

Notice for the PhD Viva Voce Examination

Mr Nagarjuna G (Reg. No. 1520091), PhD scholar at CHRIST (Deemed to be University), will defend his PhD thesis at the public viva voce examination on Wednesday, 17 June 2020 at 11.30 am. The defense will be conducted online on the Webex Meeting platform.

- Title of the Thesis** : **Sustainable Tourism Management: Issues and Challenges of Eco and Wildlife Resorts in Karnataka**
- Discipline** : **Tourism**
- External Examiner** : **Dr B George**
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- External Examiner** : **Dr T A Binoy**
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- Supervisor** : **Dr Joby Thomas**
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Since it is an open viva, faculty members and research scholars of all the branches of research are cordially invited to attend.



Registrar

Place: Bengaluru
Date: 10 June 2020

ABSTRACT

Sustainable tourism principle comprises of visitor satisfaction, economic sustainability of the industry, environment conservation, socio-cultural and economic development of local communities. The tourism industry has to consider all these elements while developing any form of tourism for its long-term sustainability. Eco and wildlife resorts is one of the prominent and attractive segment of accommodation sector has major implication to implement sustainable tourism practices in their daily operations since they reside in nature and pristine wildlife regions. It is inevitable for eco and wildlife to consider all the elements of sustainable tourism practices and to be implemented in their day to day activities. At the same time, they might have to face issues and challenges in implementing sustainable practices. So, the main objective of the research is operational issues and challenges of eco and wildlife resorts in implementing sustainable tourism principles.

The purpose of the study is to investigate the issues and challenges of eco and wildlife resorts in implementing the sustainable tourism practices and indicators used by the resorts to measure their sustainable tourism practices. The scope of the study covers selected eco and wildlife resorts in Karnataka because most eco and wildlife reserve areas are shared by pristine natural area and located near villages. The targeted respondents of the study are eco and wildlife resort managers and visitors of eco and wildlife resorts. Based on purposive sampling 30 resorts are selected for the study and 410 visitors are selected based on simple random sampling technique. The study employs mixed method research design. Triangulation design is used in the study. The study adopted a tool to identify the sustainable tourism indicators used by the resorts to measure their sustainable tourism practices. A structured interview schedule was developed to study operational issues and challenges of eco and wildlife resorts. SPSS statistical techniques such as spearman correlation, factor analysis and descriptive statistics are used to analyze the data. NVivo is used to analyze the qualitative data and thematic text is used to analyze the data. Mixed method analysis is used to compare and analyze the data obtained from both qualitative and quantitative method with the help of Dedoose software. The study found that resorts use various social, environmental and economic sustainability indicators to measure their sustainability. The study also found that visitor will visit the resorts if they provided with good facility and services and creating authentic experience. The study also revealed various issues and challenges faced by resorts with respect to involvement of local community, environment conservation practices, supports from guests and support from government and concerned department. The study also suggested various measures that would help eco and wildlife resorts to overcome their issues and challenges, so that they can implement sustainable tourism practices more efficiently and effectively.

Keywords: Indicators, Eco and Wildlife Resorts, Issues and Challenges, Sustainability