



Linking Relationship Management to Sustainable Development: Perspective of Wildlife Conservation and Ecotourism in the Gambella Region of Ethiopia

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ABSTRACT

Relationship Management has strategies and tactics to touch the sentiments, emotions and ego of different class of people and then provide remedies for the same to find out the best solution. It has strategic power to connect host and guest as it emphasizes on "give back and take away tourism" through anticipating guest-hosts both in the process of conservation and utilization various resources and skills available to them. Gambella is one of the richest and incomparable zone in Ethiopia in terms of its unique wetland, endemic wildlife, wonderful species and ancient cultural tribes. The present paper has tried to find out economic importance (use value) of the wildlife and culture for the benefits of wildlife, nature, environment and local communities of the area where it exist in real habitat situation. It attempt to provide solution of the critical problems and situations that has been created by human beings since long time just for the sake of big ego and gaining dominancy (temporary value) in their areas because of unethical education and lack of awareness about socio-economic benefits through ecotourism developments happened in their surroundings state and neighbouring countries. The paper highlights the significance of Relationship Management in wildlife conservation and Ecotourism development that may help in tackling the conflicts in between Human and Wildlife, Human and Human as well as anti-poaching activities. Ecotourism is a form of responsible tourism that connects people to their real ecology and environment in a sustainable way without compromising with scarce resources and prevailing ecological conditions from guest to host area. The paper is technical in nature and based on secondary research and primary observation. It suggests conceptual approach, RM-SM Model and modified framework of sustainable ecotourism development and wildlife conservation.

KEYWORDS : Ecotourism, Gambella, Linking Conservation, Relationship Management, Sustainable Development, Wildlife Tourism

1. INTRODUCTION

History is full of evidences of human thirst for meeting their wants through conflicts by any means. And village of Lare at sharing Border of Gambella (a regional state of Ethiopia) with South Sudan is no exception of it. This earth has witnessed so many conflicts in between human and wildlife; human and human; human and nature; are some of the common in them.

The Amboseli in Kenya had almost same kind of situation few decade back but now enjoying the benefits of wildlife tourism and eco-cultural tourism and has grown itself as one of the attractive national park with huge ecotourism potential.

Amboseli Biosphere Reserve lies at the border of Kenya and the United Republic of Tanzania in a semi-arid area renowned for its diverse and numerous wildlife. It occupies about 300000 ha, although its exact extent has yet to be fully defined since it is intended to include all the range covered by the migratory wildlife population. The core zone of the biosphere reserve is formed by Amboseli National Park (39200 ha), with buffer and transition areas merged into what are collectively called dispersal areas, owned by the local Maasai pastoralists. Over the past two decades, increasing human and cattle populations have exacerbated conflicts in resource use, with sharpened competition of cattle and wildlife for water and grass and increasing hostility by the Maasai to wildlife populations.

In 1990, the government disbanded the Wildlife Conservation and Management Department and, by acts of parliament, set up the Kenya Wildlife Services, a semi autonomous parastatal organization with a mandate to run the parks in Kenya. Among the interventions introduced by this body is that of sharing the revenue collected from the park's entrance fees with the local people living adjacent to the park. So far, the revenue (25 percent of total gate entry fees), is being given in the form of community services (e.g. schools, health centres, water and cattle dips). Although the scheme was initiated

only relatively recently (September 1991), its promise is reflected in a sharp decrease in Maasai hostilities towards wild animals, with the number of reported cases of speared animals dropping to almost zero (Nyakweba, 1993).

But now it attracts tourist from different parts of the world. The Maasai pastoralists now actively participating in conservation of wildlife and has developed a very good relationship with boarder sharing country Tanzania. Mount Kilimanjaro is the majestic backdrop for this park which features five different wildlife habitats: the seasonal lake bed of Lake Amboseli, sulfur springs surrounded by swamps and marshes, open plains, woodlands and lava rock thornbush country. These habitats support elephant herds, black rhino, lion and cheetah as well as Masai giraffe, eland, Coke's hartebeest, waterbuck, impala and gazelle.

Amboseli National Park is estimated to be worth 18 times the annual income of a fully developed commercial beef industry covering the same area. Estimates indicate that Amboseli National Park brings in US\$3.3 million a year from park fees and related tourist activities. The value of a single lion as a tourist attraction is estimated at US\$27,000 a year, while an elephant herd may be worth as much as US\$610,000 per year – thus they are 'worth' more alive than dead (MacKinnon et al., 1986). The total net return for a park such as Amboseli in utilizing tourism, is estimated to be 50 times more per hectare a year than the most optimistic agricultural returns. In fact there are many potential economic benefits related to the park. For example Okello (2005) estimates that extending wildlife tourism and conservation beyond the park boundaries of Amboseli, through an adjoining community conservation area could potentially generate US\$147,867 annually for surrounding villages.

Similar studies abound in the literature: one study in *Costa Rica* showed that the value of a tropical rain forest reserve in its natural state was at least equal to or twice as high than the economic 'price' of the land itself; a macaw in Peru is estimated as generating

between \$750 and \$4700 annually in tourist revenues (Munn, 1991: 471).

There are number of such examples which motivate to take on this research work towards conservation and sustainable development at Gambella. The open boarder of Gambella with South Sudan is a kind of compulsive and welcoming initiative to provide the uninterrupted flow of large number of migratory animals to both side of country and to protect and safeguard the ecological balance of the area.

2. ECOTOURISM

Ecotourism is a form of tourism that connects people to their real ecology and environment in a sustainable way without compromising with scarce resources and prevailing ecological conditions from guest to host area. It helps in breeding Affection and dynamism towards nature, culture, and environment among people. It improves living standard of both host and visitor due to learning and visualization of flora-fauna and natural environment in their real habitat situation and condition respectively and generates consciousness about conservation for getting pleasure, peace and purpose solved. It takes into account present and bothers about future life. Community Based Development and Nature Based Planning is the main objective of Eco-tourism. And the core objective and benefits of ecotourism is education to tourist and host as well as conservation of cultural, natural and other endangered resources (Chiranjib,2016).

3. SUSTAINABLE DEVELOPMENT

Development that meets the needs and aspirations of the current generation without compromising the ability to meet those of future generations (Brundtland Commission "Our common future" 1987). Development which enables individuals and communities in underdeveloped regions of the world to raise living standards through profitable products, consistent with minimizing adverse environmental effects.

Sustainability issues involving wildlife conservation, tourism and economics are complex. There is no doubt that economic systems can be a threat to economically sustainable development, and can imperil the conservation of biodiversity. Sometimes, the commercial development of wildlife tourism contributes to these unfavourable results and calls for its regulation of tourism. Various policy instruments, including economic ones, can be used to bring about sustainable outcomes, for both wildlife tourism as well as for conservation. If these policy instruments are well used, then a social economic improvement is possible. In case of Gambella, focus should be given on the following two major elements of sustainable development,

3.1. Economic Sustainability

- Who is paying for your product?
 - User
 - NGO
 - Government
- Will they keep paying?
- Why?
- What is the value your product brings?

3.2 Social Sustainability

- Does your product fit into its social context?
- Are there people with the level of skill needed to repair/maintain your product?
- Does your product make people's lives better?
- Does any part of making/using/disposing of your product harm people?

4. GAMBELLA ETHIOPIA (From Tourist Eye)

Gambella is one of the beautiful destination which is located at south west of Ethiopia. It has five ethnic cultural groups Anuak, Nuer, Opu, Majang, and Komo. All these five ethnic communities are like

five jewels of Gambella which intensify its pulling potential and it seems that "Nile lechwe" an endemic species of mammals has worn it. Its wildlife is diversified and vast in its size in which thousands of kobs can be seen floating from one zone to another zone. A tourist may feel the alive culture of ethnic groups who are still living in nature, with nature and for nature. Their tradition, equipments and style of fishing, cooking, dancing, singing and living is incomparable with any other parts of African countries. It reminds us how our ancestors were spent their lives. A big fried fish with "Gomfu" (a traditional food prepared with maize) in indigenous style will welcome you at Gambella and Abobo (a small village). Engraved head of Nuer Ethnic group with large number of cattle will force you to ask the story behind it. Enchanting sound of dance and music will stop you to listen and enjoy it. Flocking of hundreds variety of endemic species of birds would tell you to admire and click. Migratory wild animals and birds together will increase your length of stay in Gambella.

5. GAMBELLA NATIONAL PARK : PROBLEM AND SOLUTIONS

Since its inception in 1974(G.C.),it has been looking for a proper visitors management, park zoning and support from inhabitants, wildlife organisations as well as from various government's authorities. It requires a proper planning, bilateral agreement with neighbour country and massive improvement in functioning that has not yet been done in sustainable way by linking conservation of rich wildlife resources and indigenous cultures of local communities as main stakeholders. Impact of national park might be felt negligible in the area because of frequent conflicts, cross boarder terror attacks and crisis in political willingness to implement the pending programmes.

Tour operators have also not shown any interest to bring visitors from Ethiopia and across the world. There is no proper approved association of tour operators and tourist guides in the region due to which building relationship with national and international association of such types has been becoming difficult and tough day by day. Lacking in coordination between "Tourism Cultural Bureau of Gambella" and "Wildlife Conservation Authority" has created a big gap of enthusiasm to implement the programmes of promotion and operations. Government is not paying more attention towards the communities settled in and around the national park areas. Although some villages have been listed as Cultural Village to promote tourism but ground reality was zero in aesthetic upkeep, ambience and promotional initiatives. Village adoption model can be developed to promote the village, rich in culture, traditions, fairs, festivals, art & craft, folk dance, folklores, folk music etc.

Most of the time officers serving at different positions in wildlife division and tourism division blame communities for cross boarder terror attacks and political conflicts for suppressed growth of tourism and wildlife management in the area. But in general Relationship Management Approach (RMA) was missing everywhere due to which implementation of any projects has become complicated. Relationship Management has power to bring unity, peace, harmony and prosperity through relationship

During observation we found that Nuer community believes in growing cattles as a source of their income and livelihood. Not only Nuer but other communities were also willing to take on the initiatives of wildlife and ecotourism promotion in the area, provided this that they would be the main beneficiary of such type of programmes.

A proper platform needs to be provided to all these communities for the proper commodification of their art and craft in conjugation with wildlife tourism. Their culture is unique and beautiful in the world. Their tribal dance, tribal music, tribal cuisine and costumes deserved to be a mass appealing eco-cultural destination which is unparalleled in the world. A real attraction of Africa is there in Glabella (Ethiopia) that need to be redesigned as per market value to attract a large number of tourists from all over the world.

Gambella has tremendous tourism potential and ecological sensitive wetlands areas with endemic and migratory animals that need to be preserved as use-economic value to contribute in economic development of area and non-use economic value for ecological balance of this earth system.

Government has been providing job to some of the family members randomly selected, perhaps one of the main reasons of increasing number of conflicts and illegal hunting in the area. At most government should provide them one job from every family in the national park activities. If possible then more members from each family need to be involved in direct or indirect ways for getting tangible and intangible benefits out of the conservation, preservation of wildlife and through other ecotourism activities.

People have entered in the illegal hunting of wildlife not by choice but for livelihood, initially to satisfy the need of food but later on changed in smuggling of animal product on high price to increase the family income, that too by coming in contact of mafia and poachers. They are also victims of mafia and loose authority. They will come back to safeguard their valuable scarce resources, if they get **'3A' Assurance, Assistance and Advantage** from the concerned authority.

6. RELATIONSHIP MANAGEMENT : KEY OF SUCCESS

Since a long time different parts of the world has been witnessed the importance of Relationship Management and its consequences to facilitate bilateral trade and agreements for various business sectors including of travel, tourism and hospitality. There were successes and failures of dialogues at various stages in Relationship Life Cycle but most of the time RM worked as booster and boon for economy. When we looked upon ancient times we find strategies of RM helped in many ways in the growth and development of inter-continental trade, pilgrimage and several other businesses. In "Mahabharata & Ramayana" two important epics of India there is information regarding allies formation by 'Pandava' with different powerful kings and intellectuals to defeat "Kaurava(opponent)" and in Ramayana, 'Ram' formed relationship with Monkey king 'Sugriv' to defeat 'Bali(opponent)'. Not only Indian history but also world history is full of such type relationship management strategies. Even history has evidence of inter-caste and inter-religion marriage to become more powerful through relationship management to rule the world. Globalisation is best example of RM strategies to take mutual benefits from world economy. The popularity, familiarization and recognition of holy epics like Bible, Geeta, Kuran and other scriptures are due to relationship management and marketing approach that includes mouth-to-mouth and one-to-one delivery mechanism in a well-defined, refined and personalize ways to generate satisfaction. Tourism and hospitality phenomenon boosted the strength of Relationship Management. RM shows the way by which a strong commitment towards business can be made and fulfilled and through which "Goodwill" can be generated. Human beings on this earth are full of emotions, sentiments and ethics, hence to understand feelings, for implementing marketing ideas, opinions and evaluating the variables of these factors for planning and mixing strategies in right proportion and further designing and offering the products to the prospective consumers to accelerate the growth of tourism and hospitality business (chiranjib,2016).

Relationship Management in tourism and hospitality can have both positive and negative impacts, but the main focus is on the gains to be made. Tourism is one of the powerful eco-friendly industries which generate employment and revenues to support the governments and international organizations in order to realize its full potential, for the benefit of all. Relationship Management has strategies and tactics to touch the sentiments, emotions and ego of different class of people and then provide remedies for the same to find out the best solution. It has strategic power to connect host and guest as it emphasizes on "give back and take away tourism" through anticipating guest-hosts both in the process of conservation and utilization various resources and skills available to them. It

may help to promote and stimulate the growth of tourism trade in sustainable way, involving both guest-hosts on large scale with consents and smiles rather than conflict and consolidations.

The word "relationship" itself coined to generate sweetness and carries feelings of responsibility towards the person as an individual and organization as a whole to extend the support in accomplishment of their respective goals. Relationship Management has been dominant for creating peace, harmony and prosperity among people, country and neighbour since the inception of human beings on this diverse and dynamic world. It has always helped the pathfinders, optimists, and intellectuals in dealing with worst situations produced at various stages of life cycle due to misunderstanding, miscommunication and mismanagement. Where other diplomatic approaches fail to succeed, there RM helps to Reunite, Reschedule, Replant, Replenish and React (chiranjib,2016).

7. RM MODEL OF CONSERVATION AND SUSTAINABLE DEVELOPMENT

7.1. To be an optimistic and reform oriented

Policy makers must look into the factors and variables that need to be discussed among people to come out with proper solution such as - a huge procurement of defense equipment, technology and expenditure on its maintenance and cross boarder migration and terrorism and also corruption in various projects (Government + private firms) which is in my opinion perhaps one of the major reasons of cold war like situation created in most of the countries around the world. RM through Tourism may become one of the important catalysts to build strong friendly relationships in between countries around the world. It has potential to rebuild, reunite and reunion the people, region, state and nation.

The following would be helpful for rural development through Travel & Tourism business;

- (i) Assist people in leading healthy and productive lives in harmony with nature.
- (ii) Contribute to conservation, protection and restoration of the Earth's eco-system,
- (iii) Be based upon sustainable consumption and production,
- (iv) Encourage peace to attain these objectives,
- (v) Discourage protectionism in trade in tourism services,
- (vi) Handle tourism issues with the participation of concerned citizens,
- (vii) Use its capacity to employ women and indigenous peoples,
- (viii) Recognize, support and protect the identity, culture and interests of indigenous peoples, and
- (ix) Develop a cooperative and open system of trade in tourism
- (x) Ensure observance of international laws (protecting the environment) by the tourism industry.
- (xi) Land using and settlement pattern should be mapped to develop tourism activities.

7.2. The Following Issues And Challenges Must Be Resolved In Sustainable Way

Sustainable development of tourism destinations keeping intact the values, ethics, cultures, traditions and the most important of all these is carrying capacity of natural environment as it is, perhaps the major issues before policy makers and practitioner of tourism related activities as well as businesses. The major challenge in the path of sustainable development of tourism is cross cultural behaviors, perceptions, ethos and magnitude of understanding in regard to impact on natural environment and resource management due to blind growth in the region without considering its long term consequences.

Important Issues

- (i) Cross Cultural Behaviors,
- (ii) Perceptions
- (iii) Ethos and
- (iv) Magnitude of Understanding

- (v) Reinforcement
- (vi) Encroachment
- (vii) Migration, and
- (viii) Political tensions and instability

Major Challenges

- (i) Globalization
- (ii) Inflation
- (iii) Inequalities and
- (iv) Infiltration

7.3. Adopting RM - SM Model (Kulshrestha.S, & Kumar Chiranjib , 2014)

Rural people survived in nature; utilized the natural resources; created friendly environment with neighbours and others and all this they able to do so because of Relationship Management. Prior to trading and exchanging of commodities, they established the platform of Relationship.

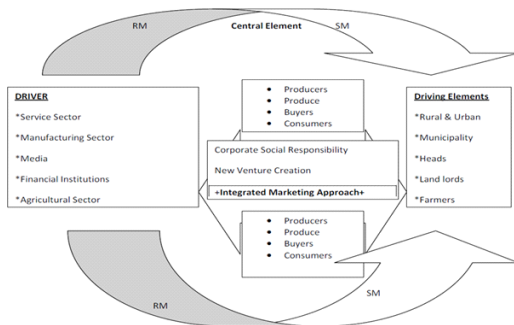


Fig.7.1. RM-SM MODEL

In the model the sustainable Management overlaps the Relationship Management and similarly Relationship Management overlaps the Sustainable Marketing. And in between the process of overlapping all the elements form a bond of integration with each other that may further result as new venture creation considering the corporate social responsibility and sustainable development of a particular zone.

All the important sectors including of infrastructure sectors must try to hold the need of driving elements of economy with enthusiasm and in ethical way. A proper inter co-ordination must be established to integrate the central element of whole business environment. Now it depends on driver's control over driving elements that in what way they would like to utilize the central elements to survive in long term with good will. In other words, cooperation, collaboration and co-ordination must foster, not destroy, individual creativity and innovation in development to meet new needs. It must be socially responsible. Private enterprise should be guided into locations and programmes in which it can be more and more successful. Public agencies should be guided into locations and programmes that meet their special governmental mandates and yet are compatible with commercial enterprise and non-profit organizations.

Unfortunately, however, in the existing literature the concept of sustainability and the responsibilities that it entails are not at all clear. Both in theory and practice, sustainability and social responsibility mean very different things to different people(Cairncross1993; Crane 200; Crane and Matten 2004), and corporate social continues to be a contested concept (Doane 2005; Mc Williams et al. 2006). As a result, both researchers and business practitioners still seem to be struggling to understand how the principles of sustainability can be integrated successfully into business practice(Greenfield 2004).

The aim of RM-SM model is to work towards a better understanding of Relationship Management and Sustainable Marketing to empower the rural economy- the fundamentals and foundation of

world economy.

Tourism plan of one region, state, and country can affect those of another region, state and country, one destination of another destination and one business of another business. Hence one must understand the linkages in this regard. It is not surprise that forceful voices are being raised at all forums, global as well as local to adopt a sustainable development of tourism planning. It is considered as a job creator with multiplier effects. The jobs are mainly in small, medium sized and family-owned enterprises. Job creation in tourism is growing one and a half times faster than any other industrial sector.

Sustainability and Relationship Management is perhaps two important operator of responsible development consists of preservation, conservation, systematic planning, natural resources management and environment protection.

The RM-SM model allows strong bond formation in between seller and buyers. It provides opportunity to both buyer and seller to become producer, supplier, consumer and ambassador of different products produced, sold and consumed through integrated networking system of marketing and value creation developed by mutual understanding of company, manufacturer or service providers. In this system whatever product is decided to produce and launch into the market is consists of ingredients, raw materials and services produced and supplied by consumer and other people directly or indirectly involved in the production and distribution of same product. Even product promotion is also taken care of by the market consist of local communities, relatives and friends.

The RM-SM model of business environment will bring both the producers and consumers closure to each-other due to their interdependency for raw materials, labour force and consumption market. This new concept will not only decrease the distance in between two but also decrease the probability to form a canon of conflicts and contradictions. Relationship Management may become one of the best tools to suit the need of different businesses and services as it helps in dealing with different mood of people not only in psychological way but also logical way. It provides a valuable opportunity to interact with producers and consumers vice-versa. Due to RM-SM model product is sold and consumed in a friendly environment to give out the maximum satisfaction from different level of products. In the process of RM-SM both producer and consumers becomes ambassador and also motivate intermediaries (supplier, distributors, retailers, wholesalers, salesman, and other people) to become loyal ambassador of current business. Sustainable Development and competitive advantage is generated through fragrance of RM-SM collaboration.

A good policy and strategy may create friendly environment among people and at the same time it would build trust and confidence to meet with difficulties, challenges due to which door of opportunities will be opened for all.

8. LINKING CONSERVATION WITH SUSTAINABLE DEVELOPMENT

Tourism can be linked with conservation and sustainable development through responsible planning and management practices consistent with the environment. Ecotourism helps in community development by providing the alternate source of livelihood to local community which is more sustainable. Its aim is to conserve resources, especially biological diversity, and maintain sustainable use of resources, which bring ecological experience to travellers, conserve the ecological environment and gain economic benefit. However, achieving the aims in ecotourism depends on whether they are environmentally and ecologically sustainable and economically applicable. Ecotourism helps in involving local community for the conservation of the ecology and biodiversity of the area that biodiversity in return provides the economic incentives to the local community. Eco-tourism contributes to conservation of biodiversity; sustains the well-being of local people;

involves responsible action on the part of tourist and the tourism industry; promotes small and medium tourism enterprises; requires lowest possible consumption of natural resources; stresses local participation, ownership, and business opportunities, particularly for rural people; and above all includes the learning experiences.

Ecotourism has been regarded as a panacea for solving many of the environmental and economic problems of less developed nations. Both the government and the private sector can play a vital role in linking conservation, tourism, and sustainable development.

Community interest and business fundamentals must work together for any chance of long term success. In long term, it is not useful to have isolated enclaves. The most rewarding forms of any business activities are those that involve both residents and tourists. Business should be mold in such a way so that it could involve rural people and its economic structure should give out the best of growth benefits. Development is important but it should not be on the ground of compromise and sacrifice with age old culture, traditions, values, morale, and natures' principles of survival. No doubt in this that Money is brighter than sunshine and sweeter than honey but earning money for just the sake of maintaining good status and prestige is dangerous which will laid the foundation like a small prosper island within the country surrounded by huge mass of water on one side but at the same time it would have tendency to compel and destroy it at any moment without giving warning, space and time if disturbed due to any internal or foreign interferences on other side (Chiranjib, Aditi, 2011).

Village is a unit of National integration and world formation in which we grow and survive. It gives birth to sub-urban, urban and metropolitan cities and provides necessary supplies to industries and people for growth, development & livelihood. Therefore special attention should be given to the rural economic development and new venture creation as it is foundation of existence of any human beings of this fast moving world. We should never forget the drawbacks of new shifting patterns of people from rural area to urban area due to one sided growth and development particularly in developing country like India and also developed country like USA, UK who has suffered a lot and still struggling to overcome with economy slow down and growing number of unemployed youth as a result of blind growth. The present global recession or economic slowdown is all due to neglecting of rural people and their demand. A time will come when we would be dying due to high inflation result of insufficient supply of food items and raw materials from village (Chiranjib, Aditi, 2011). The glaze of cultural events has been vanishing due to autocratic approach of external authority and disturbance in rural eco-systems. It is required an immediate attention, otherwise whole rural eco-system will collapse and economic leakage would take place.

The carrying capacity, sustainable development and green technology are now the part of modern tourism infrastructure and super structure development which provides ample scope and opportunity to the local people to become an entrepreneur and enthusiasm to the government, NGO (Non-Governmental Organisation) as well as private company to start new venture with local residents as a part of their CSR (Corporate Social Responsibility) that will further help in preservation and conservation of scarce natural resources.

7. FRAMEWORK SUSTAINABLE DEVELOPMENT: LINKING CONSERVATION

(i) Conservation education and stakeholder involvement in decision-making

a. Make conservation education a strong component of the ecotourism program, including conservation education in schools and tourist information on a host of topics using different approaches (e.g., education stations, posters).

b. Educate local people on the consequences of proposed changes.

c. Help local people to benefit from learning about local resources and tap into their sense of belonging to conservation efforts. Encourage residents to go to the field using site visitation as a management tool.

d. Involve local people in conservation initiatives.

e. Survey tourists for their knowledge about natural resources and their impacts on them. Look for opportunities to make them aware of their impacts and how they can contribute to conservation of the areas that they visit.

f. Link conservation with ecotourism activities to educate people about importance ecotourism activities in regards to preservation of scarce resources.

g. Cooperate with other managers and stakeholders in the process of strategic development plans.

h. Visit other associations dealing with related to topics in order to share perspectives.

(ii) Technology transfer and professional training needs

a. Use the internet to increase the ability of ecotourism professionals to exchange information and expertise by developing web pages, social networking sites like, Facebook, WhatsApp, Google+, LinkedIn, yahoo groups, and maintaining of e-mail lists current.

a. Develop exchange programs among other ecotourism destinations and its experts to share research and monitoring techniques suitable to the zone.

b. Identify and share available expertise to ensure adequate review of complex Environmental Impact Assessments prepared by developers.

c. Fill the emerging need to recruit and train new tourism professionals and guides in the area.

d. Seek training relevant to the zone (destination) regarding the effects of development, the importance of watersheds and biodiversity, and other perspectives on climate change.

e. Reinstatement of the training program at the local/national/International Institute of tourism management /tourist guiding, including basic field and research techniques for young professionals, and wildlife tourism management with respect to climate change and biodiversity.

f. Develop project management techniques to keep stakeholder (includes local communities) involved, and include successful volunteer recruitment and publication of documents.

(iii) Management

a. Use updated approaches in wildlife, ecotourism, agriculture and agro-forestry.

b. Work on a watershed basis to achieve conservation, linking with surrounding waters and reefs in case of island.

c. Direct technical reforestation assistance to private abandoned agricultural land.

d. Implement agro-forestry and rural tourism to address food security issues.

e. Reduce imports by using local foods through organic farm tourism to capitalize on economic opportunities.

f. Develop a strategy to identify conservation areas where mining is prohibited.

g. Increase integration among cultural tourism bureau, wildlife conservation authority, adventure and mountaineering, water sports and other tourism agencies during emergencies to increase accurate and relevant information.

(iv) Information needs

- Monitor and evaluate critical resource areas in light of on-going development and tourism.
- Determine the impacts of ridge to reef management in case of island and coastal area.
- Determine the economic values of cultural/ art and architectures/ wildlife and other natural resources.
- Update technical information on ecotourism practices.
- Integrate social scientists into resource management issues.
- Determine ecofriendly practices that take into account global warming and climate change.

(v) Policy and funding

a. Interchange resource laws, acts, and regulations for mutual benefit.

b. Revisit and revise legislation to incorporate into future plans (i.e., protection of sensitive areas).

c. Establish private land regulations that allow foresters to comment on proposed land uses and provide authority to stop illegal activities.

d. Develop community strategies to accommodate the shift from industry to tourism.

e. Help other institutions involved in wildlife and ecotourism activities with strategic planning.

f. Deal with intellectual property issues to facilitate the availability and use of research carried out elsewhere.

g. Help focus decision-makers on the wildlife sector, which is a basis for tourism.

h. Keep ministers and policy-makers informed and involved in conservation matters, including tourism planning, and sustainable management of forests and marine resources. Develop a "Green Certification" of green development (e.g., Green Globe).

i. Seek support for ecotourism programs from other sectors of the economy (i.e., water commissions, agro-industries, heritage/culture conservation authority, and archaeology) that benefit from tourism management.

j. Help protect the investments of agro-forestry practitioners.

k. Identify funding sources to purchase land for protection

l. Establish a mechanism to distribute revenue from national parks among stakeholders.

m. Collect user fees from communication facilities on public lands.

n. Act regionally to establish a common rate to invest tourism money into conservation efforts.

o. Provide feed-back to tourism official not in attendance.

8. CONCLUSION

Eco-friendly Relationship of local communities with wildlife, environment, forest, wetlands, nature as well as their neighbour communities may enhance the conservation through sustainable

development in any protected areas. Relationship Management must be seen as strategic method to connect the people with different entities for the proper facilitation and execution of works on time in peaceful way. It also helps in conservations, preservation and building harmonious relationship with all stakeholders. Working in proper framework in collaboration with national and international organisations would be the ideal way to achieve the goals, mission, and vision on time. Tour Operators and Resort Operators must participate in the development and promotion of such area as they are the main promoters and pillars of the success stories in tourism business. Government must provide more tax benefits/holiday to such type of tour operators and resort operators who participates in development of wildlife tourism, eco-cultural tourism and ecotourism activities. RM-SM Model would be of great help for authoritarians and conservationist.

9. LIMITATIONS OF EXISTING STUDY

Any generalized idea is not right due to variations in size, goal, changing perceptions and region followed.

10. SCOPE OF RESEARCH

The further research must direct itself for conducting such investigations. This will make the applications more meaningful to make present model more effective. Further the suggested model needed to be tested for its application across the sector and benchmarks to be identified for others to follow. Further the views suggested are macroscopic; this can be further extended to microscopic level.

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