

Research Article

Ecotourism opportunities and conservation challenges: A case study involving some lesser known protected areas of central India landscape

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ABSTRACT

Madhya Pradesh is a wildlife tourism destination in India. However, some Protected Areas are not developed, and their importance is not well-known. Weak management practices and low motivating factors for staff, lack of ownership among the communities were some of the restricting factors why they have not been able to develop to their full potential. In order to support their development, organizations having corporate social responsibility (CSR) funds were identified from various districts of Madhya Pradesh viz. Indore, Dhar, Satna, Katni, Singrauli and Dewas. The primary objective of this study is to throw light on their potential, to generate awareness about their potential and how they can be promoted to boost ecotourism with the help of all concerned stakeholders' participation.

Key words: Wildlife conservation, Corporate Social Responsibility, Wildlife Sanctuary, National Park

