

A JOURNEY TOWARDS *Organizing an Ecotourism Festival in Sikkim*

Case Study: Tinjurey Ecotourism Festival, Fambonglho Wildlife Sanctuary



DIRECTORATE OF ECOTOURISM

Forest, Environment and Wildlife Management Department, Government of Sikkim

Financial & Technical Support: JICA Assisted

Sikkim Biodiversity Conservation and Forest Management Project (SBFP)

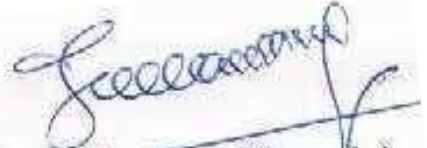
FOREWORD

The Sikkim Biodiversity Conservation and Forest Management Project (SBFP) commenced in 2010 with the objective to strengthen biodiversity conservation activities and forest management capacity, and to improve livelihood for the local people who are dependent on forests by promoting sustainable biodiversity conservation, afforestation and income generation activities including ecotourism for community development.

Since the inception of the project, we were able to commence much-needed trainings, workshops and sensitization programs on Ecotourism in all the selected 11 ecotourism zones of Sikkim. Nampong-Lingdok is one of the zones that has completed product development and is ready to introduce it to the market.

In order to promote this zone, the Directorate of Ecotourism, Forests Environment & Wildlife Management Department organized two days nature and culture based festival on the 28th and 29th of March 2015 which was marked as one of the first ecotourism festivals of its kind in the State. Taking this opportunity, the Directorate of Ecotourism has published this book on organizing an ecotourism festival which can be used and referred to by those planning to conduct similar festivals.

I am sure the details provided in this book will be of help to the community in organizing ecotourism festivals and enable them to fulfill the twin objectives of conservation of natural resources and livelihood enhancement through ecotourism.



(Dr. Thomas Chandy), IFS

**PCCF cum Principal Secretary & Project Director,
FEWMD**

PREFACE

Ecotourism has been viewed as an opportunity to generate income and employment. The basic premise of the Ecotourism component under the Sikkim Biodiversity Conservation and Forest Management Project is to develop successful community based ecotourism that satisfy both conservation and development objectives through community.

Directorate of Ecotourism, FEWMD, Government of Sikkim in coordination with East Wildlife Division (FEWMD), WWF, SUTO, ESS India, ECOSS and Sikkim University have worked together in organizing a two days long Ecotourism Festival in Panthang under the Nampong-Lingdok zone, East Sikkim. The event became a grand success with an entry of more than 500 visitors excluding the invitees and school children in two days.

Organizing a successful festival means lot of planning and forecasting of unseen incidents else it may lead to a haywire situation. All the unnoticed situations and incidents may arise at any point of time during the festival for which plan B is always kept ready. And taking this opportunity, the Directorate of Ecotourism, Ecotourism Marketing Cell (EMC) and Project Management Consultants (PMC) of SBFP worked together in bringing up this information book on “Organizing Ecotourism Festival” based on our recent festival “Tinjurey Ecotourism Festival”. The book covers the Pre and Post festival Planning, Feedbacks and information on Marketing Survey.

Heartfelt thanks to Hon'ble Minister, FEWMD and Respected PCCF-cum-PS & PDy for their immeasurable supports. My thanks to Mr. Masanori Shintani, Mhd. Nahar, Mrs. Sandhya Rani Pant, Ms. Sonam Laden of EMC and Ms. Suchimista Das for all the festival task that was done brilliantly. Also would like to thank all my colleagues of forest department and all the SBFP staff who has helped me with the festival.

I hope this booklet will be of some help in understanding ecotourism and organizing such festival.



**N. Jaswant, IFS
DFO-Ecotourism
SBFP, FEWMD**

CONTENTS

Chapter	Contents	Page Number
1	Background	4
2	Objective	5
3	Pre-festival Preparation	
	3.1 Meetings with the community	6
	3.2 Product Designing	8
	3.3 Finalization of the festival flow	8
	3.4 Preparation of publicity material	9
	3.5 Marketing Campaign	10-14
	3.6 Training on interpretation guides	14
4	DAY I & DAY II- Festival	15-25
5	Post Festival	
	5.1 Revenue Sharing	26
	5.2 Work Appreciation	27
	5.3 Waste Management	28
6	An outreach to the international tourist during the marketing campaign	29-31
	6.1 Survey Finding	32
	6.2 Survey Conclusion	33
7	Tourist Festival Feedback Analysis	34-38
8	Overall Conclusion	38

CHAPTER 1 BACKGROUND

Ecotourism has been viewed as an opportunity to generate income and employment. The basic premises of developing Ecotourism are to develop successful community based ecotourism i.e ventures that satisfy both conservation and development of the local community. Recognizing the need for conservation and development of Ecotourism in the State, the Forest, Environment and Wildlife Management Department, Government of Sikkim launched a project named as Sikkim Biodiversity Conservation and Forest Management Project (SBFP) aided by Japan International Cooperation Agency (JICA) with Ecotourism as one of its key component. The main focal areas of the project include: Biodiversity Conservation, Ecotourism and Joint Forest Management. The Directorate of Ecotourism under the project aims at the development and promotion of Ecotourism in the State for which 11 zones have been identified.

Nampong-Lingdok being the first zone among the 11 zones that has accomplished in finalizing the end product and package in ecotourism, it is now set to introduce it to the mass market. This zone will target the ecotourists who visit Sikkim and especially those who are looking for one day nature cum culture packages around the capital.

The opening of Nampong-Lingdok zone was made a magnificent one with a grand celebration of the “Tinjurey Ecotourism Festival” supported by the Directorate of Ecotourism. The festival was a nature and culture based. The two-day long festival was organized involving the entire community of the zone on 28th 29th March, 2015.



Poster

CHAPTER 2

OBJECTIVES OF ORGANIZING ECOTOURISM FESTIVAL

The broader objective was to create wider awareness about the ecotourism initiative in Nampong-Lingdok among local stakeholders, government officials, members of EDC, Panchayats, School Children, etc.

Specific Objectives:

- To facilitate in bringing together all relevant stakeholders at one platform
- To generate awareness about conservation among school children
- To attain much-needed publicity about the ecotourism initiative among the Sikkimese as well as outsiders.
- To gain attention from the tourism market about the ecotourism products/ packages available in the zone
- To instill confidence among the ecotourism stakeholders
- To provide an opportunity to local people to display their talents, artifacts, culture, nature etc.

TARGET AUDIENCE

- Local, national and international tourists
- Officials from various government departments
- Teachers and Students from Schools
- Media
- Tourism Industry
- Eco-tourists
- Other institutions



: Fambonglho Wildlife Sanctuary View Point

CHAPTER 3 PRE-FESTIVAL PREPARATIONS

The entire planning of the festival was done in coordination with the staff of the East Wildlife Division and local community of Nampong-Lingdok. The festival dates and program flow was also decided in coordination with the community.

The key challenges that came across while planning the festival was:

- Meetings with the community members
- Product designing
- Finalization of the festival flow
- Preparation of publicity materials
- Marketing campaign
- Final Training on the interpretive guiding

3.1 Meetings with the community members

Ecotourism festival should focus on involving the maximum number of the local community living in the forest fringes area. Therefore, the first step was to hold a meeting with the local community including the Panchayat and local leaders who has a greater impact on influencing the community to participate in the festival. Likewise, several meetings was held to decide the festival dates, program flow, issues and stakeholders list.



Meeting with the local stakeholders and forest staff

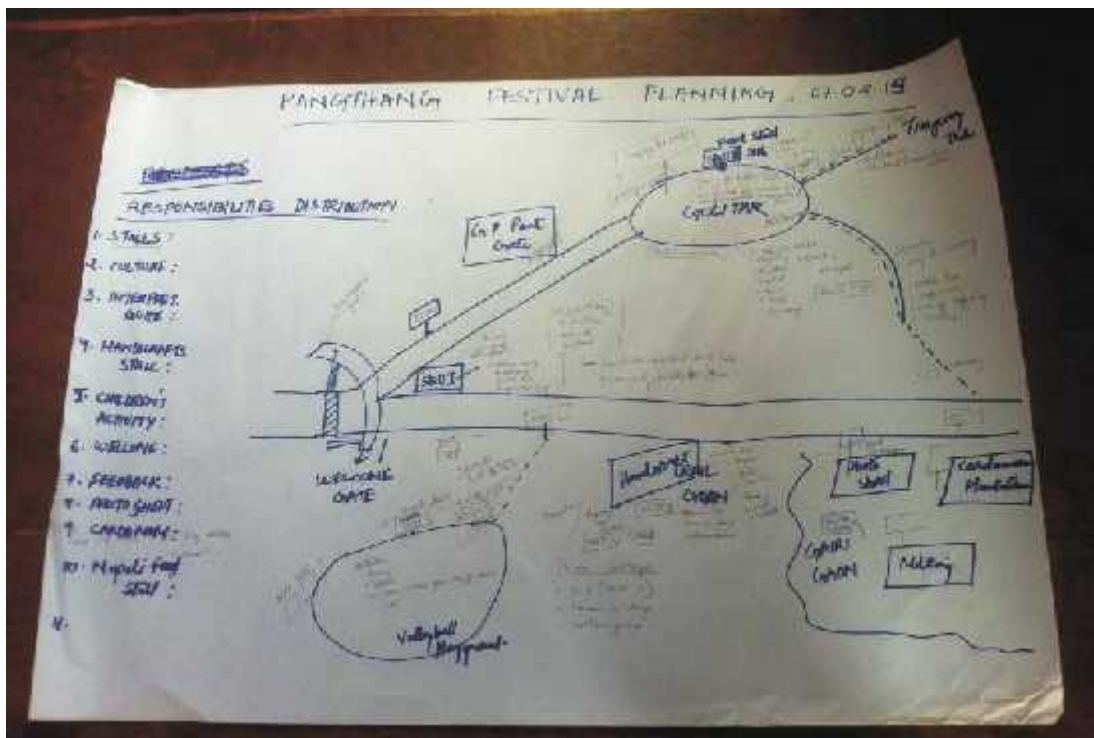
The theme of the festival “Tinjurey Ecotourism Festival” was proposed during this meeting.

The entire planning and implementation was initiated by the listed members

- Deputy Director (Directorate of Ecotourism)
- Assistant Director (Directorate of Ecotourism)
- Ecotourism Marketing Cell (EMC)
- SBFP staff
- East Wildlife Division (FEWMD)
- WWF
- SUTO
- ESS India
- ECOSS
- Sikkim University
- West Point Senior Secondary School
- 40 nos of Nampong-Lingdok Stakeholders

3.2 Product Designing

In consultation with the local community and key stakeholders, all the potential products are listed down and only those feasible for the festival was selected.



: Planning the program flow

Only those activities which are fully nature and cultured based got selected for the festival. The activity selection depends on the theme of the festival. Once the activity is selected the organizer conducted a field visit to each site to ensure safety and also to check the activity.



: Field Visit/Site Inspection

3.3 Finalization of the festival flow

Every activity of the festival was scrutinized by the experts in coordination with the EMC. While selecting the activity, it is of utmost importance to convey a message on conservation or importance of the activity in daily life of the community people. Ecotourism means learning so an indirect or direct message or information should be given to every activity.

The final activity for the Tinjurey festival was:

- Trekking – A short nature trail to Gurase trail
- Bird watching – Short bird watching trail was promoted
- Educational learning activities by NGOs.

- Traditional Healer to showcase the importance of medicinal plants.
- Traditional Hut
- Village Walk at Gairi gaon
- Milking
- Cardamom Plantation
- Archery & dart
- Handicrafts & Museum
- Local Dance and Music

3.4 Preparation of Publicity Materials:

Publicity planning is also one of the key areas where the organizing team has to focus upon. Failing in festival can directly indicate failure in the advertising and marketing strategy. For the purpose of preparing the publicity materials for the festival, a creative agency was hired. In consultation with the Ecotourism Marketing Cell, the banner which will be used to promote the festival was prepared. Brochures and posters were also prepared in consultation with the marketing cell. The creative agency also visited the zone and documented the entire festival flow which was then used to prepare the video advertisement by the agency.

ADVERTISEMENT PLANNING Designed by EMC

a. Target Audience Pool

The expected majority of the audience will be the Gangtokians (Locals) and tourist. It is proposed to target the officials from various departments of Sikkim also.

b. Target Group Segmentation

Target Type	Location	Mode of reaching the target audience	Time target
Various Govt. department officials	1. Tourism & Civil Aviation Department, Gangtok 2. Sikkim Tourism and Development Cooperation, Gangtok 3. Forest department 4. Department of Agriculture & Horticulture, Gangtok	a. Invitation to the top officials b. Distribution of brochures and pamphlets to the rest of the officers	15 th March to 27 th March 2015

Tourist	<ol style="list-style-type: none"> 1. Hotels in Gangtok 2. Open Promotion at M.G Marg, in front of the Tourism Office 3. Rangpo Check Post for International tourist 4. Sikkim Houses 5. STDC and Tourism desk in M.G Marg 	<ol style="list-style-type: none"> a. Distribution of festival brochures b. Nayuma & Local print media 	15 th March to 27 th March 2015
School Children	<ol style="list-style-type: none"> 1. Selected Schools 	<ol style="list-style-type: none"> a. Invitation for the school principal b. Festival Banner in school 	15 th March to 27 th March 2015
Locals	<ol style="list-style-type: none"> 1. M.G Marg 2. Gangtok Highway 	<ol style="list-style-type: none"> a. Brochures b. Billboards c. Nayuma and local print media 	15 th March to 27 th March 2015
Other tourism related offices	<ol style="list-style-type: none"> 1. Travel Agents 2. NGOs' 	<ol style="list-style-type: none"> a. Invitation b. Brochures 	15 th March to 27 th March 2015

c. Promotion and Marketing Materials

SL. No	Material type	Detail
1	Festival pamphlets	Brochures should contain the festival theme, logo, date, photographs, map, program itinerary, contact details and one paragraph (300 words) on the sanctuary, village and species.
2	Billboards	Same as above
3	Banner	Name of the festival, date, venue and program
4	Stickers	Festival Name and Logo
5	Invitation card	This will be distributed along with the festival pamphlets
6	TVC- Local news channel – Nayuma-	Fresh Video Shoot- TVC Development of TVC : 1 min, break up into 30 secs and 20secs
7	Local print media	<ol style="list-style-type: none"> a. Sikkim Express b. Hamro Praja Shakti
9	Online Marketing	<ol style="list-style-type: none"> a. Using the existing “Sikkim Ecotourism” facebook account. b. Uploading the Festival brochures in the Forest department website

d. Other print medium to be designed for the festival purpose:

- a) Sanctuary entry permit ticket (1000 copies)
- b) Festival ticket (1000 copies)
- c) Food coupons (2000 copies)
- d) Volunteer ID (30)
- e) Trail signage
- f) Do's and Don'ts board
- g) Sanctuary Information Board
- h) Feedback form
- i) Interpretation on the artifacts (Museum) info frames
- j) Trail info signage: Pine trees & rhododendrons
- k) Boards on the “Park Ethics” submitted by BO, W/L East
- l) Signage showing the directions

3.5 Marketing Campaign

The team for marketing should be decided before entering the real field. The complete plan on who, where and when should be planned before hand.

For Tinjurey Ecotourism festival, the overall marketing team was headed by the EMC Managers however the entire team was divided into several groups/ teams. The DFO-Ecotourism and the ACF-Ecotourism took the charge of inviting the two Chief Guests and the other VIPs of Sikkim and rest of the marketing and inviting was conducted by the SBFP staff and students of West Point School.



Briefing before marketing session at Conference Room, Forest Dept

The Tinjurey Ecotourism Festival, which will be held at the Namphong-Lingdok Ecotourism Zone on the 28th & 29th March, is an event filled with festivities and at the same time an effort to understand Ecotourism as a concept and create awareness.



An initiative of **ECOTOURISM DIRECTORATE, FEWMD, GOVT. OF SIKKIM.**

PROMOTED UNDER SBFP-JICA.



SUPPORTED BY: TOURISM & CIVIL AVIATION DEPT., STDC, TNAS, SHRA, WWF, WCS, ECOSE-SUITO, LWA, SIKKIM TAXI ASSOCIATION AND OTHER LINE DEPARTMENTS
CONTACT ECOTOURISM MARKETING CELL (SBFP, FEWMD) 9800895931 | 9593782084 | sikkimecotourism@gmail.com

In simple words, ecotourism is about preserving natural resources and forest life and at the same time, appreciating and enjoying the ingenious charm of the land. Ecotourism is viewed as an opportunity to generate income and employment. The basic premise of the ecotourism component is to develop successful community based ecotourism i.e. ventures that satisfy both conservation and development objectives, which are envisaged through community based ecotourism, which help in promoting the Himalayan way of life. Ecotourism is a remarkable and pivotal part of tourism because it enhances the natural and cultural integrity of the people in a responsible manner.

WHAT IS ECOTOURISM?

Tinjurey Ecotourism Festival

Pangthang, EAST SIKKIM

28&29
MARCH
2015



BIRD WATCHING | TREKKING | ENVIRONMENTAL EDUCATION | PHOTOGRAPHY | VILLAGE VISITS | SOUVENIRS | DANCING | ETHNIC FOOD

Festival Brochure

After the preparation of publicity materials, the team fully focused on promoting the festival in full swing. The banner that was prepared for the festival was put up at various locations in and around Gangtok. The main purpose of this banner was to promote the festival and create awareness about the festival not only to the tourists who would be visiting the State but to the locals as well.



SBFP staff at MG Marg during the publicity campaign

Volunteers were also involved during the campaigning process. Students who have tourism as one of their subjects volunteered during this festival. The volunteers were from West Point Senior Secondary School and Sikkim University. The entire team was divided into various groups. Some of the students from Sikkim University led by SBFP staff were present in Rangpo Check Post interacting with the International Tourists who would come to Sikkim and making them aware of the festival. Brochures, posters and the Television ad were also shared to the visitors.

Volunteers from West Point Senior Secondary School also visited all the Hotels and Travel Agencies in Gangtok. Brochures and posters were shared during this process. The students also collected all the basic information's of the Hotels and Travel Agencies that they visited.

Students also visited all the major tourist spots and interacted with the tourists creating awareness about the festivals. They also distributed brochures and posters. A separate booth was also set up in M.G.Road where two of SBFP staffs were present. Visitors and locals could get all the necessary information about the festival from this booth. The staffs were present in M.G.Road from 20th March to 27th March, 2015.

The Tourism Department was also kind enough to share the festival posters and video on their official website for visitors to see.

Same video was also shared with the visitors in M.G.Road. The project through this festival also tied up with SNT Department. Six of their buses were used during the festival providing free pick-and-drop facility to the tourists and as well as to the volunteering students.



SNTBus

3.6 Training the guides



Briefing on guiding before the festival

Ecotourism involves high level of involving the guest with the activity in order to create a quality experience to the visitor and this can be done only if the guide is fully trained about interpretation on various activities. A thorough briefing on guiding ethics was given by Masanori Shintani, International Ecotourism Experts from Japan to all the guides before the festival.

CHAPTER 4 DAY 1 & 2

FESTIVAL- 28TH & 29TH MARCH, 2015

The festival was inaugurated by the Hon'ble Minister Mr. Tshering Wangdi Lepcha of Forest who was also accompanied by the Principal Secretary and other Officers from the Forest Departments and from other line Departments. Invitation of the festival was also sent out to many officers from other departments who witnessed the opening of the festival.



: Festival Inauguration



: Traditional welcoming of the Chief Guest & Principal Secretary



Guests with the Local Guide

- The festival included many activities both nature based and culture based. After the welcoming, the guests were taken to Fambonglho Wildlife Sanctuary where they could experience the nature based activities. Some of the activities that the guests experienced inside the sanctuary were:

- **Bird watching:** a short bird watching trail was also opened to the guests during the festival. In this trail the bird enthusiasts could see different varieties of birds found in the sanctuary.
- **Gurasey Trail (Rhododendron trail):** a 3 kms short hiking trail was also opened to the guests during the festival.
- **Traditional healer:** a stall was also put up at Golitar campsite with a traditional healer demonstrating the uses of local medicinal plants to the visitors.
- Environment educational activities organized by local NGOs'.Z



Bird watching activity during the festival



Visitors and volunteers at Golitar



Traditional Sarangi player with tourist



Sikkim Ecotourism souvenirs

After visiting the sanctuary the next stop for the guests was Gairi Goan where the guests could experience many culture based activities. Some of the activities experienced by the guests were village walk, milking cow, visit to cardamom field, local games like archery and dart and local handicrafts like tapara making (local leaf bowl & plates).

A set of activities were again available for guests to see and experience in the next village after Gairi Goan. The next village that they visited was Rail Goan. A traditional Lepcha and Bhutia food stall was also set up for guests to enjoy the authentic local food. A museum displaying local and ancient artifacts was also set up for the festival. Just beside the museum a local souvenir shop was also opened for guests to see and purchase.

The guests after completing all the activities in these places are taken to the welcome spot where the final activity was scheduled. The program for the guests ended with a speech from the Chief Guest followed by traditional Lepcha, Bhutia and Nepali dance from local stakeholders. Local food was also served to the guests during this time.



Traditional Nepali Dance



Guests participating in the local dance



Environment educational activity conducted by WWF



Traditional healer stall



Tourists enjoying the local cuisine

After the departure of the Chief Guest the festival was opened to the tourists. Many visitors came for the festival. The visitors who came were all welcomed in a traditional manner followed by nature based activities inside the sanctuary and culture based activities in the village.

Many students from different schools were also invited to participate in this festival for both the days. The students along with the visitors participated in activities like bird watching that was organized by WWF and other environment educational activities organized by ESS India. They also participated in many competitions like Tagline competition, Logo competitions, etc.

The schools who were invited to be a part of the festival were:

28th March, 2015

- Deorali Senior Secondary School - 20 students
- West Point Senior Secondary School - 25 students
- PNG Senior Secondary School - 10 students

29th March, 2015

- Taktse International School - 15 students
- Bojoghari Secondary School - 30 students
- Lingdok Secondary School - 15 students
- Pangthang Senior Secondary School- 20 students.

A total of 135 students participated in the festival.



The stakeholders from Nampong-Lingdok who were trained under the Ecotourism component were there throughout the festival, accompanying and guiding the visitors during birding and trekking and also providing cultural interpretation to the visitors in the villages for a complete traditional and cultural experience.



Food stall at Golitar campsite



Visitors trying out the local handicraft



Chitra making demonstration



Leaf bowl making demonstration by the stake holders



Cardamom field visit



Students and tourists participating in the festival

CHAPTER 5 POST-FESTIVAL

This was the first festival that was organized under the Ecotourism Component. The festival was a great success with a total of 502 visitors excluding the officers, guests and students who were invited for the festival.

5.1 REVENUE SHARING

Another major objective of organizing this festival was to provide a medium for the local stakeholders to earn their living. During this festival the stakeholders were able to earn a certain amount of revenue through various mediums such as food stalls, cultural dance, guiding, etc. During this festival a total of 502 visitors came for the festival. Visitors had to purchase tickets at the entry point. There were two tickets during the festival:

- National and locals had to purchase Rs 50 ticket
- International tourists had to purchase Rs 100 ticket

40% of the ticket amount was deposited to the concern Government revenue head and the rest went to the Pangthang EDC fund for benefit sharing.

On the first day that is on the 28th March, 2015, 297 National tourists and 6 International tourists visited the festival. While on the second day that is on 29th March, 2015, 193 National tourists and 6 International tourists visited the festival. Besides these visitors, approximately 100 Government officials who were invited also visited the festival.

The revenue generations by the stakeholders during the festival were:

- Rs 15,420 approximately was generated from the ticket sale and the revenue was deposited in the Pangthang EDC fund
- Rs 1,25,000 approximately was generated from the food stall at GairiGoan
- Rs 7,770 approximately was generated from the food stall at Golitar
- Rs 23,230 approximately was generated from the food stall near Forest Barrack
- Rs 82,000 was given to the local cabs that were used during the festival as shuttle service
- Rs 98,000 approximately was given to the stakeholders for the purchase of the raw materials and labor charges for the festival preparation.
- Rs. 78,000/- approximately was earned from selling foods and beverages by the stalls at cultural ground.

A total of Rs. 4,29,420/- approximately was generated by the stakeholders on 28th and 29th March, 2015 in the festival.

5.2 WORK APPRECIATION

After the event, Hon'ble Forest Minister appreciated the performance of the entire organizing team and each of the organizing members including the NGOs' was offered traditional crafts (Khadas) as a token of appreciation.

- *Students who participated in this festival were all given Certificate of Participation.*
- *All the volunteers were also given certificate of participation.*
- *NGO's and other partner organizations were handed out Certificate of Appreciation for their involvement.*

Feedbacks from each organizing member were also collected for adopting better plans and organizing better events in the upcoming festivals of other zones.

5.3 WASTE MANAGEMENT

Another important focus was given to the waste management during the festival. The Ecotourism Marketing Cell under the Directorate of Ecotourism sought to quantify the amount of waste that was generated during the festival. In this case, a total of 20 bamboo dustbins (locally known as Doko) were placed strategically inside the sanctuary and in the village. Waste that was generated on the first day was collected at the end of the festival and weighed. Similarly on the second day also the waste was collected and weighed accordingly. After the analysis it was found out that a total of 25.5 kg waste was generated on the first day and on the second day a total of 22 kg waste was generated making a total of 47.5 kg for both the days. The waste that was collected consisted of both biodegradable and non-biodegradable waste. The approximate number of visitors including students, invitees and the stakeholders who were there in the festival and generated the waste is 807 (40 stakeholders+502 tourists+100 guests+135 students+30 volunteers and staffs). Accordingly the waste generated per head is 59 grams which is very less.11



Eco-friendly waste bins



Eco-friendly waste bins

CHAPTER 6

AN OUTREACH TO THE INTERNATIONAL TOURIST DURING THE MARKETING CAMPAIGN

MARKET SEGMENT: International
MARKET SAMPLE SIZE: 234 tourists
SURVEY LOCATION: Rangpo Tourist Check Point
SURVEY PERIOD: One Week Interval

Preface

Marketing the festival

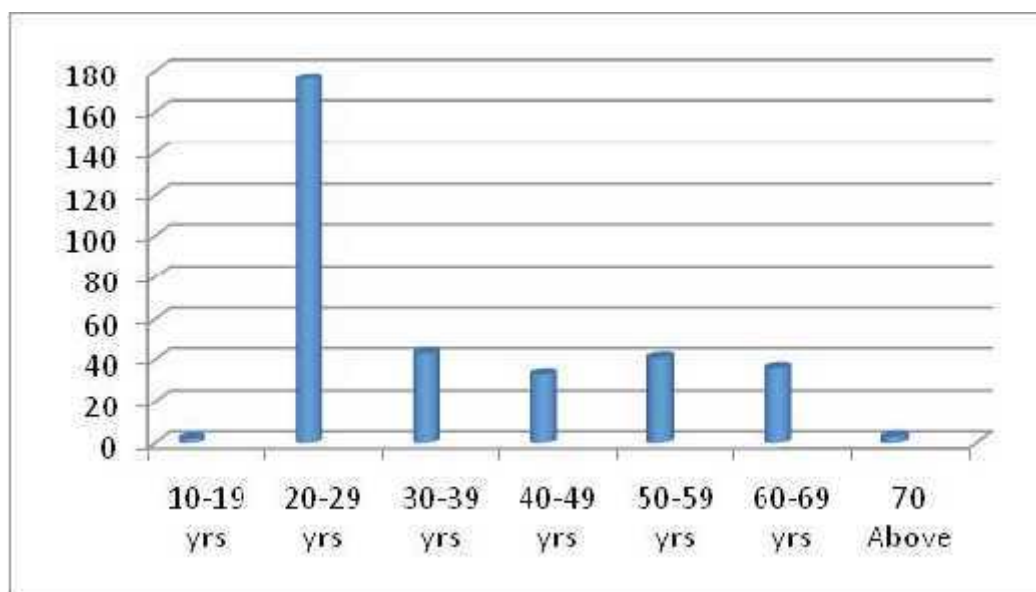
Promoting and advertising the festival to mass market involves many strategies that are applied to different market sectors. Likewise, the international tourists were assumed to be the main sector that will enjoy experiencing the festival and the activities. Since all the permit/Visa works are done for all the foreigners visiting Sikkim at the Rangpo Check Post, it was planned to promote the festival from Rangpo Tourist Check Post point.

25 students from Tourism Department of Sikkim University College volunteered in marketing the Tinjurey Ecotourism Festival by distributing the festival brochures to the entire international tourist at Rangpo Tourist Check Post.

While promoting, the students were asked to collect few details on the visitors for compiling data and information on the tourist inflow.

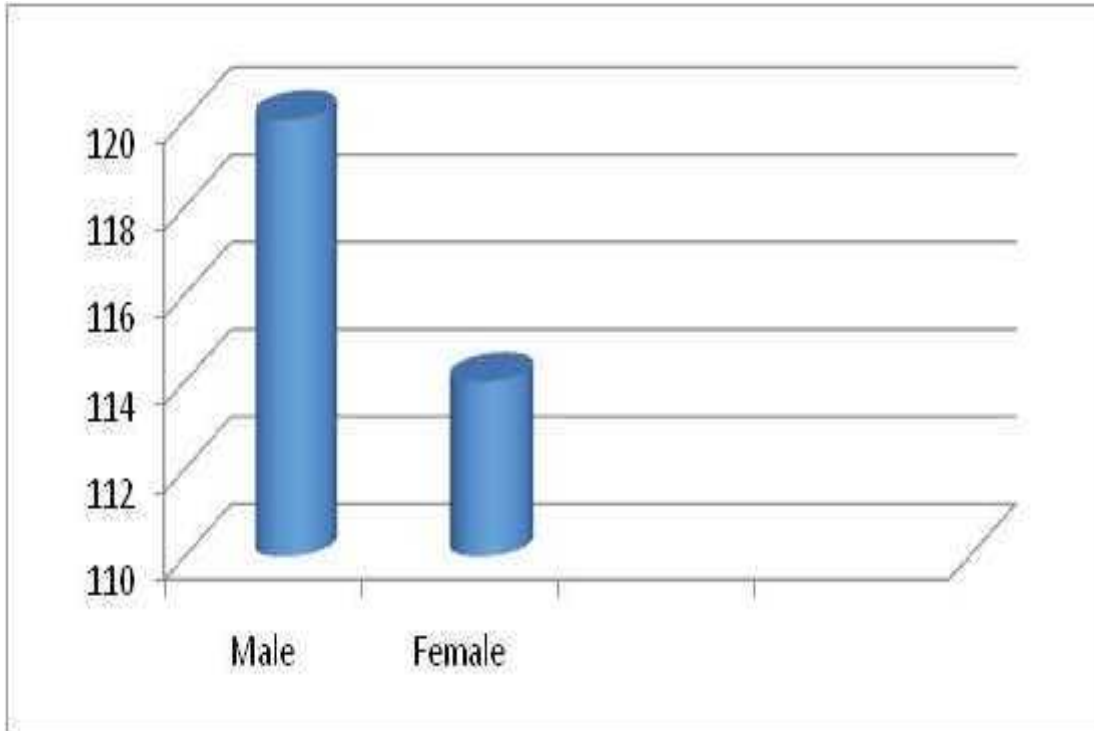
SURVEY OUTCOME

1. AGE

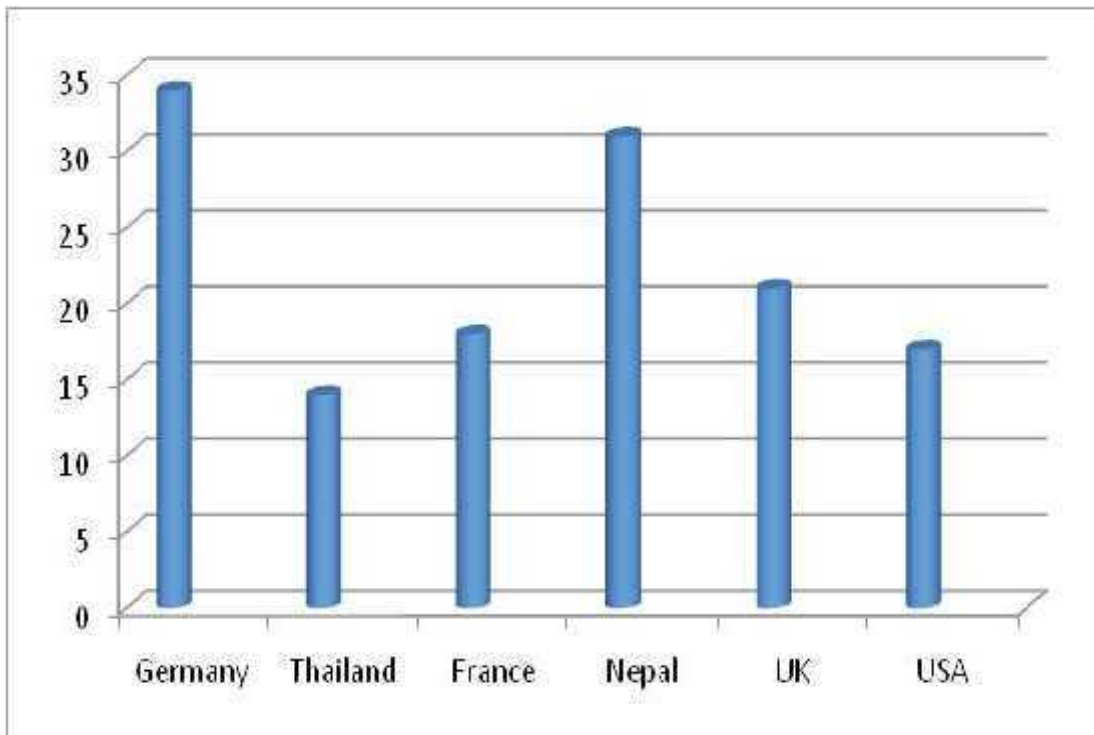


Pic: Age Segmentation

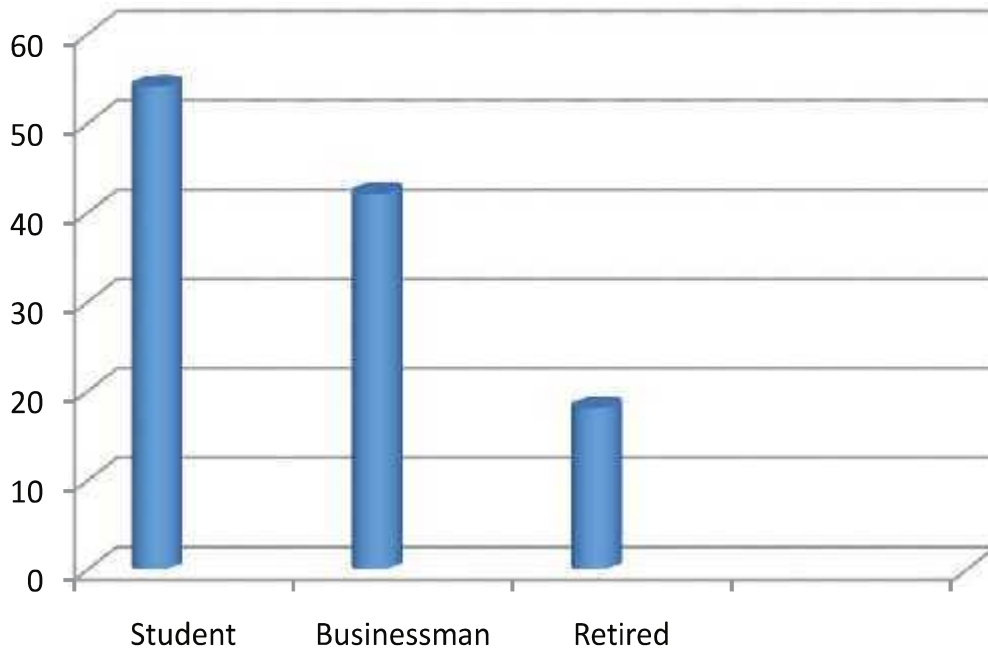
2. GENDER



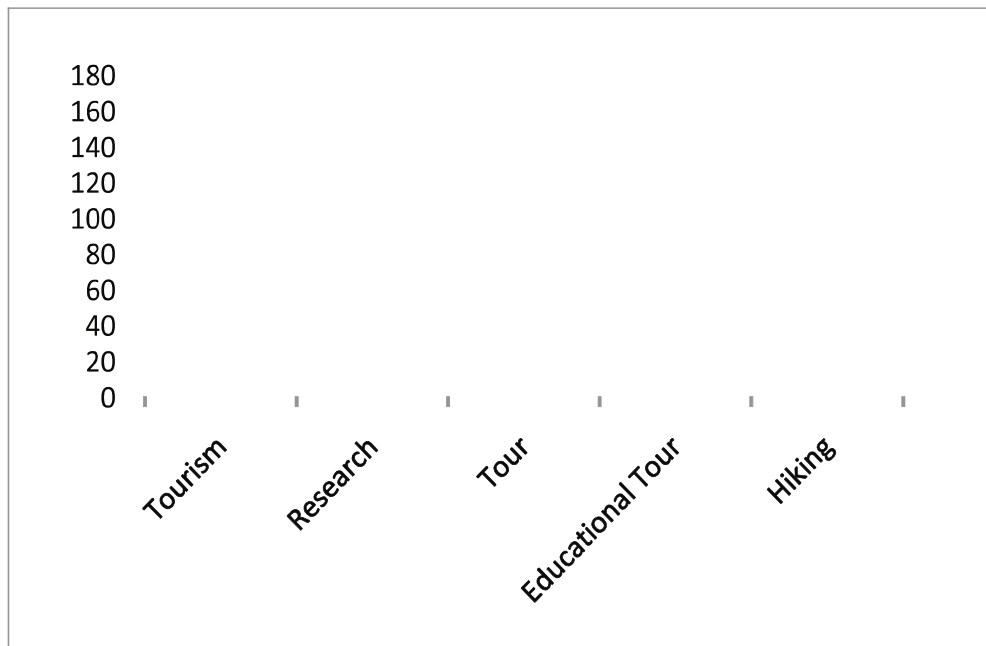
3. COUNTRY



4. OCCUPATION



5. PURPOSE OF VISIT



6.1 SURVEY FINDINGS

- After an elaborate study of the survey the following points were found:
- Findings with regards to age: It has been found out that most of the tourists who visited Sikkim during the month of March were from the age group 20-29 years. Secondly, tourists between the age group 30-39 years visited Sikkim the most followed by tourists between the age group 50-59 years.
- Findings with regards to gender: After the survey, it was also found that in comparison to Female, the Male ratio visiting Sikkim was more. Out of 234 tourists who were surveyed 120 were Male and the remaining 114 were Females.
- Findings with regards to Country: After the survey study it was found that the duration when this survey took place, majority of the visitors were from Germany followed by Nepal then UK, France, USA, Thailand. There were many others visitors who came to Sikkim in very less numbers such as Netherland, Japan, Ireland, Poland, Canada, Holland, Russia, Kenya, Australia, Belgium, Malaysia, Isreal, Sweden, Phillipines, Switzerland, Singapore, Czech Republic, Austria, New Zealand. Out of the 234 tourists who visited Sikkim from 21st to 27th March, 2015, 34 were from Germany, 31 from Nepal, 21 from UK, 18 from France, 17 from USA and 14 from Thailand.
- Findings with regards to Occupation: Out of 234 tourists that were surveyed majority of the visitors were students followed by businessmen and the retired guests. Out of the 234 tourists 54 were students, 42 were businessmen and 18 were guests who were retired. Many other guests such as Doctors, Clerks, Monks, Teachers, Social workers, etc also visited the state but in a very small number.
- Findings with regards to Purpose of Visit: From the survey it was also found out that majority of these guests were visiting the state as tourists. Other guests visited the state in an official tour, educational tour, Hiking, Research, etc. Out of the 234 visitors 164 were tourists.

6.2 SURVEY CONCLUSION

From the survey study, the following points can be concluded:

- While preparing the marketing strategy or while promoting ecotourism focus can be given more to tourists who are between the age group of 20-39 followed by 50-59 who are mostly retired guests. Since majority of the guests are youngsters focus can be given more on developing nature based or outdoor activities. Similarly a large group of tourists are from the age group 50-59 and they might not want to indulge in outdoor activities that require a lot of walking. In this case focus can be given on developing more of religious based activities.
- While promoting Ecotourism, the team can focus more on the countries that visits the state in maximum numbers. The ecotourism marketing cell can participate in trade fairs in countries like Germany, Nepal, France since the state received the most number of tourists from these places.
- Focus can also be given in developing educational based packages since majority of the visitors were students. Since these students belong to the age group of 20-29 so focus can also be given in developing more of nature based activities.

CHAPTER 7

TOURIST FESTIVAL FEEDBACK ANALYSIS

Feedback forms were provided to all the visitors to achieve the following objectives:

- To analyze the success level of the festival
- To collect the feedbacks and suggestions from the visitors.

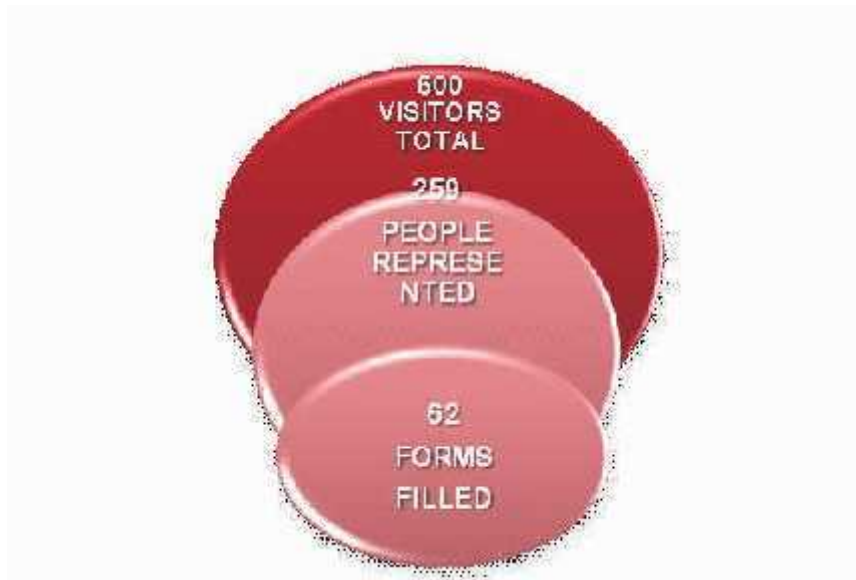
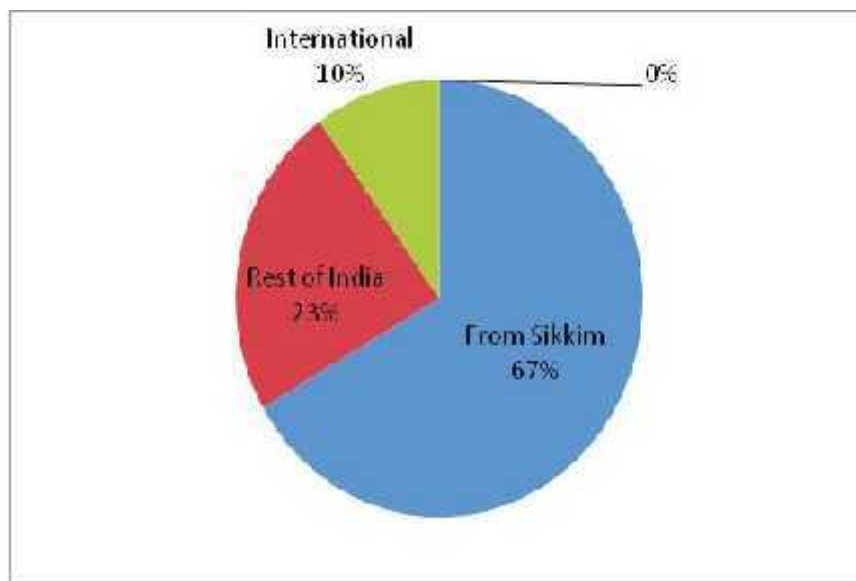
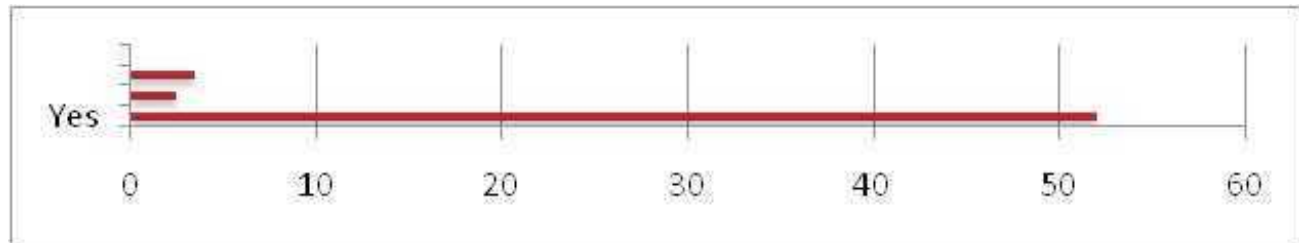


Chart 1: Sample Size

WHERE TOURIST CAME FROM



WOULD THEY COME BACK OR RECOMMEND TINJUREY



POSITIVE

- Natural beauty , pollution free area
- Welcoming, simplicity of people, hospitality
- Nearness to Gangtok
- Innovative package
- Eco friendliness
- Support ecotourism
- Culture and herbal medicine
- Quaint town
- Hiking/trekking

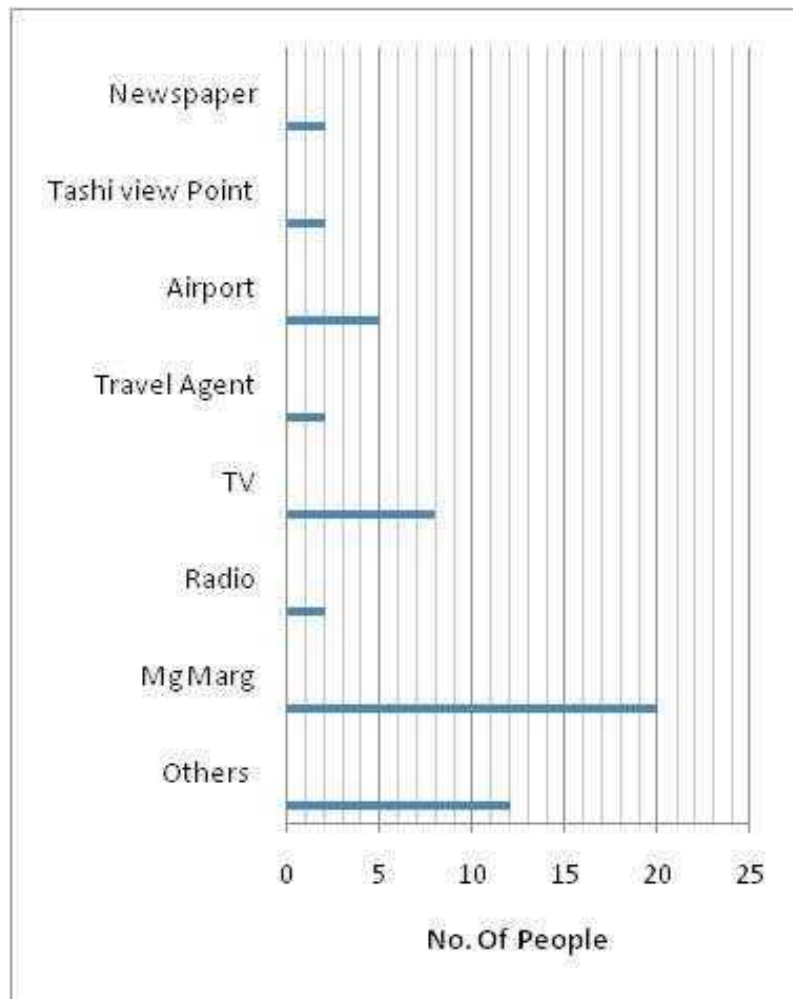
NEGATIVE

- Little activities to engage one self

HOW MUCH WOULD PEOPLE SPEND ON ONE-DAY ECOTOURISM ACTIVITY



EFFECTIVENESS OF ADVERTISING



I. SUGGESTED CHANNEL

- Social Media, FB
- Internet
- Word of mouth, nature enthusiasts to be targeted.
- Local media
- Radio in different cities.
- Outside state ads
- TV
- Newspaper
- Targeting hotels
- Travel Agents
- Posters at tourist spots
- Hoardings

II. POSITIVE AND NEGATIVE POINTS OF THE TRAIL

POSITIVE

- Trails were well-maintained
- Activity was appropriate.
- Peaceful and relaxing.

NEGATIVE

- Did not have enough interpretive information or sign-posts.
- More and better guides.
- More activities there, especially some local/cultural activities. Some people wanted evening activities.
- The festival should have been during flowering season – generally disappointed when not seeing enough rhododendrons.
- Washroom and water facilities.
- Timings to be specified – say morning.
- Trails further into the forest.
- Watch towers.
- Needed to be more systematic

III. FEEDBACKS ON CULTURAL PRODUCTS

POSITIVE

- Liked enthusiastic performances.
- Entertaining.
- Educational.

NEGATIVE

- The nepali food stall at the culture ground had mixed response.
- Not enough food for vegetarians.
- Proper sound system
- Souvenir sale as weakest point.
- It should be organized at a larger scale.
- Better training of stakeholders.
- Access to culture ground more presentable, cobbled
- More exposure to stakeholders.
- Better organization needed.

IV. OTHER SUGGESTIONS AND FEEDBACKS

POSITIVE

- Very well-organized
- Hats off to everyone
- Just the beginning – keep going.
- Too good – nothing to suggest.
- Very innovative.
- Enthusiasm of volunteers was infectious
- Enjoyed the dance and dancing.
- Authentic, local touch.

NEGATIVE

- Better organization needed.
- Better facilities like washrooms.
- Better arrangement of food and tea.
- Road conditions.
- Better transportation.
- Better publicity
- Travel agents to be more involved.
- It should be longer – this event itself could be day-night. Want ecotourism village development. to stay in for extended period.
- Too official.
- The open-air cooking was a turn off for some people

CHAPTER 8

OVERALL CONCLUSION

- *The festival brought success in bringing all the stakeholders together in a single platform whereby the knowledge on the principles and concepts of Ecotourism was successfully generated.*
- *Through this festival, the Nampong-Lingdok zone was publicised to the locals and international tourist which in turn also provided a platform of mushrooming confidants and motivation to the stakeholders in taking up ecotourism as the best sustainable form of community based enterprise.*
- *The revenue generated during the festival also played a key role in motivating the local community in replicating similar festival every year in their zone and also helped in brining better understanding about the sustainable business ideas.*
- *The festival has also provided an opportunity to showcase the local artefacts and talents of the stakeholders.*
- *The festival also created a platform for both Sikkimese people and tourists to learn and acquire knowledge about Sikkim's nature and culture and about the concept of ecotourism.*
- *Festival provided a prospect for learning the value of coordination, team work and developing understanding between the forest officials and the stakeholders which in turn will result in better forest management.*
- *Both the natural beauty of Fambanglo WLS & the culture of the place were appreciated and seen as a tourism resource.*
- *Installation of effective signposts & natural interpretation desired by tourists. Need to train local guides effectively. Incorporate local stories and knowledge about the forest.*
- *In terms of cultural products, key areas of improvement include sale of souvenirs and serving of variety of local foods to suit visitor's palates (vegetarian, less spicy etc.)*
- *Marketing and organization can be strengthened.*



DIRECTORATE OF ECOTOURISM

supported by SBFP-JICA

FOREST, ENVIRONMENT AND WILDLIFE MANAGEMENT DEPARTMENT
GOVERNMENT OF SIKKIM

