

A study Based on Role of Photography in Boosting Ecotourism And Creating Employment In Rural Areas

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Abstract

In this paper we are going to study the role of photography in boosting ecotourism and creating employment in rural areas.

With the help of photography we can make important documentation based on the diversely rich biodiversity (such as flora, fauna, avian fauna, etc) of that particular area.

In this paper we are going to see how conservation is one of the important thing to boost ecotourism in a particular area. Conservation and Eco tourism are somehow dependent on each other. If we conserve species and make people aware about their existence, ecotourism will automatically increase. In a similar way if we boost eco tourism, there'll be a need to conserve various species and habitat for creating ecotourism.

In this paper we have studied that with the help of photography ecotourism can be boosted. As we all know photographs catch more eye sights than words. Here, the photographs of attractive wild creatures and their unique habitat will catch the attention of tourists and thus it will help to boost ecotourism.

As photography plays an important role in all these aspects it will ultimately lead to generate employment in the form of tour guide, animal care technician, park ranger, naturalists, community outreach coordinator, wildlife biologists, etc. in rural areas.

Keywords: Photography, Eco Tourism, Employment

Introduction

This paper is about a study based on role of photography in boosting ecotourism and creating employment in rural areas.

According to the recent study, ethical execution of nature and wildlife photography is very important and helps the ecotourism in various aspects.

It is studied that there are many other ways to attract tourists towards ecotourism but there is a need of something more impactful in the particular sector.

There is a research studied to get to know various ways of wildlife photography which is analysed based on content and is available on various web origins.

(David A Fennell; Annals of Tourism Research, 2020).

Wildlife photography plays a very important role to make the creature look unique with the habitat they are living in. With the help of wildlife photography the beauty of nature can be captured and displayed which will apparently help to attract tourists and ultimately boost ecotourism.

Nature Photography is the best example of how communicative nature can be and that too without using any artificial elements.

(David R Falk, Dieter R Brill, David G Stork; Optics in Nature, 1985)

There is a need to create more awareness regarding the role of wildlife photography because of which nature and ecotourism will flourish together and will be proved as compatible at the same time. (

Constance L Russel, MJ Ankenman; Tourism Recreation Research, 1996).

Some research shows us the positive impacts of photography and filmmaking has in rural areas. The way people found photography helpful to get out of their proximity and got known to the technologies which are being used in the modern growing world, is helping them to merge with the social world and create connections.

(Erica Therese Calderon; Southern New Hampshire University, 2010).

It's been a long time since we all are still dependent on the old ways to conserve and preserve the nature and wildlife. New young minds and technologies should be used to escape clauses which are preventing the growth of nature and its conservation. According to the study photography is turned out to be a very significant element to cope up with the modern world's challenges. Naturalists can aware about few perceptions which can play a very significant role in carrying out impactful conservation techniques.

(Peggy L. Fiedler; Springer science and business media).

Literature Review

Conservation and Ecotourism are somehow dependent on each other.

Pamela Wight (1993), says that if a proper study related to conservation and ecotourism is executed it can lead to conclusion of similarity, commendatory and sustainability.

The Annual review of Environment and resources (2019), states that, the intellectuals and interpreters have very differed beliefs when it comes to the interdependency of ecotourism and conservation.

Though the ongoing researches are trying to find out the compatibility of these two terms, there is a salient need to carry out a detailed study related to these two concepts.

Regina Scheyvens (1999) suggests that ecotourism projects can be acknowledged as victorious only if the native tribes and localities of that region are gaining equal benefits through that projects.

Katrina Brandon (1996), believes that, to create favourable situations for conservation, few rules are to be made. Payments generated from the tourists should be tallied and first be administered to the reserves/parks where it is collected, and the other should be given to the national wildlife conservation and preservation.

The Agriculture Economic Research Review (2011) shows that, the role of fishery and forestry was very low in generating utilisation to the naive tribes and localities especially in rural regions.

Whereas it is revealed that the growing amount of non agriculture employment has shown positive effects on ending poverty in rural areas of India.

The Journal of Ecotourism (2021) analysed that, most of the times eco tourism is promoted because of the part of it acting as a significant model in conserving nature. Because of ecotourism the number of tourists in that area increases rapidly and the role of awareness regarding the conservation of various species and habitat including diversely rich flora and fauna takes place. Although it is considered to be highly effective the role of ecotourism in conservation is not totally proved yet.

There are various elements that were found out in this Journal of Ecotourism.

This paper works and tends to find out the role of photography in boosting and increasing ecotourism and creating and generating employment in rural regions.

It is hypothesised that the role of photography can help to increase and boost ecotourism and create employment in every possible way especially in rural area.

In this paper the role of photography in documentation is shown clearly with the help of photographic representation and how it helps and plays an important role in various sectors.

It is studied that Conservation, Ecotourism and Employment are interdependent on each other and photography being a visual and stronger medium an help increase both conservation and ecotourism and most most importantly generate employment.

This study is carried based on both qualitative and quantitative research methodology. It includes the type of research and the area the research is carried out in.

The conclusion is being stated with the proper data analysis and provided result based on the objectives and the study of respondents. A graphical representation of data is also noted further in the research paper.

Objectives

Objective no.1: To Study the role of Photography in boosting ecotourism and creating employment in Rural areas.

Objective no. 2: To find out the correlation and dependency between wildlife conservation and ecotourism.

Objective no. 3: To educate the young ones and spread awareness regarding boosting ecotourism and conservation of nature in the localities.

Hypothesis

1. Photography plays an important role in boosting ecotourism and creating employment in Rural areas.

2. Wildlife conservation and ecotourism are interdependent on each other in various ways.

Research Methodology

The Research methodology for the study based on role of photography in boosting ecotourism and creating employment in rural area is carried out using Qualitative as well as Quantitative methods. While doing this research I used my 6 years of experience in the field of nature and wildlife photography.

The researcher used Quantitative as well as Qualitative methods for carrying out this study.

Sample size= 30

Sample Elements= Respondents from rural area and photographers

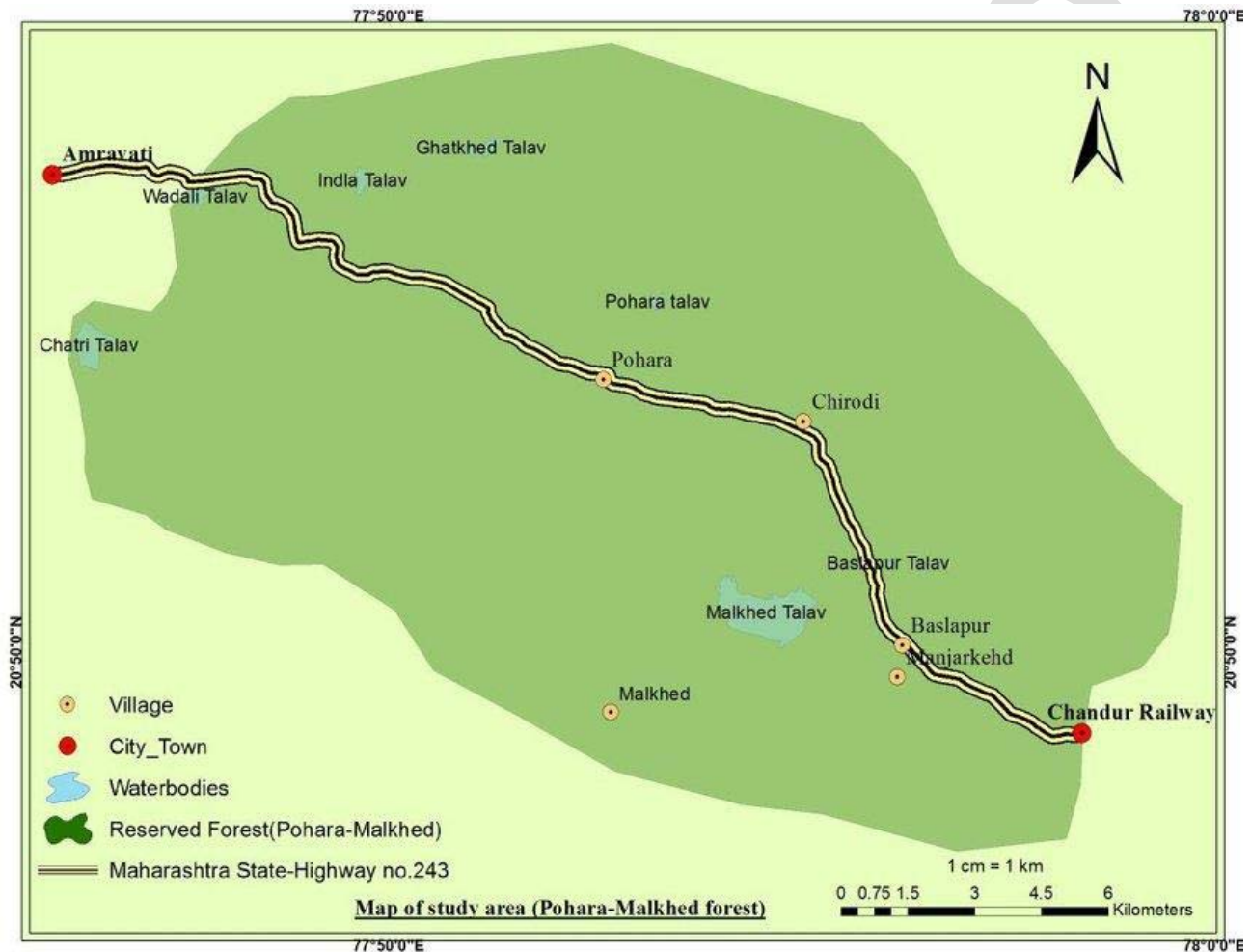
Sampling Method= Random Sampling Method

Research Area: The study area of this topic is Pohra - Malkhed Reserved Forest situated near Amravati, Maharashtra. The Pohra - Malkhed forest is one of the renowned forest for rich avian diversity. It provides a shelter for almost 150 floral species, 26 species of reptiles, 75 species of butterflies, 17 species of fishes, 17 species of mammals and more than 275 species of birds.

(Dr. Jayant Wadkar, 2014).

It is also a home for predators such as Leopards. There is also a record of Tiger using Pohra Malkhed forest as a corridor for migration.

Source: Map ref: (Research Gate,2014)



The above area is studied for the research topic. A good documentation of diversely rich flora and fauna is done with ethical approach towards wildlife conservation.

Given are some of the photographs of flora and fauna related to the research topic documented in that particular region of Pohra Malkhed Reserved Forest.

Photographed a leopard prowling in the terrain of Central Indian Savannah.

Pohra Malkhed reserved forest is a home for more than 20 leopards.

It is said believed that the humans are coexisting with this deadly creature and not a single case of human attack has noted since last few years. It is a great example of coexistence with wild creature.



A photograph of diversely rich floral habitat capture in Pohra Malkhed Reserved forest.

There are almost 150 floral species in this Reserved forest situated near Amravati.



A pair of spotted Owlets and Flamingos documented in Pohra Malkhed reserved forest representing the diversely rich avian fauna in that region.

It is studied that Pohra Malkhed forest is a home for more than 275 species of birds.





In the above photographs we can see the naturalists creating awareness and educating young minds regarding nature Conservation and eco tourism.

The researcher spoke with the local people regarding their take on the role of photography and modern technologies in boosting ecotourism and creating employment bin rural areas.

A set of questions were asked to the local people and the native tribes and the results are noted down in the further research paper. It was seen that the villagers as well as the students were totally in favour of accepting photography as a means of boosting ecotourism and creating employment in Rural areas.

Along with these, professionals related to that field such as, Photographers, Naturalists, Biologists and Members of NGO were also seen to be in favour of the study topic.

Data Analysis: In this study the data is collected from different people of different professions with different age groups. The pie charts given below explains the data collected for the study based on role of photography in boosting eco tourism and creating employment in rural area.

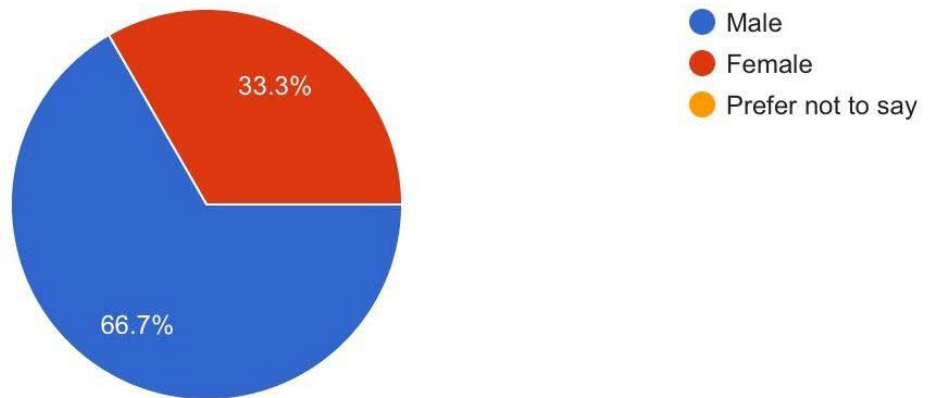
Respondents

Age: 18-60

Qualifications: MBA, ME, BE, MSC, LLB, etc.

Profession: Photographers, Filmmakers, Naturalists, Professors, Students and members of different NGO's.

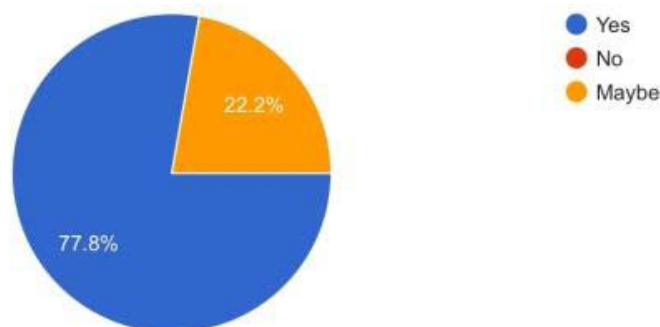
Gender



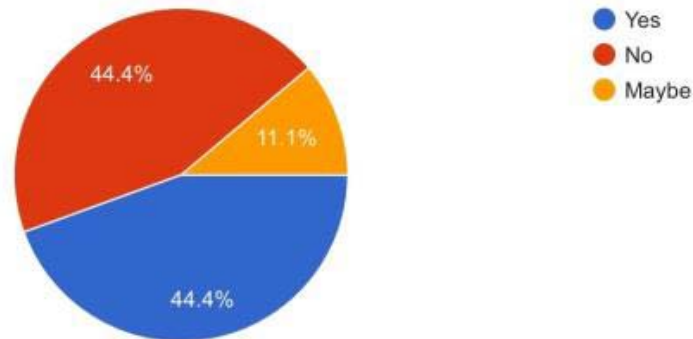
In this above given pie chart, we can see that 66.7% respondents belong to the male category and 33.3% respondents belong to the female category.

There are eight asked to different respondents with various qualifications to help the researcher to understand their opinion. Each question has its different pie charts which are given below.

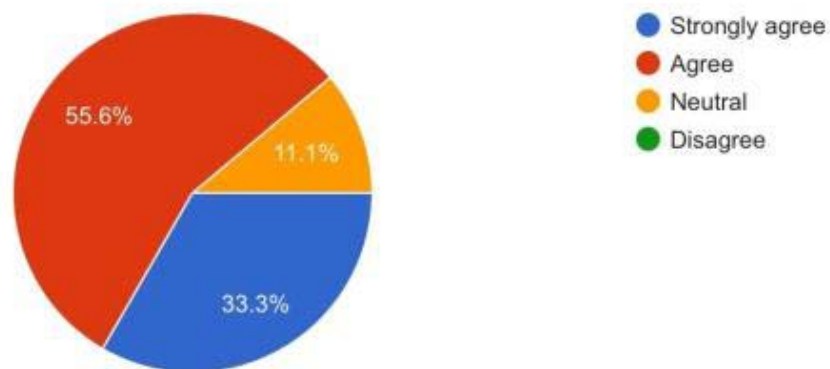
Does photography interest you



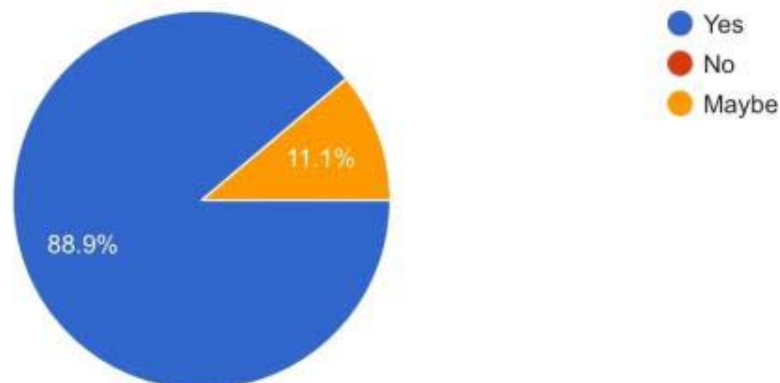
Do you own equipment?



Conservation and Ecotourism interdependent on each other



Should we support ecotourism in rural area



Result

In the pie above given pie charts we can see how respondents responded to various questions and what were their opinions regarding the same.

In the first pie chart where the respondents are asked about their interest in photography, we can clearly observe that 77.8% respondents are interested in photography whereas 22.2% are not which helps us to understand that majority of the people are interested in photography.

In the second pie chart we see that even though majority of people are interested in photography, not everyone of them owns an equipment. While it comes to equipments only 44.4% says that they own an equipment where as 44.4% of them say no. Also 11.1% of people say that they are not sure if they have the required equipment or not.

When the respondents are being asked about the awareness of ecotourism we can observe that a majority of 77.8% of people are aware about it and 22.2% are not aware about it. With the help of this we understand that there is a need to raise awareness regarding ecotourism in the localities.

In the fourth pie chart, when the respondents are being asked their opinion based on regarding the significant role that photography plays in boasting ecotourism, 100% of the respondents says that they strongly agree that photography plays an important role in boasting ecotourism.

In the next pie chart, when the respondents are asked that do they believe photography plays an important role in generating employment in rural areas, 22.2% of the people say that they strongly agree with it, whereas as 66.6% of them say that they just agree and 11.1% are neutral about it which means that they neither agree nor disagree.

89.9% of the people say that they strongly agree with the concept of ecotourism which helps to generate employment in rural areas and 11.11% people agree to the statement.

Here, we can see that, respondents think that ecotourism plays a significant role in creating employment in rural areas.

While being asked, do they think that Conservation and Ecotourism are interdependent on each other a majority of 55.6% say that they strongly agree with it, 33.3 says that they just agree with it where as 11.1% of them are neutral to that statement.

In the last question, where everyone is asked that should we support ecotourism in Rural areas 88.9% of the respondents say yes and 11.1% of them say maybe.

This data analysis which was carried out with the quantitative method is explained above.

Conclusion

With the help of the above study ,it is concluded on the basis of the results, that photography plays an important role in boasting ecotourism and helps to create employment in rural areas.

With the help of all the questions the respondents say that there is a correlation and dependency between wildlife photography and ecotourism.

Thus, it is studied that our hypothesis on this study is correct.

Future scope of Study

The researcher says that, with the modern and technologically growing world there is a need to study more on the given topic. Perfect studied combination of Eco tourism and Conservation can lead to generate employment in rural areas and help the young ones to get educate regarding the same.

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