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Notice for the PhD Viva Voce Examination

Ms Sejana Jose V (Registration Number: 2070201), PhD scholar at the School of Business and Management, CHRIST (Deemed to be University), Bangalore will defend her PhD thesis at the public viva-voce examination on Tuesday, 8 October 2024 at 9.00 am in the Seminar Hall, Academic Block, BGR Campus, CHRIST (Deemed to be University), Bengaluru - 560076.

- Title of the Thesis** : **Environmental Sustainability in Tourism: Developing Green Service Transportation Initiatives in Karnataka**
- Discipline** : **Tourism**
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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 26 September 2024


Registrar

ABSTRACT

Environmental sustainability in transportation aims to decrease carbon emissions and preserve resources, while ensuring that the rise of tourism is in harmony with ecological preservation. Adopting sustainable mobility in ecotourism destinations entails utilizing renewable energy sources and enhancing green transport systems, thereby benefiting both environmental preservation and visitor contentment. This study investigates the dynamics of green transportation practices within the context of ecotourism destinations, focusing on Karnataka, India. Employing a mixed-methods approach, the research combines quantitative surveys with qualitative interviews of tourism logistics service providers. Through exploratory factor analysis, the study identifies key factors influencing green initiatives, drivers, and challenges faced by tourism logistics service providers. Hypothesis testing and path analysis affirm the relationships among internal initiatives, external drivers, challenges, and environmental sustainability perception.

The qualitative analysis extracts insights from tourism logistics service providers, tourism stakeholders revealing diverse perspectives on progress, green initiatives, challenges, and government support. The study concludes with a roadmap for sustainable tourism development, emphasizing policy formulation, feasibility assessment, stakeholder collaboration, and tourist education. The implications and recommendations underscore the need for ongoing government intervention, infrastructure development, and community engagement to foster a holistic and sustainable approach to green transportation in ecotourism destinations.

Keywords: Ecotourism, Green Transportation, Tourism Logistics, Sustainable Tourism, Environmental Sustainability

Publications:

1. **Sejana Jose V, H. Sandhya, Bindi Varghese- Artificial intelligence towards smart green transportation: A path towards sustainability - IGI (DOI: 10.4018/978-1-6684-8879-9.ch018)**
2. **Sejana Jose V, Bindi Varghese-Transformational Innovation Technologies for Regenerative Bioeconomy: Case Study on Green Initiatives for Tourism Logistics Service Providers-IGI (DOI: 10.4018/978-1-6684-8879-9.ch018)**
3. **Sandhya H, Sejana Jose V, Bindi Varghese-Harnessing Transformational Technologies for a Sustainable Future: A Regenerative Approach to Green Economy and Tourism Development- Emerald Publishing Limited (DOI: 10.1108/978-1-83753-746-420241012)**