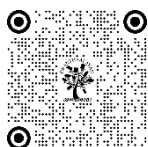


"POSITIONING JASHPUR ON THE ECOTOURISM MAP: OPPORTUNITIES AND CHALLENGES IN CHHATTISGARH"

Augustin Xaxa ¹  , Dr. Anju Tiwari ²

¹ PhD. Research Scholar, Department of History, Dr. C.V. Raman University, Kota, Bilaspur, Chhattisgarh, India

² Associate Professor, Department of History, Dr. C.V. Raman University, Kota, Bilaspur, Chhattisgarh, India



Corresponding Author

Augustin Xaxa,
xaxa.augustin@gmail.com

DOI

[10.29121/shodhkosh.v5.i2.2024.3115](https://doi.org/10.29121/shodhkosh.v5.i2.2024.3115)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s).
This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

Ecotourism has become a pivotal tool for sustainable development, balancing conservation with community development. Jashpur District in Chhattisgarh, with its rich natural resources, diverse ecosystems, and vibrant tribal culture, holds immense potential as an ecotourism destination. However, it remains largely untapped. This paper explores how Jashpur can be positioned as a leading ecotourism destination through a comprehensive analysis of its natural and cultural assets, existing challenges, and sustainable strategies for tourism development. The study examines the critical role of community participation, government policies, and private sector engagement in developing Jashpur into a model ecotourism destination that ensures environmental preservation, socio-economic growth, and cultural heritage conservation.

Keywords: Jashpur, Tourism Potential, Ecotourism Destination, Sustainable Tourism, Tourism Development, Tribal Culture

1. INTRODUCTION

1.1. BACKGROUND OF ECOTOURISM

Ecotourism, often defined as “responsible travel to natural areas that conserves the environment and improves the well-being of local people,” has grown rapidly in recent years as a sector of tourism that emphasizes sustainability (Fiorello & Bo, 2012; Samal & Dash, 2022). As global awareness about environmental degradation increases, ecotourism provides a viable path for promoting sustainable tourism, especially in rural and indigenous areas (Carr et al., 2016; Feyers et al., 2019). It brings economic benefits to local communities while simultaneously promoting the conservation of fragile ecosystems, protecting wildlife, and preserving indigenous cultures (Samal & Dash, 2024) (Mtapuri et al., 2021).

In India, ecotourism has become a critical approach to tourism, given the nation’s rich biodiversity, diverse ecosystems, and cultural diversity (Acharya et al., 2022). Rural areas and tribal communities, in particular, benefit from ecotourism as it fosters sustainable livelihoods and enhances the cultural and natural heritage of these regions. As part

of India's tourism strategy, ecotourism has been increasingly emphasized as a sustainable way to promote tourism while safeguarding the environment (Jamal et al., 2013).

1.2. TOURISM IN CHHATTISGARH AND JASHPUR DISTRICT

Chhattisgarh, often referred to as the "Heart of India," is a state blessed with abundant natural beauty, including dense forests, cascading waterfalls, and a diverse range of flora and fauna (Kala, 2009). Despite its rich ecological and cultural assets, the state remains underexplored in terms of tourism. However, with the growing demand for alternative and sustainable travel experiences, the state government has recognized tourism as a priority sector and is actively promoting its unique tourism offerings, particularly ecotourism (Karanth et al., 2012).

Jashpur District, located in the northeastern part of Chhattisgarh, is one of the lesser-explored districts with immense potential for ecotourism development. Known for its serene landscapes, rich biodiversity, and vibrant tribal culture, Jashpur offers a combination of natural and cultural resources that can be harnessed for sustainable tourism. However, the district has not fully capitalized on these assets, and its tourism potential remains largely untapped. The challenge, therefore, is to position Jashpur as a prime ecotourism destination while ensuring that its natural environment and cultural heritage are preserved. This unique blend of natural beauty and cultural richness presents an opportunity for Jashpur to develop a distinctive ecotourism brand. By focusing on sustainable practices and community involvement, the district can create authentic experiences that attract responsible travelers seeking off-the-beaten-path destinations. Implementing carefully planned ecotourism initiatives could not only boost the local economy but also contribute to conservation efforts and cultural preservation in the region.

1.3. OBJECTIVE OF THE STUDY

The primary objective of this study is to explore how Jashpur District can be positioned as a leading ecotourism destination in Chhattisgarh. This research seeks to examine the unique natural and cultural assets of the district, assess the challenges hindering its development, and propose sustainable strategies to overcome these challenges. By focusing on responsible tourism practices and community involvement, the study aims to identify actionable steps for creating a sustainable tourism model that can benefit local communities and the environment.

2. LITERATURE REVIEW

Ecotourism, as defined by the International Ecotourism Society, involves responsible travel to natural areas that conserves the environment and educates visitors about cultural and natural heritage. This form of tourism aims to satisfy tourists' concerns for environmental conservation while empowering host communities (Fiorello & Bo, 2012). It promotes sustainable development of scenic areas' ecology while allowing tourists to experience the natural environment (Yang et al., 2023).

Interestingly, while ecotourism is seen as a means to promote wildlife conservation, increase public awareness, and raise revenue for protecting endangered species, rapid and unmonitored development can lead to habitat degradation and negative effects on animal well-being (Muehlenbein & Ancrenaz, 2009). Additionally, there are varying degrees of empowerment provided to host communities through community-based ecotourism projects (Fiorello & Bo, 2012).

In conclusion, ecotourism plays a crucial role in balancing conservation efforts with economic development. It can contribute to the protection of natural and cultural heritage, improve the quality of life for local communities, and foster sustainable development (Casimiro et al., 2023; Fafouti et al., 2023). However, its success depends on proper management, community involvement, and responsible practices by both tourists and local stakeholders (Huang et al., 2023) (Feyers et al., 2019). When implemented effectively, ecotourism can offer a unique travel experience while promoting environmental and cultural preservation (Nepal, 2002; Teshome et al., 2020).

India, with its diverse landscapes and rich biodiversity, offers immense potential for ecotourism. The country is home to numerous wildlife sanctuaries, national parks, and UNESCO World Heritage Sites that attract both domestic and international travelers (Falk & Hagsten, 2024). In recent years, states like Kerala, Uttarakhand, Sikkim, and Rajasthan have successfully developed ecotourism models that balance conservation with economic growth. Kerala, for example, has become a prominent ecotourism destination due to its well-established infrastructure, community participation, and

environmental regulations. These models provide valuable insights for states like Chhattisgarh, which have untapped ecotourism potential.

Jashpur District in Chhattisgarh is rich in natural beauty and cultural heritage, offering a blend of dense forests, diverse wildlife, and scenic landscapes, including the Rajpuri and Dangari Waterfalls, Deshdekha and Kailash Caves. These attractions present opportunities for ecotourism activities such as trekking, birdwatching, and wildlife safaris. Additionally, Jashpur is home to several indigenous tribal communities, including the Oraons, Gonds, and Korwas, whose traditions, festivals, and handicrafts could be integrated into the tourism experience. The district's combination of natural and cultural assets makes it an ideal candidate for sustainable ecotourism development, offering authentic experiences that promote both conservation and community well-being.

3. RESEARCH METHODOLOGY

An exploratory research design and a qualitative research approach have been undertaken in this research study. Secondary data were collected from books and the internet along with personal observations. The study attempts to explain the contribution of positioning Jashpur District of Chhattisgarh as an Ecotourism Destination.

4. TOURISM POTENTIAL OF JASHPUR DISTRICT AS ECO-TOURISM DESTINATION

Jashpur District, located in northern Chhattisgarh, offers immense tourism potential, with a wealth of natural beauty, cultural heritage, and biodiversity. The district presents a unique blend of eco-tourism, adventure, cultural, and spiritual tourism opportunities. Jashpur District is a hidden gem with vast untapped tourism potential. From its stunning natural landscapes and adventure opportunities to its rich cultural heritage and spiritual significance, the district offers something for every type of traveler. By developing tourism infrastructure and promoting sustainable practices, Jashpur can establish itself as a prime eco-tourism destination, contributing to economic growth and the preservation of its cultural and natural heritage.

1) Natural Attractions and Eco-Tourism

Jashpur's landscape is a key asset, with dense forests, hills, waterfalls like Dangari, Rajpuri, Chirchiri, and Rani Dah, and caves offering ideal conditions for ecotourism (see Figure 2). Notable among the district's natural attractions is Dangari, a stunning waterfall set amidst lush greenery, and Kailash Gufa with both historical and spiritual significance. These sites attract nature lovers, adventure enthusiasts, and spiritual seekers alike. The forests of Jashpur, part of the Chota Nagpur Plateau, are home to diverse wildlife, including various bird species. The district's rich biodiversity makes it a prime location for wildlife observation, nature trails, and bird-watching tours. The varied terrain of Jashpur is ideal for eco-tourism activities such as trekking, camping, wildlife observation, and guided nature tours. These activities can be tailored to appeal to different types of tourists, from beginners to seasoned adventurers.



Figure 1 Kailash Gupha, Jashpur, Chhattisgarh



Figure 2. Famous Waterfalls in Jashpur Distric of Chhattisgarh
(Top Left: Dangari; Top Right: Chirchiri; Bottom Left: Rani Dah; Bottom Right: Rajpuri)

2) Cultural and Tribal Heritage

Jashpur is home to several indigenous tribes, including the Oraon and Gond, whose rich cultural heritage offers tourists authentic experiences. The Karma Dance Festival and other local celebrations showcase the vibrant cultural practices of the tribal communities. These festivals provide an opportunity for tourists to engage with and experience the district's traditional music, dance, and rituals. Jashpur's local handicrafts, pottery, and traditional cuisine can be highlighted through craft workshops and culinary tours, allowing visitors to experience and participate in the local culture. Promoting homestays and village tours offers an immersive cultural experience for visitors, while also benefiting local communities by providing income and promoting cultural exchange.



Figure 3. Karma Dance, Jashpur, Chhattisgarh

3) Adventure Tourism

Jashpur's rugged terrain offers a wide array of activities for adventure tourists. The district's hills, forests, and rivers are ideal for outdoor challenges. The undulating landscapes of Jashpur offer a variety of trekking routes, catering to both novices and experienced trekkers. The natural trails through forests and hills provide spectacular views and opportunities to explore the region's flora and fauna. The rocky terrain is also suitable for rock climbing and rappelling

in DeshDekha, attracting adventure enthusiasts looking for physical challenges. Seasonal rivers in Jashpur offer opportunities for kayaking and fishing, adding to the region's appeal as an adventure tourism destination.

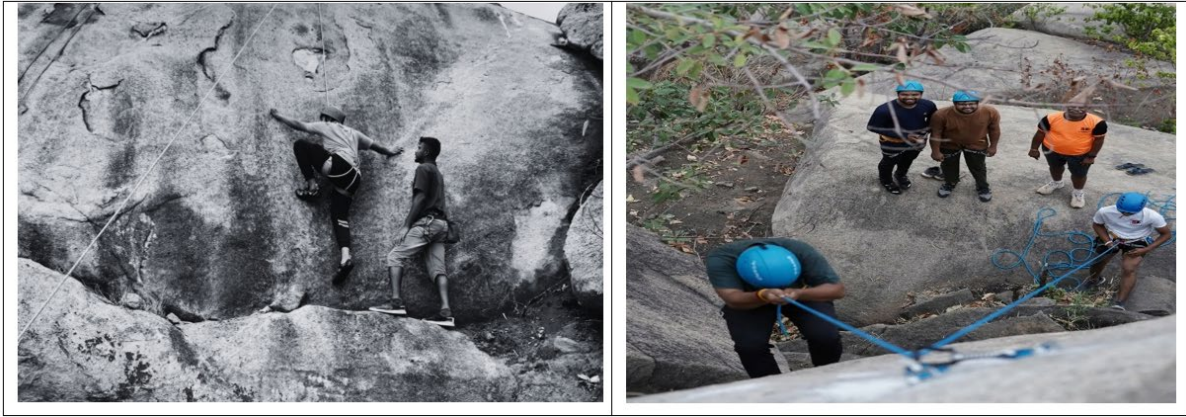


Figure 4. Rock Climbing activity at DeshDeskha Viewpoint, Jashpur, Chhattisgarh

4) Rural and Village Tourism

The district's picturesque rural villages offer another unique tourism experience. Rural tourism can be a means of promoting sustainable travel and providing income to local communities. Village homestays, where tourists live with local families, provide an authentic rural experience. Additionally, agro-tourism initiatives, where visitors can participate in traditional farming practices, can further enhance the tourism offerings. Jashpur can promote eco-villages that focus on sustainable living, including practices like solar energy, organic farming, and waste management. These eco-friendly initiatives could appeal to environmentally conscious tourists.

5) Spiritual and Pilgrimage Tourism

Jashpur has several sacred sites that make it a significant destination for spiritual travelers. Temples such as Rajpuri Waterfalls Temple, Kotebira Shiv temple and ancient shrines like Khudiya rani, along with cave temples like Kailash Gufa, attract spiritual visitors seeking peace and connection with nature. The serene environment surrounding these spiritual sites offers an ideal setting for organizing spiritual retreats, meditation programs, and wellness tourism. These offerings would appeal to those seeking tranquility away from urban life.

6) Wildlife and Conservation Tourism

Jashpur's diverse ecosystems and protected areas offer great opportunities for wildlife tourism and conservation efforts. The region's rich biodiversity, including a variety of plant and animal species, can be promoted through wildlife observation tours. Nature camps could offer educational experiences focused on the district's wildlife and conservation efforts. Establishing wildlife sanctuaries and conservation parks can help preserve the region's unique flora and fauna while attracting eco-tourists and researchers interested in wildlife conservation.

7) Thematic Tourism Circuits

To cater to diverse tourist interests, Jashpur can develop thematic tourism circuits that highlight specific aspects of the region. The Nature and Adventure Circuit would focus on the district's waterfalls, trekking routes, and forests, appealing to nature and adventure enthusiasts. The Cultural Heritage Circuit, highlighting tribal festivals, traditional crafts, and village life, would attract tourists interested in the rich cultural heritage of Jashpur. Additionally, the Spiritual Circuit, connecting sacred sites like Rajpuri Waterfalls Temple and Kailash Gufa, would cater to spiritual tourists seeking a tranquil, transformative experience.

5. CHALLENGES IN ECOTOURISM DEVELOPMENT IN JASHPUR DISTRICT OF CHHATTISGARH

Despite the immense tourism potential in Jashpur District, several challenges hinder the full realization of its ecotourism potential. These challenges stem from infrastructure deficits, socio-economic factors, environmental concerns, and the lack of effective tourism policies and management strategies. Addressing these issues is crucial for the sustainable development of ecotourism in the region.

1) Inadequate Infrastructure

One of the primary challenges faced by Jashpur in developing its ecotourism sector is inadequate infrastructure. The district's remote location and underdeveloped transportation networks pose significant barriers for tourists. Roads connecting Jashpur to major cities and tourist sites are often in poor condition, and public transportation options are limited. This lack of connectivity makes it difficult for tourists, especially those from urban areas, to reach the district. Furthermore, the absence of modern amenities such as reliable power supply, proper sanitation facilities, and waste management systems in many tourist areas negatively impacts the quality of the visitor experience, limiting the district's appeal as an ecotourism destination.

2) Insufficient Accommodation Options

Another critical challenge is the insufficient accommodation options in Jashpur. Although the district offers several scenic and cultural attractions, the lack of adequate and eco-friendly lodging options deters potential visitors. Many existing accommodations are basic and do not adhere to ecotourism principles such as sustainability or minimal environmental impact. There is a need for investment in eco-friendly resorts, homestays, and other hospitality services that can meet the growing demand for responsible tourism. Additionally, the inadequate training of local hospitality providers contributes to the limited-service quality, hindering the development of a professional tourism sector.

3) Environmental Sustainability Concerns

Environmental sustainability is a major concern in the development of ecotourism in Jashpur. With an increasing number of tourists, there is a growing risk of degradation to the district's fragile ecosystems, such as deforestation, water pollution, and overuse of natural resources. The absence of effective environmental regulations and monitoring systems poses a challenge to maintaining a balance between tourism development and environmental conservation. Without proper management strategies in place, tourism could lead to the depletion of the very natural resources that make Jashpur an attractive destination in the first place.

4) Lack of Community Awareness and Engagement

The lack of awareness among local communities about the potential benefits of ecotourism is another significant challenge. While Jashpur's tribal communities have the potential to play a central role in ecotourism development, many locals are unaware of the opportunities tourism can bring, such as employment, improved infrastructure, and cultural preservation. Furthermore, some communities may be resistant to change or fear that tourism will disrupt their traditional way of life. Addressing these concerns and fostering community engagement in tourism planning and development is essential for ensuring that the benefits of ecotourism reach the local population and that the sector is developed sustainably.

5) Lack of Effective Government Policies

Government policies and the absence of a cohesive tourism strategy further exacerbate the challenges faced by Jashpur. Although the state of Chhattisgarh recognizes tourism as an important sector, there is insufficient focus on ecotourism in the region. The lack of a clear, comprehensive tourism policy that addresses the unique needs of ecotourism in Jashpur limits the ability of local authorities to attract investments and implement effective tourism development plans. Additionally, there is a lack of coordination between various stakeholders, including government bodies, local communities, and private tourism operators, resulting in fragmented and inefficient tourism initiatives.

6) Low Visibility and Marketing Challenges

Finally, the region's low visibility and lack of marketing efforts are significant barriers to attracting tourists. Despite its rich cultural and natural resources, Jashpur remains relatively unknown outside the state. The absence of a strong branding and marketing strategy means that potential visitors are often unaware of the district's ecotourism offerings. Moreover, there is a lack of targeted promotion to attract niche segments such as adventure, wildlife, and cultural

tourists. Without adequate marketing and promotional activities, it is difficult for Jashpur to compete with more established tourist destinations in India.

In conclusion, the development of ecotourism in Jashpur District faces several interconnected challenges, including inadequate infrastructure, limited accommodation options, environmental concerns, low community awareness, and the absence of comprehensive policies. Overcoming these challenges requires coordinated efforts from the government, local communities, and private stakeholders to create a sustainable tourism model that balances environmental conservation with socio-economic benefits.

6. STRATEGIES FOR POSITIONING JASHPUR AS AN ECOTOURISM DESTINATION

Positioning Jashpur District as a prominent ecotourism destination requires a well-rounded strategy that emphasizes its unique natural and cultural assets while promoting sustainable tourism practices. A combination of branding, infrastructure development, community involvement, and environmental conservation will be key to establishing Jashpur as a top ecotourism hub. Positioning Jashpur as a premier ecotourism destination requires a holistic strategy that combines effective branding, infrastructure development, community participation, and environmental sustainability. By leveraging its unique assets and ensuring responsible tourism practices, Jashpur can become a leading destination for eco-conscious travelers while contributing to the local economy and preserving its natural and cultural heritage.

1) Strong Branding and Marketing Strategy

The first step in positioning Jashpur as an ecotourism destination is to develop a strong and recognizable brand. The district's unique attractions—its waterfalls, forests, tribal communities, and rich biodiversity—should be the core of this brand. A clear brand identity, communicated consistently across various platforms, will help raise awareness. This can be achieved by creating an official tourism website, utilizing social media, and collaborating with travel influencers and bloggers. Participating in national and international tourism expos will further boost Jashpur's visibility and attract tourists from diverse markets.

2) Infrastructure Development

Infrastructure improvements are crucial for enhancing the visitor experience. Improving transportation networks—such as roads and signage—and ensuring better connectivity with nearby cities will make Jashpur more accessible to tourists. Investments in eco-friendly accommodations, like eco-resorts and homestays, will cater to the growing demand for sustainable tourism. Training local hospitality providers and guides in eco-tourism practices will help maintain high service standards. Additionally, developing proper sanitation, waste management systems, and maintaining cleanliness will significantly contribute to a positive tourist experience.

3) Community Involvement and Empowerment

Community involvement is a cornerstone of sustainable tourism development. Engaging local communities, particularly tribal groups, in tourism planning and management ensures they benefit from tourism while preserving their cultural heritage. Encouraging local entrepreneurship, such as selling handicrafts or offering traditional performances, will generate income and preserve cultural traditions. Offering training programs in tourism management, guiding, and hospitality will further empower local residents to actively contribute to the growth of the ecotourism sector.

4) Environmental Conservation

Environmental sustainability must be at the heart of Jashpur's ecotourism model. Implementing strict guidelines for tourism activities, such as regulated trekking and wildlife observation, will help minimize the environmental impact. Promoting the preservation of Jashpur's forests and wildlife through educational programs will raise awareness among tourists about the importance of conservation. Additionally, working with environmental organizations and creating protected areas for wildlife will further safeguard the district's natural resources.

5) Targeting Niche Markets

To establish Jashpur as a specialized ecotourism destination, targeting niche markets such as adventure, wildlife, and cultural tourists will be essential. Developing thematic circuits—like nature trails, cultural heritage routes, and spiritual retreats—can attract specific tourist segments. Organizing special events, such as tribal festivals and eco-tourism conferences, will also enhance Jashpur's appeal as a sustainable tourism hub.

Strengths	Weaknesses
1. Rich Natural Resources: Abundant natural beauty, including lush forests, waterfalls, wildlife, and biodiversity.	1. Inadequate Infrastructure: Poor roads, limited transport, and lack of amenities.
2. Cultural Heritage: Home to indigenous tribal communities with a rich cultural heritage, offering cultural tourism opportunities.	2. Limited Accommodation Options: Lack of eco-friendly accommodations aligned with sustainable tourism principles.
3. Unique Ecotourism Potential: Diverse ecosystems, including forests and sacred sites, provide eco-friendly tourism activities.	3. Environmental Degradation Risk: Lack of regulations to preserve natural resources, leading to potential environmental damage.
4. Government Support: State government recognizes tourism as a key sector for economic growth, with potential for policy support.	4. Low Community Awareness: Local communities, particularly tribal populations, may not fully understand ecotourism's benefits.
Opportunities	Threats
1. Rising Demand for Sustainable Tourism: Global tourism trend moving towards eco-friendly travel, providing an opportunity to promote Jashpur's ecotourism.	1. Environmental Impact of Tourism: Increased tourist traffic without proper management could lead to environmental degradation.
2. Community-Based Tourism Development: Engaging local communities in tourism can offer authentic experiences and generate income.	2. Competition from Other Ecotourism Destinations: Jashpur faces competition from established ecotourism destinations with better infrastructure.
3. Government and Private Sector Collaboration: Opportunities for collaboration on investments in infrastructure, marketing, and training.	3. Cultural Erosion: Risk of losing authenticity and cultural values due to commercialization of tribal cultures.
4. Niche Market Segments: Opportunity to attract wildlife enthusiasts, adventure tourists, and cultural explorers with specialized ecotourism packages.	4. Political and Economic Instability: Political or economic instability could delay or hinder ecotourism development.

7. CONCLUSION

Jashpur District holds significant potential as an emerging ecotourism destination, offering a rich blend of natural beauty, cultural heritage, and diverse ecosystems. With its stunning landscapes, indigenous tribal culture, and unique biodiversity, Jashpur has the foundations to establish itself as a prime eco-tourism hub. However, realizing this potential requires addressing several challenges, including inadequate infrastructure, insufficient accommodation options, environmental sustainability concerns, and the lack of community awareness and effective government policies.

To position Jashpur as a leading ecotourism destination, a multifaceted approach is essential. Developing a strong and clear branding strategy that highlights the district's natural and cultural assets is critical for attracting tourists. Alongside branding, significant investments in infrastructure, such as improved roads, eco-friendly accommodations, and enhanced sanitation facilities, will improve the overall visitor experience. Community involvement is equally crucial, ensuring that local populations, particularly indigenous tribal groups, benefit from tourism while preserving their heritage.

Furthermore, environmental conservation must be at the heart of Jashpur's ecotourism model. Sustainable tourism practices, such as regulated wildlife observation and eco-friendly accommodations, will help minimize the environmental impact and ensure the long-term preservation of the district's unique ecosystems. The promotion of niche markets such as adventure tourism, wildlife observation, and cultural exploration will further diversify the tourism offerings and attract a broader audience.

In conclusion, Jashpur's tourism potential can be realized through a comprehensive strategy that balances growth with sustainability. By addressing existing challenges and capitalizing on its natural and cultural strengths, Jashpur can

become a leading ecotourism destination, contributing to both local economic development and the preservation of its rich heritage.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

- Acharya, A., Tiwari, A., Bhadra, T., Mishra, P. K., Das, R., Mondal, B. K., & Abdelrahman, K. (2022). Geospatial Analysis of Geo-Ecotourism Site Suitability Using AHP and GIS for Sustainable and Resilient Tourism Planning in West Bengal, India. *Sustainability*, 14(4), 2422. <https://doi.org/10.3390/su14042422>
- Carr, A., Ruhanen, L., & Whitford, M. (2016). Indigenous peoples and tourism: the challenges and opportunities for sustainable tourism. *Journal of Sustainable Tourism*, 24(8–9), 1067–1079. <https://doi.org/10.1080/09669582.2016.1206112>
- Casimiro, D., Ventura, M. A., Botelho, A. Z., & Guerreiro, J. (2023). Ecotourism in Marine Protected Areas as a tool to value natural capital and enhance good marine governance: A review. *Frontiers in Marine Science*, 9. <https://doi.org/10.3389/fmars.2022.1002677>
- Fafouti, A. E., Perellis, K., Farmakidis, N., Giannikouris, A., Ioannou, M., Delegou, E. T., Kampanis, N. A., Moropoulou, A., Vythoulka, A., & Alexandrakakis, G. (2023). Designing Cultural Routes as a Tool of Responsible Tourism and Sustainable Local Development in Isolated and Less Developed Islands: The Case of Symi Island in Greece. *Land*, 12(8), 1590. <https://doi.org/10.3390/land12081590>
- Falk, M. T., & Hagsten, E. (2024). Factors with ambiguous qualities for Cultural World Heritage Sites. *Journal of Cultural Heritage*, 66, 384–391. <https://doi.org/10.1016/j.culher.2023.12.009>
- Feyers, S., Klizentyte, K., & Stein, T. (2019). Bridging Worlds: Utilizing a Multi-Stakeholder Framework to Create Extension–Tourism Partnerships. *Sustainability*, 12(1), 80. <https://doi.org/10.3390/su12010080>
- Fiorello, A., & Bo, D. (2012). Community-Based Ecotourism to Meet the New Tourist's Expectations: An Exploratory Study. *Journal of Hospitality Marketing & Management*, 21(7), 758–778. <https://doi.org/10.1080/19368623.2012.624293>
- Huang, C.-C., Lai, J.-C. M., Hsieh, M.-Y., Chan, Y.-K., & Li, S.-P. (2023). Empirical Research on the Sustainable Development of Ecotourism with Environmental Education Concepts. *Sustainability*, 15(13), 10307. <https://doi.org/10.3390/su151310307>
- Jamal, T., Camargo, B., & Wilson, E. (2013). Critical Omissions and New Directions for Sustainable Tourism: A Situated Macro–Micro Approach. *Sustainability*, 5(11), 4594–4613. <https://doi.org/10.3390/su5114594>
- Kala, C. P. (2009). Aboriginal uses and management of ethnobotanical species in deciduous forests of Chhattisgarh state in India. *Journal of Ethnobiology and Ethnomedicine*, 5(1). <https://doi.org/10.1186/1746-4269-5-20>
- Karant, K. K., Sankaraman, V., Defries, R., & Srivathsa, A. (2012). Wildlife tourists in India's emerging economy: potential for a conservation constituency? *Oryx*, 46(3), 382–390. <https://doi.org/10.1017/s003060531100086x>
- Mtapuri, O., Dłużewska, A., & Camilleri, M. A. (2021). Advancing community-based tourism approaches for the sustainable development of destinations. *Sustainable Development*, 30(3), 423–432. <https://doi.org/10.1002/sd.2257>
- Muehlenbein, M. P., & Ancrenaz, M. (2009). Minimizing Pathogen Transmission at Primate Ecotourism Destinations: The Need for Input from Travel Medicine. *Journal of Travel Medicine*, 16(4), 229–232. <https://doi.org/10.1111/j.1708-8305.2009.00346.x>
- Nepal, S. K. (2002). Mountain Ecotourism and Sustainable Development. *Mountain Research and Development*, 22(2), 104–109. [https://doi.org/10.1659/0276-4741\(2002\)022\[0104:measd\]2.0.co;2](https://doi.org/10.1659/0276-4741(2002)022[0104:measd]2.0.co;2)
- Samal, R., & Dash, M. (2022). Ecotourism, biodiversity conservation and livelihoods: Understanding the convergence and divergence. *International Journal of Geoheritage and Parks*, 11(1), 1–20. <https://doi.org/10.1016/j.ijgeop.2022.11.001>

- Samal, R., & Dash, M. (2024). Stakeholder engagement in advancing sustainable ecotourism: an exploratory case study of Chilika Wetland. *Discover Sustainability*, 5(1). <https://doi.org/10.1007/s43621-024-00233-2>
- Teshome, E., Shita, F., & Abebe, F. (2020). Current community based ecotourism practices in Menz Guassa community conservation area, Ethiopia. *GeoJournal*, 86(5), 2135–2147. <https://doi.org/10.1007/s10708-020-10179-3>
- Yang, L., Zhang, Y., Hu, X., & Lee, H. M. (2023). The Impacts of Ecotourists' Perceived Authenticity and Perceived Values on Their Behaviors: Evidence from Huangshan World Natural and Cultural Heritage Site. *Sustainability*, 15(2), 1551. <https://doi.org/10.3390/su15021551>