

# Development of Ecotourism and Impact of Entrepreneurship in reducing Social Barriers among different Communities- Study on Bhedaghat, Madhya Pradesh

Author(1)- Utkarsh Tripathi

Co Author(2)-Abhay Pundeer

\*\*\*

**Abstract** – *Ecotourism is a form of tourism involving visiting fragile, pristine, and comparatively undisturbed natural areas, supposed as a low-impact and small scale alternative to commercial mass tourism. Of all economic sectors, tourism is maybe the one within which the best degree of involvement is required by the entrepreneurial sector in formulating sustainable long term beneficial strategies. particularly in eco tourism, entrepreneurship has gained increasing importance because it is seen as a significant driving force behind it. However, entrepreneurship require a suitable social and political environment to flourish. The present paper emphasis on entrepreneurship opportunities available in Bhedaghat town in Jabalpur district in Madhya Pradesh,India. Addressing the issue of social barriers,what can bedone to overcome it . Tourism in general and eco tourism, in particular, is dominated by a small business where the spirit of initiative, desire to achieve and the ability to identify market opportunities and to make sustainable models are essential.*

**Key Words:** Eco tourism, Entrepreneurship, sustainable, bhedaghat.

## 1.INTRODUCTION

Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies. Carefully planned and operated ecotourism sites, especially if it is village-based and includes local participation, is able to provide direct benefits that might offset pressure from other less sustainable activities that make use of natural and cultural resources. Ecotourism helps in community development by providing the alternate source of livelihood to local community which is more sustainable. Its aim is to conserve resources, especially biological diversity, and maintain sustainable use of resources, which bring ecological experience to travelers, conserve the ecological environment and gain economic benefit.

## 2. Literature Review

Seema and Jojo (2006) in their study hold the view that ecotourism in the Indian context has significant implications for nature and culture conservation, rural livelihoods and conservation education. Existing documents on ecotourism policy are briefly reviewed in this paper to draw insights for the Indian context. This paper also suggests ways of linking indicators of impacts and incentives.

Anil Reddy (2000) in his paper holds the view that ecotourism is entirely a new approach in tourism. It is reserving travel to natural areas to appreciate the cultural and natural history of the environment. He reviews various issues and information about ecotourism.

James Buller (2000) in his study enunciates that ecotourism promotes positive environmental ethics and it doesn't degrade the resources. He concentrates on intrinsic rather than extrinsic values, and it is bio centric rather than homocentric in philosophy. He defines ecotourism as a responsible way of travelling that supports preservation of natural and cultural heritage and welfare of local communities.

## 3. METHODOLOGY

The aim of the study is to detect the factors that suppress developing eco tourism in Bhedaghat town and to find opportunities for improving it. Also, what is the contribution of Entrepreneurship in reducing the social barrier between different castes and communities. To estimate undertaken activities and to recommend general and effective plan for developing eco tourism. The research follows a case study design, literature analysis and also in-depth interviews with local residents and the artists involved in making different types of art and unique agri-products in Bhedaghat town.

## 4. STUDY AREA

### Marble Artistry of Bhedaghat

Craft of marble sculpting ,Marble and stone moulding is a full-fledged business here. The sculptors form the astonishing white marble into deities and different offbeat sculptures. Stones found within the bed of Narmada give occupation to several carvers and their families.

One will simply get souvenirs from the rows of stalls of carved artefacts like the statues of Shiva and Ganesha together with different exquisite ornamental things. whereas walking on the streets and ghats, one will witness carvers at work, busy creating the masterpieces.

### Bead Jewellery - An Appealing Art

The tribal communities like Bhil and Bhilala who practise bead work, skilfully express their notions in the designs of

bead necklaces, bracelets, and earrings. It highlights the traditional occupations emphasising rich art and aesthetics from rural Madhya Pradesh. These colourful ensembles made with glass and plastic beads at the tribal haats organised during the weekends or festivals.

The tribal communities like Bhil and Bhilala who do bead work, with their skills express their from the designs of bead necklaces, bracelets, and earrings. It highlights the traditional occupations rich art and aesthetics from rural Madhya Pradesh. These vibrant ensembles made with glass and plastic beads at the tribal haats organised throughout the weekends or festivals.

## 5. Results and Discussion

There is a social barrier within the society where lower and upper caste people hesitate to work with each other.

Due to booming of the ecotourism in the town people from different communities who have started their small shops in footpaths and roadside, started employing people from different communities irrespective of their caste or religion. The social gap is reducing as a result of high inflow of tourists. More entrepreneurs are joining the marble and bead jewellery industry and hiring manpower from different communities. Especially, the women participation has increased from the past few years, which has improved the overall condition of the society as a whole.

## 3. CONCLUSIONS

Eco tourism can be a driving force for economic and social development in rural areas. However, despite steadily growing interest in eco tourism, this form of tourism is faced with certain developmental, managerial, social as well as economic issues. Entrepreneurship has been identified as a crucial factor for the development of tourism industry in Bhedaghat. Involvement of people from different communities as entrepreneurs, the village can effectively create huge demand for tourists. The major development issue in this village in this village is the basic facilities for the tourists which could be provided by the local entrepreneurs. Obstacles to entrepreneurial development in eco tourism, however, need to be viewed from a broader perspective. One of the first steps in this regard would be to provide education and awareness to work together as a whole by the different caste and communities living within the town, also determining the desired focus of educational workshops for entrepreneurs. The acquisition of specific new knowledge and skills through workshops will enable entrepreneurs to create appropriate business policies that will help entrepreneurial businesses to generate more revenue and expand their activities in bhedaghat town.

## REFERENCES

<https://www.sciencedirect.com/topics/earth-and-planetary-sciences/ecotourism>

Ecotourism: Principles and Practices  
Book by Ralf Buckley

Ecotourism: A Practical Guide for Rural Communities  
Book by Sue Beeton

<http://scstsenvis.nic.in/index2.aspx?slid=2068&sublinkid=918&langid=1&mid=1>

## BIOGRAPHIES

Author 1

**Utkarsh Tripathi** is a Business Management student from New Delhi. He will graduate in 2020. He had worked in many budding Fintech & Healthtech startups and helped them as a business consultant in the areas such as Business Development, International Marketing & Risk analysis.

Author2

**Abhay Pundeer** is an Economics student from New Delhi. He is also working in a Chronic Care Health-Tech startup as a Product/Business Development Manager, where his responsibilities include - Product Development & Marketing, Business Development & Data Analytics.