, but stress the need for improved knowledge and understanding of the challenging conservation realities in India.

RoyBallantyne, JanPacker and Lucy A.Sutherland (2011) One of the goals of wildlife tourism is for tourists to be informed about the risks to wildlife in general and about steps required to preserve the ecosystem and biodiversity. The results focused on a follow- up on the online survey performed around four months on visits to one of four marine tourism sites in South-East Queensland was based on 240 visitors' prolonged open-ended answers. Qualitative research showed four stages of visitor reaction, which indicated that visitor was interested in the process of seeing and hearing (sensory feelings), in sensing it (emotional affinity), in thinking (reflective response).

METHODOLOGY

The thoughts to be seen here please and disappoint wildlife visitors. Consumer feedback was gathered for this study from 1 November 2013 to 31 June 2017. Just

60.6 per cent of the total reviews were analysed in English. Each analysis was entered into an excel document, then exported to and coded by the QDA Miner as needed. The QDA miner, developed by Provalis Science, is a software package used to code quality data in text and photographic form for annotation, recall and analysis. Next, we searched for duplicates and removed all duplicates. In the end, 368 cases have been investigated (total of 40,748 words).

Table 1: Code frequency

Category	Code	Count	% Codes	% Cases
Experience	Worth	200	17.9	54.3
	Missed	83	7.4	22.6
	Disappointing	63	5.6	17.1
Time	Morning	93	8.3	25.3
	Afternoon	38	3.4	10.3
Activity	Bumpy ride	69	6.2	18.8
	Photo	12	1.1	3.3
	Toilet facilities	12	1.1	3.3
	Lunch/breakfast	13	1.2	3.5
	Crowded	113	10.1	30.4
	Driver/guide	76	6.8	20.7
	Dusty road	19	1.7	5.2
Wildlife	Abundant	132	11.8	35.9
	Abundant	60	5.4	16.3
	Elusive	54	4.8	14.7
Entry	Cost	54	4.8	14.7
	Line	29	2.6	7.9

Manual coding was carried out in order to assemble the collection of topics and definitions. The explanation was that terms were sometimes miswritten or condensed and thus not captured by the program. This was thought important. In addition, the word analysis program cannot grasp all the true sense of terms, although it does effective work in approx—70% of the cases. In the second section, we used Wordstat, another proval program, to explain the connections between terms and categories better and more explicitly.

FINDINGS

The manual coding method provided a total of 17 codes, further clustered in five categories or topics (experience, time, activity, wildlife and entry). In every event, we only counted a code once irrespective of how much it was listed. Table 1. displays the most widely used codes.

More than 50% of TripAdvisor commentators, as can be seen in Table 1, were delighted with their encounter in the National Parks and only marginally more than 17% shared unhappiness (in the remainder there was not any mention of their satisfaction or disapproval – up to 100%). Less than a quarter (22.6 per cent) complained that the major animal exhibits like the leopard or the sloth bear were absent, but plenty of them also saw their encounter satisfying. A reviewer called, for instance, his ratings “Fantastic – all saw, but a bear” (Case #1). Another journalist, review: “Fantastically – he’s seen it all – except a bear, sorry that he’s “lucky

enough to hunt for a leopard,” he still started with “What a wonderful spot!” (Case # 17).

ENVIRONMENTAL IMPACTS OF TOURIST

Tourists prefer to see wildlife and take close pictures at the shortest distance. This can, in reality, scare animals at vulnerable periods of time and have detrimental effects on reproduction. Tourist feeding of wildlife may alter social behavior patterns. The territorial reproductive system was brought to an end by artificial tourists eating.

While the expansion of wildlife sites and related activities, such as hotel building, appears to improve the livelihoods of the local communities as well as the provision of accommodation to tourists, it affects nature there. Efficient waste disposal is also required to ensure that the environment is not affected.

Visitors can have significant negative effects on biodiversity and ecology if they are unchecked. The combined effect would increase the irreversible degradation and thus reduce the attractiveness of the places involved as tourist destinations. Environmental impacts of tourism include;

- Land use: tourism facilities and other amenities, including road networks, airports and seaports.
- Destruction or deterioration of nature and habitats, such as deforestation, wetland drainage and expanded or unsustainable land usage; unsustainable use of flora and fauna (e.g. plant pickling);
- The purchase of wildlife souvenirs, especially endangered species such as coral and turtle shells or unregulated fishing;

FAO research warns that ecotourism would also have negative effects as tourist sources grow.

SOCIAL AND CULTURAL IMPACTS OF TOURISM

Social and cultural impacts are associated with tourism, including shifts in family and gender roles that result in tension and loss of self-esteem for men, the elderly; loss of local languages and cultural heritage; loss of artefacts and access to private sacred sites.

MAKING WILDLIFE TOURISM SUSTAINABLE

In order to sustain wildlife tourism, the most important aspect of tourism development, the preservation of the ecological processes required and the promotion of the conservation of natural heritage and biodiversity must be made possible by the efficient use of environmental capital. Respect and reverence for the real socio-cultural life of host cultures, the preservation of their cultural values and the protection of their traditional ideals make a vital contribution to intercultural understanding and tolerance. In particular, secure employment opportunities and income generation opportunities and social services for the host community and contribute to alleviating poverty (Wildlife Watching and Tourism, 2006) are critical for ensuring sustainable and long-term economic operations that provide socio-economic benefits to stakeholders.

In order to maintain a high level of participation and consensus building, sustainable tourism growth requires an informed, professional commitment from all

stakeholders and good political leadership. The pursuit of sustainable tourism is an emerging process involving ongoing monitoring of effects and, where necessary, the implementation of essential preventive and/or corrective measures. Sustainable tourism should also ensure that the satisfaction of tourists is preserved to a considerable degree and that there is a meaningful experience. People's understanding of sustainable tourism and its viability is increased (Wildlife Watching and Tourism, 2006). It is necessary for people to have successful skills when they engage in activities. Normally, people use computers or get details from their friends and family before they plan for their tourism activities.

Finally, it is important, as with all forms of tourism, for wildlife-watching tourism and for the protection of its wildlife, ecosystems and communities. Sustainable development is defined as a development that meets the needs and needs of the present without cooperating to meet the needs of future generations. Sustainable tourism is a tourism that practices the ideals of sustainable development in the management of tasks and events. In order for tourism to be sustainable, its beneficial effect on the natural, social and cultural environment must be encouraged, the host communities must be encouraged, and the future livelihoods of the local community must not be threatened. People's efforts to avoid and prevent economic, environmental, social and cultural injustices are vital.

CONCLUSION

This paper reflects the quest for more significant and real artefacts in life, one of them of value to nature and livestock, which eventually manifests our experiences with urbanisation and disconnection from nature. This is evident from the increasing participation in the active membership of environmental organisations, in the development of wildlife, in animal husbandry, in the feeding of wild animals and in the pursuit of biodiversity and wildlife. This is no surprise because nature not only offered raw materials for human development but also provided inspiration and psychological support and the ability to escape the physical and psychological constraints of contemporary urban life throughout history. Wildlife activities play a key role in tourism and have been shown to benefit individuals, nationals, internationals, communities and the entire country.

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