

Notice for the PhD Viva Voce Examination

Ms Emilda K Joseph (Reg. No. 1520092), PhD scholar at CHRIST (Deemed to be University), will defend her PhD thesis at the public viva voce examination on Tuesday, 16 June 2020 at 11.30 am. The defense will be conducted online on the Webex Meeting platform.

- Title of the Thesis** : **Sustainable Tourism Development through Community-Based Waste Management in Backwater Destinations of Kerala**
- Discipline** : **Tourism**
- External Examiner** : **Dr Nimit Chowdhary**
(Outside Karnataka) Professor and Head
Department of Tourism and Hospitality Management
Jamia Millia Islamia (A Central University)
New Delhi - 110025
- External Examiner** : **Dr Anila Thomas**
(Within Karnataka) Assistant Professor
Department of Tourism
Jyoti Nivas College
Hosur Road
Bengaluru - 560095
- Supervisor** : **Dr Tomy K Kallarakal**
Professor
Department of Commerce
CHRIST (Deemed to be University)
Bengaluru – 560029
- Co-Supervisor** : **Dr Bindi Varghese**
Associate Professor
Department of Tourism Studies
CHRIST (Deemed to be University)
Bengaluru – 560029

Since it is an open viva, faculty members and research scholars of all the branches of research are cordially invited to attend.

Place: Bengaluru
Date: 10 June 2020



Registrar

ABSTRACT

According to the United States Environmental Protection Agency, (2002) solid waste management is a great challenge in many tourist destinations because improperly managed solid waste can threaten the environment as well as the life of the local community. Sewage waste and plastic material from tourism houseboats are increasing the pollution in the backwaters of south Kerala. These days it is not completely proper for touristic activities because of their physical and morphological attributes. This can lead to unsustainable negative impact on the backwater (Iskander & El 2014). Therefore this study was seeking to understand the influence of community based waste management towards the sustainable tourism development in the backwaters of south Kerala.

The research adopted a descriptive research design. The study consists of three categories of stakeholders. Public sector, Private sector, and Local community. Public Sector stakeholders include Hotel Officials, Resorts officials and houseboat officials. Private sector stakeholder includes the government representative of concerned backwater destination. Descriptive statistics, ANOVA, Confirmatory factor analysis (CFA), SEM Modelling are the various statistical techniques used in this study. Cross-case analysis was used to analyse the qualitative aspects of the research study.

This study also develops and test a community based waste management model for sustainable tourism development and considered the influence of factors on community support, community involvement, perceived benefits and perceived cost. The structural model indicates that increasing perceived benefits and decreasing perceived cost from backwater tourism would help to enhance community involvement and support for sustainable tourism development in the backwaters of south Kerala.

Keywords: Community based waste Management, Community Involvement, Community Support, Perceived Benefits, Perceived Cost, Sustainable Tourism development.