

# Regenerative Tourism in an Avian Destination: the Case of Kazhuveli in Tamil Nadu, India

R.C. Anu Chandran<sup>1</sup>, Reena Esther Rani. J<sup>2</sup>, Aman Shiva<sup>3</sup>

<sup>1</sup>Professor, Department of Tourism Studies, Pondicherry University, Pondicherry, India- 605014

<sup>2</sup>Research Scholar, Department of Tourism Studies, Pondicherry University, Pondicherry, India- 605014

<sup>3</sup>Research Scholar, Department of Tourism Studies, Pondicherry University, Pondicherry, India- 605014

## Abstract:

This research study investigates the potential of Kazhuveli, a bird sanctuary in Tamil Nadu, as a destination for regenerative tourism. Kazhuveli, located in the Tindivanam forest division of the Villupuram district, is a protected area known for its rich avian biodiversity and is considered an ornithologist's paradise. It adopts a qualitative research design and utilizes a case study method to examine the impact of existing avian fauna projects in Kazhuveli. The research emphasizes the importance of sustainable tourism ventures. It highlights the educational value of Kazhuveli as a site that attracts a diverse range of migratory birds, including storks and ibis. The study explores the potential of engaging the local community and maps out avenues for their involvement in the development of the destination. One of the key findings of this research is the identification of nature trails that can contribute to regenerative tourism in Kazhuveli. Field visits were conducted to assess the niche tourism aspects that can be incorporated into the regenerative tourism model proposed in the study. Insights from key tourism experts from the public and private sectors, as well as from focus group interviews, were compiled to inform the research. The study also examines the role of technological innovations such as Artificial Intelligence and Smart Tourism in enhancing the visitor experience and attracting eco-tourists to Kazhuveli. It emphasizes the importance of resource stewardship and the need to ensure that tourists can enjoy the offerings of the destination in a sustainable manner. The research concludes by providing cues for future research, particularly in relation to the educational and experimental aspects of ecotourism in Kazhuveli. Overall, this study sheds light on the potential of Kazhuveli as a destination for regenerative tourism, highlighting its unique attributes and resources that are yet to be fully tapped for competitive advantage.

**Keywords:** Regenerative Tourism; Sustainable Development; Resource Stewardship; Ornithology

## 1. Introduction

Tourism as a popular global leisure activity is growing leaps and bounds (Rajasekaran et al., 2019). It is a dynamic and competitive industry that needs to adapt constantly to changing needs, tastes, preferences, and interests of the customers, keeping in view the satisfaction, safety and enjoyment which are the focus areas of tourism businesses (Fernández et al., 2022). Experiential tourism and dynamic tour packaging have become the order of the day (Manzoor et al., 2019). Ecotourism which is responsible travel; laying accent on sustainable management of natural areas focuses on conserving the environment and improving the well-being of local people (Forje & Tchamba, 2022). This unique form of tourism lays spotlight on biodiversity heritage, and national parks which is very much evolving to be a rapid growing segment in

international tourism (Leung et al., 2018). Tamil Nadu, known as “*Enchanting Tamil Nadu*” is a vibrant South Indian destination celebrated for its cultural heritage and biodiversity. The state tops the tourist influx chart both in Inbound and Domestic segment for the last two years. Despite its success, the state’s incredible indigenous resources still need sustainable promotion to attract more tourists. Tamil Nadu attracts various migratory birds, but avian tourism, known for its minimal environmental impacts is still underdeveloped in the state. The practices and propositions of tourism have experienced a paradigm shift globally whereby in the present day many destinations world over considering the proposals for regenerative tourism. Regenerative tourism entails the actions directed towards renewing or revitalizing of the destinations and tourism sites. Kazhuveli, an avian paradise attracts plethora of migratory birds and is touted as an ideal avian tourism haven. This work on regenerative tourism in Kazhuveli intends to throw insights into sustainable development of tourism in ecologically fragile sites with profound bio-diversity features. Experiential dynamics of regenerative tourism is now regarded as one of the major market trends impacting tourism industry. Community-driven, low-impact ecotourism can preserve fragile sites like Kazhuveli by uniting conservation, communities and sustainable travel necessitating innovative marketing strategies for this biodiversity rich area.

## **2. Need for the study**

A clear understanding of tourism dynamics in an emerging avian haven like Kazhuveli, which faces issues such as land-use problems, pollution, and encroachments, will provide insights into the potential role of regenerative tourism. A study emphasizing tourism's role in preserving Kazhuveli's fragile flora and fauna was urgently needed. Additionally, it was essential to explore the potential of ecotourism ventures in Kazhuveli's wetlands through the initiation of ornithological projects and the incorporation of technological advancements.

## **3. Scope of the study**

Similar regenerative tourism practices investigated in this work conducted at the Kazhuveli bird sanctuary falling under the Tindivanam Forest Division in the district of Villupuram in Tamil Nadu can be adopted in the potential avian sites. Awareness about the connections between regenerative tourism and ecologically fragile sites are best disseminated through an intensive ethnographic approach in this study which focused on the forest and tourism department personnel, promoters, as well as the host community.

## **4. Review of literature**

Regenerative Tourism is a call for symbiotic relationships (Loretta et al., 2022). Regeneration happens when human beings are in a state of awareness of the co-evolution of life on earth (Reed, 2007). Araneda (2017) adds Regenerative Tourism focuses on the co-evolution of life, encompassing living cultures that enhance diversity, pure conservation of natural elements (water, air and land), ecosystem health, toxin-free food, and the sustainability of communities and economies with ecological and social resilience for future generations. According to Cave & Dredge (2020) the purpose of regenerative tourism is to enhance support systems for achieving net positive impacts and ensuring the sustainability of social, economic, and ecological systems. It minimizes the risk of greenwashing (Hussain & Haley, 2022) and contributes to the success of the global tourism industry in meeting the SDG 2030 Agenda (Zaman et al., 2022). The SDGs are incomplete without fully considering the outcomes of tourism development on human well-being (Glyptou, 2022). Regenerative tourism, with its focus on the SDGs, aims to protect, restore, and

promote the sustainable use of terrestrial ecosystems and halt biodiversity loss (Dwyer, 2022). It also provides opportunities for community engagement, environmental improvement, cultural enhancement, and economic resilience and well-being (Duxbury et al., 2020). Later, Hui et al. (2023) argued that Regenerative tourism demands a bottom-up approach which is intertwined with the specific place and is community focused as well as environmentally sound. This aids longevity and prosperity of the socio-ecological systems. The principles of Regenerative tourism are classified as; holistic, nature as our teacher, care and respect, agency, dynamic; evolutionary system, collaboration and continuous learning process (Dredge 2022). In a special reference to New Zealand by the researchers Fusté-Forné and Hussain (2022), the tourism authority and the stakeholders invite tourists with a pledge called, “Tiaki Promise”. Whereby, the tourists take pledge to care for the local community, endemic culture, the topography, the hydrography, and the aerography of a place. Though, for accomplishing the aforesaid goals there need to be a drastic change in the economic models and social stature so much so that human wellbeing should be directly proportional to the ecological wellbeing (Laurent, 2021). Sustainable tourism and Regenerative tourism although perceived similar, has a fundamental difference. Sustainable tourism approach stresses more upon the economic aspects whereas regenerative tourism is often considered as a novel approach where a harmonious relation between producer [nature] and consumer [tourist] is maintained (Gillbanks, 2022). The study and conservation of biologically diverse avian species [birds] through action research, knowledge sharing and awareness campaigns is termed as “Ornithology” (BNHS, 1883). Avian tourism/Bird watching is special interest tourism where a niche segment of nature loving especially bird loving tourists relishes their quench of curiosity about birds (Steven et al., 2014). Some of the passionate avian tourists traverse miles to gather knowledge about the birds’ behaviour (Connell, 2009). The awareness induced popularity about avian is increasingly becoming a pull factor among tourists (Dooley, 2007). Furthermore, analysts have investigated the positive economic impact posed by avian tourists on the local community during bird watching festivals, bird migration events and breeding cycle of birds (Lawton, 2009).

Kazhuveli, the second-largest brackish water lake in Southern India after Pulicat Lake, spans 670 sq. km. It is one of Tamil Nadu's largest waterfowl sites and a renowned raptor roosting area, hosting species such as the Eastern Imperial Eagle, Greater Spotted Eagle, Red-necked Falcon, and various harriers. The lake is also a stop for the rare migratory Grey-tailed Tattler along the Central Asian flyway. Declared a bird sanctuary in December 2021, a 10 km radius from its boundary is designated as an Eco-Sensitive Zone (ESZ). It is an ideal place where a regenerative tourism model can be implemented on a greater scale. Tourism resource stewardship focus on the long-term solution rather than a short-term solution to encourage a sustainable and responsible approach. Regenerative practices are being adapted from various streams, like agriculture, architecture, landscape, and urban design (Plaut et al., 2012; Newton et al., 2020; Reed, 2007). Guarín et al., (2020) categorically proposes Regenerative Agriculture [RA] as having vitality for enhancing the environment, thereby preserving the resources and ensuring the sustainability of food systems. This is utmost conducive with respect to avian sanctuaries.

## 5. Objectives of the study

- To explore how resource stewardship can enhance tourists' enjoyment of avian tourism sustainably in Kazhuveli.
- To assess the conservation efforts and the impact of projects like the Ornithological Conservation Centre on tourists.

- To assess the bearing of technological innovations on the site with respect to regenerative tourism.

## **6. Blueprint/Method of the study**

### **6.1 Thematic Content Analysis**

Content Analysis and Thematic Analysis are widely used among researchers for qualitative study across the disciplines (Vaismoradi & Snelgrove, 2019). According to Braun & Clarke (2006) in thematic data analysis, data are finally elaborated in the form of themes or pattern. Theme is the inherent cultural-contextual message of data (Erlingsson & Brysiewicz, 2013). Temporarily, the theme is tagged with a name and through various review of explanations and interpretations the researcher arrives to a more suitable name [permanent] for the theme (Connelly & Peltzer, 2016).

### **6.2. Ethnographic Data Analysis**

Ethnography is a qualitative approach of research which entails a deep understanding of varied social phenomenon like emotions and actions (Reeves et al., 2013). Whereas, Rankin (2017) discusses ethnography as the output of minute data on how respondents experience in a prefixed setting. For ethnographic research choosing a specific site is vital so ‘Kazhuveli’ was chosen as the study site. Thenceforth, this study formulated questions for interview particular to the site. The ethnographic interviews consist mainly of open-ended questions where the respondents can boundlessly respond to the questions being asked (“Ethnographic Interviewing” 2020).

## **7. Data collection**

Data is the basic input to any decision – making process in a business or research (Sahay, 2021). Both primary and secondary data were collected for this study. The primary data was collected primarily through the Ethnographic method, i.e., via field research. Data was also collected through Delphi technique by way of forming a panel comprising tourism officials of Tamil Nadu in the public sector, environmental activists, academicians, consultants, local community members, tour operators, and NGO representatives. Secondary data was collected from the dossiers, Detailed Project Reports, Environmental Impact Assessment Reports, Internet, travel magazines, e- journals, books and promotional literatures. Focus group interviews were also conducted with the forest officials and host community representatives. Personal interviews were based on the following questions.

### **7.1 Local community’s control over avian tourism.**

Question description: This question was asked to know the nature of ownership and contributions of the local community. It was also framed to ascertain the knowledge of the locals on the eco-initiatives taken around them.

### **7.2 Benefits from tourism towards resource conservation and sustainable development.**

Question description: This is to gauge how tourism acts as an incentive for protecting the invaluable bio-diversity features and also serves as a deterrent from land-use problems, encroachment, pollution, solid waste management challenges, littering, dumping, etc.

### **7.3 Tourism as an enabler for experiential learning, involvement of visitors in activity-based offerings, and experimental prospects.**

Question description: Resource stewardship in a sustainable manner is the need of the hour in biological parks and sanctuaries. The ways and means by which tourists can engage with the avian sites’ offerings are ascertained.

#### **7.4 The implications of employing technological applications and innovations for streamlining the preservation efforts, documentation, and enhanced resource stewardship.**

Question description: To know the propositions as regards Augmented Reality [AR], the avian interpretation centre with the AR technology, futuristic experimental tourism potential involving habitat studies and innovative ventures.

#### **7.5 The challenges pertaining to regeneration plans as regards avian faunal protection and ecological preservation.**

Question description: To probe the measures in place to address the challenges which adversely impact the regenerative strands of Kazhuveli such as invasive species, power transmission lines, etc.

#### **7.6 The viability of Birding Camps, Home stays, Tree huts, Eco-trails, Eco-lodges, and other projects which could possibly usher in win-win situation for local population, forest planners, real eco-tourists, and tourism developers.**

Question description: To know the potential revenue sources without compromising the vulnerable bio-diversity features and the sustainable livelihood mechanisms through avian tourism.

### **8. Field Notes on Regenerative Tourism in Destination Kazhuveli: Scrutiny and Estimation**

*[Results, Inferences and Deductions of the Ethnographic Study conducted during September 2023- July, 2024.]*

The Kazhuveli Bird Sanctuary falls under the Tindivanam Forest Division in the State of Tamil Nadu in south India (Nagarajan et al., 2022). It is a picturesque destination though resource depreciation looms large posing severe threats to the sustainability of flora, fauna, and other natural features. Kazhuveli woos migratory birds during seasons whereby the site can be developed as an idyllic avian tourism haven. Environmental researchers, ornithologists, and nature buffs may constitute the ideal segments as they would have profound interest in the site offerings. The Forest Division of Villupuram district is working on a Detailed Project Report [DPR] to set-up a state-of-the-art Ornithological Centre at the Agaram Reserve Forest which is in proximity. Fund for the Centre has been sanctioned from the Compensatory Afforestation Fund Management and Planning Authority [CAMPA] scheme. Eminent consultants are working on the DPR. The proposed Ornithological Conservation Centre which will be incepted in Agaram Forest Reserve located adjacent to the Kazhuveli Bird Sanctuary near Marakkanam. Apart from the visitor's area, there is a plan to establish an administrative area too. The visitors' area would be donned with latest technology, viz, an Augmented Reality [AR] projected tunnel shaped entry wall and a Birds Interpretation Centre infused with AR technology. Habitat and environment values will be on the spotlight as the facility will also configure the bird models which are in sync.

The Kazhuveli Lake is spread over 670 sq. km of catchment area and is deemed to be one of the significant wetlands on the Coromandel Coast. The lake is located near Marakkanam on the East Coast Road [ECR]. Verdant species of migratory birds visit Kazhuveli Lake for nesting. Kazhuveli is connected to the Bay of Bengal by the Uppukalli Creek and the Edayanthittu estuary. The southern part of Kazhuveli has been declared reserve land since 2001. A staggering figure of more than 20,000 birds is reported to visit Kazhuveli annually as per the surveys of Indian Bird Conservation Network and Birdlife International. It is quite remarkable that Kazhuveli dots as a feeding ground for long-distance avian migrants from the cold sub-arctic regions of Central Asia and Siberia including Ibis, Ruff, Dunlin, Eurasian Curlew, Blacktailed Godwits, and White Storks ("BirdLife Data Zone" 2023).



Avian tourism sparkles with the prime objective of creating awareness on migratory birds. The interpretation centre and the upcoming projects in Kazhuveli are expected to pep up the elements of avian tourism. The facilities will also underscore the dire need for conservation. Avian tourists will also be educated on the evolution, behaviour and characteristics of the migratory birds flocking in to the site. The experimental and educative value will be spruced up post establishment of the projects as there shall be physical models similar to the Jatayu Park, a renowned destination in Kollam district of Kerala; projections of birds' beaks, feet and nests of different kinds of birds; and migratory fly pathways of diverse avian species. The venture will also encompass digital depictions of the country of origin of the avian fauna and stoppage of flying routes.

The setting-up of a Library Complex within the interpretation centre for avian enthusiasts as well as stocking reference books and pamphlets on migratory birds would go a long way in enriching and popularizing specialized know-how on the site as well as the migratory birds which will be of tremendous use to the researchers and students. Distinctive themes have been chalked out such as mudflats, wetlands, invasive species, tropical dry evergreen forests, and mangrove areas for the benefit of avian tourists who would engage in eco-trails, school children on study tours, eco-backpackers, and campers. An avian treatment centre with an observation area is certainly going to add teeth to the facility. This centre will take care of the birds requiring treatment.

A responsive synergy in establishing the crucial link between economic empowerment, development and conservation is the need of the hour in Kazhuveli with respect to the eco-friendly products and services that are in store for avian tourists. Planners need to come up with enamoring initiatives that range from eco-travel, organics, and renewable energy and integrate all that have value to Kazhuveli from grass root research and operations.

Community-based avian-tourism in Kazhuveli is the best opt as highlighted in this work. The aim of this programme is to develop unique, authentic, and reliable avian tourism offerings and activities and link them to community livelihoods. This not only provides the community with a sustainable source of income but also serves as an incentive to conserve their unique natural and cultural heritage and environment. Interviews with community representatives brought to fore the invaluable traditional wisdom of the natives which will serve as path breakers in preservation of natural embodiments. Conservation of aqua bodies through indigenous methods emerged as a stark local know-how with immense prospect. The indigenous regeneration practices are of exemplary value. For instance, the techniques of removing invasive plants which are of adverse impacts to the endemic flora and fauna. A native method of landscape architecture adds tremendous value to regenerative tourism.

In Kazhuveli, the rites, rituals, expressions, customs, and traditional practices of people are eco-preservation oriented. It is utmost essential to limit tourist numbers in accordance with the carrying capacity in ecologically sensitive areas such as Kazhuveli. Promoting garbage reduction and cleanliness enhancement by adoption of pristine places are best practices to start with eco-regenerative tourism. Volunteering is an offshoot of eco-regenerative tourism whereby tourists are motivated to donate and contribute to the local place. Volunteering travel or Voluntourism is travel with a purpose. When the purpose is linked to philanthropic interests and activities around the site of Kazhuveli, it becomes more amusing.

Synergized participation in avian ventures by Forest & Wildlife officials, SHG's, NGO's, etc. can indeed is a boon to Kazhuveli. Quality Management holds the key as regards the projects involving Artificial Intelligence and smart tourism in the site. Experiential Holidays which have now become part of avian

tourism activities and identified as viable to Kazhuveli are - camping, trekking, safaris, farming, spotting birds and wild animals, traditional cuisine, afforestation, river crossing, amphitheatres, mountain biking, soft trekking, and sculpture gardens. Trips to ephemeral attractions are also now promoted under the banner of avian tourism. Avian tourism as linked to sustainable development constantly seeks to achieve social and economic progress in ways that will not exploit finite natural resources. The needs of the world today are real and immediate, and it is utmost essential to develop ways to meet these needs that do not adversely affect the future of sensitive sites. The capacity of the ecosystem in spots such as Kazhuveli is not limitless, which implies that the future generations may not be able to meet their needs the way growth and development issues are being addressed. This is the rationale for eco-regenerative tourism in the site. Designed to track avian life, the trails of the elusive migratory birds provide the right backdrop to get an insight into the human-avian life relation in the Kazhuveli region. A treasure-trove of biological diversity, the region attracts more than 20,000 species of rare and endangered birds during seasons.

Organic farming - as emerged in the focus group interviews -needs to be adopted as a way of life of the people of Kazhuveli. It is one of the most intriguing places that continue to mesmerize the eco-tourists. An amazingly enticing place with unique biological diversity; a repository of traditional knowledge and an epitome of environmental integrity, Kazhuveli is simply overwhelming. Regenerative tourism in Kazhuveli can be achieved by laying accent on the eco-sensitive tenets. Lowering carbon footprints and attaining zero garbage and pollution in Kazhuveli should also be part and parcel of the regenerative tourism agenda. Furthermore, apart from the agricultural and domestic labour work, women can be active partakers of organic farming and other green projects. This will enhance their position and make them decision makers in the families. Women managed micro-financing ventures, tapping the regenerative potential of tourism and the resultant fiscal benefits can do a world of good for Kazhuveli.

The environment education program will galvanize the regenerative tourism dynamics and will educate the eco-tourists, researchers, and school children on the various aspects pertaining to the ecology. They would also train teachers to sensitize the students, researchers and local community. Wetland ecosystems and economies share an ideal balance of space for opportunities. Livelihoods are a crucial area of concern for the development needs. Development of livelihood should not be at loggerheads to sustainability. Livelihood generation from local surpluses and organic produces with the aim of enabling the conservation of indigenous natural resources links economics to conservation. Promotion of responsible eco-travel in the Sanctuary is in the long-term interests of the place. Improved livestock herding practices can reduce man-animal conflict. Measures need to be in place to manage waste and regulate plastic waste generation through set up of water refilling systems and garbage management in Kazhuveli. Cautious disposal of solid waste and effective treatment of non-biodegradable wastes is utmost essential to the site. Avian tourists are to be motivated to reduce their emissions. All avian tours aim at minimizing tourists' impacts and maximizing benefits for the community as well as their environment. The avian tours may have a conservation charge that is reverted towards conservation and development initiatives in the Sanctuary.

## 9. Data Analysis and Inferences

Data analysis and interpretation involve systematically examining and evaluating data to explain its meaning for further inferences. This study used empirical data, field surveys, and direct interviews, analyzed through thematic content analysis. This common qualitative research method focuses on identifying, examining, and recording patterns or themes within data that are relevant to the research

question. Below are the interview responses collected from the field, which were analyzed using thematic content analysis.

Based on the interview responses, problems were derived. The problems and prospects are presented below based on the observation and experience in the study area.

The problems identified are of various intensities. Like, avian tourism is often seen as commercialization at nature's expense, with human dependency on natural resources exacerbating environmental risks. The main challenges include a lack of awareness about avian tourism's benefits, climate change, and land use issues. Additionally, engaging host communities in development projects, establishing mechanisms for effective regulation and monitoring, promoting responsible travel through designated tour operators, and addressing invasive species, pollution, habitat loss, and global warming are critical but daunting tasks. Despite this, Regenerative Tourism can provide significant benefits if well-coordinated and channeled.

To address these problems, there are many sustainable solutions. Like, Promoting regenerative tourism in Kazhuvveli's avian site requires considering the environment's carrying capacity, with studies revealing potential and protection needs. Highlighting resource utilization issues is essential before implementing resource stewardship. Effective stewardship can address these challenges, but it takes time to engage the local community and secure their support, especially from educated members, for development projects. This community involvement aids in promoting social projects and may lead to sponsorship for preserving Kazhuvveli's fragile areas. Feasibility studies and Special Interest Tour operators are crucial for educating tourists and locals about responsible avian tourism. It is vital to address issues like invasive species, pollution, and habitat loss through campaigns and awareness programs, fostering cultural revival and closer community ties.

## 10. Inferences and Discussions

The inferences and discussions are presented below:

- Kazhuvveli has potential to establish many successful avian tourism ventures focusing completely on the concept of sustainability. The socio-environmental dimensions of sustainability from the futuristic perspective have been stated in the present work. The salient aspects are public sector support for livelihood sustenance of locals through regenerative tourism which will ensure support from the community towards protection of flora and fauna as guards and eco-warriors. Furthermore, the schemes such as micro-financing galvanize the engagement of local community in site preservation. This study highlights the role and significance of cultural ecology to be embedded with the agenda of regenerative tourism in Kazhuvveli.
- Tourists visiting Kazhuvveli lacks organizational interventions at present. NGO's can leverage new offerings in the visitors' experiences. Unique avian tour packages giving importance to activity-based birding and volunteer travel are the most preferred tour products.
- Augmented Reality [AR] will facilitate life-seeing tourism with respect to avian species of Kazhuvveli. The images, both real and virtual, will enhance the appeal of the biodiversity site and species for tourists.
- The level of appreciation for the kind of eco campaign is increasing and is supported by public sector consistently.
- It is observed that majority of avian tourists would like to suggest the destination to others. During the period of study, it was noted that visitors passionate about nature-based photography were enjoying the picturesque views of the site and capturing them through their lens.



- Avian tourism is instrumental as an impetus for many development and conservation projects.
- NGOs are yet to dynamically work on the society needs and address the local environmental issues. Some environmental activists' groups like Universal Eco Foundation and Indigenous Biodiversity Foundation have come up with certain concrete projects. Integrated development plans are to be worked upon. Teams of volunteers comprising NGO representatives and local populace can take the responsibilities of bird watchers.
- The site is in the Involvement stage of the Destination life Cycle and therefore the services offered by the tourism promoters must be at an affordable price. The promotional campaign has to be tread cautiously lest the sustainability of the ecological features will be disturbed.
- Conservation ethic needs to be a priority in Kazhuveli. Profit earned from tourism need to be partially directed to the development projects in the region.
- The prospective focus areas of developers identified in this study are eco travel, educative value, organics, and conservation.
- Eco-projects in Kazhuveli are gaining traction and will eventually attract supporters from various markets. The experimental perspectives of bio-diversity may be configured in the regenerative tourism plans as underscored in this work.
- Campaigns and projects created in the destination need to be innovative in nature and must support efforts to mitigate adverse impacts of pollution, encroachments and others.
- Synchronized avian census for terrestrial birds will provide factual recording of the number of species in the site to give impetus to regenerative tourism. It will aid to enumerate resident and migratory avian fauna associated with Kazhuveli's ecosystem.

## 11. Limitations of the study

Access to concrete secondary data in the study area acted as a barrier. Local communities' lack of awareness on burning issues like pollution, poaching, global warming, etc., affected the personal and focus group interviews.

## 12. Conclusion

Regenerative Tourism can eliminate ecological destructive practices and combat pollution, closely linking tourism with sustainable development. In Kazhuveli's avian site, it reinforces sustainable nature-based tourism goals by identifying threats to birds and habitats for conservation. This approach addresses sustainable development challenges and avian tourism prospects in fragile areas. Community participation is vital for nature conservation, economic development, and livelihoods. Green awareness among local businesses supports regenerative tourism as a sustainable tool. Balancing nature and community-based tourism benefits locals and offers tourists the scenic splendors of Kazhuveli. Effective marketing should emphasize meaningful, responsible travel, fostering conservation and sustainability. Despite low awareness of ecological changes, regenerative tourism can help reverse environmental damage in Kazhuveli.

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