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### The effect of social media on ecotourism: An investigation on Bhitarkanika National Park and Wildlife Sanctuary in Odisha, India.

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#### Abstract

Obviously virtual entertainment affects the travel industry and is assisting with making ecotourism in Odisha more practical. Ecotourism is growing in popularity in India. The Sundarbans National Park, which is located right next to Bhitarkanika, is home to the only mangrove ecosystem that is larger than Bhitarkanika. Ecotourism meaningfully affects Bhitarkanika Public Park and Untamed life Asylum in Odisha, India. In a study, this was looked into. A number of endangered species of plants and animals can be found in Bhitarkanika. All gatherings included, including government offices and non-administrative associations (NGOs), need to act rapidly to secure and keep up with these significant assets. The review's fundamental objective was to figure out what the great and awful monetary, natural, social, and social impacts of ecotourism are on the neighborhood local area. For the review, a semi-organized survey, center gathering talks, and meetings with notable individuals were utilized to accumulate direct data. The IPA (Record of impression Accessibility) and IRR (List of Relative Positioning) were utilized to figure out how individuals had an outlook on ecotourism. Most of members have complimented the financial and social impacts of ecotourism. Be that as it may, some have communicated worry about the adverse consequences it might have on the climate. According to the study, most visitors to Bhitarkanika come to see crocodiles. Ecotourism in Bhitarkanika was secured to make positions, safeguard nearby culture, and cause clamor contamination, which were undeniably called attention to as issues.

This study examines the numerous ways social media sites influence people's travel choices, educate them about the eastern Indian state, and advocate for responsible tourism. The study found that Bhitarkanika Wildlife Sanctuary (BKWS) had a lot of potential to become a great ecotourism destination. Nonetheless, BKWS has not been the subject of significant promoting or publicizing endeavors. Keeping this area safe is critical if it is to become a popular ecotourism destination in the future. This is on the grounds that it gives a ton of tasks to individuals nearby.

**Keywords:** *Social media, Ecotourism, BKWS, employment, Economic, socio-cultural.*

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## 1 Introduction

Websites for fun like Instagram, Facebook, and YouTube are great ways to let people all over the world know about Odisha's less well-known nature areas. People love to look at the beautiful pictures of Chilika Lake, the Mediterranean Ridley turtle hatchlings on Gahirmatha Beach, while the green hills of Simlipal National Park. These pictures make people want to safely discover Odisha. As of right now, ecotourism is probably one of the most well-known terms in the travel business. Ecotourism was defined by the International Ecotourism Society (TIES) in 1991 as "responsible travel to natural places with the goal of improving the well-being of the local population and protecting the environment." There is a type of tourism called ecotourism that helps protect different parts of the environment and gives people jobs. The Unified Countries Ecological Program says that ecotourism is a business that is good for the environment and will last.

The main goal is to grow the tourism industry in a way that supports long-term growth. Specific goals include teaching tourists about how important it is to be sustainable, help local communities, and protect the environment. The main goal of ecotourism is to protect cultural and environmental resources while also making money, teaching locals new skills, and getting more of them to take part. In 2004, tourism grew by 28%. It keeps track of neighborhood groups in a cost-effective way that also protects them. Some of the most important things that the center does are make productive growth possible, help local areas get better, reduce poverty, protect wildlife, and protect the climate. Ecotourism also has a big effect on things like recycling, saving energy, managing water, and dealing with culture and environmental problems. Ecotourism has been seen as a way to encourage growth that is good for the environment and builds links between people, wildlife, and the traditions and ways of life in those networks.

One of the most important reasons why ecotourism works is that it helps the economy. Untamed wildlife refuges and public stops that are popular spots for ecotourism are usually found in places that don't have good infrastructure, a lot of business, a lot of education, or a lot of skilled workers (Goodwin, 2002). A lot of provincial areas see ecotourism as a way to save their budgets because it can bring jobs, new business opportunities, and the chance to improve skills (Scheyvens, 2000). Since ecotourism is growing, jobs will be available in many parts of the travel industry, such as restaurants, eco-lodges, camping grounds, home stays, transportation, and tour guides. Reimer and Walter (2013) say that it will also directly help the economies of the places where it is built. Ecotourism also helps local handicrafts, farms, and services grow, which in turn helps the production processes for goods and services related to tourism. This has a direct link to the fact that a lot of these things were bought by tourists. People who answered said that ecotourism mostly made their jobs better and helped them make money. People who used to fish and work with non-timber wood have already moved their jobs to ecotourism activities because they make more money (Jalani, 2012).

In addition to its main goal of saving the environment, ecotourism has grown in other ways as well. Since the 1990s, ecotourism has changed a lot. It used to only be about protecting the environment and teaching people about it, but now it's also about economic growth, protecting the environment, reducing poverty, giving people power, and keeping societies safe (Cobbinah, 2015). A big part of ecotourism and other types of healthy travel today is giving communities more power. Politicians know that supportability can't be met without giving people in the area more power (Cole, 2006; Scheyvens, 1999). Focusing on getting people involved is important for a number of reasons. Scheyvens (2000) says that giving people more power could make ecotourism better by addressing the lack of job possibilities. A few scholars, like Choi and Murray (2010) and Sofield (2003), say that management can't be guaranteed without chance. Ecotourism is an area of Bhitarkanika Public Park that is growing quickly and makes good use of and protects natural resources. This study's goal is to look at how ecotourism is used in Bhitarkanika National Park and figure out what good and bad effects it has on the local people. The people who live there will also be asked what they think about the good and bad effects of ecotourism on the environment, society, and business. This study will also help cultural and environmental resources last longer and make more people aware of how to protect and improve them.



Figure No.-1. Bhitarkanika Wildlife Sanctuary Orissa

## 1.1 Bhitarkanika Wildlife Sanctuary (BKWS)

Spread out over a tremendous area of 672 kms. The second biggest mangrove environment in India is in the Bhitarkanika Natural life Asylum in Orissa. The soil is salty because it is close to the Bay of Bengal. The plants and creatures that live in the shelter are generally tracked down in the tropical and subtropical intertidal region. The majority of people visit the refuge because it is the location where the rare salt water crocodiles lay their eggs. At the point when you take a gander at the shelter from the east, the Gahirmatha coastline is where the Olive Ridley Ocean Turtles accumulate in huge gatherings.

This land, which is now well-known for the care it takes with its mangrove trees, was used for hunting by the Royal Raj Kanika family. Increasingly more of these trees are filling in the wetlands and woods, assuming control over the biological system of the area. Biodiversity thrives best in the 145 square kilometers of the national park cut out of the sanctuary. The asylum is in the space where the waterways Brahmani and Baitrani meet, and toward the east is the Sound of Bengal. The safe-haven likewise has various waterways, streams, gathered land, backwaters, and mud pads, which make it a vital spot for its remarkable plants and creatures.

In excess of 215 various types of birds came to the asylum. A large portion of them were kingfishers from Europe and Focal Asia. What's more, the safe-haven is home to numerous creatures, for example, Cobras and Indian Pythons, the Wilderness Feline, Wild Pigs, Otters, Monkeys, Sambar, Deer, and the FishingCat. The Bhitarkanika National Park, Orissa tour aims to make tourists appreciate all of the amazing experiences they have. People can stay at Bhitarkanika in the woods at Ekakula, Dangmal, and Gupti rest houses. The best chance to visit the hold is from October to Spring in the colder time of year.

The BKWS is well-connected to other locations via rail, water, and air. There are air terminals nearby in Bhubaneswar and Kolkata. You can arrive by boat through Chandabali, Ragnagar, and Gupti, and you can arrive via train from Bhadrak, Balsore, Cuttack, or Bhubaneswar.

October through Spring is the best chance to visit BKWS. This is the manner by which the storms check BKWS out. It's enjoyable to go drifting in streams when it downpours. To adhere to the guidelines, you can't go to the recreation area at BKWS from May fourteenth to July 31st. Anybody can likewise go on an experience through wide waterways that might address each of your issues at the review region and fulfill you. Even in the summer, Bhitarkanika is stunning. It's something other than a spot to see crocodiles; you ought to look at it. It's practically similar to paradise in the forest. It's serene, green, and peaceful. The weather conditions is generally cool, quiet, and charming the entire way.

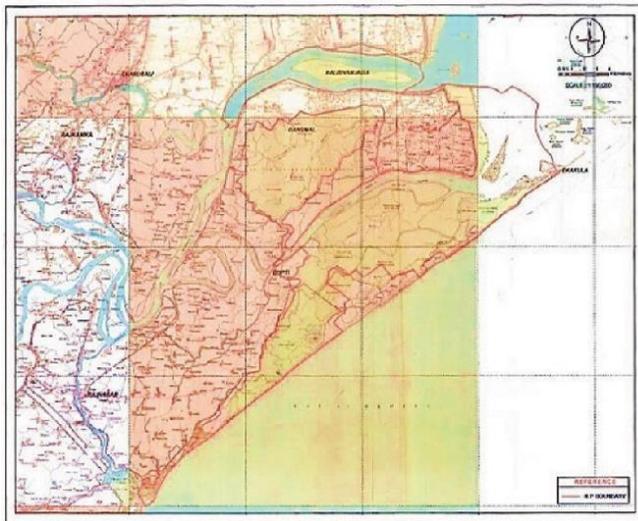
Indian vacationers need to pay Rs20 per individual to get in, while unfamiliar travelers need to pay Rs1000. At the point when there are at least 10 untouchables in a gathering, the extra charge drops to Rs200 per individual. A still camera costs Rs50, while a movie camera costs Rs1000.

The islands of Ekakula and Habalighati are additionally fun spots for vacationers to visit. This is a sensational entire roadtrip. One notable spot is Garhimatha, which is where Olive Ridley turtles lay their eggs. Each colder time of year, a huge number of turtles come here to lay their eggs. Turtles, which are exceptionally old ocean animals, have been coming to the distant area of Garhimata consistently for settling season (January-Walk) for likely in excess of 1,000 years. Conservationists may only have discovered the breeding ground in recent decades.

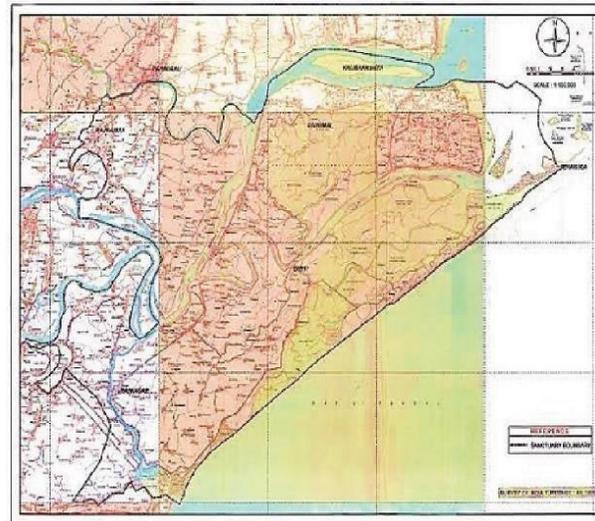
There is a café at Dangmal where visitors can eat veggie lover food. There are no drinking drinks permitted here. At Reverine Resort, you can get various food varieties, similar to eggs, chicken, prawns, crabs, and then some. There is also alcohol available, but it might cost a lot. A notable ocean side hotel in a review region like Habalika Nature Camp has present day administrations and rooms that are agreeable. Habalikhati is one of India's sea shores that hasn't been visited or changed in any capacity. Visitors to the location can take pleasure in seeing numerous dolphins swimming in the water. By boat, it will require around three hours to get from Gupti to Habalika Nature Camp. Individuals can go through the night at

Bhitarakanika Gupti Nature Camp and do numerous things in the forest. The principal passage to the review region is here. While spending the day at Bhitarakanika Sanctuary, visitors can stay nearby in Kendrapara, Rajnagar, or Pattamundai.

MAP OF BHITARKANIKA NATIONAL PARK ON TOPO-SHEET 1975  
MANGROVE FOREST DIVISION (WL) RAJNAGAR



MAP OF BHITARKANIKA SANCTUARY  
MANGROVE FOREST DIVISION (WL) RAJNAGAR



**Figure No. 1.2.** Bhitarakanika Wildlife Sanctuary and National Park **Source:** Mangrove Forest Division (WL), Rajanagar, Kendrapara, Odisha

## 2 Review of Literature

It's comprised of two words: " media platforms." Things that individuals do with one another are classified "media." The devices and strategies that individuals use on the web to do these things and interface with one another are classified "social." It is not difficult to impart data to others because of web-based entertainment (Eric, 2015). People can sell a gathering via online entertainment in a fast, simple, fascinating, and modest way. This instrument allows individuals to talk, share their thoughts, and exchange data. Irfan (2017) says that virtual entertainment is likewise an incredible spot for individuals who need to find out about different societies. Virtual entertainment is currently the most effective way to meet with others on the web and is a significant piece of both work and public activities. On account of progress in innovation, individuals are currently co-makers of information. Greenhow and others 2016) say that a few virtual entertainment locales have devices that let individuals share data and even bring in cash from it.

Individuals can associate with advertisers for entertainment only and helpful ways through the places of interest, their site, blog, Facebook page, Twitter channel, and YouTube channel, as well as at whatever point and any place individuals need to know more. If you build relationships with your customers in this way, they will have a better experience with your brand. It will likewise make them more faithful and prone to educate their companions concerning your business. There could be as of now not a fundamental spotlight on showcasing correspondences in the media. Instead, it is their responsibility to maintain the enthusiasm generated by customer interaction (Harmain et al., 2021). New digital media tools and social network features can help you promote a more environmentally friendly image and establish tourist links. This can make individuals bound to keep their arrangements to visit puts that training maintainable the travel industry. It can likewise help the economy and the world by benefiting everybody (Imad et al., 2021). A many individuals use search devices to design their excursions, and web-based entertainment has turned into a major piece of that. This study shows the main things for promoting and vacationer workplaces regarding potential outcomes. Individuals who work in movement, such as promoting and client support, are told to focus harder via web-based entertainment to cause the administrations and data they to give more reliable. Facebook is an incredible spot for the travel industry division to share composed and video trip stories, extraordinary occasions, and places to visit (Rathore et al., 2017). Facebook is quite possibly of the most valuable instrument on the web nowadays. If used properly, it has the potential to significantly boost tourism's expansion.

Individuals who need to move to a specific spot to invest their free energy give a great deal of consideration to individual web journals, Facebook, Instagram, and YouTube. These destinations assist with peopling figure out additional about the spots and the cool things they can do there. These locales help eateries and places of interest definitely stand out and allow them an opportunity to develop (Tarannum, 2020).

### 3 Research Objectives

- To examine the significance of socioeconomic elements which contribute in developing sustainable tourism in Bhitarkanika Wildlife Sanctuary of Odisha.
- To figure out cultural factors those are important for long-term growth.
- To investigate how social media can be used to make people more aware of environmentally friendly tourist spots.

### 4 Research Methodology

The review relied on finding solutions from sightseers from other Indian states who were in Odisha to visit the Bhitarkanika Natural life Safe-haven. The review is parted into two sections that are utilized to get information for the examination. In the first step, a test study was conducted. Specialists utilized a simple example technique to get the information they required on the grounds that it was basic for them to arrive at these spots. 25 individuals were selected as an appropriate group to answer this question. Individuals in the principal bunch chose to be addressed by analysts and were prepared to surrender their own time. On the second level, 180 individuals from various states who had visited the Bhitarkanika Wildlife Sanctuary submitted their records. A form based on Google Forms was created and sent as a result. Recollect that the survey was checked and changed to ensure it was right before it was conveyed. There were five alternatives: One indicated "strongly disagree," two indicated "disagree," three indicated "undecided," four indicated "agree," and five indicated "strongly agree." There were only answers that could be used in 180 of the 220 surveys that were sent out. Maharashtra, Uttar Pradesh, Delhi, West Bengal, and Gujarat were the states whose individuals said they had been to the Bhitarkanika Natural life Asylum in Odisha.

### 5 Data Analysis

It was possible to collect both subjective and objective data. The detail information was looked at in terms of both quantity and quality. In order to look into the quantitative data, clear measures like rates, means, or recurrence circulations were used. A few images were also used. The qualitative data were shown in the form of pictures, simple graphical representations, and other visual tools. The specifics After being put together on the ground, the info was put into MS Succeed and then be checked.

The thoughts and feelings of different groups of respondents were tallied on a Likert scale from 1 to 5, with 5 meaning "strongly agree" and 1 meaning "clearly disagree." The Likert Scale was used to compare the means of the scores and judge people's views.

A lot of research has used the Index of Perceived Availability (IPA) and the Index of Relative Ranking to find out what people think and what they are most likely to do. These methods were used to figure out the numbers: IPA is the record of what was seen as being accessible.

Here's how it's decided: SA(1.0)/n = SD (0.10), D (0.30), N (0.50), A (0.75), and IPA (1.0). N is the number of replies.

#### 5.1 Index of Relative Ranking (IRR)

IRR will be used to settle on the ranking value in the different direction of ecotourism. Miller on his book confirmed that Index of Relative Ranking (IRR) can be calculated by using following formula.

$$IRR = (R_1S_1 + R_2S_2 + \dots + R_n S_n) / nr$$

Where,

R<sub>1</sub> = Rank of 1st order S<sub>1</sub> = score of 1st order R<sub>n</sub> = Rank of last order S<sub>n</sub> = Score of last order

n = Number of observation

r = Rank of total given to particular attribute

### 6 Result Analysis

For the analysis of Socio-economic condition of the respondent: The household survey was conducted in 10% of the total households. The below table provides information about socio-economic condition of the respondent.

**Table 1: Demographic profile of the respondents**

Particular	Variable	N	Particulars (%)
Age	18–28	34	18.8
	29–38	32	17.7
	39–48	49	27.2
	49–58	38	21.1
	Above 58	27	15
Gender	Male	110	61.1
	Female	70	38.8
Marital status	Married	90	50
	Single	80	44.4
	Other	10	5.5
Qualification	Primary	12	6.6
	Secondary	16	8.8
	Intermediate	20	11.1
	Graduate	132	73.3
Occupation	Agriculture	22	12.2
	Govt. job	42	23.3
	Business/Self-employed	52	28.8
	Private job	37	20.5
	Student	27	15
Monthly income	INR 20000-30000	15	8.3
	INR 31000–45000	27	15
	INR 46000–70000	64	35.5
	INR 71000–1,00,000	43	23.8
	Above INR 1,00,000	31	17.2

**Table 2: Preferred source of information % of respondents**

Sources	N	Percentage
Google search	32	17.7
Blogs	14	7.7
Newspaper	08	4.4
Travel magazine	11	6.1
Social media (Facebook, Twitter, Instagram, YouTube)	58	32.2
Online word of mouth (WOM)	19	10.5
Website of tour provider	26	14.4
Others	12	6.6

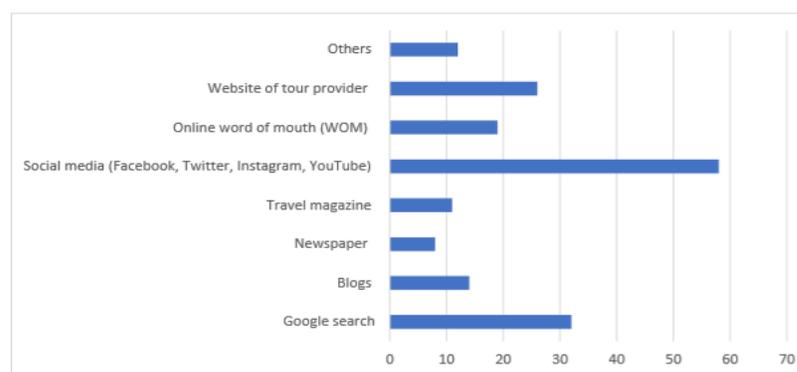


Figure No.3 Preferred source of information for respondents

### 6.1 Purpose of visiting BKWS

Many people come here to look at the saltwater crocodile, which can grow up to 23 feet long, as well as other semi-aquatic reptiles like the Asian water monitor and many snakes. There are lots of spotted deer and wild boar in the park, and you can see them at all the key sites. Eight different types of kingfishers have been seen in the park, which also has a lot of lakes and river systems.

One way to get into the park is through Khola, and the main boat ride from Khola to Dangmal is on this river. People take this important route all the time. It goes along a man-made creek and through dense mangrove forests, giving you a look at the ecosystem and the variety of animals that live there. The best times to drive are early in the morning or before sunset. It has a rich cultural history, and Bhitarkanika was once the shooting ground of the King of Kanika. Most of the time, you can see shooting towers and man-made watering holes, like on the Bhitarkanika Trail and at Dangmal. But the wildlife is what really draws people there.

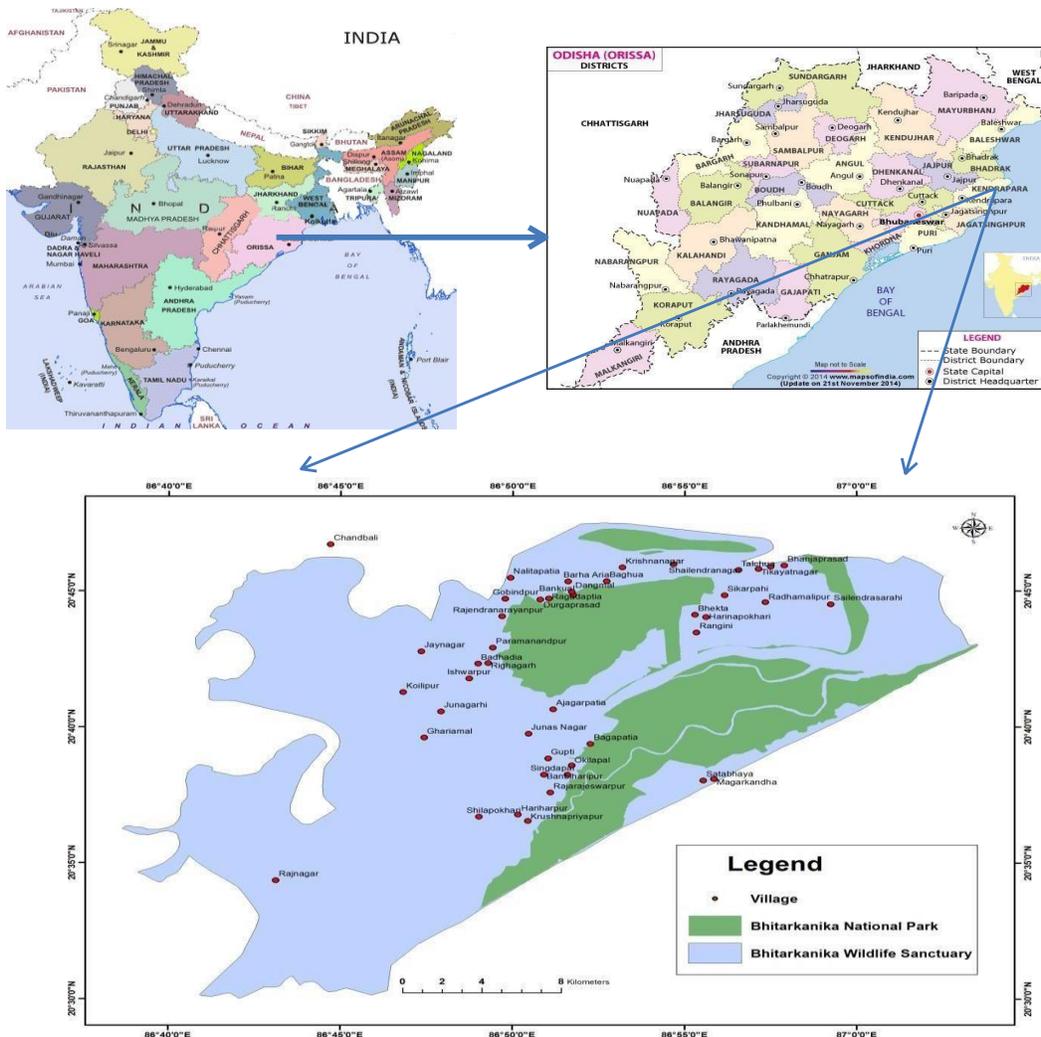


Figure No.3 Local people’s ranking on the existing eco-tourism related activities

To calculate the relative position of existing ecotourism activities IRR was used. Local people were asked to rank the existing tourism activities and their response was given below:-

**Table-3: Major Areas, Calculated IRR, Outcome and Order value**

Major Areas	Calculated IRR	Outcome	order
Gahirmatha Beach	0.91	Active	First
Bhitarkanika Wildlife Sanctuary	0.63	Good	Third
Dense forests	0.45	Fair	fourth
Boat rides	0.83	Active	second
Research	0.28	Fair	Fifth

### 6.2 Impacts of ecotourism

Using a scale from 1 to 5, where 1 means "no benefit at all" and 5 means "huge benefit," we can describe the economic effect. Eighty-one people were asked to reply, but almost none of them did. This means that everyone who answered thought that ecotourism activities were good for them. Five of the people who answered were given a score of 2, and eleven were given a score of 3. Many people (48%) gave ecotourism a score of 4, and 17 people gave it a score of 5 because they think it has a lot of benefits.

Ecotourism activities can create more jobs and help locals make money that they can use for their daily needs. Local people can also sell their veggies, fruits, livestock, handmade goods, and other goods that are grown or made in their own communities through ecotourism.

### 6.3 Environmental impact (Major Concerns):

Many industries were allocated excess of water which may reduce fresh water discharge to the sea.

1. The lack of usual flow of fresh water would amplify saline ingression upstream, it would affect the study area flora and fauna and also the livelihoods of the farmers and fishermen those who are depending on river.
2. If the conflicting situation occurs between man and crocodile it may resulting on flow of crocodile into the sanctuary.
3. The decrease in water release will decrease the mangroves and without the mangroves, the Gahirmatha Marine Sanctuary may become a marine desert.
4. Gahirmatha Marine Sanctury may attracts many olive Ridley Sea turtles for nesting which may bethe largest population in world in terms of Olive Ridley sea turtles flow to the area is concern.

### 6.4 Major objectives of crocodile conservation projects at Bhitarkanika

To protect crocodiles in their natural habitat by creating sanctuaries, the natural population needs to be quickly rebuilt through a process called "grow and release." This process includes different stages of operation to encourage captive breeding to increase the crocodile population, to study the behavior of the crocodile population, and to improve the skills of project employees for better project consistency through training that takes place at the project site. To keep the environment in balance, people in the area may be active. The project's goal is to fix the biological imbalance that happened when crocodiles died in the river. To keep it up, three crocodile conservation study units have been set up in

Odisha at Dangamal, Tikarapara, and Nandankanan.

### 6.5 Baula project at Dangamal

In Oriya writing, "BAULA" is often called a saltwater crocodile. So, a project was set up to study the Baula crocodile in Dangamal within BKWS. Several tests were done in stages as part of this project. By doing the process, saltwater crocodile eggs were collected and kept in a safe place so they could hatch. Which might help the number of crocodiles in Bhitarkanika Wildlife Sanctuary grow. By setting up an echolocation system in the national park, this project is increasing the number of crocodiles that live there. In 1975, this project began in several Indian states. India has a lot more salt water crocodiles now because of this project.

Table 4-Salt Water Crocodile population in BhitaraKanika. Source: Compiled from Forest Dept. Statistics.

Year	Population of saltwater crocodile in BKWS
1975	Program introduced
1976	96
2004	1308
2012	1640
2019	1742
2020	1757
2021 Jan	1768

### 6.6 Gahiramatha Sanctuary

Gahirmatha is a world heritage site and one of the three places where a lot of turtles breed. It was also named a turtle sanctuary in 1979. It is well known that Olive Ridley Sea Turtles lay their eggs in the Gahirmatha Marine Sanctuary. Some of these sea turtles have traveled over thousands of miles to get from where they eat to where they nest. Olive Ridley Sea Turtles come to the beaches of the Gahirmatha Sea to lay their eggs. They come from a long way away, in South Pacific. Most of the time, these sea turtles mate between November and January. They have eight months to breed, from October to May. It was a great experience for all of us to see these sea turtles lay about 200 eggs, move around the area, and then go back to the sea in 45 minutes. It speaks to everyone, which is why you should visit this world-class spot, Gahirmatha, to get this experience.

### 6.7 Socio-cultural Impact:

In the study area, 48 people (59%) said that tourism would have some good effects and 33 people (41%) said that tourism might have some bad effects. The Chi-square test was used to find out how ecotourism changes culture and society. That was said by the people who filled out the 5-point Likert scale. The words "literate" and "illiterate" were used as variables, as well as "men" and "women." It is possible to find a lot of work in BKWS through ecotourism. People who lived in BKWS used to mostly farm and fish before ecotourism came along. Only rice is grown in the nearby places because the land is very salty and water comes in with the tides. A lot of this rice depends on rain. Some people from the area were still fishing illegally in the refuge by bringing fish from nearby rivers.

Most of the people who live in the area are hired by the park to do odd jobs like guarding, working on farms, driving boats, and so on. Rangers who have worked in the forest since they were kids and park staff who make sure they are ready will be very helpful when they go into deep woods where even forest guards are afraid to go. In the middle of the bush, when it's time to breed, they move around to find good places. The people who work for the Forest Department also help with the

study to count animals. A lot of people from the town help plant trees in the park and along the roads as part of the process. Besides that, they keep people and animals away from plants. People who work in parks like these get paid because of the MGNREGA (Mahatma Gandhi National Rural Guarantee Act2). People from the area who have good educations have only been able to get secure jobs as foresters, forest guards, or other permanent staff in the department 14.9% of the time. Working at the park site can be full-time or part-time, and the park authority hires people to do these jobs from time to time. People in the area have been able to find work in small businesses that cater to leisure as well as parks. About half of the ecotourism responders make their living by doing things that have to do with tourism. Now that there are restaurants in BKWS, people from the area can work as cooks, tour guides, housekeepers, and in other roles. They help small businesses during the busy tourist season. The Bhitarkanika Ecotourism and Eco-development Society (BEES) runs a place to stay in the Park. In the park, there was also a diner. The people are from nearby places. You can buy honey, coffee mugs, and T-shirts with Bhitarkanika National Park written on them at the gift shop. A lot of people from the area also drive boats and make a lot of money from November to February, when a lot of tourists come to the area.

### 6.8 Index of Perceived Availability (IPA)

The Index of Perceived Availability was used to make sure that people's views on the IPA value were rated from best (1) to worst (0). While the study was going on, different reports were made to see how they responded. In the table above, the report of new job facilities or employment creation had the highest IPA value (0.92). Putting too many travelers in one place will hurt the protection of plants and animals.

Table-4

Sl. No.	Statement	IPA Value	Perception
1.	fresh employment Opportunity.	0.92	High
2.	Inflation.	0.75	High
3.	Increase in living standard.	0.8	High
4.	alter in habits.	0.7	High
5.	Festival	0.67	High
6.	Increase women participation.	0.74	High
7.	Inward emigration.	0.78	High
8.	The emergence of noise	0.46	Low

9.	Hotel and restaurant.	0.59	Medium
10.	Trouble to wildlife and natural environment.	0.49	Low
11.	The shortage of agricultural ground.	0.72	High
12.	Protection of local culture.	0.5	Medium

## 7 Conclusion & Recommendations

Ecotourism looks at how to protect nature areas while also making society and the economy better. In remote places where people rely on natural resources for their food, wildlife sanctuaries and national parks are set up to protect wildlife. The people who make the rules know that a "gun and guard" strategy is not an effective way to stop people from using natural resources. In order to reach the long-term goal, conservation techniques must be kept up. For It is very important for the economic, social, and cultural growth of the people in the area. Ecotourism in BKWS has shown that, as a new business in BKWS, it is still in its early stages of growth. People in the area get jobs from ecotourism, and they can also improve their quality of life. It needs to make better and more thorough policies so that people can gain social power through community involvement, community cohesion, infrastructure development, and culture awareness. In this way, one looks forward to a complete ecotourism method in BKWS.

However, the above study does show that ecotourism does create jobs. By bringing guests to this BKWS, it also encourages women to take part in ecotourism activities and helps protect the local culture. By cutting down on smog, this might help bring more people to BKWS. The large number of tourists who came to the study area also greatly changed the way of life of the people who lived there before.

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