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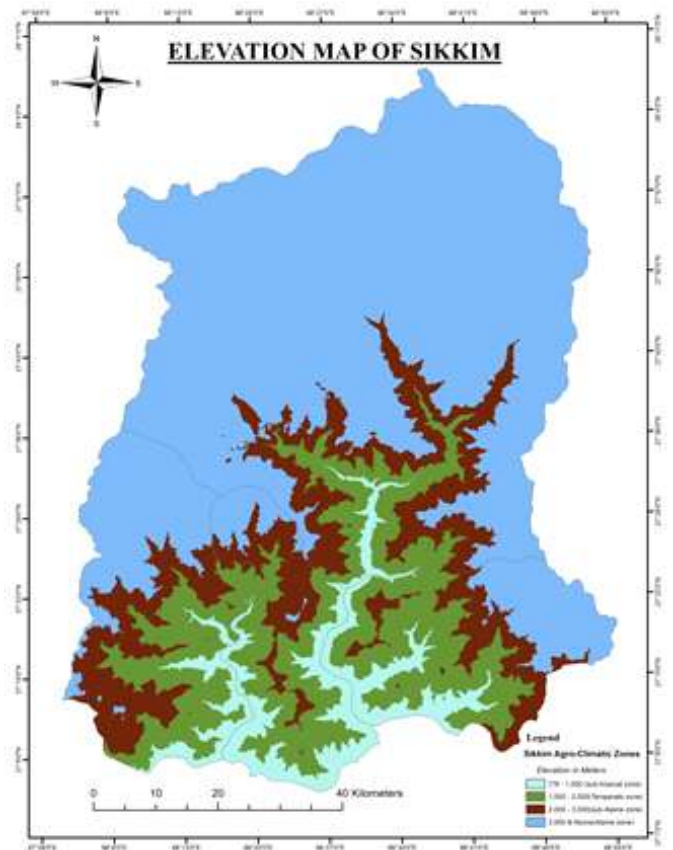
## Agroecology and Indigenous Community Seed System of Sikkim : A Case Study of Lepcha Community of Dzongu Valley in Sikkim

*Auni Gurung  
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Sikkim, an organic state of India has varied altitude, environment, indigenous people and their culture that have traditionally impacted mountain agriculture. One of the eastern Himalaya's best preserved examples of traditional agroecology is practised by Lepcha community of Dzongu valley, a protected Lepcha reserve in North Sikkim. Dzongu is a vertically organized farming area where crops, woods, and cattle are very closely adapted to elevation and seasonal rhythms. The region varies from subtropical valleys at about 700 m to alpine communities above 3,000 m.

Nevertheless, farmers of Dzongu valley have experienced obvious changes in the climate over the last few decades. Nowadays, early flowering, changing planting schedule, unpredictable rainfall, and declining production of both cash and food crops are some of the situations that repeatedly occur. The findings presented here coincide with scientific research from Sikkim and the bigger Eastern Himalaya, which indicates a steady rise in temperature, rainfall becoming more variable, and elevation-dependent warming that disproportionately affects mountain ecosystems (Chaudhary 2011; Ingty, 2017). Those changes jeopardize agro-biodiversity and modify traditional farming calendars.

Large cardamom, a cash crop which was very prominent in mid-altitude villages, has been made more susceptible to pest outbreaks and rainfall fluctuations (Gurung et al., 2020). Meanwhile, traditional cereals like maize, millets, buckwheat, and native red rice whose great qualities for the hardship of nature have been appreciated for a long time, are being cultivated by fewer families, thus issues of losing seeds and food security have arisen (Jain et al., 2000).



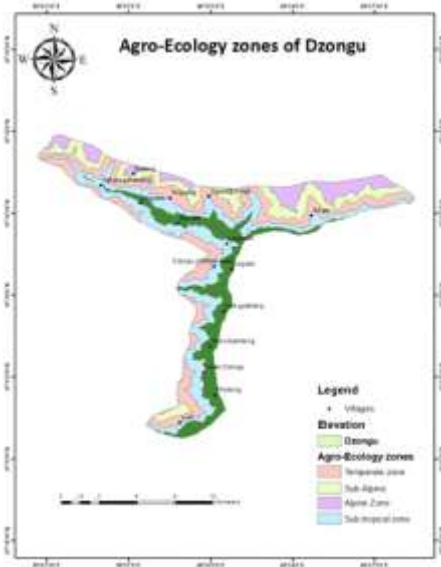
**Figure 1.** Elevation map of Sikkim showing major agro-climatic zones from subtropical valleys to alpine regions.

There are broadly three altitudinal belts across which Dzongu's agroecology can be understood. Lower villages like Lum, Gor, Hee-Gyathang, Gnon-Sangdong, and Sangtok are situated in the subtropical to warm temperature zone where the cultivation of irrigated paddy, maize, millets, and ginger is predominant. Mid-

altitude villages such as Lingthem and Pentong are located in the temperate zone, characterized by the production of cardamom-based agroforestry, vegetables, fruits, and buckwheat. Upper villages like Sakyong, Tingvong, and Kusong are in sub-alpine and alpine zones where the main sources of livelihood are livestock rearing, barley cultivation, and forest-based resources.

The land-use system following the height of the place not only reflects the ecological conditions but also indigenous knowledge. Lepcha farmers are said to use local ecological clues such as birds' calls, flowering of different forest plants, and changes in snowfall for their agriculture, thus, integrating nature closely with their farming.

This kind of farming is very much in line with modern scientific agroecological zoning methodology suggested by the FAO as well as the national soil classification systems (FAO, 1996). Most of the villages in Dzongu are located in the sub-tropical zone, and only a few belong to the alpine zone, as depicted in figure 2.



**Figure 2.** Agroecological zonation of Dzongu, North Sikkim, illustrating vertical land-use patterns across altitude gradients.

Social changes add to the problems caused by climate change. In villages such as Lingthem, Pentong, and Gnon-Sangdong, participatory rural appraisal (PRA) activities clearly indicate that the youth are impacting the demographic profile of the village by leaving for better opportunities and the elderly and women will predominantly be left to take care of agriculture. Dzongu has relatively higher literacy rates but there is

hardly any marketplace, storage facility, or climate-resilient structure available. Villagers of Dzongu have faced severe problems of land degradation that came out as a result of landslides, uncertain rainfall, and pest attack in cardamom especially.

Traditional agroecological practices still remain the mainstay in the face of climate change to build resilience. Besides mixed cropping and agroforestry practices such as alder–cardamom plantations, the continued use of local crop varieties serves to stabilize the economy of the household against climatic changes (Ingty, 2017). Local seed bank preserved by Mr. Chewang Lepcha, a resident of the village Gnon-Sangdong, is probably the benchmark of local resilience that an outsider can witness. Over the years, he has been saving the indigenous seeds of rice, maize, millets, beans, and other crops by traditional storage methods like bamboo, jute, and metal containers. The seeds are well preserved, selected, and dried different times to be shared among the community. In fact, barter seed exchange practice locally known as "batar" which is a lending seed operation during the time of sowing and in equal or slightly bigger number the seeds are returned after harvest, is the lifeline of this system. If the crop fails or there is a shortage, this non-monetary exchange saves the day by providing the required seed while at the same time keeping the purity of the seed and strengthening the social bonds. It has thus been proven that such community-led seed systems are crucial to the preservation of agrobiodiversity and climate resilience across the Himalayas (Vernooy et al., 2014).

Apart from being quite efficient, they are also a little handicapped due to not having their own designated storage room, proper record-keeping, and protection from moisture and pests. Hence, there is a need for a community seed bank in Dzongu that not only roots in traditional knowledge but also incorporates simple scientific methods to storage and record-keeping.



**Figure 3.** Traditional community seed system of Mr. Chewang Lepcha at Gnon-Sangdong village of Dzongu valley maintained through indigenous storage and barter-based seed exchange systems.

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## India Pioneers Eco-Tourism Growth with Groundbreaking Environmental Initiatives and Large-Scale Afforestation to Strengthen Wildlife and Coastal Destinations

Published on January 2, 2026



India is pioneering the growth of eco-tourism by spearheading groundbreaking environmental initiatives, including large-scale afforestation projects and robust conservation efforts for wildlife and coastal destinations. These initiatives are not only enhancing the country's natural landscapes but also significantly strengthening its position as a top destination for nature-based tourism. With focused efforts on increasing forest cover, protecting wildlife habitats, and promoting coastal preservation, India is setting new standards for sustainable travel while appealing to eco-conscious travellers worldwide. These steps are helping to ensure a greener future for both the environment and the tourism industry.

India's commitment to sustainability in 2025 has transformed the country into a prime destination for nature-based, wildlife, and eco-tourism, aligning environmental efforts with travel growth. The nation has successfully integrated large-scale afforestation, wildlife conservation, and coastal protection into its tourism strategy, fostering green economic growth and promoting sustainable travel.

One of the most impactful environmental initiatives has been the Ek Ped Maa Ke Naam afforestation campaign, which led to the planting of over 262 crore saplings. This large-scale plantation effort has significantly improved forest landscapes, especially around key

wildlife reserves, heritage sites, and tourism circuits. India's forest and tree cover now accounts for 25.17% of the country's total geographical area, a steady increase over the last decade. This growth not only contributes to the nation's environmental health but also enhances the attractiveness of forest-based tourism and outdoor recreation, providing visitors with pristine, green spaces to explore.

In addition to afforestation, India's wildlife conservation measures have been pivotal in boosting eco-tourism. The expansion of tiger reserves to 58 and the addition of 1,134 protected areas have reinforced habitat security, allowing wildlife to thrive while improving visitor experiences. Key destinations in Madhya Pradesh, Rajasthan, and Gujarat have been particularly successful in leveraging wildlife tourism. India's reputation as a leader in wildlife conservation was further solidified by the success of Project Cheetah, which saw the population of cheetahs rise to 30, drawing international attention to the country's efforts in wildlife preservation.

Wetland and coastal conservation efforts have also contributed to India's eco-tourism landscape. The country boasts 96 Ramsar sites, the most in Asia, and has seen the recognition of Indore and Udaipur as Wetland Cities. These initiatives have bolstered tourism in birdwatching and lake tourism, as well as urban eco-tourism. Additionally, 18 beaches across coastal states and Union Territories have received Blue Flag certification, marking them as clean, sustainable, and tourist-friendly. This certification has elevated the appeal of India's coastal and beach destinations, attracting high-value international travelers and eco-tourists alike.

India's urban environment initiatives have supported city tourism, improving both the livability of cities and their appeal to visitors. The National Clean Air Programme, which has been active in over 100 cities, has significantly enhanced air quality, making these urban spaces more inviting for tourists. Green spaces have also been expanded through the Nagar Van Yojana, with 620 urban forest projects established across the country. These public forests not only serve as recreational spaces for locals but also as hubs for urban tourism, offering both environmental benefits and visitor engagement opportunities.

Coastal and arid regions have benefited from projects like the MISHTI programme, which focuses on mangrove restoration, and large-scale landscape projects like the Aravalli Green Wall. These efforts have contributed to strengthening climate resilience in regions highly sensitive to environmental change. As a result, these areas have become more sustainable for tourism and have attracted eco-conscious travelers seeking destinations committed to environmental preservation.

In 2025, India has showcased how environmental governance can seamlessly align with tourism development. The country's eco-tourism strategy has been particularly successful in driving growth in wildlife tourism, clean urban tourism, and coastal and lake tourism. At the same time, these initiatives have supported the country's green economic

expansion, fostering a tourism industry that prioritizes sustainability while offering rich, diverse experiences for visitors.

Looking ahead, India's focus on sustainability will continue to enhance its position as a leading destination for eco-tourism. With an expanding network of protected areas, improved urban air quality, and growing coastal conservation efforts, India is well-poised to attract travelers seeking authentic, nature-based experiences that are both enriching and environmentally responsible.

India is pioneering eco-tourism growth through groundbreaking environmental initiatives, including large-scale afforestation and wildlife conservation, strengthening its position as a top sustainable travel destination. These efforts are enhancing

natural landscapes, promoting biodiversity, and attracting eco-conscious travelers worldwide.

As global tourism increasingly leans toward sustainability, India's 2025 environmental initiatives have not only benefited its natural landscapes but also laid the foundation for a thriving, eco-conscious travel industry. Tourists, both domestic and international, can expect a broader array of eco-friendly options in the years to come, ensuring that India remains at the forefront of sustainable tourism worldwide.

**Source:**

<https://www.travelandtourworld.com/news/article/india-pioneers-eco-tourism-growth-with-groundbreaking-environmental-initiatives-and-large-scale-afforestation-to-strengthen-wildlife-and-coastal-destinations/>

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## Designed Around Trees, This Western Ghats Retreat Saves 30% Water and Supports Communities

Amid mounting ecological pressure in Thekkady, Niraamaya Retreats Cardamom Club offers a model of tourism that builds lightly on the land, supports local livelihoods, and helps preserve the Western Ghats.

By **Shweta David**

Edited By **Vidya Gowri Venkatesh**

26 Jan 2026



*Tucked away within eight acres of Western Ghats Forest, Cardamom Club offers a quiet but compelling answer.*

The first thing you notice at Niraamaya Retreats Cardamom Club, Thekkady, is the quiet. Not the absence of sound, but the presence of it—birds calling from the canopy, leaves shifting gently on the slopes, the soft crunch of earth beneath your feet. Paths wind naturally through the forest, cottages appear only when the land allows them to, and the landscape feels less curated than carefully listened to.

It is an experience that feels increasingly rare in Thekkady, a destination where tourism has long walked a tightrope. While visitors are drawn to its misty hills, spice plantations, and proximity to the Periyar Tiger Reserve, unchecked development has scarred fragile slopes and placed traditional livelihoods under growing strain.

As concrete replaces canopy and quick profits trump ecological balance, the question grows louder: can tourism here still serve the land it depends on? Tucked away within eight acres of Western Ghats Forest, Cardamom Club offers a quiet but compelling answer.

By building lightly on the land, employing and sourcing from nearby communities, and treating nature as a living system rather than a scenic backdrop, the retreat demonstrates how travel can give back to the places it so often takes from.

## Letting the landscape lead

At Cardamom Club, the land was not treated as empty terrain waiting to be filled, but as a living system that determined how the retreat could exist. The retreat is set within the Cardamom Hills of Idukki, one of the world's most significant cardamom-growing regions. It lies amid forest cover, spice plantations, and wildlife corridors that have shaped life in Thekkady for generations.



*That philosophy is visible across the property. Existing trees were retained and built around; pathways follow the natural slope of the hills; and open spaces were intentionally left undisturbed.*

“This location was chosen not to dominate the landscape, but to belong to it,” says Dhavalakeerthi M K, Senior Vice President – Marketing, Niraamaya Life. “The idea was always to let the land lead the design, rather than forcing a layout onto it.”

That philosophy is visible across the property. Existing trees were retained and built around; pathways follow the natural slope of the hills; and open spaces were intentionally left undisturbed. Ecological restoration was treated as an ongoing process rather than a one-time intervention.

“Native flora has been planted to restore natural habitats and encourage biodiversity,” Dhavalakeerthi explains. “Bamboo groves provide nesting environments for birds, while rainwater harvesting and natural seepage methods help replenish groundwater — contributing to long-term ecological balance.”

## How design followed the land

Once the contours of the land set the direction, every design and operational decision at Cardamom Club followed with similar restraint. Rather than reshaping the terrain to suit construction, the retreat adapted itself to what already existed.

“The built-up area has been meticulously planned around long-standing wild trees, ensuring minimal disturbance to the natural habitat,” says Dhavalakeerthi.

Scale, here, is a deliberate choice too. With just 13 cottages spread across nine acres, the retreat consciously resists overdevelopment.

“Keeping the footprint small was essential,” Dhavalakeerthi adds. “It allows the stillness of Thekkady to remain intact and ensures the

landscape continues to breathe, even as guests move through it.

*“Overall, this integrated approach supports local livelihoods, preserves traditional knowledge systems, and minimises environmental impact—aligning sustainability with long-term community wellbeing rather than short-term interventions.”*

This restraint is reflected in the architecture itself. “The Mountain View Cottages are constructed using locally sourced wooden plywood, reflecting traditional craftsmanship,” he explains, while the Garden View Cottages use eco-friendly designs and soft, nature-inspired colour palettes that blend seamlessly into the surrounding greenery.

Sustainability extends beyond form to everyday function as well.

“At Niraamaya Retreats, sustainability is an integral part of our philosophy,” says Vinay Shankar N K, Operations Manager at Cardamom Club. “The property follows several eco-conscious practices, including rainwater harvesting to conserve water, waste recycling through an in-house compost pit, and the creation of bird-feeding structures to support local biodiversity.”

“Through rainwater harvesting, greywater recycling for landscaping, low-flow fixtures, and mindful water-use protocols, the retreat conserves an estimated 30–35% more water annually compared to conventional hospitality operations of a similar scale. These measures significantly reduce pressure on local water sources, particularly during the dry months,” Vinay explains.

Overall, this integrated approach supports local livelihoods, preserves traditional knowledge systems, and minimises environmental impact — aligning sustainability with long-term community wellbeing rather than short-term interventions.

Replantation of indigenous flora remains ongoing, helping restore habitats and reinforce the ecological balance of the Cardamom Hills.

Together, these design and operational choices set Cardamom Club apart from larger properties in Thekkady — illustrating how thoughtful scale and material choices can protect a landscape already under pressure.

## Where hospitality extends from the land to its people

If the retreat's relationship with the landscape is shaped by restraint, its relationship with the community is guided by continuity. The idea of belonging does not stop with the land but extends to the people who have lived alongside it for generations.

“Nearly 90 per cent of our team comes from the local community,” says Dhavalakeerthi. “These are people who understand the rhythms of this place — its seasons, its crops, its wildlife. In many ways, they are the true custodians of Thekkady.”

This commitment creates stable, long-term employment in nearby villages such as Kumily, where livelihoods have traditionally centred on spice cultivation and plantation work. These sectors are increasingly vulnerable to climate shifts and market volatility. By hiring locally and investing in training, the retreat ensures that tourism revenue circulates within the region rather than flowing outward.



At Cardamom Club, keeping Thekkady alive is as important as hosting those who come to experience it.

That same philosophy shapes everyday operations, especially in the kitchen. Café Samsara depends largely on local vendors for fresh produce, plantation-grown spices, and essential supplies.

“All key ingredients are sourced locally from trusted vendors in Kumily town, located just six kilometres from the resort,” says Vinay. “This approach supports local farmers and businesses while ensuring freshness and reducing the environmental impact associated with long-distance sourcing.”

And what arrives in the kitchen shapes what is cooked here.

Nearly 60 per cent of the offerings draw on local cuisine, prepared with familiar techniques and flavours, preserving Thekkady's culinary heritage.

“Our food reflects how this region actually eats,” says Shinto Joseph, Executive Chef. “The ingredients decide the dishes, not the other way around.”

Signature preparations include:

- **Kuru Cherulli Mulakittathu:**  
Button mushrooms stir-fried with crushed black pepper and curry leaves
- **Aattirachi Thengathittu Ularthiyathu:**  
Mutton sautéed with house-made spices and coconut milk
- **Malabar Avial:**  
A medley of vegetables finished with spiced coconut and yoghurt
- **Meen Manga Curry:**  
Seer fish simmered in coconut milk with raw mango and red chilli

Served alongside everyday staples such as appam and Malabar paratha.

“We work closely with 25–30 local farmers, foragers, and small vendors from nearby villages,” Vinay explains, sourcing fresh

produce, spices, dairy, and artisanal supplies directly from the community.

This approach creates steady demand and fair pricing, giving partners a more reliable income than plantation-only livelihoods, which are often seasonal and exposed to market volatility.



Nearly 60 per cent of the offerings draw on local cuisine, prepared with familiar techniques and flavours, preserving Thekkady's culinary heritage.

By moving beyond dependence on single-crop plantations such as cardamom or pepper, several partner families now benefit from year-round engagement.

“The idea is to reduce vulnerability and build income stability,” he notes, adding that diversification has helped communities better withstand fluctuating commodity cycles.

The collaboration has also played a role in preserving local traditions. Practices such as indigenous spice cultivation, small-batch organic farming, wild honey collection, and handmade artisanal production continue to thrive through sustained demand. Employment opportunities at the retreat have further supported this ecosystem, allowing community members to balance hospitality roles with traditional livelihoods.

“This ensures that knowledge is passed on rather than lost,” he says, highlighting how intergenerational skills are being retained instead of abandoned due to limited livelihood options.

The retreat's Ayurvedic spa further strengthens this community ecosystem. Herbs and oils are sourced directly from small-scale farmers and traditional practitioners in neighbouring villages, creating steady demand for locally grown ingredients while helping sustain traditional knowledge systems that are closely tied to rural livelihoods.

In small, steady ways, the retreat's daily rhythms continue to mirror those of the surrounding villages, keeping both livelihoods and traditions quietly alive.

## Keeping Thekkady's traditions alive

At Cardamom Club, keeping Thekkady alive is as important as hosting those who come to experience it. The retreat does this by gently introducing guests to the traditions and landscapes that have long defined the region, nurturing local tourism and culture.

Nature remains the starting point.

“We curate guided nature walks that introduce guests to the true essence of the destination, its wildlife, and its ecological significance,” says Vinay. “Within the resort premises, we have recorded 70 species of birds, nearly 50 per cent of which are endemic to the Western Ghats.”

For many guests, this quiet immersion becomes their first connection to the ecological richness of the Cardamom Hills.

This sensibility extends outward, too.

“Niraamaya actively promotes the region's vibrant cultural and natural heritage through curated experiences,” says Dhavalakeerthi. Wildlife tours in the Periyar Tiger Reserve, spice plantation walks, visits to Thekkady's tea factories, and guided explorations of the Kumily market offer guests a chance to experience the region's natural and cultural life.

Guests are also introduced to Kerala's traditional arts.

“Kathakali and Kalaripayattu performances are organised in collaboration with local artists to help guests understand the cultural heritage of the region. Visits to Sathram viewpoints, forest-edge jeep rides, and elephant camps provide meaningful interactions that directly support local operators,” explains Dhavalakeerthi.

Through these thoughtfully designed experiences, Cardamom Club ensures that tourism and tradition thrive together, quietly rooted in the region's life.

In a destination grappling with ecological strain, Niraamaya Life stands as a reminder that tourism, when done right, can regenerate rather than deplete. By choosing care over scale and connection over consumption, it shows how travel can still honour the land and the lives that belong to it.

*All image credits - Niraamaya Retreats.*

### Source:

<https://thebetterindia.com/sustainability/thekkady-sustainable-tourism-niraamaya-cardamom-club-11005639>

## Sustainable circuit tourism: A path to renewal for India's mining-affected regions

*Dibyendu Saha, Kushal Roy, Ayan Saha, Md Nazir, Uday Das, Manika Saha*

### Abstract:

Paschim Bardhaman district of West Bengal, India, can serve as a model for strengthening rural communities affected by mining, providing young people access to entrepreneurship possibilities, and promoting a sustainable environment by reutilizing historic coalfields, protecting culture and rural communities. To promote environmental restoration, regional empowerment, and a sustainable economy, this endeavor investigates the possibilities of using circuit tourism to regenerate Paschim Bardhaman in the Raniganj Coalfield. The study proposes community-driven tourism as a solution to the social and environmental problems of mining-affected regions by integrating mining history, cultural preservation, spiritual tourism, and ecological sustainability. The research employed an integrated-methods approach that includes fieldwork, stakeholder interaction, and an inventive online Tourism Demand and Awareness Survey. The study shows how circuit tourism may turn post-mining landscapes and others into thriving rural economies. The study recommends employing strategies like capacity-building, environmental restoration, and strategic awareness to address important problems, including poor infrastructure, environmental deterioration, and low community involvement. Motivated by various case studies, it establishes Paschim Bardhaman as the benchmark in environmentally friendly circuit tourism and provides a reproducible framework for transforming mining-affected areas into sustainable economic models. The study also aligns with the Sustainable Development Goals (SDGs), blueprinting similar initiatives in India and beyond.

**Keywords:** Circuit tourism; Entrepreneurship possibilities; Regional empowerment; Rural communities; Sustainable environment

**Source:** <https://www.sciencedirect.com/science/article/pii/S2211464525002544>

## Ecotourism and Ecological Status of Bhadra Wildlife Sanctuary: A Case Study

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*Centre for Ecological Sciences, Indian Institute of Science, Bengaluru - 560012, India.*

### Abstract:

Ecotourism is increasingly promoted as a strategic instrument for reconciling biodiversity conservation with sustainable livelihood generation in protected areas. This study examines the status of ecotourism and its ecological and socio-economic impacts in Bhadra Wildlife Sanctuary (BWS), Karnataka, India, based on comprehensive field investigations. The assessment integrates analyses of floral and faunal diversity, vegetation structure, climatic variables, and socio-economic attributes of ecotourism ventures operating within the sanctuary. BWS supports high biodiversity, characterized by elevated tree density, moderate canopy cover, and diverse wildlife assemblages, providing favorable conditions for low-impact, nature-based tourism. State-managed ecotourism initiatives, particularly lodge-based operations, contribute to local employment and revenue generation. However, the study also identifies significant anthropogenic pressures, including habitat fragmentation, livestock grazing, monoculture plantations, and localized waste accumulation, which pose challenges to ecosystem integrity. Statistical evaluation of habitat parameters reveals discernible variations linked to ecotourism intensity and land-use practices. The findings underscore the necessity for regulated tourism frameworks, effective waste management, habitatsensitive planning, and enhanced participation of local communities. The study concludes that ecotourism in Bhadra Wildlife Sanctuary can serve as a viable conservation and development tool only when guided by scientifically informed planning, continuous ecological monitoring, and community-centered management strategies.

**Keywords:** Ecotourism, Biodiversity conservation, Western Ghats, Habitat structure, Sustainable tourism, Bhadra Wildlife Sanctuary

**Source:** <https://www.ijfmr.com/papers/2026/1/66890.pdf>

## Rajasthan As a Foreign Tourist Destination: Heritage, Wildlife, And Sustainable Pathways for Global Competitiveness After Covid

*Nitesh Kumar, Dr. Shilpi, Ashish Kumar Solanki, Research Scholar, IHTM, MDU Rohtak Assistant Professor, IHTM, MDU Rohtak*

## Abstract:

Tourism is a critical driver of economic growth and cultural exchange, and within India, Rajasthan occupies a distinctive position as one of the most prominent destinations for foreign tourists. This paper examines Rajasthan's role as a foreign tourist destination by integrating perspectives of heritage, wildlife, desert tourism, and sustainable development in the post-COVID-19 context. Using a mixed methods approach, the study combines secondary quantitative analysis of foreign tourist arrivals from 2019 to 2024 with a systematic review of peer-reviewed literature drawn from Scopus- and Web of Science-indexed sources. The findings reveal that Rajasthan experienced a severe decline in foreign tourist arrivals during the COVID-19 pandemic, followed by a remarkable rebound that surpassed pre-pandemic levels by 2024. This recovery underscores the resilience of Rajasthan's tourism sector and the enduring global appeal of its forts, palaces, UNESCO World Heritage Sites, wildlife reserves, and desert landscapes. However, the results also highlight a high concentration of foreign tourists in four major circuits—Jaipur, Udaipur, Jodhpur, and Jaisalmer—accounting for the majority of arrivals and economic benefits. Such spatial concentration has intensified challenges related to overtourism, heritage conservation, wildlife stress, and uneven regional development. The thematic analysis indicates that foreign tourists are increasingly motivated by experiential, authentic, and sustainable forms of tourism, including cultural immersion, wildlife encounters, and community-based experiences. While Rajasthan aligns well with these global trends, its tourism development remains heavily reliant on traditional heritage branding, with limited diversification into rural, tribal, wellness, and creative tourism segments. The paper concludes that Rajasthan's long-term global competitiveness depends on its ability to transition from quantity-driven growth to a more balanced and sustainable model. Policy recommendations emphasize diversification of tourism circuits, strengthened heritage and wildlife management, and greater integration of local communities into tourism value chains. By aligning its rich heritage assets with sustainability principles and innovation, Rajasthan can consolidate its position as a leading foreign tourist destination in the post-pandemic era.

## Keywords:

Rajasthan tourism; foreign tourist arrivals; heritage tourism; wildlife tourism; desert tourism; sustainable tourism; post-COVID recovery

**Source:** <https://www.ijfmr.com/papers/2026/1/66299.pdf>

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- 1,000 words in English language.
- High resolution pictures (3,4 nos.) of the topic.

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