

ANALYSIS OF ECOTOURISM POTENTIAL FOR AJMER DISTRICT, RAJASTHAN USING 'SWOT' ANALYSIS

Dr. Nisha Siroya and Dr. A. K. Siroya,
Assistant Professor and Associate Professor
P. G. Dept. of Zoology, S. P. C. Government College Ajmer
Affiliated with- M.D.S. University Ajmer (Rajasthan)

DECLARATION:: I AS AN AUTHOR OF THIS PAPER / ARTICLE, HEREBY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THIS JOURNAL IS COMPLETELY MY OWN PREPARED PAPER.. I HAVE CHECKED MY PAPER THROUGH MY GUIDE/SUPERVISOR/EXPERT AND IF ANY ISSUE REGARDING COPYRIGHT/PATENT/ PLAGIARISM/ OTHER REAL AUTHOR ARISE, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. . IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL.

ABSTRACT

An attempt was made in the present study to overview existing literature coupled with personal observations on ecotourism for conservation and community development in Ajmer using SWOT analysis. Ajmer is an oasis wrapped in the green hills. In recent era the Ecotourism has become one of the economic sectors that runs with sustainable development and generates substantial income for the citizens. The Pushkar lake and Anasagar Lake, these manmade lake are the important wetlands of Ajmer district. Ecotourism at Anasagar Lake of Ajmer leads to the path of sustainable development in this area. The Pushkar Lake is a sacred spot for Hindus. During the month of *Kartik* (Oct./Nov.), devotes throng in large numbers here to take a dip in the sacred lake. In the recent past, it is observed that due to population pressure and the resultant anthropogenic activities severe loss of the habitat of many floral and faunal species.

Evaluating the current situation of ecotourism: the concept of sustainable development in Pushkar lake and Anasagar Wetland in Ajmer district of Rajasthan and offering strategies for its sustainable development are the main objectives of this study. For the purpose decision making tool SWOT analysis was used including questionnaires and interviews with experts, local residents and visitors of the wetland.

Keywords: Ecotourism, Anasagar, Sustainability, SWOT and Wetland.

INTRODUCTION

India has been equipped with immense potential of tourism development, recognition, and livelihood. After independence, the focus of the Indian government was completely on industrial and economic development. However, in the 20th century, India became a popular name on the map of the world with the recognition of the wonderful tourist places. In the second half of the 20th century, it has been seen great heights in terms of tourism activities in the country. International tourists have well recognized the potential of Indian tourism industry. The multicultural and traditional dimensions of India contributed in making the country a prominent name among global tourist places of visit.

ECOTOURISM: THE CONCEPT OF SUSTAINABLE DEVELOPMENT

Etymologically the term „environment“ means surroundings. As per the *Britannica Encyclopedia* the entire range of external influences acting on an organism is expressed as environment. As per The International Ecotourism Society, “Ecotourism is now defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2015). In recent era the Ecotourism has become one of the economic sectors that runs with sustainable development and generates substantial income for the citizens. Ecotourism is about responsible travel to natural areas that promote conservation, bring harmony among communities, and sustains well-being of local people. People who implement and participate in ecotourism activities should adopt the following ecotourism principles:

1. Minimize physical, social, behavioral, and psychological impacts on society. Build environmental, cultural awareness and respect in different communities.
2. Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries’ political, environmental, and social climates
3. Provide positive experiences for both visitors as well as local people and provide direct financial benefits for environmental conservation
4. Generate financial benefits for local people as well as private industry and Design, construct and operate low -impact facilities.

STUDY AREA

Ajmer is a prime district of Rajasthan in western India. The city of Ajmer is the district headquarters. It is Located at Latitude-26.4, Longitude-74. 6 and 148 KM East towards state capital Jaipur. This city is an oasis wrapped in the green hills. It is a popular pilgrimage centre for the Hindus as well as Muslims. Especially famous is the *Dargah Sharif* -Tomb of the Sufi Saint *Khwaja Moinuddin Chisti* , which is equally revered by the Hindus and Muslims. Ajmer is also a centre of culture and education.

The British chose Ajmer for its prestigious Mayo College, a school exclusively for Indian nobility. It is the base for visiting Pushkar (11 km.), the abode of Lord Brahma, lying to its west with a temple and a picturesque lake. The Pushkar Lake is a sacred spot for Hindus. During the month of *Kartik* (Oct./Nov.), devotees throng in large numbers here to take a dip in the sacred lake. In the recent past, it is observed that due to population pressure and the resultant anthropogenic activities severe loss of the habitat of many floral and faunal species.

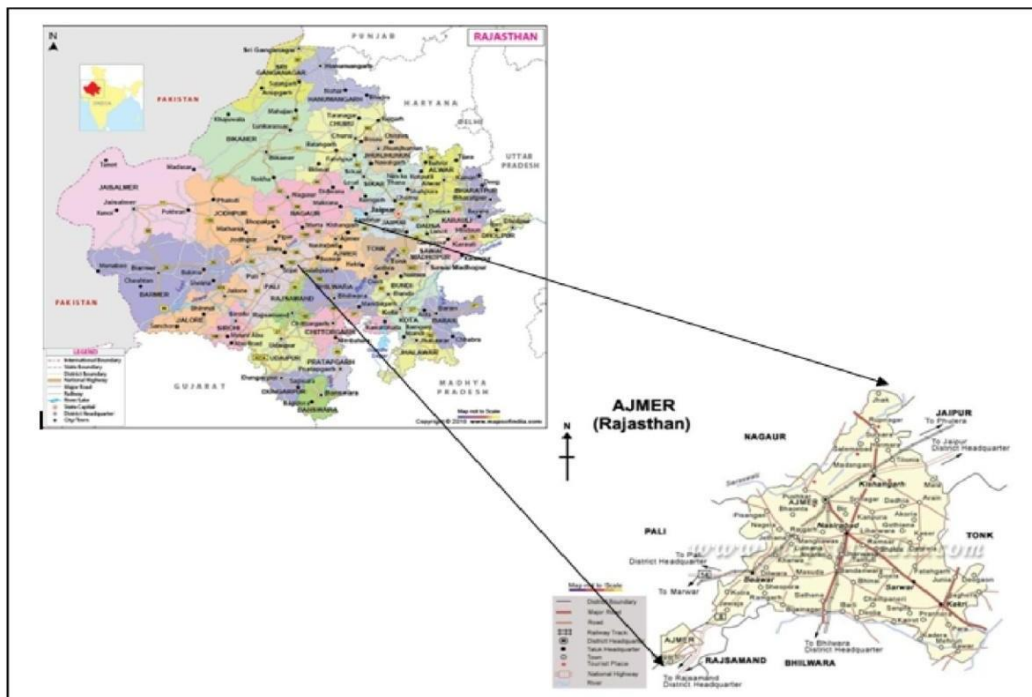


Figure- 01 Location of Ajmer District (Map not to scale)

Weather of Ajmer is cool, fresh mornings and evenings with dry, sunny days in mid lasts from November to March. In really hot

weather, when it's dry, dusty and unpleasant, is between April and June. Summer monsoon rains between June and September are found in most areas.

METHODOLOGY

For the purpose decision making tool SWOT analysis (*Humphrey, Albert 2005*) was used including questionnaires and interviews with experts, local residents and visitors of the Ajmer. Personal surveys as well as sample surveys are taken into consideration for collection, gathering and generation of detailed behavioral, experience and observational information. A SWOT analysis is a planning tool used to understand the Strengths, Weaknesses, Opportunities, and Threats involved in the project. It involves specifying the objective of the project and identifying the internal and external factors that are supportive or unfavorable to achieving that objective.

	Helpful	Harmful
Internal Factors	Strength	Weakness
External Factors	Opportunities	Threats

Figure- 02 SWOT Analysis

Ecotourism sustainable development (ESD) strategies were examined using SWOT models. The best strategies for ESD are extracted by SWOT model.

RESULT AND DISCUSSION

After evaluating the SWOT analysis the following point revealed in the study. The study showed that the positive, helpful factors like: Strength and Opportunities are more dominant than the negative, harmful factors like: Weakness and Threats.

STRENGTH

- World fame Brahma Mandir and *Dargah Sharif* -Tomb of the Sufi Saint *Khwaja Moinuddin Chisti*
- Biodiversity rich wetlands like Anasager, foysager and Pushkar Lake. Flamingo, ducks and other birds are attraction of the city.
- Museum and forts of ancient period.
- International Airport near Ajmer at Kishangarh
- Prithviraj Chauhan Smarak at Taragarh hill.
- National Research Centre on Seed Spices, Tabiji Ajmer

WEAKNESS

- Lack of enough space to flourish the tourism industry, the markets also congested in the city area.
- Lack of skilled workers to conserve the natural resources
- Lack of awareness in pilgrims about the environment protection
- Distance from district headquarter of Todgarh Raoli Sanctuary is main hindrance to explore the biodiversity of the area.

OPPORTUNITIES

- Establishment of the Rop way in Pushkar
- Bird Fair By Ajmer Bird Conservation Society
- International Famous Pushkar Animal Fair
- Site Scenery by the public transport
- Avifaunal Diversity of Todgarh Raoli Sanctuary
- Water transport system can be established along with the bank of the Anasager and water games will also be the attraction .
- Trekking expedition in hilly area of Ajmer will attract Ecotourists.
- Eco development-camp in Pushkar valley to generate the awareness for environment in the new generation.
- Formation of Biodiversity hub in the vicinity of Ajmer city.

THREATS

- Drug abuse practice in International Famous Pushkar Fair
- Disposal of Religious waste in the Pushkar lake.
- Encroachment in catchment area of both the lakes.
- Algal bloom is forming in Anasager Lake

Thus, the SWOT analysis shows that some management strategies required for improving the tourism in this area. Results showed that the existing tourism activities did not conform to sustainability requirements. The wetlands are important repository of Biodiversity specially the avifaunal diversity. It also plays a key role to balance the natural environmental parameters, but due to population pressure and the resultant anthropogenic activities, in the recent past, there is severe loss of the habitat of many floral and faunal species (Nalawade, *et al.* 2008). Authorities should promote the green consumption of tourists. It will an overall improvement in their consumption tastes and spiritual and cultural levels, and will be the concrete manifestation of the implementation of the sustainable tourism concept. We seek to take effective measures to guide the tourists for green consumption, and make them to become responsible tourists. On the basis of the minimal negative impacts of the tourism economy, society and ecological environment, we should try to achieve a sense of high quality tourists, which is of great significance to enhance the sustainable development in the Ajmer city and nearby area. Cohen (1984) suggested that the tourists are a major factor of socio-cultural change and their impact is necessarily a negative transformation of destinations. Evaluating the current situation of ecotourism in Anasagar Wetland in Ajmer district of Rajasthan and offering strategies for its sustainable development was the main objectives of this study.

References

- Encyclopaedia", (1911) "*Encyclopedia Britannica*", Volume 9, retrieved 2018-07-21
- Erik Cohen (1984) "*The Sociology of Tourism: Approaches, Issues, and Findings*" Annual Review of Sociology Vol. 10 (1984), pp. 373-392
- Humphrey, Albert (December 2005). "SWOT Analysis for Management Consulting" (PDF). SRI Alumni Newsletter. SRI International.
- Khan, M. Nasir and Mohammad, F. (2014) "*Eutrophication of Lakes*" in A. A. Ansari, S. S. Gill (eds.), *Eutrophication: Challenges and Solutions*; Volume II of "*Eutrophication: Causes, Consequences and Control*", Springer Science+Business
- Nalawade P.M. et al. 2008 "Dying Lake A loosing habitat of migratory birds A case study from Aurangabad M.S city" Sengupta, M. and Dalwani, R. (Editors). 2008 Proceedings of Taal2007: The 12th World Lake Conference: 1623-1627
- TIES, 2015 *International Ecotourism Society*

Corresponding author :-

Dr. Nisha Siroya

Asst. Professor, P.G. Department of Zoology,
S.P.C. Government College Ajmer, Rajasthan India PIN 305001 Mobile #
9414666247 Email address: nishasiroya@gmail.com
