MB-123E

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Eco-Tourism and Sustainable Development (Elective-E)

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub-question carries Three marks. (5×3=15)

1. a) What do you mean by Ecology?

b) What is Responsible Tourism?

c) Define Ecotourism.

d) What is Ethics in Tourism?

e) What do you mean by Soil Erosion?

f) Mention any five wildlife sanctuaries in India.

g) What do you mean by Flora and Fauna?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Explain the role of world tourism organization in sustainable development.

3. Discuss the relationship between tourism and environment.

4. Explain the socio cultural impacts on tourism.

5. Briefly outline the Eco tourism activities in Rann Of Kutch.

6. Suggest the ways that the negative impacts of ecotourism can be minimized.

7. Explain the unique features of ecotourism attractions in Karnataka.

SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Briefly explain the Eco tourism trends, issues and challenges.

9. Discuss the objectives of Eco Tourism Policy.

10. Explain the role of different agencies in sustainable tourism development.

11. Discuss the role of wildlife in sustainable tourism development.

12. What is Global Code of Ethics in tourism? Explain its major principles.

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SECTION - D

13. Case Study(Compulsory) **(1×15=15)**

Jungle Lodges and Resorts was India's first State Undertaking ecolodge namely the Jungle Lodges and Resorts (JLR) in 1987. Mr. Gundu Rao, the then Tourism Minister of Karnataka in 1978 brought the idea from the Royal Chitwan National Park in Nepal for creating eco-lodges in the national parks and wildlife sanctuaries in Karnataka. It has become a huge brand since Kabini Lodge was established in 1984. The objectives of the Forest Department, the custodian and caretaker of the eco-lodges and resorts is to provide outdoor tourism activities like trekking, camping, wildlife safari, hill climbing, sport fishing, river rafting and boating along with wildlife tourism. Conservation and development of wildlife and improvement of environment are two key activities that Jungle Lodges and Resorts have also become successful in maintaining a perfect harmony.

However, the root of the concept of eco-lodges near the Kabini River may be traced from the establishment of joint venture between Tiger Tops Jungle Lodge and Jungle Lodges and Resorts in 1980. Subsequently, the Government of Karnataka bought the share of Tiger Tops Jungle Lodges. The Kabini River Lodge was the first property of Jungle Lodges and Resorts Tiger Tops Jungle Lodge in 1984. It has become the premium property located in the Bandipur and Nagarhole National Parks. As many as 12 properties are located at several protected areas in Karnataka. Further, the JLR will add five more properties. This property received the Best Ecotourism Organization from Ministry of Tourism, Government of India for the year 1997-98. In 1995, the Tatler's Travel guide rated one of the top wildlife resorts in the world. The CNBC AWAAZ awarded the JLR for its best Eco-tourism practices in 2008. Over and above the other accolades, the State Government itself has adjusted JLR as the Best Performing State Public Sector Enterprise and received the Rathna Award" for the year 2009-10. Indian the ecotourism practices of The JLR have become an important benchmark for other ecotourism sits in India and the Indian forest Service (IFS) Offices take training at the JLR. The Govt. of Andaman and Nicobar has signed MoU with the JLR for managing wildlife and ecotourism sites.

Questions.

a) Trace the origin of the JLR in Karnataka.

b) What are the key achievements of the JLR?
