

# A Critical Analysis of Motivational Factors of Host Communities for Developing Ecotourism in Sikkim

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## ABSTRACT

**Purpose:** The primary aim of this study is to identify the motivational factors that influence the local communities to get involved in ecotourism related activities in the ecotourism zones of Sikkim. Two villages namely Okharey and Lachung in the extremely popular ecotourism zones of western and northern part of Sikkim were studied to identify the motivational factors.

**Design/Methodology/Approach:** Mix method approach was applied to study the motivational factors. Primary data was collected through semi-structured questionnaire as well as interviews with the local people who were engaged in ecotourism, along with field observation as well as interview with the government officials. The sample of the local community was collected using snowball sampling technique. Secondary data was obtained from books, journals, government reports and internet sources. Descriptive statistical analysis was used for the analysis of the quantitative data collected by the questionnaire survey method while Qualitative data focused more on drawing meaning from the content of the data.

**Findings:** The result shows that increasing tourists' inflow in the state has motivated the local communities to engage themselves in ecotourism related activities in both the studied villages. Host community i.e. locals have grasped that ecotourism related activities provide an employment opportunity which further helps to enhance their socio-economic condition. Educating the local community about the positive and negative impacts of ecotourism play a major role in motivating them while employment and monetary benefits also play a significant role in motivating the locals

**Originality/Value:** This study will be beneficial as it will help identify the factors that motivates host community and can be applied in developing new ecotourism destinations across the country.

**KEYWORDS** Ecotourism | Motivational Factors | Impacts | Host Community

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## Introduction

Ecotourism is now a popular type of tourism within the tourism sector in the world. Ecotourism is an important sub sector of tourism industry which benefits both the host community and tourist (Uwadiogwu&Ofuani, 2014). Visitor's appreciation and observation of natural environment has led to the promotion of ecotourism as this motivation influences the selection of a destination with natural beauty to explore and experience. Crompton (1979) stated that the classic push motives such as socio- psychological (escape from mundane environment, exploration of new experiences, relaxation, prestige, social interaction, cultural attributes and regression) and pull motives such as (novelty and education) would influence the selection of a destination by pleasure vacationers. Murphy (2013) observed that the modern holiday industry begins when the people motive to travel in natural areas for relaxation from the congested urban environment. It is generally accepted that ecotourism has a positive economic impact on protected areas through direct employment at both on and off- site of villages, diversification of local economy, foreign exchange earnings, and improvement in transportation and communication systems. Yet in case the demand of ecotourism is not sufficient, it may result in non-generation of employment to the local communities. These insecurities influence and at time restricts host community from indulging in tourism related services. The development of ecotourism depends upon the involvement of the local communities in the form of exchange of ideas, actions, decision-making and control in developing rural tourism activities (Moeljadi, 2015). Rural environment has diverse topographies that provide outstanding setting for ecotourism where the role of host community is vital. Education is an important factor that help change the perceptions of local communities and give an idea about the conservation of the environment as an economically valuable activity that can be integrated into their way of life. In Sikkim, the participation of the local community in ecotourism activities is attributed to the changing scenario of tourism industry in the state as well as the increased curiosity of the local community due to the promotional and educational campaigns by NGOs and local government. Motivational factors for participating in the ecotourism activity by the locals could be due to the self - realization with regard to the - valued benefits of ecotourism as a tool for socio economic development or importance of conserving and protecting the natural surroundings for ecotourism related activities or governmental campaigns and assurance of economic benefit or others. The question arises, what factors influence the local community to get involved in ecotourism related activities since local community is the back bone for all dimensions of ecotourism destination development and management.

## Literature Review

Ecotourism gained impetus during the early 1970s and

1980s when consciousness on environment grew all over the world with an urge toward sustainable practices for the preservation of the environment. Ross and Wall (1999) observed the importance of ecotourism and highlighted five fundamental functions - protection of natural areas, education, generation of money, quality tourism and local participation. Positive impact of ecotourism on local communities, largely associated with amenities and tourism can be observed in many destinations. Wood (2001) states that Ecotourism strives to be not only a tool for economic development and conservation mechanism but also improves socio-economic condition of local people. Buckley R., (2009) states that Ecotourism has an immense potentiality to generate economic return from undisturbed natural environment. While Okech (2008) observes that ecotourism is economically beneficial to the remotest region where communities are satisfied with existing small number of jobs. Growing number of tourists to ecotourism destinations generate jobs for the locals, leading to increased income and improved standard of living. In Sikkim, ecotourism activities developed in unique geographical settings makes it possible to perform tourism activities throughout the year. Thus, making ecotourism an important contributor to economy. In addition, ecotourism has a strong relationship with other existing nature based economic activities in the rural areas of the state. Ecotourism is also considered to be an effective tool in convincing the local communities of all age group about the benefits of conserving forest and natural ecosystem. Hall & Day (2014) in their study have indicated that ecotourism focuses on the state forest areas as a mechanism for ecotourism recreational facilities within the local community of Karst. Ecotourism activities are closely associated with the protected area that provides appropriate educational and recreational opportunities to the local community. Noorhayati et al.,(2015) stated that the pull factors such as geological and biological attraction in the National Park has been significant reason for motivating the local communities to engage in tourism related activities as they realized the fact that tourists bring money and create job opportunity. Nsukwini& Bob (2016) observed that ecotourism practices are beneficial in many ways but the local communities were not satisfied, therefore local government should come up with incentives programmes to motivate the local community. Fennell (2015) has viewed that participation of local community in planning, development and management of ecotourism is seen only if this participation remains beneficial to them.

According to Kumar (2014) local communities are the stakeholders in overall development process of ecotourism in the villages that help in reducing the dependence on the forests. Thomas (2016) observed that ecotourism is an important environmentally friendly source of income and has positively contributed directly and in directly to economic impact on the local communities. Haloi, Misra, & Hassan (2017) highlighted thefour dimensions of ecotourism, such as conservation



of natural resources, preservation of cultural tradition, sustainable community development and participation in ecotourism planning and management. This dimension measures the attitudes and intentions of the community towards conservation and ecotourism development. Lama (2014) in her study mentioned that ecotourism is the rapidly increasing segment of the tourism market in the state of Arunachal Pradesh. There is tremendous potential for developing ecotourism in the state, if incorporated with the effective policy. According to Aslam (2015) involvement of local community as stakeholders is the primary requirement in understanding sustainable tourism in rural areas. The growing tourist interest in learning and experiencing different cultures of the indigenous community has motivated the local community to incorporate the same in to the activities of ecotourism (Pathania & Kumar 2008). It can also be seen in Sikkim, where in the local communities have introduced home stay in order to showcase the culture and traditions as desired by tourists. Community based ecotourism as an extension of showcasing local tradition and culture, is recognized as a type of Ecotourism where the primary focus is on the involvement of local communities who are to a larger extent, benefited. Dam (2013) has mentioned that majority of the local community of Sikkim have mentioned tourism sector as an important source of revenue. With this, many new tourist destinations were identified and promoted in the rural parts of Sikkim in proximity to the state capital, Gangtok. Menon (2019) has stated that the knowledge of Sustainable Development, Environmental issues, Economic impact on local community, influenced more participation in Community Based Ecotourism Management. According to Samdi & Nmadu (2019) active participation of stakeholders has positive impact on the preservation of cultural heritage of the local communities and sustainability of ecotourism destination. Ecotourism activities therefore has a positive impact on the local communities by the way of employment generation, preservation of local culture, improving the standard of living, and minimizing the negative impact that occurs due to high dependency on forest resources. At the same time, community participation is important in the decision-making process of ecotourism activities as it affects the life of the host community the most, once they start to engage themselves in ecotourism activities, its development and management. Thus, motivating the local community for participation and monitoring their satisfaction is vital for the success of any ecotourism venture.

### Research Gap:

Literature review brought forth the fact that Ecotourism activities are beneficial to the local community in terms of employment generation and improvement in the standard of living. Ecotourism also reduces the dependency on forest resources and is also important for the protection of the natural resources. Local community are essential for

successful ecotourism tourism and therefore it is imperative that the local community is motivated to participate in ecotourism. Ecotourism activities are being taken up in various parts of the country like Kerala, Sunderban, as well as in other parts of the world but no study has been done to understand what motivates the local community to participate in the ecotourism specially in the state of Sikkim. This paper aims to learn what motivates the rural population of Sikkim to participate in ecotourism activities so that the same can be applied in other rural areas and ecotourism zones of Sikkim.

### Objectives of the study:

The objective of this study is to find out the - i) factors that motivated local communities to get involved in ecotourism activities; and ii) role of Government in motivating the host community for participating in Ecotourism Activities.

### Limitations of the Study:

The study has its limitations since the respondents (local community) were not conversant with the concept of questionnaire and the answers were recorded by the researcher after interviewing them. Although researcher biases were avoided while filling the questionnaire, the same cannot be completely overlooked. Similarly, government officials were reluctant to share confidential information regarding expenditure and returns.

### Study Area:

Forest department, Sikkim government has identified eleven ecotourism zones of which only four are functional for ecotourism activities. Two areas among these four ecotourism zones were selected purposively for this study. First study area is the village of Lachung, located in North Sikkim while the second study area is the village of Okharey in West Sikkim. These two villages were selected since they both have unique attributes that have made them extremely popular among the tourists as they have shown maximum tourist arrivals since the declaration of ecotourism zones. Thus, they both have the potential to be the flag bearer of promoting ecotourism in Sikkim.

Lachung has unique governance system which is known as 'Dzumsa' (local Self Government) System is similar to Panchayat Raj. The head of this system is known as 'Pipon' a leader elected by the locals in the village for every three years. They have their own system of democracy with less interference of Government since the Chogyal (King) era. 'Lachungpas', the indigenous natives are settled in this village and the main attraction to visit this village is Yumthang Valley. Second study area, village Okharey, is located in the base land towards Barsey Rhododendron Wildlife Sanctuary, one of the largest Protected Areas of Sikkim. 'Sherpa'

community is dominant in this village.

One of the important factors about these study areas is that village Lachung was already a popular tourist destination before being recognised as a village of ecotourism zone while Okharey village became popular as a tourist destination only after being recognised as a village of ecotourism zone. Therefore, the factors motivating the host community in these two villages may be different or similar. The study answers the question whether there is a difference when two ecotourism destinations are at different level of destination life cycle.

## Methods:

Mixed methodology approach was used for this study whereby primary data was collected from the local community using questionnaire survey as well as through participation in ecotourism activities and field observations. Secondary data was obtained from books, journals, government reports and internet sources. Total sample of 60 respondents (locals actively involved in ecotourism activities) were collected for this study. Descriptive analysis was used to analyze the primary data wherein MS Excel was used for processing the data. Statistical techniques used for analyzing the data are Frequency, Percentage, Mean, and Standard Deviation. The data for the qualitative analysis was collected through interviews and semi-structured questionnaire from host community as well as government officials and was processed through content analysis.

## Results and Discussion:

Motivational factors for engaging in ecotourism by the local communities have been presented in this study for both the study areas.

### 11.1 Socio-Demographic Profile of the Respondents:

The study of socio demographic status of the respondents is necessary in finding their motivation in ecotourism related activities. The respondents were 55% Male and 45 % Female among the total 60 respondents.

Most of the respondents were of the age group between 26-35 (66.3%) followed by 36-45 (23.3%), 46-55 (10%), Above 60 (3.3%). Majority of the respondents were Undergraduate (56.6%) while there were also Graduates (28.3%), Professional Certificate/Diploma holders (10%), as well as Post Graduate and above (5%). The profession of the sample was mostly self-employed (55%) followed by Govt/ Public sectors (13.3%), Private sector (15%), Retired (3.3%) and others (13.3%) which included Farmers.

### 1.2 Understanding of the Impact of Ecotourism by the Local Communities:

Table 1 below presents the respondents' perceptions of the impacts of ecotourism (both the study areas). Local communities generally supported ecotourism with only 10% respondents stating "Lowering of traditional value" has been marked as negative impact due to the growing urbanization in the villages studied.

**Table 1: Respondents' perception of socio-economic impacts of ecotourism (n=60)**

Impacts of ecotourism	yes (%)	No (%)
More Job opportunity	78.3	21.6
Change in living Standard	81.6	18.3
Change in Dressing Style	86.6	13.3
Change in In come level	51.6	48.3
More construction of Houses	76.6	23.3
Purchase of Car	25	75
Increase in crime activities	0	100
Lowering of traditional value	10	90
Purchase of land	3.3	96.6
Promotion of cultural activities	43.3	56.6
Conserving the Natural Environment	100	0

The finding showed that the local communities of Okharey were engaged in various economic activities of ecotourism such as trekking guide, bird watching guide, tourist drivers, homestay operator, travel agent, nature interpreters and culture performer. These opportunities have led to decrease in migration of the local community to other places like Gangtok, the state capital, in search of jobs. Before commencing of ecotourism in this village 30% of the locals migrated to other parts of the state such as, Gnathang and Dzuluk to work under GREF (General Reserve Engineer Force) under Army and in Hotel at Gangtok.

It was also observed that the young educated people in Okharey village established their own business as homestay after completion of their studies. The host communities were largely engaged in conserving the natural environment since they realized the fact that this is the main reason for tourists visiting their villages. The locals therefore participate in Plantation and Cleanliness drive of the Sanctuary and natural surroundings organized by local Ecotourism Association.

In the village of Lachung most of the local communities are engaged as Tourist Cab Drivers, Hotel owner, Homestay operator, Guide, as well as Zipline operator. It was observed that many educated young people were engaged in this sector. Before tourism in this village, local population largely migrated to Gangtok to earn their livelihood and settled down,



due to the unavailability of substantial earning activities in their own village. The respondents indicated that their engagement in ecotourism related activities have change their living standard as they have changed the interior designing of their house and developed a heightened sense of hygiene after interacting with the tourists. The living standard has changed into a luxury lifestyle as compared to earlier times as the locals now owned household products and appliances like Television, Refrigerator, Washing Machine etc. and supported their children through school and higher education both in and outside the state. Respondents have also stated that they have purchased a car or tourist cab with the income earned from ecotourism related activities. This was largely seen in the village of Lachung where the local community purchased luxury cab to be used for tourist sightseeing. There is a change in income level due to ongoing ecotourism related activities in the village due to which the local communities were motivated in expanding their business within the village itself.

Tourism has increased the construction of houses for business like Homestay, Restaurant and Hotels to meet the expectation of tourists. The local communities were seen concerned about their local traditions being showcased as cultural activities for tourists staying in Hotels and Homestays. Respondents mentioned that there is a change in dressing style and wearing of cloths as they were influenced by the dressing style of tourists. Therefore, the growing ecotourism in the villages has been viewed as having negative impact as it leads to the lowering of traditional value as the local communities were largely influence with the culture of tourists. The field observation revealed that the hotels in Lachung village were largely owned by the outsiders as Lease out system due to which Lachungpas was losing its traditional way, its unique identification.

Further more, the respondents stated that the crime rate in the studied villages has not increased despite the increasing tourists' in flow and ecotourism development; thus, making the villages safe and secure to visit. These facts validate that, ecotourism practices in the two villages has more of positive impact on the local community in the context of socio-economic development than negative impact.

### 1.3 Factors that motivated the local communities to get involved in Ecotourism Activities:

Two table namely 2 (a) and 2(b) presents the factors that are motivating the local community of Okhary and Lachung for participating in the ecotourism activities. The highest scores have been considered as highly motivational factors whereas the lowest scores indicate lesser of a motivational factor to the local communities in the study areas.

Table 2 (a) shows the Mean and Standard Deviations cores on each factor of motivation for the local community of Okhary. It is evident that the local communities of Okhary are aware of ecotourism and its activities through Ecotourism Festivals organized by Forest Department." Okhary Ecotourism Development Committee" motivates the local communities to actively participate in ecotourism related activities. Promotion of this ecotourism zone by government agencies has attracted tourists to this rural area which motivates the Local communities as they the ecotourism related activities has brought economic benefits in the form of jobs, income and improved quality of life.

**Table 2 (a) Mean and Standard Deviation of Motivation factors for the local community of Okhary Village**

Factors of Motivations	Okhary	
	Mean	Std. Dev
Increase in tourist inflow in the village	4.9	0.305
Personal Satisfaction	4.9	0.305
Organization of Ecotourism Festival in the village	4.9	0.253
Flexible to manage own time	4.8	0.406
Unemployment	4.7	0.449
Additional Income source	4.5	0.504
Potential industry to offer Jobs	4.3	0.49
Good opportunity to gain knowledge and experience in entrepreneurship.	4.3	0.466
Non requirement of higher qualification	4.1	0.681
Supports in marketing of local products	4.1	0.592
Inspired by friend and other peoples' success	4.0	0.944
Always close to Family members	4.0	0.808
Encouragement by the Local Tourism Association	3.5	1.135
Government Incentives	3.4	1.224
Participation in Capacity building Programme	3.4	0.498
Encouraged by Family	3.2	0.773

Table 2 (b) presents the Mean and Standard Deviation scores on each factor of motivation for the local community of Lachung. Lachung was a renowned tourist destination even before its declaration as an ecotourism zone. Accessibility

to Lachung is due to the growth of tourism activities in the village. The local “Drivers and Hotel Association of Lachung” motivates the local community to get involved in tourism business. Although the local communities of Lachung participates in the tourism activities in a eco-friendly manner, they are unable to differentiate between tourism and ecotourism. This shows a lack of awareness about ecotourism in Lachung Village. Plastic and mineral water bottle are totally banned in Lachung, and if any tourist is found guilty then both the driver as well as tourist are penalised. About 40 women of Lachung got an opportunity to operate food stall and souvenir shop in Yumthang valley and that venture has been financially supported their living standard.

**Table 2(a): Mean and Standard Deviation of Motivation factors for the local community of Lachung Village**

Factors of Motivations	Lachung	
	Mean	Std. Dev
<b>Encouragement by the Local Tourism Association</b>	5	0
Unemployment	4.9	0.253
Increase in tourist inflow in the village	4.6	0.479
Inspired by friend and other peoples' success	4.5	0.507
Always close to Family members	4.5	0.507
Additional Income source	4.6	0.498
Potential industry to offer Jobs	4.4	0.507
Good opportunity to gain knowledge and experience in entrepreneurship.	4.4	0.507
Encouraged by Family	4.4	0.498
Supports in marketing of local products	4.23	0.43
Non requirement of higher qualification	4.16	0.698
Flexible to manage own time	3.7	0.739
Personal Satisfaction	3.3	0.479
Participation in Capacity building Programme	3.2	0.805
Government Incentives	2.36	0.49
Organization of Ecotourism Festival in the village	2	0

The table 2 (a) and (b) make it clear that the local Communities have realised that ecotourism is the most viable economic opportunity in their lifestyle. The most significant motivational factor for the local communities is the increase

in the number of tourists in these remotest villages. These ecotourism activities offer jobs to local people like that of nature guide, trekking guide, Drivers, Porters, Homestay operators, Cultural performers, and so on. It was observed that the host communities involved in ecotourism activities were satisfied and happy with the income earned through this sector which led to motivate other people in the village. The studied villages have huge potentialities in the form of natural and cultural resources and that itself motivates the local communities to utilize them as ecotourism products. Local communities are aware of both positive and negative impacts of ecotourism. They know that if ecotourism is not managed and monitored consistently, there is a great chance of destruction of the natural attraction and may lead to smuggling of drugs and flesh trade in the village. On the other hand, ecotourism provides additional source of income opportunities to the local community leading to better living conditions. In order to motivate the local communities, government has also initiated various promotional activities and incentives focusing these villages. Forest department has granted the permission in utilizing the forest area for ecotourism development and promote related activities.

**1.3 Role of Government in motivating host community to get involve in ecotourism related activities in the village:**

Government has prioritized and promotes ecotourism as the most feasible economic industry in Sikkim. Department of Forest Environment and Wildlife Management is the nodal agency for ecotourism development in Sikkim. Forest area including Protected Areas has been granted to local people to operate ecotourism related activities. The department has separate Ecotourism Cell under the Directorate of Ecotourism in order to promote the ecotourism zones and the products available locally in the identified villages. This department acts as the marketing centre of ecotourism zones of Sikkim. Formulation of Ecotourism Policy with the main objective to make proper implementation and control on ecotourism zones is an important initiative. The Department of Tourism also coordinates in practicing tourism related activities in these Zones/Villages along with the capacity building programmes. Government has come up with various factors to motivate the local community to get involve in ecotourism in the studied ecotourism zones. Few initiatives that can be matched with the motivating factors of local community are:

1. Identification of ecotourism zones in the rural part of Sikkim that leads to the distribution of tourists visiting Gangtok the capital town.
2. Ecotourism festival organised by the forest department motivates the local community to participate in ecotourism related activities.
3. The marketing of local products in the identified ecotourism zones has given huge opportunity of income generation to the local community.



4. Permission in practicing of ecotourism related activities in national park and the wildlife sanctuaries of the state.
5. Tourism department organizes capacity building programme in the identified ecotourism zones that contributes in developing entrepreneurship skill of local community.
6. Development and Promotion are given equal priority indeveloping ecotourism zones and its related products.
7. Government is the Facilitator of various projects in the ecotourism zones, and has initiated Marketing, Awareness and Trainings programmes. Ecotourism Policy and Rules & Regulation is one such initiative taken for developing ecotourism for benefiting the local community.

## Conclusion

The present study was intended to understand the factors that influence and motivate the local community to participation in ecotourism related activities. Two villages from among the four functional ecotourism zones of Sikkim were studied One of the villages, Lachung was already a tourist destination prior to the start of ecotourism activities while Okharey became popular after it was recognised as an ecotourism destination. The common factors motivating the local communities of both the study area are

- I. both the local communities are motivated due to the rising tourist number in the village which means more business opportunities
- II. Job opportunity through this sector is an important motivational factor.
- III. The engagement of the local communities in ecotourism related activity has led to improvement in the standard of living and socio-economic condition through the income earned from thissector.
- IV. Constant support from the Government in promoting ecotourism in Sikkim also motivates along with the support from different related associations.

However, there is one major difference between the two study areas. The study area of Lachung, a already popular destination was motivated more by the different stakeholder association as compared to Okharey. Whereas Okharey local community was influenced more by the Ecotourism festivals organised by the Government. It shows that the destinations with tourism activities need to have stakeholder associations who can play a supportive role along with the government in promoting ecotourism activities.

**Scope for further Research:** The study has its limitation on the study area as there are other ecotourism zones practicing ecotourism related activities and their motivational

factors would be different in participating and developing ecotourism. The study is also limited to the motivational factors of the local community; hence tourist motivational factors can also be studied. Furthermore, this study has not measured the satisfaction level of the local community so it can be studied as further future research. Further research can also be taken up to study the development and promotion of other ecotourism zones of Sikkim as well as the best practices of the Government Schemes and initiatives related to ecotourism development in the rural areas of Sikkim.

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## Annexure 1

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### Reviewers Memorandum



**Internal Assessor Statement:** The paper is very well structured and also significant in nature. This paper will be advantageous to as it will help in identifying the factors that motivate host community and can be applied in new developing ecotourism destinations across the country.

**External Critic (National):** The scope of the study is very limited as there are other ecotourism zones practicing ecotourism related activities and their motivational factors would be different in participating and developing ecotourism. The study is also limited to the motivational factors of the local community hence; tourist motivational factors can also be studied.

**Outer Reviewer's (Global) observation:** The author has applied mixed methods approach for analysing the primary data which is quite appreciable. Also, the author has provided future scope at the end which will help other researchers to undertake more research on the theme.

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### Editorial Excerpt



The article has 04% of plagiarism which is the accepted percentage as per the norms and standards of the journal for the publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Dawa and Paramita) and accordingly all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Motivational Factors of Host Communities for Developing Ecotourism**" both subject-wise and research-wise. This study identifies the motivational factors that influence the local communities to get involved in ecotourism related activities in the ecotourism zones of Sikkim covering two villages namely Okharey and Lachung. Mix method approach was applied to study the primary data. The findings of the research revealed that that increasing tourists' inflow in the state has motivated the local communities to engage themselves in ecotourism related activities in both the studied villages. The Pull factor of motivation has influence the local community to develop interest in engaging themselves in this sector. The local communities of both the study area are motivated due to the rising tourist number in the village. Another most important motivational factor has remained the Job opportunity through this sector. Overall, the paper promises to provide a strong base for the further studies in the area. After comprehensive reviews and editorial board's remarks the manuscript has been categorised and decided to publish under "**Research Thought**" category.

### Acknowledgement



The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Dawa and Paramita) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The author is highly indebted to others who had facilitated in accomplishing the research. Last but not least endorse all reviewers and editors of GJEIS in publishing in a present issue.

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