

An Imperative Study of Ecotourism with Respect to Environmental Consciousness and Their Impact in Shekhawati Region of Rajasthan

Research Article

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Abstract

Ecotourism may appeal to ecologically and socially conscious individuals. Generally, it focuses on volunteering, personal growth and environmental responsibility. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. One of the goals of ecotourism is to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities.

Introduction

Ecotourism (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale [4]. It purports to educate the traveller; provide funds for ecological conservation; directly benefit the economic development and political empowerment of local communities; and foster respect for different cultures and for human rights. Ecotourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention. Ecotourism is a form of tourism that involves traveling to tranquil and unpolluted natural areas [6] According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people.[7]

About Study Area

Shekhawati region of Rajasthan consists of the areas falling under Sikar, Jhunjhunu and some parts of Churu, Nagaur and Jaipur. There are thousands of Villages & Towns which falls under this region. Shekhawati is famous for its rich heritage and beautiful architectures full of fresco paintings, hence also known as open air art gallery. In terms of geography, Shekhawati is an arid desert zone in Northeastern Rajasthan [6]. It falls under the Sikar, Jhunjhunu regions, and parts of Churu, Nagaur, and Jaipur. It is a hotspot for those who want to take a peek into India's rich cultural heritage and its art—the gorgeous architecture of Shekhawati is adorned with beautiful fresco paintings, giving it the name the open-air art gallery. The architectural structures you will get to see include Havelis(mansions), Bawadi (step wells), Dharamshalas (charitable inns), Chhatris (cenotaph), and Forts, built by the Shekhawat Rajput rulers and Marwari community.

the answer to question that how we can involve community in that area interviews of the above respondents were taken. To find out the potential for tourism in that area, interviews of local people were taken. The question in this part was open ended, with respondents encouraged to identify as many opportunities and impediments as possible. The questions in the questionnaire were focused to find out the problems in the conservation and ecotourism. This part deals with the analysis & interpretation of the data collected with the help of questionnaire related to professionals. Local people and tourists at Jhunjhunu district, specifically. There are about 10 questionnaires out of which 7 are filled by professionals (service man, government organization tourism department etc. of the region and remaining 3 filled by people of the local area community who are not engaged in any professional field at present (retired persons, self-employed, traditional peoples and so on).

Results and Discussion

Graphical representation and interpretation of statistical data received from the respondents as per various parameters

1. AGE GROUP (PARAMETER)

Interpretation

Through the data collected it has been found that most of the people are young ones in the case of professionals out of 70%, 20% lie in the age group of 15-25, 40% of professional's lie in the age group of 25-35 and 10% lie in the age group of 35-45 while in the case of local respondents, all of the 30% lie in the age group of more than 45 years.

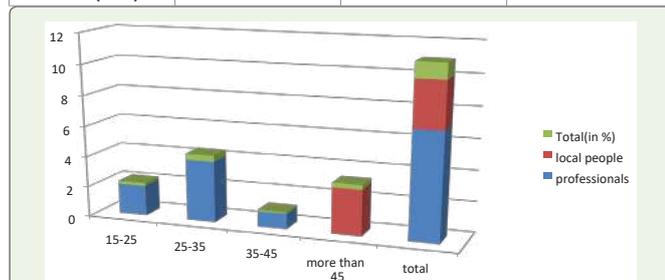
2. GENDER PROFILE (PARAMETER)

Interpretation

Through the data collected it has been found that in the case of professionals there are 30% male

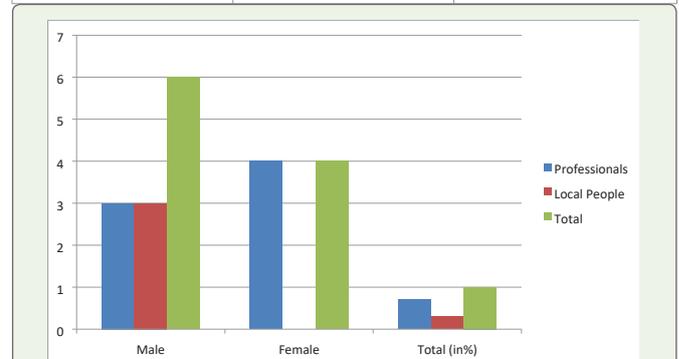
& 40% are female. Similarly in the case of local people there are 30% respondents of male Gender only. Therefore, it's clear from the above data that ratio of male Gender is more in terms of respondents as compared to female respondents.

Age Group	Professionals	Local People	Total (in %)
15-25	2	0	20%
25-35	4	0	40%
35-45	1	0	10%
More than 45	0	3	30%
Total (in%)	7	3	100%



1. AGE GROUP (PARAMETER).

Gender Profile	Professionals	Local People
Male	3	3
Female	4	0
Total (in%)	70%	30%



2. GENDER PROFILE (PARAMETER).

3. EDUCATIONAL QUALIFICATION (PARAMETER)

Interpretation

For analyzing educational status of respondents, we sought as Graduate, Post graduate & others like illiterate, matric, etc. Now in the case of professionals as per the name (category) all were post graduate (70%) whereas in the case of local people, 10% are graduate while remaining 20% are from others.

4. OCCUPATION (PARAMETER)

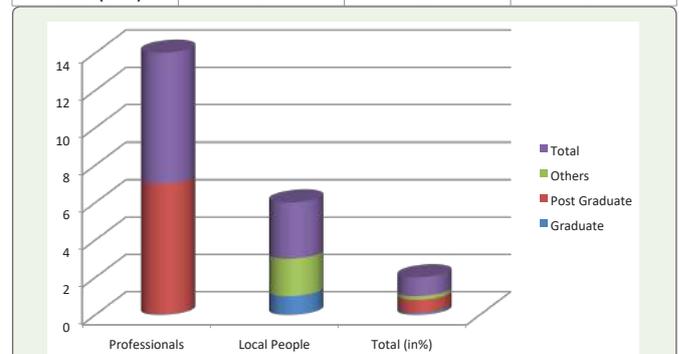
Interpretation

Portion regarding occupation of the respondents were based on occupation as service man, self-employed and others like unemployed, student, retired etc. In the case of professionals all 60% were service man expects of 10% are self-employed, whereas among local people all 30% are of others.

5. Do you know about Ecotourism? (Parameter)

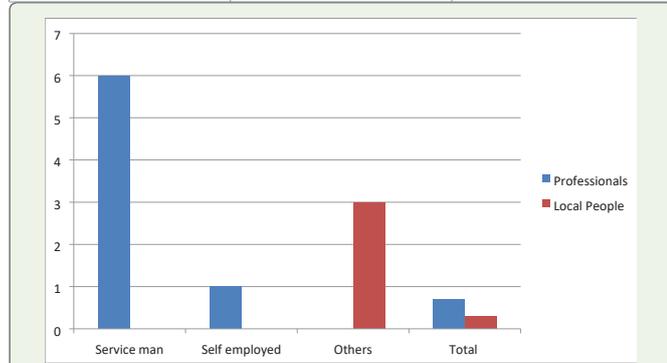
Interpretation

Respondents	Graduate	Post graduate	Others
Professor	0	7	0
Local people	1	0	2
Total (in%)	10%	70%	20%



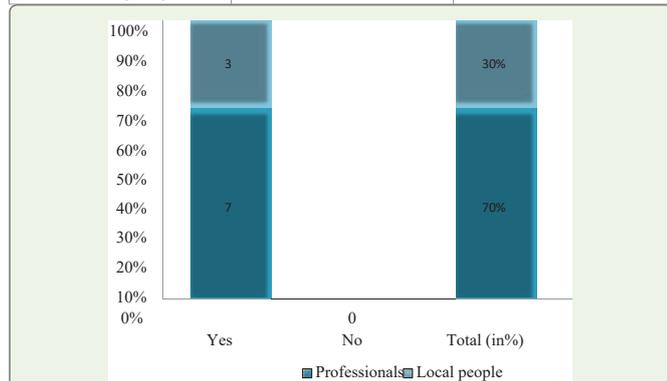
3. EDUCATIONAL QUALIFICATION (PARAMETER).

Occupation	Professor	Local people
Servicemen	6	0
Self-employed	1	0
Others	0	3
Total (in%)	70%	30%



4. OCCUPATION (PARAMETER).

Know about ecotourism	Professor	Local people
Yes	7	3
No	0	0
Total (in%)	70%	30%



5. Do you know about Ecotourism? (Parameter).

Through the data collected, I found in the case of ‘ to know about the ecotourism ‘ all 70% from professionals as well as from local (30%) were aware about this topic.

6.. Do you welcome tourists with open hands? (Parameter)

Interpretation

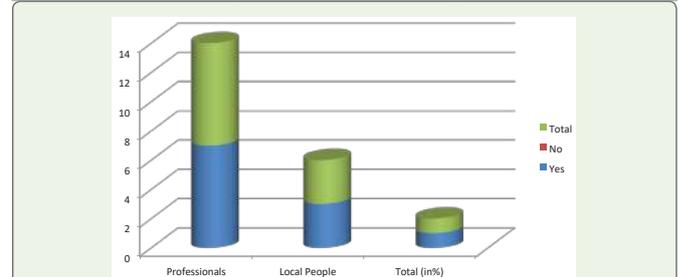
Through the date collected, we concluded that all the 70% of professionals agree to the statement that they welcome tourists with open hands similarly all the 30% of the local people agree with the same.

7. Does Ecotourism create employment for people? (Parameter)

Interpretation

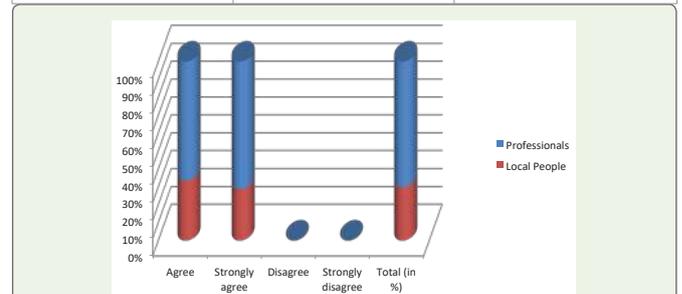
Through the data collected, In the case of professionals, it is clear that 20% are agree while 50% are strongly agree with the statement

Respondents	Yes	No
Professionals	7	0
Local people	3	0
Total (in%)	100%	0%



6. Do you welcome tourists with open hands? (Parameter).

Opinion	Professionals	Local people
Agree	2	1
Strongly agree	5	2
Disagree	0	0
Strongly disagree	0	0
Total (in%)	70%	30%



7. Does Ecotourism create employment for people? (Parameter).

that ‘ ecotourism creates employment for people ‘ and among local people 10% are agree while 20% are strongly agree with this statement.

8. Do you think Government is looking forward to improve the ecological condition in shekhawati region? (Parameter)

Interpretation

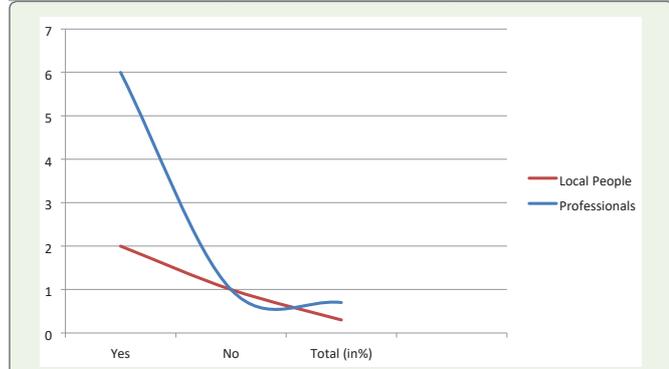
Through the collected data, I found in the case of professionals that 60% are satisfied with that, government have improved ecological condition in Jhunjhunu district while 10% are not satisfied, and in the case of local people 20% are satisfied & remaining 10% are not satisfied.

9. Do you also contribute in improving the ecological condition? (Parameter)

Interpretation

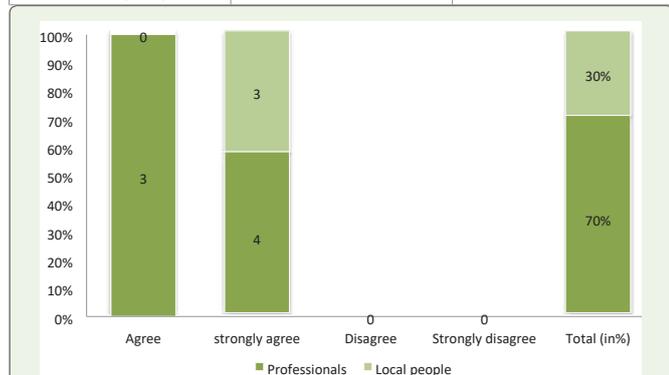
Through the data collected, I found in the case of professionals 30% are agree that they’re contributing for the improvement of ecological condition &40% are strongly agree while among local people all 30% are strongly agree with that statement. Hence, no one found to be disagreed with the statement among all the respondents.

Opinion	Professionals	Local People
Yes	6	2
No	1	1
Total (in%)	70%	30%



8. Do you think Government is looking forward to improve the ecological condition in shekhawati region? (Parameter).

Opinion	Professionals	Local people
Agree	3	0
Strongly agree	4	3
Disagree	0	0
Strongly Disagree	0	0
Total (in%)	70%	30%



9. Do you also contribute in improving the ecological condition? (Parameter).

10. Do you agree that the funds raised by government are fully spent for the development of ecotourism? (Parameter)

Interpretation

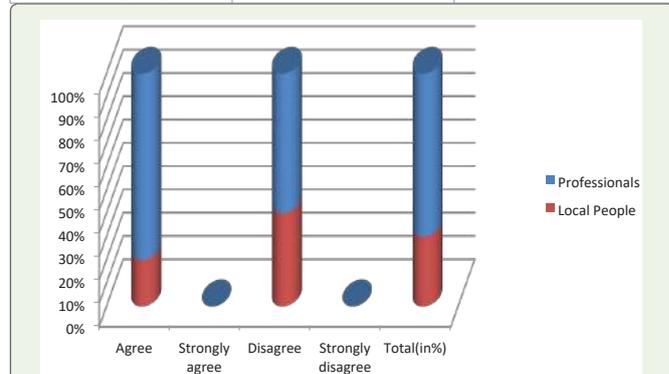
Through the data collected in the case of professionals 40% are agree with that, the funds raised by govt. are fully spent, 30% are disagree with that, while among local people it's 10% those are agreed and 20% are disagree with the statement.

11. Is shekhawati a good destination for the purpose of ecotourism? (Parameter)

Interpretation

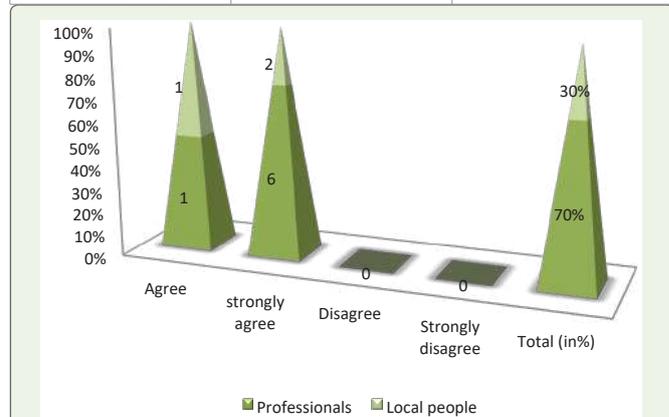
Through the data collected it's clear that 10% agree & 60% are strongly agree among professionals while among locals 10% are

Opinion	Professionals	Local people
Agree	4	1
Strongly agree	0	0
Disagree	3	2
Strongly disagree	0	0
Total (in%)	70%	30%



10. Do you agree that the funds raised by government are fully spent for the development of ecotourism? (Parameter).

Opinion	Professionals	Local people
Agree	1	1
Strongly agree	6	2
Disagree	0	0
Strongly disagree	0	0
Total (in%)	70%	30%



11. Is shekhawati a good destination for the purpose of ecotourism? (Parameter).

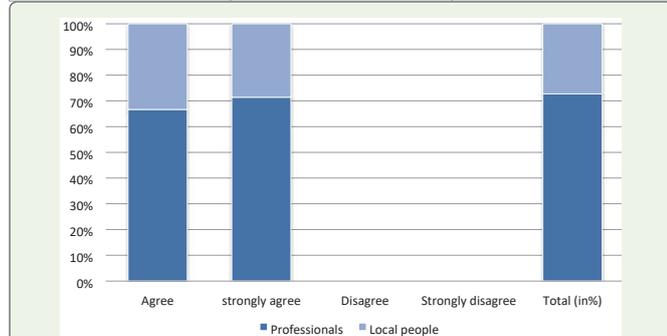
agree & 20% are strongly agree with the statement agree and 20% are disagree with the statement.

12. Are rules and regulations must for the improvement of ecological condition in shekhawati region? (Parameter)

Interpretation

Through the data collected it's clear that 20% of professional agree with that, rules and regulations are must for the improvement of ecological conditions, 50% are strongly agree with this, whereas 10% of local people are agree with this & 20% strongly agree with this statement.

Opinion	Professionals	Local people
Agree	2	1
Strongly agree	5	2
Disagree	0	0
Strongly disagree	0	0
Total (in%)	70%	30%



12. Are rules and regulations must for the improvement of ecological condition in shekhawati region? (Parameter).

13. Do you agree that shekhawati region offers a lot in terms of natural beauty? (Parameter)

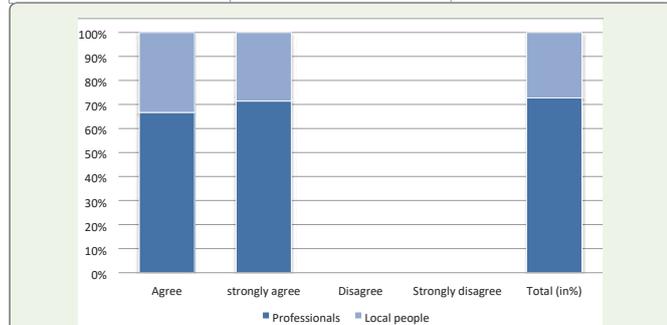
Interpretation

Graphical analysis show that in case of professionals 40% are agree that, shekhawati region offers a lot in terms of natural beauty and 30% are strongly with the statement whereas among local people, all 30 are strongly agree with the statement.

Interpretation

Through the data collected it has been found that 60% of professionals are in the favor of opinion that awareness about the tourism among people should be made. whereas 10% of professionals thinks that education standards should be adequate, while on the other side, 20% of local people opinion 's about awareness for tourism among people should be made.

Opinion	Professionals	Local people
Agree	4	0
Strongly agree	3	3
Disagree	0	0
Strongly disagree	0	0
Total (in%)	70%	30%



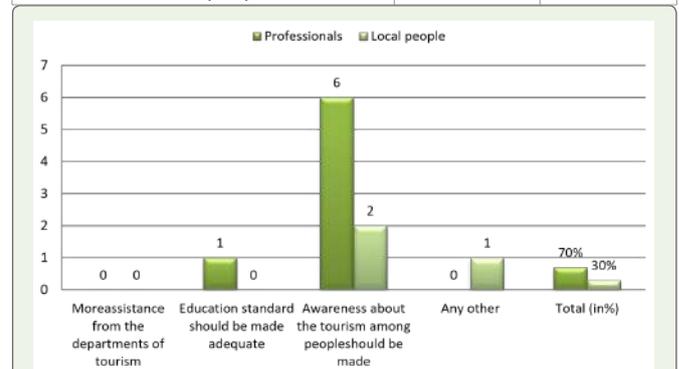
13. Do you agree that shekhawati region offers a lot in terms of natural beauty? (Parameter).

14. Do you agree that the environment of shekhawati region is clean? (Parameter)

Interpretation

Through the data collected it's clear that I'm the case of professionals 40% are agree, 20% are strongly agree with this statement, while 10% are disagree. On the other hand, in the case of local people 10% are agree & 20% are strongly agreed that the environment of shekhawati region is clean.

Opinion	Professionals	Local people
More assistance from the department of tourism	0	0
Education standards should be made adequate	1	0
Awareness about the tourism among people should be made	6	2
Any other	0	1
Total (in%)	70%	30%



14. In your opinion what should be done for the promotion of the region's tourism potential? (Parameter).

15. Do you agree that the environment of shekhawati region is clean? (Parameter)

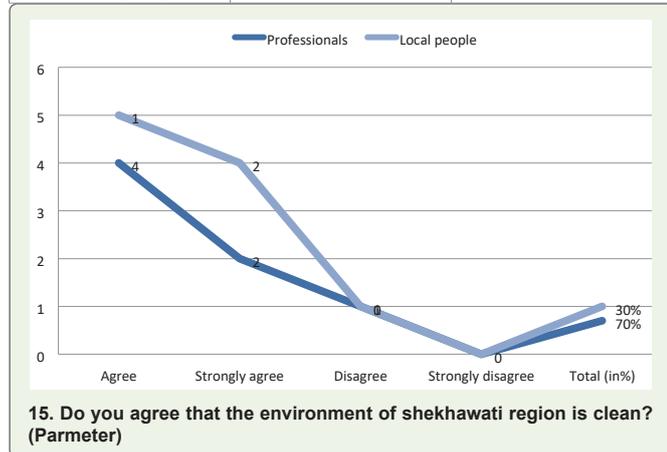
Interpretation

Through the data collected it's clear that I'm the case of professionals 40% are agree, 20% are strongly agree with this statement, while 10% are disagree. On the other hand, in the case of local people 10% are agree & 20% are strongly agreed that the environment of shekhawati region is clean.

Discussion

As per the responses recorded and analysis through questionnaires key findings are notified that temples and monuments at Shekhawati area have great architectural and historical value It was observed that the temples and monuments at Shekhawati area have great architectural and historical value. Majority of the respondents are also agreeing with the same. There are number of magnificent temples in Shekhawati which are best known for their intricate architecture and speak about Indian heritage. The fresco paintings were made by artists who were called chiteras, who belonged to the kumhars(potters) caste. They were bright and colorful depictions of Shekhawati culture made using only natural colors.The study revealed that majority of

Opinion	Professionals	Local people
Agree	4	1
Strongly agree	2	2
Disagree	1	0
Strongly disagree	0	0
Total (in%)	70%	30%



the respondents agrees that rural tourism has increased the prestige of the village which showcases that rural tourism has proved to be beneficial for the village About three-fourth of the respondents are satisfied with the opportunities that the village locales get in the form of host families and they agree to the host family in the rural areas as an interesting concept. Most of the respondents agree or strongly agree that the development of social amenities and infrastructure has increased due to tourism, whereas few of the respondents strongly disagree or disagree for the same and for some of the respondents it did not make any difference. It was observed that most of the respondents agreed that education and health services have improved in the area whereas only few people disagree with the same. It shows people have realised the importance of health and education in their life and are giving much importance to it. Present study portrays that majority of the respondents feel that tourism in Shekhawati helps keep local culture alive and maintain cultural identity. There were hardly 4-5 % respondents who disagreed with the statement. Tourism plays a pivotal role in enhancing local and national identity⁹. It is because of tourism that a particular area becomes a known destination. Tourism

has created employment opportunities for the people in Shekhawati. Most of the people agreed with this. Although there were very few people who was not in favour that tourism has created employment for the people.

Conclusion

It needs to invite and give wide opportunity of participation of the private sector in the tourism industry, and especially for infrastructure development, human resources development and quality service for sustainable eco-tourism development in the state. It needs to develop good coordination networks among the other ministries/ departments such as ministry of civil aviation, ministry of home affairs, ministry of forest & environment, ministry of railway and transport, ministry of communication, etc. who are also involved in the tourism industry for sustainable ecotourism development in the state.

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