



# Ornithology Tourism for Pondicherry

Ousteri & Bahour Lakes and Coastal Mangroves

# In 2002, Eco-Tourism Was a \$990 Billion Global Industry

- Estimated Growth Rate of 100% annually
- Now accounts for nearly 20% of all international travel in the Asia-Pacific region and southern Africa
- In Costa Rica, eco-tourism accounts for a massive 3.7% of GDP

- United Nations World Tourism Organization,  
Global Conference on Eco-Tourism

# Bird Watching Is a Large Sector of Global Eco-Tourism

In the United States, for example:

- Bird watchers account for 85 billion dollars in annual economic growth
- Bird enthusiasts generate 32 billion dollars in retail sales
- They account for 13 billion dollars in Federal and State income tax yearly
- To support the needs of these birding activities, over 800,000 jobs have been created.

- 2001 survey, United States Fish & Wildlife Service

# Bird Watching Is Estimated to Make a \$4 Billion Annual Contribution to the Indian Economy

- India has been slow to capitalize on the eco-tourism trend
- India has failed to understand how to appeal to eco-tourists
  - Clean, wild spaces
  - Natural beauty
  - Authenticity over opulence
  - Ability to easily link between Parks and Reserves

# But India Is Slowly Catching-on...

The image shows a screenshot of a Google search results page for the query "bird watching tourism". The search bar at the top contains the text "bird watching tourism" and a "Search" button. Below the search bar, there are links for "Advanced Search" and "Preferences". The search results are displayed in a list format, with each result including a title, a brief description, and a URL. The results are as follows:

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www.lahniwas.com - 14k - [Cached](#) - [Similar pages](#)  
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www.tourisminsouthindia.com - 45k - [Cached](#) - [Similar pages](#)
- Bird Watching India, Bird Watching Tour in India, India Bird ...**  
Adventure Tourism India - Trekking in India - Ladakh Jeep Safari - Camel Safari Rajasthan - River Rafting in India - Kerala Ayurveda - Bird Watching in ...  
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At the bottom of the page, there is a navigation bar with the following elements:

- A search bar containing "bird watching tourism" and a "Search" button.
- Links for "Search within results", "Language Tools", "Search Tips", "Dissatisfied? Help us improve", and "Try Google Experimental".
- Links for "Google Home", "Advertising Programs", and "About Google".
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If you Google "bird watching tourism"...

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At the bottom of the search results, there is a navigation bar with the numbers 1 through 10 and a "Next" link. Below this is a search bar with the text "bird watching tourism" and a "Search" button. At the very bottom, there are links for "Search within results", "Language Tools", "Search Tips", "Dissatisfied? Help us improve", and "Try Google Experimental". The footer of the page includes "Google Home", "Advertising Programs", "About Google", and "©2008 Google".

... 8 of the first 10 hits are promoting bird watching in India.

# One other interesting thing here...



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Google

bird watching tourism Search Advanced Search Preferences

Search: the web pages from India

Web Results 1 - 10 of about 1,130,000 for **bird watching tourism** (0.19 seconds)

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# Successful Eco-Tourism Requires an Understanding of the Specialized Market

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## [Karnataka Tourism ::](#)

National Parks like Bandipur National Park, Rajiv Gandhi National Park (Nagarhole)

## BIRD WATCHING TOURISM IN AUSTRALIA

By Darryl N. Jones and Ralf Buckley

This report is available from the Cooperative Research Centre for Sustainable Tourism bookshop, online at [www.crctourism.com.au/bookshop](http://www.crctourism.com.au/bookshop).

This report is part of a 23 volume Wildlife Tourism Series that forms the foundation of current knowledge of Australia's unique flora and fauna and how they are (or may be) integrated into the business of tourism



Photo: Tourism Queensland



# Benefits for Pondicherry



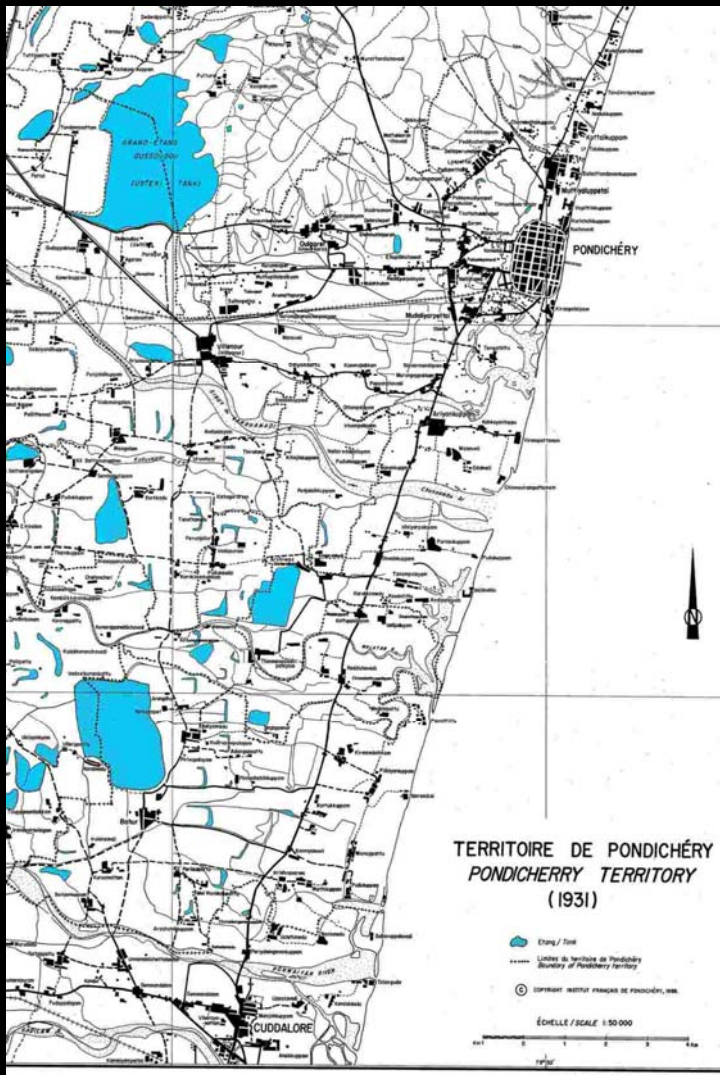
- Substantial expansion of *high-value* tourism
- Easy cross-marketing between eco-tourism and Pondicherry's cultural tourism attractions
- Preservation of important natural resources

# Natural Resource Protection



- Protect Pondicherry's main sources of surface water for domestic and agricultural use
- Protect the principal ground-water recharge mechanisms
- Attract financial resources from government and multi-lateral agencies for conservation and restoration of surrounding forests

# Ousteri, Bahour, and the Mangroves



- Ousteri and Bahour are already recognized as **Important Bird Areas** of India by Bird Life International
- Giving these areas **protected sanctuary status** will
  - Create natural wildlife corridors
  - Enhance the attractiveness of Pondicherry as a **regional** destination for eco-tourism

# Ornithology Tourism Can Take Flight in Pondicherry

