

**AN ETHNOGRAPHIC STUDY ON CHALLENGES OF
ECOTOURISM IN GANGASAGAR OF SOUTH 24
PARGANAS, WEST BENGAL**

Under the Supervision of

Dr. Soumi Dey

(Asst. Professor, Dept. of Anthropology, Haldia Govt. College)

*Uncheeked
Forwarded
Soumi Dey
9/8/23*

Submitted by

Roll. 1126116 No. 200008

Registration No. with Year: 1160513 Of 2020-2021

Subject: Anthropology

Paper: DSE4(Project Work)

**Examination: B.Sc.(Hons) 6th Semester Practical Examination
2023**

Examined

11.08.2023

S.K.

11.08.23


11/8/23



**GOVERNMENT OF WEST BENGAL
HALDIA GOVERNMENT COLLEGE**

DEPARTMENT OF ANTHROPOLOGY
P.O. DEHHOG, DIST-PURBA MEDINIPUR, PIN.-721657
Ph. - (03224) 252278, 252044, Fax No.- (03224)255873
E-mail: hgehaldia@gmail.com
Website: www.haldiagovtcollege.org.in

No.

Date: 9/8/23

TO WHOM IT MAY CONCERN

This is to certify that SRI, SUBHADIP JANA, University Roll. 1126116 No. 200008, Registration No. 1160513 (Session 2020-2021) a student of the Department of Anthropology of this College did his compulsory fieldwork of B.Sc. (Hons.) Semester-VI, Subject-Anthropology, Paper-DSE-4 and prepared this report entitled As "AN ETHNOGRAPHIC STUDY ON CHALLENGES OF ECOTOURISM IN GANGASAGAR OF SOUTH 24 PARGANAS, WEST BENGAL" under the guidance and supervision by the undersigned.

He was very sincere and dutiful during the fieldwork and preparation of the report. I wish his every success in life.


(DR. SOUMI DEY)

Assistant Professor
West Bengal Education Service
Department of Anthropology
Haldia Government College

Acknowledgments

No work is possible single handed, the contributions, supports of all forms, interactions and motivations of connected and concerned personalities and contexts are the most obvious and significant part to make any effort successful. I am indebted to my informants firstly.

It is my privilege to acknowledge my parents for all their inspiration, wisdom and backing of this research work as a whole. I would also like to thank to my supervisors Dr. Soumi Dey for your support and guidance during the entire phase of this work-form pre fieldwork phase to the finalization and completion of the report.

I am really grateful to Dr. Pijush Kanti Tripathi (Officer -In- Charge) of Kaldia Government College for necessary permission and consideration. I am thankful to the respected teachers namely Dr. Salil Kumar Dutta, Dr. Bhuban Mohan Das, and Dr. Mohan Chandra Dolai, of the Department of Anthropology, Kaldia Government College, who not only guide me with keen interest but also intervened regularly with intellectually refreshing ideas.

I am also thankful to Mr. Rajendra Kumar Singh, Joint BDO of Sagar Block for your support.

Last but not the least, my love for all my classmates; I could not have accomplished my goal without the cooperation and mental support from every one of them. I cannot thank enough for all their support.

Date: 09.08.2023

Subhadip Jena
Signature

CONTENTS

Chapters	Page No.
Chapter 1	
Introduction and the Objective	- 1-3
Chapter 2	
The Methodology	4-9
• Study Area	6
• Sampling Techniques and Data Collection	8
• Data Analysis	8
Chapter 3	
Research Findings	10-17
• Status and Issues of Ecotourism at Gangasagar	11-14
• Challenges for Ecotourism	14-15
• Potentiality for Ecotourism	16-17
Chapter 4	
Concluding Recommendation	18-20
References	21
List Of Maps	
• 1.1 Map of West Bengal	6
• 1.2 Map of Sagar Island	7
• 2.2 Area Map of Sagar Island	7
Glimpse of Fieldwork Site	22-28

CHAPTER-1

INTRODUCTION AND THE OBJECTIVES

INTRODUCTION

Ecotourism is regarded as environment-friendly as well as economically profitable tourism that protects the ecosystem. The term 'ecotourism' was coined by Hector Ceballos Lascurian in 1983 to describe nature-based travel. Ceballos Lascurian (1987) defines it as "traveling to relatively undisturbed or uncontaminated natural areas with specific objectives of studying, admiring, enjoying the scenery and its wild plants and animals, as well as existing cultural manifestations (both past and present) found in these areas". It can involve both cultural and environmental tourism and, in addition, benefits to the local population should be an integral part of the activity. The demands of more and more well-off consumers for 'remote', 'natural', and 'exotic' environments have created an upsurge in ecotourism ventures, particularly in developing countries (Scheyvens, 1999). The concept of ecotourism came into prominence in the late 80s as a strategy for reconciling conservation with development in ecologically rich areas. Conservation of natural resources prevents environmental degradation. That is why, this form of tourism has received global importance. It is currently recognized as the fastest growing segment of the tourism market (Yadav, 2002). Ecotourism confers social, economic and environmental benefits which are the three pillars of sustainable development.

Sagar Island is a small island in the Ganges delta that is located about 107 kilometers South of Kolkata on the continental shelf of the Bay of Bengal. According to the locals' cognitive perspective, the Ganga at this location is known as Sagar, and Sagar Island is the famous gathering site for Hindu pilgrims (Maity, 2001). Thus, the place is famous as Gangasagar or Sagardwip. The village and grampanchayat of Gangasagar are under the control of the Sagar police station, which is located in the Sagar CD block, Kakdwip subdivision, South 24 Parganas district, the Indian state of West Bengal. Numerous thousands of Hindus congregate on the day of Makar Sankranti (14 January) each year to do pujas in the Kapil Muni Temple and take a holy dip at the meeting point of the Ganges and the Bay of Bengal (Sardar, 2021). In conjunction with the sacred bathing ritual, the Gangasagar Mela, a sizable fair, is hosted. Aside from this wonderful festival, it is noted that visitors to the location frequently come throughout many festive and ceremonial occasions, and occasionally even when

there is no such occasion. Under the ICZM initiative, an integrated eco-tourism development plan for Sagar Island was created in 2013 (Baitalik and Majumder, 2015). In order to enjoy and appreciate nature (and any accompanying cultural features—both past and present), ecotourism is defined as environmentally responsible travel and visitation to relatively untouched natural areas. Ecotourism encourages conservation, has minimal negative visitor impacts, and offers positively active socio-economic involvement of local populations. Ecotourism is regarded as the environment-friendly as well as economically profitable tourism that protects the ecosystem (Ceballos Lescurian, 1983). The main motivation of the tourist would be the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas. With the exception of two other minor fairs and other local and state events, this Gangasagar tourism is primarily concentrated over a relatively brief period in January of every year (Ganga Sagar Mela). The rest of the year, the flows are very restricted. Given its integrated approach, this ecotourism development plan should be viewed as a chance for Sagar Island to grow its local economy through tourism.

OBJECTIVES

The present study tries to identify the resource base of Gangasagar and its adjacent area to promote ecotourism and emphasizes the constraints relating to the development of ecotourism and finally, suggests some measures for attaining the desired development of ecotourism in the state. Thus, this research consists of three objectives.

1. This study will focus on the present status of ecotourism in Gangasagar.
2. It will try to find out the challenges of the growth of ecotourism in Gangasagar.
3. To explore what are the potentialities of ecotourism in that location.

CHAPTER-2

THE METHODOLOGY

THE METHODOLOGY

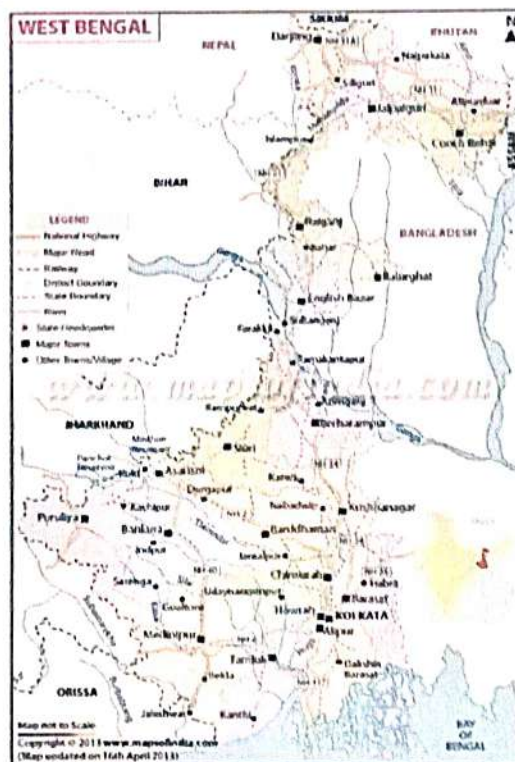
A research methodology is an outline of how a given piece of research is carried out. It defines the techniques or procedures that are used to identify and analyse information regarding a specific research topic. The research methodology, therefore, has to do with how a researcher designs their study in a way that allows them to obtain valid and reliable results and meet their research objectives. Anthropological study of tourism has turned to applied issues from 1990's (Cole, 2005). Before that Anthropology of tourism as an academic sub-discipline was at an under-developed stage and the research of tourism were little more than offshoots from extensive ethnographies (Wilson, 1993). The holistic Anthropological perspective that used in tourism research, needs depth and time. Ethnography involves immersion into people's live realities and social lives. It seeks to understand and describe everyday practices and social processes within their natural settings. Detailed observation, contextualization, informal conversation and participation in daily activities produce 'thick description' in ethnography. According to Eber (1995 p: 12), "By living in the societies they study, ethnographers actually see what people do, which is often different from what they say they do. Sustained observation and participation also has the advantage of revealing behaviour and ideas about which people may feel ambivalent or confused". Traditional ethnography can help to clarify how people make meaning of the lives. Fieldwork is the key tool in ethnography to study human culture and behaviour.

Present study is a product for satisfying Vidyasagar University Undergraduate Syllabus of sixth semester paper DSE4 for dissertation. So, following the curricula, the project research has been started with one student and one supervisors of Anthropology discipline primarily. He worked as a ethnographer has been involved to carry out the study. Though he is not so trained ethnographer as there are undergraduate student and he is the main concern for this study. This is one of the limitations of this study.

Study Area

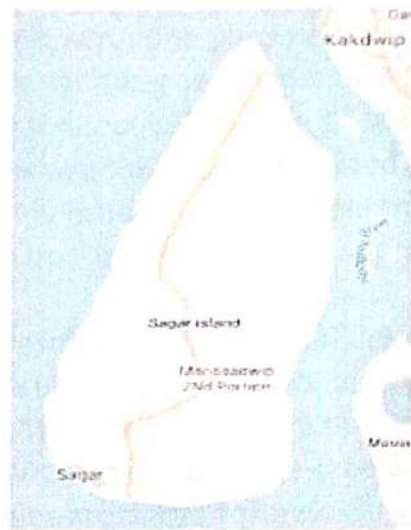
Study areas in research focusing on specific geographical areas or culturally defined areas on which research has been carried out. Study selected the Gangasagar and adjacent areas under Sagar Block, South 24 Parganas district to collect primary data in this regard. Sagar is an island in the Ganges delta, lying on the continental shelf of Bay of Bengal about 107 km South of Kolkata. Thousands of visitors travel there every year through out the year for visiting this sacred place. Though the famous Mela (fair) used to hold on and from 14 January (Makar Sankranti of Bengali calendar) and maximum troop of tourists used to observe in that location during that time.

1.1 Map of West Bengal



Source: <https://in.pinterest.com/pin/484207397406600839/> accessed on 06.08.2023 at 7.55 p.m

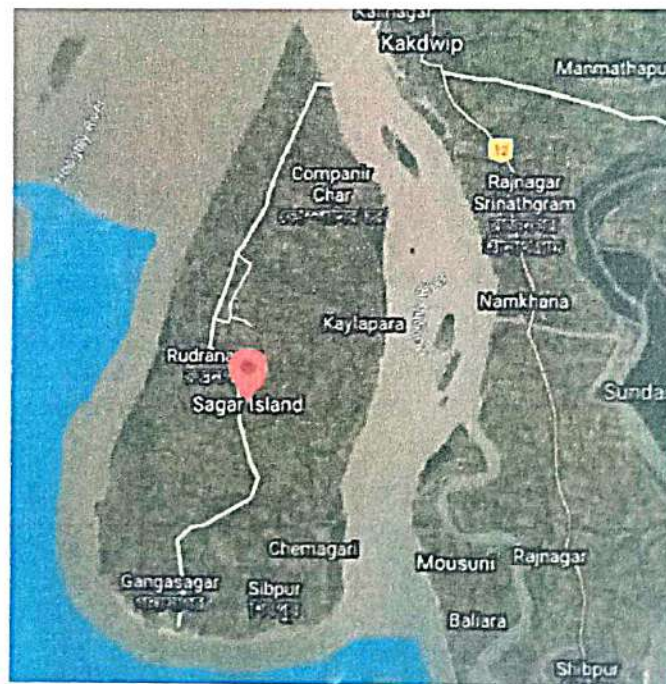
1.2 Map of Sagar Island



Ref 17

Source: <https://tanmoybiswas.com/a-trip-to-sagar-island/> accessed on 06.08.2023 at 8.15 p.m.

1.3 Area Map of Sagar Island (Satellite View)



Source: <https://gangasagartourtravels.in/> accessed on 06.08.2023 at 8.22 p.m

Sampling and Techniques of Data Collection

The selection of respondent was done purposively on the basis of our research topic. In case of purposive sampling technique, the participants were selected based on the objective of the study. This type of sampling is very useful in this situation where researcher need to reach a targeted sample quickly, and where sampling for proportionality is not the main concern. This study has employed semi- structured in-depth one-to-one interview approach for data collection.

Interview is a qualitative research method that relies on asking question in order to collect data. The aims of the interview technique are to gain as possible as a detailed description of the collected information explore different domains. Main characteristics of this method are face-face interaction with the people under study; both the poles are active to share their views in maximum cases. There are several types of interviews, often differentiated by their level of structure but in present context semi-structured interview technique had been used. A semi-structured interview is a data collection method that relies on asking questions within a predetermined thematic framework. However, the questions are not set in order or in phrasing. The one-to-one in-depth interview method proved to be useful since it created opportunities for respondents to reflect on their experiences regarding ecotourism of the Gangasagar area and to expand on key issues that came up during the interview. All interviews were conducted in Bengali.

Participant observation demands first hand involvement in the social world chosen for study. To many scholars' participant observation is synonymous to ethnography. Immersion in the setting permits the fieldworker to hear, to see, and to begin to experience reality as the participants do. Ideally, the fieldworker spends a considerable amount of time in the setting, learning about daily life there. But in this case researchers get only a week to participate and observe. This immersion offers the fieldworker the opportunity to learn directly from his own experience. Participant observation method is most significant one in an anthropological fieldwork through which a student of anthropology can access the insider's perspective in detail through the related data collection techniques like experience of a tourist cum traveller that have been used in the present fieldwork.

Data Analysis

The one-to-one interview transcripts were subjected to a thematic analysis to help understand the meanings that the respondents attached to their new social and relational context (Braun & Clarke, 2006). He independently coded the interview transcripts 'openly'. Such open coding involved 'empirical codes'

generated from the data (Gibson & Brown, 2009). The major themes that developed from this thematic data analysis reveal respondents' subjectivities about the potentiality and degradation of ecotourism in Gangasagar. Interpretative analysis has been used to analyze their narratives.

CHAPTER-3

RESEARCH FINDINGS

RESEARCH FINDINGS

Status and issues of Ecotourism in Gangasagar

- PILGRIMAGE TOURISM

Pilgrimage tourism is essentially the process of visiting pilgrimage sites. These are primarily religious destinations, and can even be said to have formed a very early version of tourism. Typically, pilgrimages are long journeys taken over days, weeks or even months **for religious purposes**. They are a whole journey, one that people of faith take in order to strengthen their relationship with their religion. However, pilgrimage tourism can include visits to specific churches or mosques or other religious landmarks in the city you might be visiting on holiday. It doesn't have to be a long drawn-out journey (a typical pilgrimage), it can be a quick visit that forms part of any other kind of tourism.

Gangasagar is part of one of the stunning riverine islands located on the southernmost tip of the Gangetic Plain, just off the Bengal coast and at the point where the river Ganga meets the Bay of Bengal. Gangasagar is a place of beauty as well as religious importance. Home to some of the most stunning beaches, it is famous for hosting the Gangasagar Mela, one of the most hallowed pilgrimages in the world. During the mela days, the island becomes a melting pot of culture and belief. Besides being a place for religion, Gangasagar is also a place of peace, calm, relaxation, and rejuvenation. Every year in January, during Makar Sankranti, the island sees a huge gathering of devotees from all parts of the country who come to take a dip in the holy waters.

Stabapriyanandaji Mararaj , a Maharaj of Bharat Sevashram Sangha narrated, "*Gangesagar is a Hindu pilgrimage site. Here every year many people come to Kapilmuni Ashram and bathe in the blessings of Ganges. Here, many people from other states of India come and take a full bath on Makar Sankranti in the month of Bangla Paush. A fair is held here on 7-8 days of February. At another time of the year, people come a little more, that is during the month of Bangla Shravan.*"

Sagar is an island in the Ganges delta, lying on the continental shelf of Bay of Bengal. According to the local people, the location is significant chiefly because of the temple dedicated to the famous saint Kapil Muni (saint) who was actually the avatar of God Vishnu. It has been stated, Kardam Muni was forced to marry under the guidance of Vishnu, but he agreed on the condition that Vishnu must be born as his son. Vishnu complied with this proposal, and Kapil Muni—one of the great saints in Hindu religious mythology—was born as his son. A hermitage belonging to Kapil Muni once stood where Gangasagar is today. His famous mythical story is connected to the overview of the sacred Ganges River to this location. Thousands of visitors travel there every year throughout the year for visiting this sacred place. Though the famous Mela (fair) used to hold on and from 14 January (Makar Sankranti of Bengali calendar) and maximum troop of tourists used to observe in that location during that time.

The traits that attract people to come ~~Gangasagar~~ for a short trip may be seen as three ways.

- i. *Cultural and religious attraction*
- ii. *Nature's beauty*
- iii. *Man made attractions*

ii. Nature's beauty attraction

River or sea is always seemed to be a tourist attraction for those who live in a concrete city or town. The beauty of sun set and sun rise also attract them to visit those places. That's why coastal areas are always in the surveillance of the tourists everywhere in the world. Sagar Island is a small island in the Ganges delta of South 24 parganas. It has a rich biodiversity and this is a place of poor fishermen. Namita Hazra, 34 years old a tourist originally from Kolkata shared,

"Here the sea is sometimes calm and sometimes it is rough and the wind is cold. You will get different feeling in its natural environment. Here the river joins the Bay of Bengal. Sometimes we come to spend time here on the weekend. If we walk on the beach, we can see red crabs. I like the sweet breeze of the zhau trees here. We enjoy the cool sea breeze in the evening."

The Gangasagar area is gradually attracting tourists, the major share of which are the middle-class people from Kolkata and surrounding districts and most of them use it as weekend outing and there are people from other states too.

ii. Man-made attraction

At present, many guest houses have been built here by Gangasagar Bakkhali Development Authority (GBDA) and most of the tourists stay there. According to Soumyamay Giri, a boarder of guest house 60 years old, has come with his wife to spend a weekend narrated, *"Many tourists like us are attracted to this place because of the GBDA guest house. The guest house we are in is made of wood. So we like it very much and we can see the sea from here. And we can see the local boys playing sports outside which I like very much. And there is a windmill next to this guest house which my daughter likes very much. It's really a peaceful place for the concrete city dwellers" ...*

Nantu Dhauri who is a shopkeeper narrated,

"Most people come to see Kapilmuni Ashram. A park has been built behind the Kapilmuni temple. Many people come to see that park and also visit Nagsarovar, Dhoblat Mansa Temple and Baijapur Vishalakshi Temple. , just a short distance from Kapilmuni Ashram and there is a light house that people go to see."

iii. Cultural attraction

Most people visit the Gangesagar for cultural attractions like the Gangesagar fair and eating local fish. Here is Kapilmuni Ashram. Anubhab Raut, a local people narrated,

"The Gangesagar Mela is held here during the winter from January 12 to January 18 and about several lakhs of people from abroad and other states come to this fair." There is a branch of Bharat Sevashram Sangh here where many people visit for various reasons throughout the year.

Sometimes visitors also come here to observe fishing and to consume fresh river fish. Chandan Dutta, a Service man of Kakdwip narrated

" Me and my friends are here many times a year. Especially during monsoon(July) we come to eat hilsa fish. We buy hilsa fish from here and cook it at the guest house."

Challenges for Ecotourism

i. Environmental challenges

The increasing flow of tourists in West Bengal has led to the inflow of tourist in the coastal areas also, which results in the increasing pressure on coastal environment and this is a burning issue in the coastal areas. There are two primary problems that make impact in ecotourism, i.e. coastal degradation and environment pollution. Beach and bank erosion are the major environmental concern of coastal region because of anthropogenic activity, recreational exploitation.

Kishor Jana, a local Toto Driver narrated, *"It is impossible to save the environment because of the way the river dam breaks and the trees are destroyed here every year. However, some measures have been taken by the government to save the environment, such as high concrete dams and pilings, but Every year they break again."*

Laksman Maity , a local people decribed,

"Lots of people come here from outside and they throw plastic, garbage, and local people also throw plastic here. No action is taken to clean them throughout the year and Local people who come for picnic also throw away plates, leftover food etc. They don't follows any roles."

One of the main goals of ecotourism is conservation and sustainability, yet there is always a risk to the environment when tourism expands. As popularity to a specific place grows, there will be an increase in usage. This can lead to an over taxation of the resources, and a disruption to nature. Sure, eco-conscious resorts are a great alternative, but they also threaten to impact the wildlife which can have a negative effect on their natural habitats. Often, these areas are remote to get into which can increase the carbon footprint to get in and out of the areas.

ii. Economic challenges

Ecotourism has become more attractive to larger international corporations. This can lead to a surge of outside developers in new hot-spot eco-destinations. Issues to the local economy arise when these developers build hotels and shops that take away business from the locals. If the prices of food and water increase with the added population of tourists, it affects the well-being of the local people. Now they pay the price for the higher demand of natural resources caused by the influx of population. And while the goal of ecotourism is to give back revenue to the areas, corrupt corporations or governments can interfere and keep the money from the communities they should be compensating.

Sankar Samanta, a teacher from Medinipur narrated, *"I came to Gangesagar for the first time. But when I came here I saw that the price of things here is very high. And hotel accommodation is very expensive"*.

iii. Cultural challenges

With the increase of tourism, usually towns grow to keep up with the added population and this can lead to local residents losing some or all of their farm land. In order to keep up with the accommodation of tourists, locals may also give up their original jobs in order to work in the service and tourism industry. Often these are low paying jobs in hotels and restaurants.

Susanta Dhara, a local hotel boy narrated, *"I used to go to work out of state. After corona came I didn't go anymore and got job as hotel boy here. Our salary is not very good. I get paid less than what I used to do but we have to work six hours a day."*

This loss of traditional income may affect their cultural ties to their homeland and to their cultural identity. Indigenous people of these areas are also at risk. As aspects of their culture - such as ceremonies become marketed for tourist attraction, there can be a loss of authenticity and meaning to the locals.

Potentiality of Ecotourism

i. Economic development

Sustainable development of eco-tourism is of immense significant in generating the employment opportunities of many semi-skilled and unskilled people, particularly in remote and underdeveloped areas. A large number of women and young people could be engaged in hotel, transport services, travel agencies, making and selling, hand crafts, cultural activities and other tourism-related tasks. According to Rajendra Kumar Singh, The Joint BDO of Sagar block ,

"There is a Nag Sarovar some distance from Sagar Kapilmuni Ashram. There a joint venture of Gangasagar Bakkhali Development Authority and Sagar Panchayat Samiti has been conceived and some work has been done. There is a system of voting in the lake where the fish will be farmed and many trees will be planted around the lake and the girls of the local group will take care of the trees there. The purpose of this project is to improve the tourism here as per the desire of the government and create huge number of employment to the members of SHGs and other jobseekers to boost up village economy." He also describe that, "Another thing has been thought by the Sagar Panchayat Samiti that on one side animals will be reared there and on the other side fertilizer will be made. But that will be done later.

By giving back to the communities, ecotourism creates new jobs in communities and stimulates the economies. More visitors means more business for local shops and restaurants. Volunteers who work to build houses or restore communities contribute to the local economy by keeping the resources and revenue in that area.

ii. Social development

The Gangasagar and its adjacent areas have a huge scope for ecotourism development. However, level of its development is still inadequate to draw the attention of tourists principally due to poor communication system. There will be more tourism development here if the river transportation system is good. For the development of Ecotourism good communication, water supply and electricity supply are essential. These will actually help in the sustainable development of that area.

iii. Environmental conservation

Ecotourism is often suggested as a tool for promoting conservation. In Indian Constitution, Article 51A (g) stated- To protect and improve the natural environment including forests, lakes, rivers and wild life, and to have compassion for living creatures. The success of conservation is widely recognized to depend upon the positive attitudes of the people, particularly local communities and thus it is important to know if ecotourism affects local perceptions of natural resources and conservation, as these can be important determinants of conservation behaviour. Ecotourism significantly affected perceptions. Villagers showed little bit awareness and support for land conservation than any other wildlife. Moreover, those households directly benefiting from the ecotourism industry had better knowledge of local natural resources and greater general awareness of conservation issues. Other socio-economic factors such as education and income also affected attitudes and knowledge but the ecotourism effect was still present after accounting for these.

CHAPTER-4

Concluding Recommendation

??

CONCLUDING RECOMMENDATION

Eco-tourism is an advanced thought on development of tourism in the natural surroundings of forest, wild life, coastal sponges informs and a different aquatic life local population preserving the science beauty of the area. The beauty of the concept is the active participation of the people inhabiting in an area for promoting tourism without degrading the natural surroundings. In this way many incomes generating activity and the local population have emerged and they have been benefitted economically and socially by mixing with the domestic and foreign visitors. Thus the 'Eco-tourism evolves travelling to relatively undisturbed natural areas with the specified objects of studying admiring and the scenario and its wild plant and animals as well as any existing cultural aspects found in these areas.

Behavior Control

If tourism is properly controlled, it can create the conditions necessary to support the process of conservation through productive planning and comprehensive management (Salam, Ross & Beveridge, 2000). Ecotourism interests can also convince local people that their resources are as, if not more, valuable when intact than when extracted from the ecosystem. When a user fee or visitor admission fee structure is imposed, real economic incentives for protected areas can catalyse their formulation. Thus, it encourages the use of indigenous guides and local products. It claims to combine environmental education with minimal travel comforts, help protect local flora and fauna and provide local people with economic incentives to safeguard their environment. Local people, may act as guides, thereby benefiting economically, and consequently they will protect the biodiversity as well as the river bank. The relationship between tourism and conservation can be a symbiotic one. The benefits that a well-managed coastal area can accrue to the tourist industry are clear; however, ecotourism can also facilitate the protection of coastal areas (Salam, Ross & Beveridge, 2000).

Awareness Campaign

Awareness campaign on ecotourism can also convince local people that their resources are as, if not more, valuable when intact than when extracted from the ecosystem (Salam, Ross & Beveridge, 2000). If a user fee or visitor admission fee structure will impose, real economic incentives for protected areas can catalyse their formulation (Salam, Ross & Beveridge, 2000). Ecotourism hopes to change the unequal relationships of conventional tourism. Thus, it encourages the use of indigenous guides and local products. It claims to combine

environmental education with minimal travel comforts, help protect local flora and fauna and provide local people with economic incentives to safeguard their environment (Salam, Ross & Beveridge, 2000). Pollution made by the picnic parties or the tourists could be controlled or minimised only by sensitising the local people and authority who actually work as a gate keeper.

Initiative of Local Authority (law and order)

Ecotourism is a lot more beneficial than traditional mass tourism but there are always bandwagon jumpers who are looking to make a profit rather than a positive impact for the people and the economic development of an area. To protect the place from corruption, local authority should watch over the matter. Adequate measures initiated by the government and local panchayat can contribute sustainability towards the comprehensive development of the area.

REFERENCES

- Beebe, J. (1995). Basic Concepts and Techniques of Rapid Appraisal. *Human Organization* 54:42-51.
- Ceballos-Lascurain, H. (1996). Tourism, ecotourism and protected areas. *IUCN (World Conservation Union)*. Switzerland: Gland
- Baitalik, A & Majumdar, S. (2015). Coastal tourism destinations in West Bengal: Historical background and development. *Int. J. Soc. Sci. Manage.* 2 (3): 267-272
- Dasgupta, S., Mondal, M., & Basu, K. (2006). Dissemination of Cultural Heritage and Impact of Pilgrim Tourism at Gangasagar Island. *Anthropological Survey of India, Govt. of India. Kolkata.* 8(1): 11-15.
- Gupta, V., (1999). Sustainable Tourism: Learning from Indian Religious Tradition, *International Journal of Contemporary Hospitality Management.* 11, 91-95.
- Josan, I. (2009). Residents' perceptions of pilgrimage tourism. In: *Sociology of Religion. Oxford: Oxford University Press.* 63(3): 475-496.
- Maity, J. (2001). Punyatirthya Gangasagar. *Ramakrishna Mission Ashram, Sagar.*
- Roy, T. L. (2016). West Bengal: Ministers deployed for clean and safe Gangasagar Mela. *The Economic Times.*
- Salam, M. A. Ross, G. and Beveridge, M. C. M. (2000). Ecotourism to protect the reserve mangrove forest the Sundarbans and its flora and fauna., 5-9
- Sardar, S. (2021). The issues and perspectives of pilgrimage tourism development in Sagardwip. *Indian Journal of Adult Education.* 82:1(A), 66-75

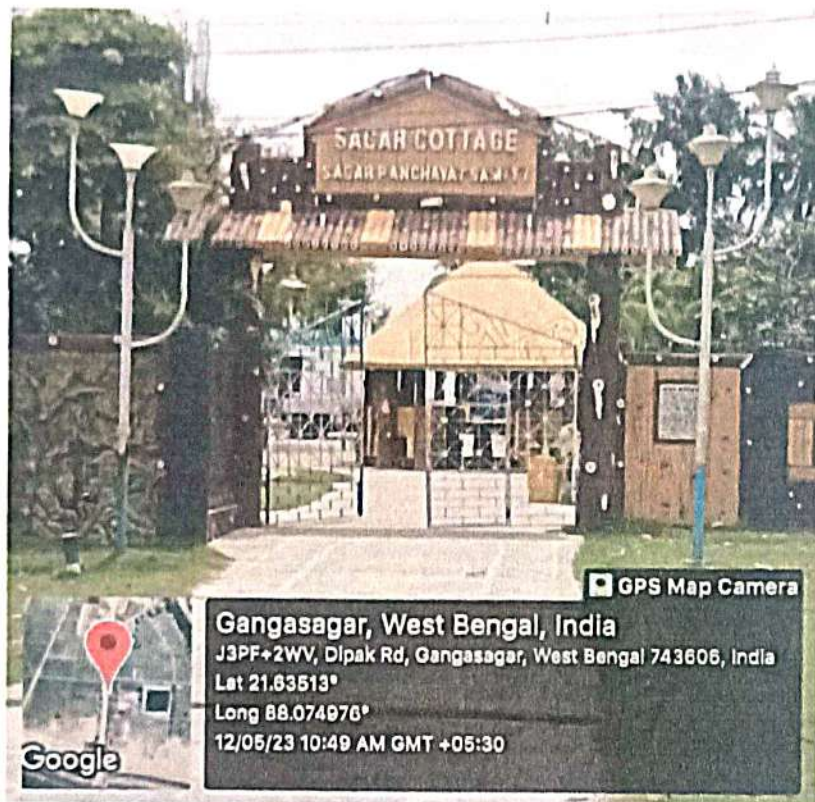
Glimpse of Fieldwork Site



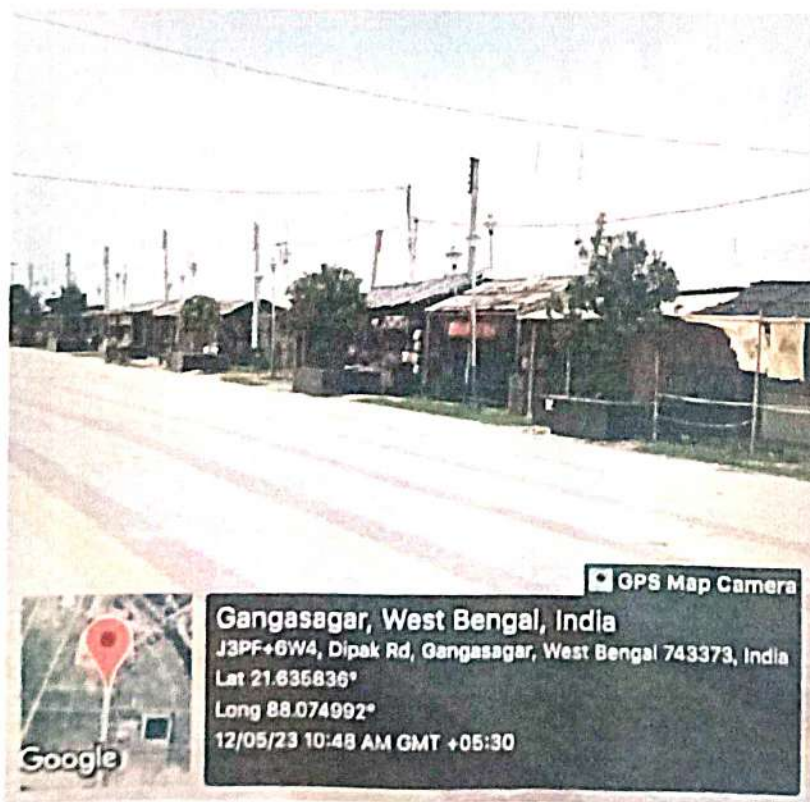
Pic-1- Kapilmuni Ashram in Gangasagar



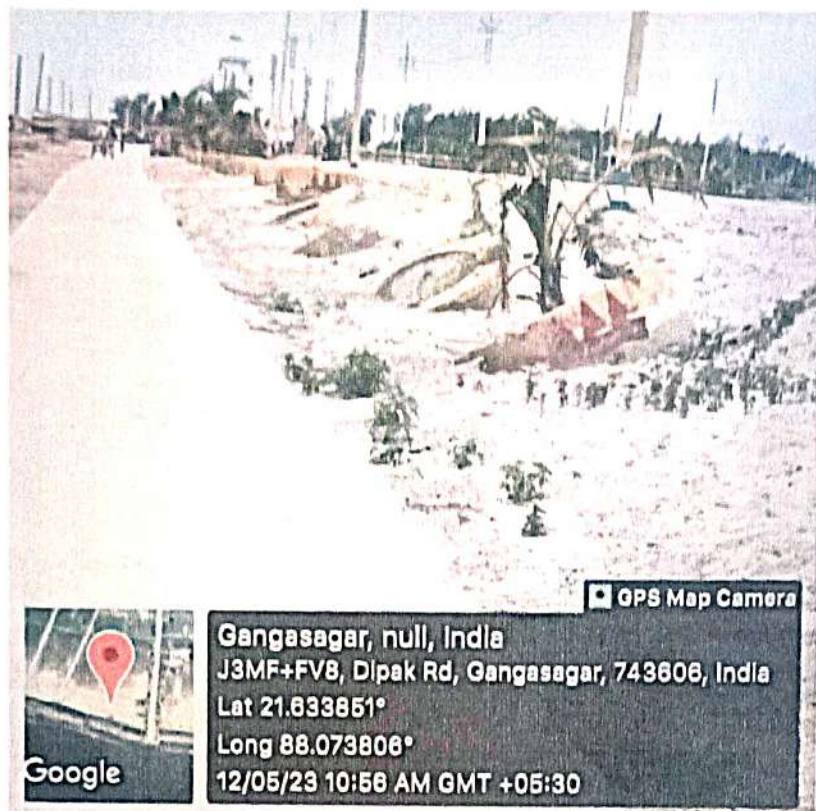
Pic-2:- Bharat Sevashram Sangha in Gangasagar



Pic-3:- Sagar Cottage in Gangasagar



Pic-4: Road in front of Kapilmuni Ashram in Gangasagar



Pic.5:- Seaside road in Gangasagar



Pic.6:- Dala Archade in Gangasagar



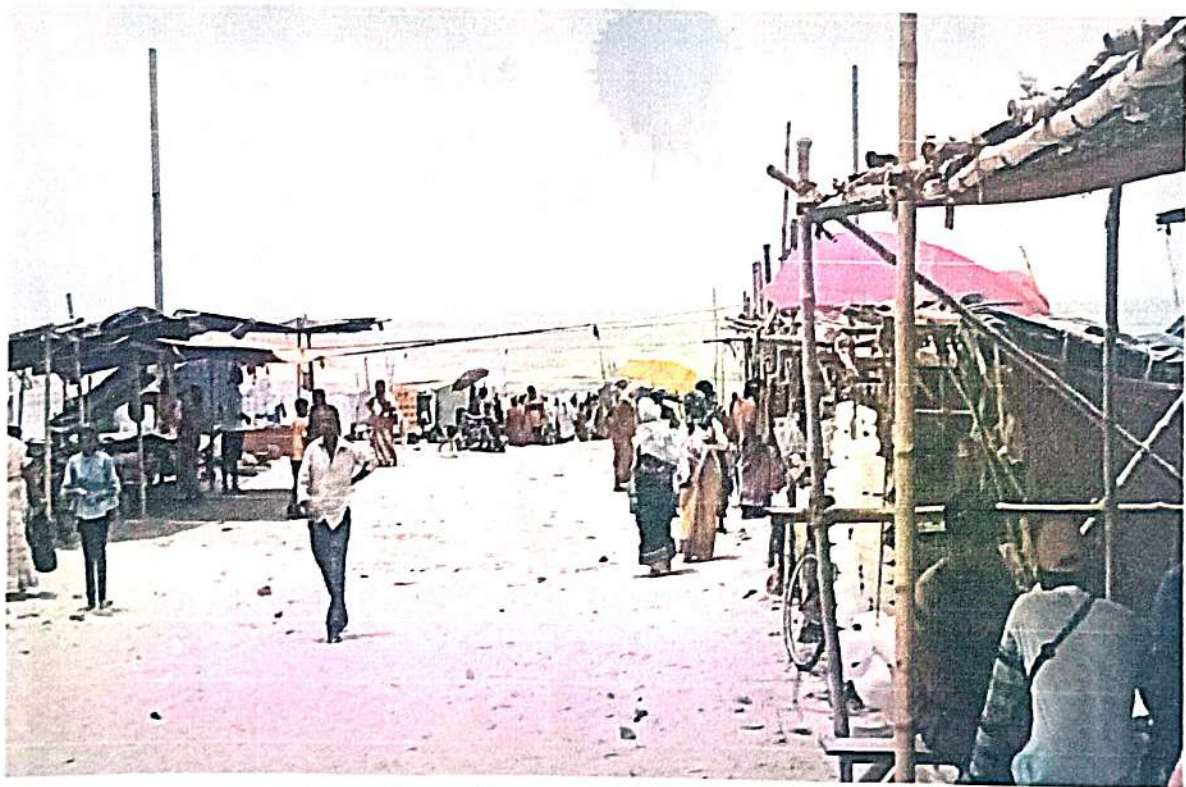
Pic.7:- Road near by Kapilmuni Ashram in Gangasagar.



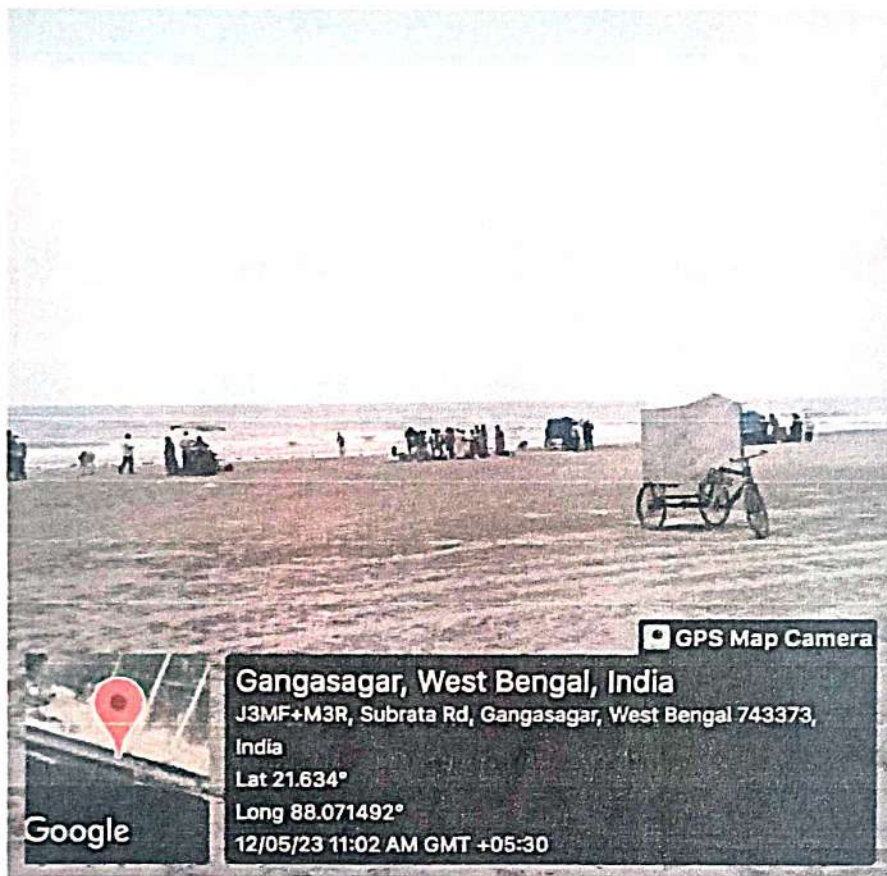
Pic.8- Gangasagar Tourism Property in Gangasagar.



Pic 9 → Sea beach in Gangasagar.



Pic. 10 → Sea Site in Gangasagar.



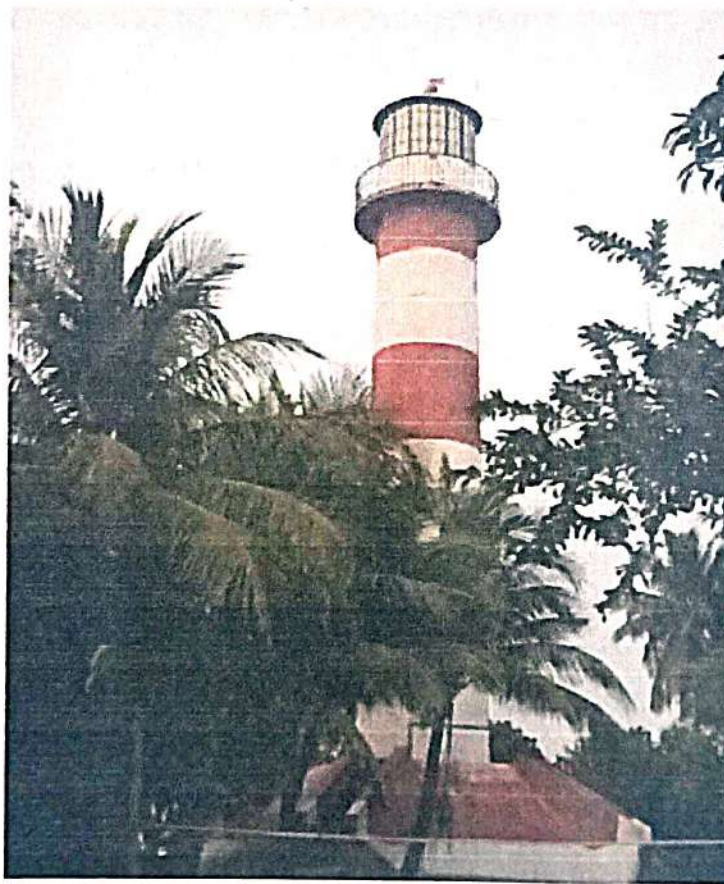
Pic-11 → Sea beach in Gangasagar.



Pic.12 → GBDA Cottage & Wind turbine in Gangasagar.



Pic 13 → Park near by Kapilmuni Ashram in Gangasagar.



Pic. 14 → Light House in Gangasagar.