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A PLAN TO GUIDE THE DIRECTION OF SUCCESS FOR KULIK BIRD SANCTUARY IN WEST BENGAL

Tamal Basu Roy*

Abstract

Tourism is one of the best ways to enhance the employment opportunities and economic progress to an area. Raiganj Kulik Bird Sanctuary is one of the largest bird sanctuaries in Asia. In spite of having several ecotourism strengths it is very unpredictable to imagine that the said Sanctuary can't get popularity and fame as a tourist spot in India as well as in Asia. The essences of this paper is to identify the barriers for the tourism development along with some strategic attempts for the future development and thereby enhancement of tourist attraction. On the other hand the sanctuary is not so preserved from illicit poaching that can be detrimental to its further growth. Delinquency in support building system towards the sanctuary and ignorant glimpse to the wild life is really one of the major deludes of human being, which has also made the authors expedited to think over the matter.

* Patoir C.C. High School, Dinajpur, West Bengal.

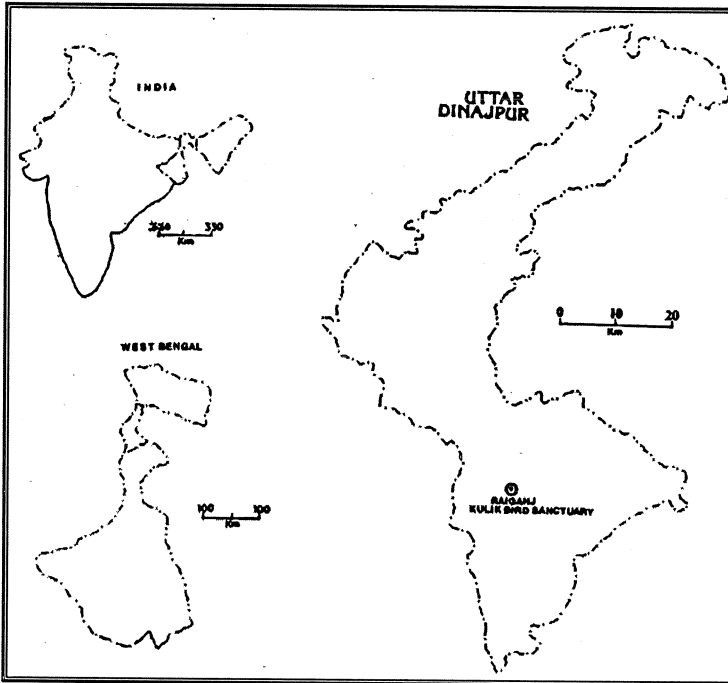
Introduction

Raiganj Kulik Bird Sanctuary is acknowledged as second largest bird sanctuary in Asia. For a long time it is very unfamiliar to domestic as well as International tourist. Though the said sanctuary have almost all possible potential strength for becoming a popular and attractive tourist spot in the country yet inefficacious measures and inordinate physico-societal obstacles make the possibilities far behind. Dependency of adjacent inhabitants on tourism; economically is not yet remarkable which could be through even social forestry extractions executed by governmental schemes (Pervianen, 1994). The sanctuary is famous for incoming of numerous migratory birds from Siberia during the months of November and December every year. But reality states that during these months it attracts only negligible number of domestic tourists for spending some leisure hours. Lacks of infrastructure, lack of accessibility, lack of accommodation are the inadvertent reasons behind the non proliferation of tourist attraction (Peck, 1989). Subsequently global climatic change and unauthenticated intruding resulting disturbances are reducing the number of migratory birds. So without overall consistent path of strategic implementation it is not possible to remove tourism development barriers (Aref, 2009).

Study Area

The sanctuary is situated at the close proximity to Raiganj Township in the Uttar Dinajpur district of West Bengal. It is placed within the coordinates of 25°37'N to

25°62'N and 88°07'E to 88°12'E, covering an area of about 35 Acres. River Kulik flows beside the Sanctuary with a moderate annual regime of existence. The altitude of the area is about 30m above mean sea level. Temperature scenario round the year range within 30°C to 10°C and occurrences of about 150- 200 cm of rainfall in the rainy periods of the year are abundant. Winters are generally comfortable to a bit serious cold and summers are mostly reluctant leisure to the inhabitants.



Location Map Of The Study Area

Objective

The present paper has attempted to explore some plan outlays for tourism development and has aimed to formulate some possible local, regional and intraregional tourism development policies and strategies.

Database And Methodology

Database used to establish the corollary, required empirical study on time series records on annual tourist turnover, facilitation of tourist innovative, virtualization of tourist attraction etc. Conversation with D.F.O, Manager of the Tourist Lodge, Raiganj really resulted success indicators for the paper. Literature review of various domestic and tour abstracts as well global tourism development project strategies, official website of Kulik Bird Sanctuary, Satellite imageries etc. helped manifold towards the completion of the paper.

Analysis And Discussion

The following table is furnishing the parametric indicators under study with a view to clarify the issue into three successive heads-potential cum existing strengths, dyspeptics and weakness of the sanctuary and necessities to be incurred at closest possibility for further enhancement of strategic plans programs and proposals(PPP)(fig-1).

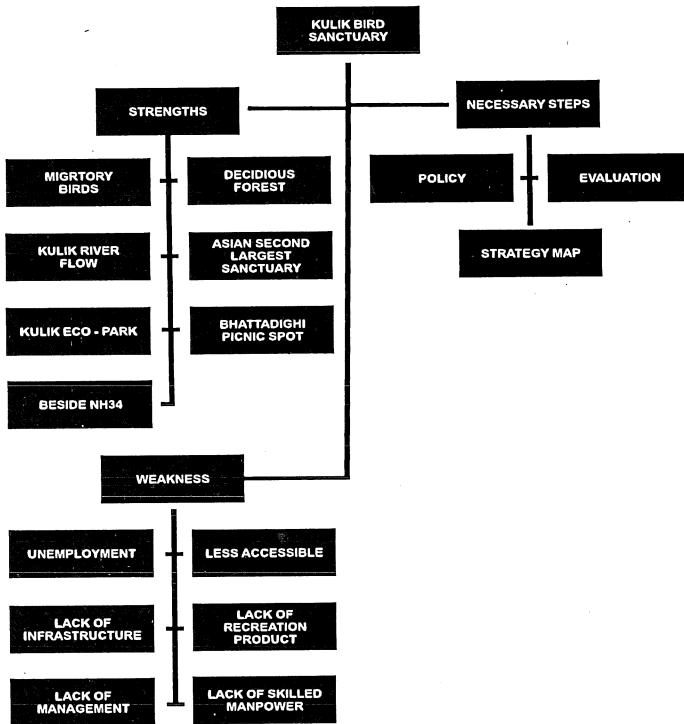


Fig 1: A Simple Comparative framework of three distinct components of Kulik Bird

Sanctuary

Kulik Bird Sanctuary as stated earlier is situated at the close proximity to the Raiganj District town headquarter of Uttar Dinajpur District of West Bengal. Several types of migratory birds arrive here each year from South Asian countries and coastal regions of south East Asia. The virgin forest woods, fabulous water bodies and the panoramic

view of the river Kulik are the major euphoria to attract the migratory birds like Open Bill Stork, Night heron, Cormorant, Little cormorant & Egrets. Local birds like dove, bulbul, sparrow, king fisher, woodpeckers, owl, duck & cuckoo, can also be seen in large numbers. The migratory birds arrive from the end of May to the first week of July and depart from mid of the December to the end of January. The nesting time is from July to August & egg laying from August to September. The flying training to the young ones by their grandparents is the best time to observe the birds, around October to November. The vast and beautiful swamp land on both the banks of the river Kulik is really the added virtue of wild life attraction. In the foregoing section sectoral barriers have been listed behind the backwardness of the grandeur of such heritage spot (Goel, 2008).

(I) Some Regulatory and Sectoral Barriers to the Tourism Growth of Kulik Bird Sanctuary

- A temporal analysis reveals that Migratory Birds in few cases are reducing in number after 2003 which was consistently progressive in count within the period 2000 to 2002 (table-1&2) though in few cases satisfactory to stand still count.
- Changing climate is a major concern.
- Lack of infrastructure like roads, flyover, telecommunication and virtual network.
- Lack of recreational facilities to tourists.
- Lack of accommodation facilities.(table -3)
- Improper management.
- Tourist often faces fraud, cheating, and theft by single and group snatchers after evening twilights.
- Lack of tourism information to travelers.
- Ignorance of State Govt.
- Absentee Skilled Manpower.
- Less financial support.
- Lack of innovative speculations orienting sustainable grandeur of tourism like Eco-friendly tourism.
- Improper marketing and tourism promotion through schematized and proliferated propagation or advertisement.
- Less Accessibility.

- Uncontrolled agricultural Practices consequent upon reducing deciduous forest area.
- Excessive intruders plus unregulated venture into the sanctuary without caring noise pollution, waste management and peace preservation.

Table-1: Census Report for Migratory Birds for the Last 5 Years

Year	Number of birds	Change count	% Change Count
2000	59388	—	—
2001	76548	17160	28.89(+)
2002	77012	468	0.61(+)
2003	81384	4372	5.67(+)
2004	76208	5176	6.36(-)
2005	75268	940	1.23(-)
2009	72500	2768	3.68(-)

Table-2: Species Variety wise Arrival Count of Birds

Year	Open bill stork	Night heron	Egrets	Cormorant	Total
2005	51448	9284	6744	7792	75268
2006	40160	8832	5688	8620	63300
2007	44816	12052	7392	7348	71608
2008	58920	12804	9708	10108	91540
2009	73024	13556	10020	12235	108835

SOURCE: D.F.O, RAIGANJ SUB DIVISION, 2009

The count of birds' after 2003, considerably found deteriorating accounting to average of 2% per year of fall count (Table-1) though a bauble growth of about 29% from 2000 to 2001 was observed. The study of count from 2005 to 2008 was found steady and progressive in case of Open bills except a fall count in 2006(Table-2). Cormorants had serious reduction in number from 2006 to 2007 accounting to 1272. For Egrets and Night Heron the year 2006 was found considerably the period of fall count of 1056 and 422 respectively. Fluctuations in bird count really affected in the arrival cum attraction of tourists. In general number of birds reduced after 2004 to a negative rate of 1.23% to 3.68%.

Table- 3: Temporal Variation of Tourists to Profit Level (Rs.)

Year	No. of tourist staying in tourist lodge	No. of tourist lodge	Total Earning ('000 Rs.)
-1	-5	-6	-7
2001-02	876	1	793
2002-03	675	1	905
2003-04	737	1	156
2004-05	737	1	861
2005-06	1028	1	1054.4
2006-07	1100	1	1100
2007-08	1190	1	1220
2008-09	1250	1	1310

SOURCE: MANAGER TOURIST LODGE, RAIGANJ, 2009

In the above table it is being astonishingly evident that number of tourists, year by year is increasing in spite of fall count in case for few birds, but facilities of over night stay is still a serious backdrop in the area which is really inexpedient for long.

Except the government tourist lodge there is no lucrative facilitation or even the least beneficiary for good food and shelter for the tourists. Normally in the summer the entire area goes to be a filthy spot of dusty and gusty environ. Tendency rate over periods starting from 2001 to till now of financial achievement is also positive but in no sense a pareil innovation, which could be something really inimitable for the development of North Bengal's economy using only the bountiful and candour blessing of nature. Keeping in view the major problems of the sanctuary few key elements of policy building as developmental strategies are being furnished in the following section (Northern Territory tourism Industry 2008-2012).

(II) Key Elements of Policy in Kulik Bird Sanctuary

- Increasing and generation of nature related plus innovative openings of employments in the region.
- Targeting high growth of currency achievement.
- Increasing hotels, residencies or family holiday homes of competent number and quality in the region.

- Increasing the visitation number.
- Enhancing the investment in tourism industry.
- Increasing revenue per visitor through a superior visitor profile, better facilities and value addition.
- Maintenance of ecotourism sustainability.

Strategy Features for the Development of Kulik Bird Sanctuary

Vision	<ul style="list-style-type: none"> • Combines the sanctuary's natural assets with innovative approaches and products that exceed visitor expectation. • Involve indigenous people and their culture in delivering a unique sanctuary experience. • Is built on cooperation in environmental, social and economic sustainability. • Develop opportunity and infrastructure for all kind of tourist. • Create employment and contribute strongly to the growth of the area's economy
Aspiration	<ul style="list-style-type: none"> • Improve tourism yield and profitability. • Build market strength in innovative, unique and experiential product. • Become the leader in indigenous tourism in West Bengal. • Maximize the environmental sustainability in industry. • Become a truly enabled industry.
Theme	<ul style="list-style-type: none"> • Developing nature and cultural based tourism. • Enhancing access and infrastructure investment. • Improving skill and industry standard. • Marketing and promoting industry. • Maintain the environmental sustainability.

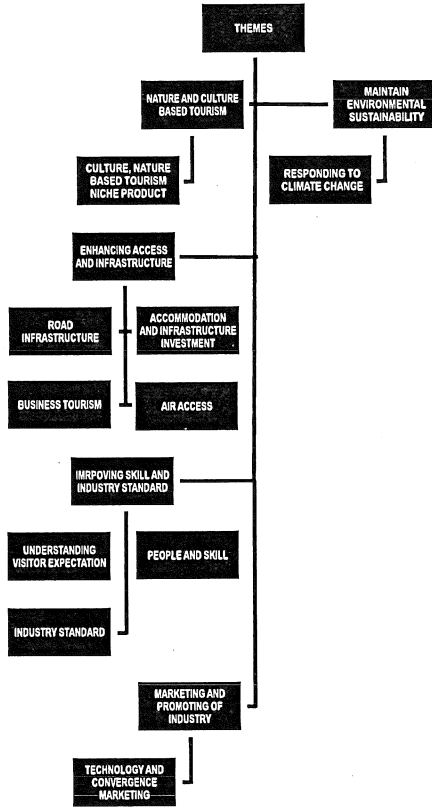


Fig 2: Strategic context for various themes

- Development of basic infrastructure as the key to attract tourism in the region; this would be undertaken by the Govt. bodies.
- Importance of involving private sector to pursue meaningful development plans.

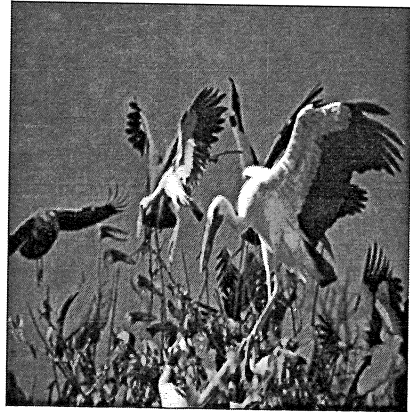


Plate 1: Seniors Are Giving Flying Training To Young One

- Importance of planning tourist Guest houses through master planning.
- Dovetailing development funds from different sources.
- Improvement of transport system to make the place more accessible.
- Improvement of product diversity to attract a range of tourist.
- Coordination among various Govt. Departments.
- Importance of effective marketing.
- Importance of setting standard and quality bench mark.
- Raise people's awareness through the various leaflets like

'Birds the language of freedom,
 Are here for your eyes
 They never ask for anything
 Except a little corner in the Earth
 Let them fly in the blue &
 Create eternity only for you.'

III) Implementation of Various Development Funds

- The district administration has constructed the Raiganj Kulik Park, close to the sanctuary, with the objective of enhancing the beautification and important objectives of the area.

- Funds were collected from Border Area Development Project, MP Local Area Development Fund, Tenth Finance and Uttar Banga Unnayan Parishad, Rastriya Samavikash Yojana, National Food for Work and MLA Local Area development fund.

Concluding Remarks

An intensive and overall development may enhance the said Sanctuary's popularity cum grandeur not only in Asia but also worldwide. It is our concern of scaring wonder that we are in the world of threat of green house effect, global warming for which long run life style of wild life is now so disrupted that reproductive biology as well as food habit and stay habit in the changing eco-environs has been resulting into detraction of the migratory birds from their traditional and ancestral routes. Need is to cautiously preserve our environment in a more conservational and sustainable way through our eco-friendly perception.

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