

A STUDY OF DRIVING FACTORS TO SUSTAINABLE TOURISM MANAGEMENT PRACTICES IN PROTECTED AREAS: CASE STUDY FROM INDIA

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Abstract

This study identifies the key driving factors, which promote sustainable tourism management (STM) practices in the Indian protected areas (PAs). The present study has considered the National Chambal Sanctuary (NCS), one of the protected areas located in northern parts of India. The Sanctuary represents a shelter for rich biodiversity and various wildlife species. This study aims to promote sustainable tourism practices in NCS, exploring driving factors through literature review and finalizing 15 factors after the survey. The study categorized finalized set of driving factors using the Decision-Making Trial and Evaluation Laboratory (DEMATEL) method. Results indicate that eight of the 15 driving factors can be categorized as cause group driving factors and advanced information where communication technology is found as the most influencing driving factor. Practitioners and policymakers can use this study's findings in developing the right strategy for their parks and protected areas. It is worth focusing on cause group driving factors and seeing their influence on effect group factors.

Keywords: DEMATEL, Driving factors, Protected areas, Sustainable tourism management