

NEW CONCEPT IN WILDLIFE TOURISM AS RELATED TO HUMAN PSYCHOLOGY BY DR. MAHESH N. SANZGIRI

AIM

Human psychology is most interesting and complicated. In this research, it is successfully related to Wildlife Tourism in order to get max. business and also to promote Wildlife Conservation ,so that general public is aware of importance of wildlife .Since Wildlife Tourism is very expensive not affordable by economically weak society people even though they are interested, they cannot go for it. Therefore research has been made for cost reduction and successfully able to select sights which are affordable, give jobs to local people and also sights are protected by local people themselves since they get business.

TYPES OF WILDIFE TOURISM

“WILDLIFE TOURISM” can be broadly categorized into:-

I. WILD ANIMALS TOURISM

II. BIRD TOURISM

III. REPTILES AND AMPHIBIANS TOURISM

IV. INSECTS AND BUTTERFLIES TOURISM

V. NIGHTLIFE TOURISM

VI. MARINE LIFE TOURISM

VII. RULAR AND AGRICULTURAL TOURISM

Depending of interest and financial capacity of customer, one has to select sight and also all rules of govt. to be followed.

Human Psychology as related to Wildlife Tourism
According to "PSYCHOLOGY" 5 Types of human characters are found:-

- (1) Joyful open minded character:- Always ready to help others.
- (2) Indifferent character:- Close minded
- (3) Angry character:- Becomes angry for small mistakes of others working with him or her:- Such type of human is perfect in his work and accepts everybody to be perfect like him/her working with or under him. Generally Scientists, Doctors and Lawyers fall in this category.
- (4) Crooked character:- This type of human is ready to do anything to win. He is not bothered about feelings of others. Politicians, Sportsmen, Artists generally fall in this category.
- (5) Sad character:- Such type of human will always try to find out wrong thing in others. He never highlights good things of others.

Now to target these five type of human characters for "Wildlife Tourism Business", when person enquires about Wildlife Tourism, first thing one has to do is put simple and few questions just to find out under which category of human character he falls in, whether he is a first timer or gone previously also for Wildlife Tour, his interest falls under which category of wildlife tourism. One can ask orally the questions or give questionnaire.

My experience is at the most 30% come back to you with filled questionnaire, that is also by following several times. So better is

to ask questions on the spot or by calling. One has to ask question by judging his/her liking and type of human character he falls in. By answering simple questions, one can smartly judge type of character, his/her interest and give a plan of Wildlife Tourism matching to his character, interest and budget. The following questions serve most of coverage of human character and if proper question technique is used, one can get good result to increase Wildlife Tourism business. The questions are:-

(1)What made you to enquire about wildlife? This question will categorize in proper human character:-If answer to this Question is:-my friend told about it. He is a joyful character.

If answer is - you nowhere concern about it. Only tell me your tour plans. He is a Crooked character.

If answer is - I am interested in wildlife tour, but trying to find out which type of tour is much safer. He is a close minded character.

If answer is - I know everything, give me proper budget tour. I will give you my budget and category of wildlife tour I am looking at.

He is angry type of character.

If answer is - Why this question, there is no use to attract me for your wildlife tour. Give me the best as compared to.....He always compares with others, then he is a sad character.

Other questions you can frame immediately by experience once you are sure of character of human to whom you are asking questions. In case you are not able to find character of human asking only above first question, then put questions like:-

Are you ever gone to wildlife Sanctuary, if answer is yes, then find out his liking and match his needs. If no, then tell him about different types of wildlife tours to match his needs.

Also ask following questions:-

What you expect from Wildlife Tour?

What is your view for saving wildlife and forests?

Will you recommend others our Wildlife tours? And based on answers further questions can be put.

Our findings

By interviewing about 200 people coming to us for enquiry indirectly for last two years, we came to conclusion:-

About 50% are of joyful character, 15% are close minded, 5% are Angry type, 25% are crooked and 5% are sad type.

Depending on that,

HISTORY OF WILDLIFE/ BIRD TOURISM IN INDIA:

Bombay Natural History Society which is present in India for more than 100 years, is known globally for doing serious research in understanding the behavior of birds, identifying new species of birds and arranging Bird Watching and Bird Ringing Programs for their own members & general public at various well-known sites and national parks of India.

Similarly WWF-India (World Wildlife Fund for Nature- India) arrange Nature trails, camps etc. for their subscribers and Nature club members. Nature club of India movements started by WWF-

India in 1976 by forming nature clubs in schools, colleges and societies, etc. for students and young people up to the age of 25 years. I was pioneer to start nature club activities in India in many schools and colleges in Mumbai and my own nature club i.e. "The Golden Falcon Nature Club" started by me in my Jai Vijay society on 4th May 1980, was first Private Nature Club in the society. The concept of WWF-India to start Nature club activities was to create interest and awareness in young generation for Nature and Wildlife.

About two years back WWF-INDIA stopped concept of Nature Club and started online One Planet Academy for students. Therefore I continued with my own Nature Club and myself started "INTERNATIONAL WILDIFE PROJECT" for school students in the year 2018 and running successfully and slowly spreading the activities to other Nature Groups and SHOOOLS.

PUPRPOSE: AIM TO DEVELOP NEW CONCEPT IN WILDLIFE TOURISM:

From last 8-10 years many Pvt. Organizers with thorough knowledge of WILDLIFE started with "Wildlife Tourism" as their business. However it still remains a nitch business which is targeted to people and families who are interested in wildlife watching and it can be affordable by those who have enough money to spend on Wildlife Tourism. However it is not a successfully achieved aim to target general public to create interest in them for wildlife, who are not aware of the beauty of the wildlife and importance of its conservation. Therefore my aim is to develop new concept in Wildlife Tourism which is affordable and which will create awareness amongst the general public about the wildlife and will understand the importance of it, so also to earn

better profit margin than usual tour to well-known National Parks and Sites for birds.

METHOD: Mouth to Mouth publicity, through advertisement in local newspapers and creating website for promoting New Concept of Wildlife Tourism.

Restrict group of maximum 30 people with one expert with every 6 tourists, select sites- not far off but within the vicinity of group where they are staying if they do not want to spend much money.

SELECTION OF SITES:

For bird watching, It can be Terrace, Balcony within city where group of birdwatchers is Staying (May be one of or more sites of group's participants-residence), Where nearby trees are there. One full day /1/2 day bird watching, may be weekend .See the bird through binocular or even take photographs. Give checklist of birds in the vicinity to identify, carry bird book to identify birds. At the end of bird watching make a list of birds seen, mark any new birds not mentioned in the checklist. Develop a file on computer & register observations on well-known bird sites/ Apps for general public awareness.

For economic Wildlife Tourism, go out of city nearby, choose a site in farm, field, forest, lake where wildlife is there. Stay may be maximum one or two nights. Also make aware of local wildlife to people staying nearby to those sites by showing them film, slide show and make them interested to conserve nature and wildlife since they are local people staying there.

ADVANTAGE OF NEW CONCEPT;-

- (1) If compared to usual cost of visiting of well-known Wildlife Sanctuaries, where one has to pay for staying in good resort,
- (2) transport entry fee, guide fee etc. cost of wildlife watching at city nearly comes nil, and at such places good hotels are available at the much cheaper rates. So also arranging bird watching in farm, forest, lake nearby also comes 1/10th cost of going far off to see birds in well-known bird sanctuaries.
- (3) Since promoted to General public, they become aware of importance of wildlife/Birds & its conservation in their vicinity. Creating interest in them help to conserve the birds. Mouth to mouth publicity help to increase business.
- (4) Those organizers who are arranging bird watching trips can charge good fees for their guidance and expertise in bird watching and photography which comes more than profit margin by arranging far off camps to well-known bird sanctuaries. This is because since one is charging little fee to general public who may not be rich, response becomes more & therefore profit margin increase.

WITH NEW CONCEPT ADVANTAGES ARE:-

(I)Financial:- Less cost to customer and increased profit margin to Wildlife Tour Operator.

(II) Conservation;- Since this is promoted to general public & that also wildlife of their own vicinity, once they get

interest in wildlife they themselves conserve them & also do tree planting, making water available for wildlife during summer.

(III) Since we are not going for wildlife watching in well-known wildlife sanctuaries, no much crowd is present in little known farms, lake, forest which may be rich in wildlife species. So one can spend hours together with Wild Animals/ birds undisturbed by any noise of crowd. Sometimes my experience is one can see rare bird species in such location easily photographed than to search them in well-known bird sanctuaries. Even some of the bird species, which are not easily seen in well-known bird sanctuaries, may be seen in such places.

(IV) I have developed a mathematical formula for this new concept of Wildlife Tourism by studying in detail many groups relating psychology of people with wildlife(Statistical Data Developed) who are interested in Wildlife/bird watching.(DR.MAHESH SANZGIRI'S FORMULA FOR WILDLIFE CONSERVATION).:-

General Public:-

Cost- C

Interest-I

Accepted awareness- A

Conservation Effort-E

It is proved that:-

Accepted Awareness+ Interest-Cost=Conservation Effort

E.g. Awareness created by organizer - 70%

Accepted by General Public - 40%

Interest created due to awareness - 20%

Cost bared by General Public - 10%

Then:-

Accepted Awareness (40%) + Interest created due to Awareness (20%) –

Cost (10%) = Conservation Effort (50%)

This is generally for successful first trip. As interest becomes more, conservation effort by general public will be more.

Conclusion:- *The new concept of “Wildlife Tourism” will increase interest of general public in Wildlife/birds which ultimately help in bird conservation and indirectly nature and other wildlife conservation. So also people staying in vicinity of forest, lake, farms where we are visiting for Wildlife Viewing/ bird-watching if made aware of the local birds and wild animals, trees etc. and their importance, then they only will protect them. This is because due to visit of tourists in their area increases their various type of local business. Since Wildlife Tourism is commercial, it also takes care of min. cost to general public with maximum profit margin.*

