MBSC-4.2E

Sl.No. : **Total No. of Pages : 3**

Fourth Semester M.B.A. Degree Examination, October - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
Elective - E : Eco-Tourism and Sustainable Development

Time : 3 Hours **Max. Marks : 80**

SECTION- A

Answer any five sub-questions. Each question carries five marks : [5 × 5 = 25]

Q1) What is eco-tourism and how is it being encouraged and implemented in Karnataka?

Q2) What are eco-tourism resources? Explain their importance and how they contribute to responsible tourism practices.

Q3) Discuss In what ways does tourism affect the socio-cultural practices and traditions of local communities in popular tourist destinations?

Q4) How does sustainable tourism development work and why is it crucial for the future of the tourism industry?

Q5) What effects does sustainable tourism development have on wildlife conservation? Discuss.

Q6) In what ways do green hotels or ecotels support environmentally friendly tourism? Discuss.

Q7) Explain the role of organizations such as government bodies, NGOs and international agencies in promoting and supporting sustainable tourism development.

SECTION - B

Answer any four sub-questions. Each question carries ten marks [4 × 10 = 40]

Q8) Provide a brief overview of the relationship between the environment and tourism and why it's essential to consider environmental sustainability in tourism development.

Q9) Explain the role of global tourism organizations in promoting and regulating sustainable tourism.

Q10) Define sustainable tourism and explain in detail how it can benefit both the environment and local communities.

Q11) Identify the main challenges in achieving sustainable tourism and explain how these challenges can be overcome to ensure long-term environmental and socio-economic benefits.

Q12) Describe the evolution of sustainable tourism in the new millennium and challenges that the tourism industry must tackle in the 21st century.

Q13) Explain the Global Code of Ethics for Tourism and how it guides the principles and practices of responsible tourism on a global scale.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

The Maldives, an island nation in the Indian Ocean, is famous for its stunning coral reefs, crystal-clear waters and luxury resorts. Tourism is the backbone of the Maldivian economy, contributing over 28% to the GDP and providing employment to a significant portion of the population. However, the very success of tourism has become a double-edged sword. As the number of tourists increases, so do the challenges of maintaining the delicate environmental balance that makes the Maldives a sought-after destination.

This case study explores tne complex relationship between tourism and sustainable development in the Maldives. It delves into the steps the Maldivian government and private sector have taken to promote sustainability, the ongoing challenges they face and the potential consequences if these challenges are not adequately addressed.

Since the opening of the first resort in 1972, the Maldives has experienced exponential growth in tourism. The country's unique "one island, one resort" concept offers exclusive experiences to visitors, making it a top choice for luxury travelers. By 2019, the Maldives was welcoming over 1.7 million tourists annually, far outnumbering its local population.

Tourism has brought considerable economic benefits to the Maldives, including foreign investment, infrastructure development and improved standards of living for locals. However, this rapid growth has also led to significant environmental pressures. The construction of resorts often involves land reclamation, which can damage coral reefs and disrupt marine life. Additionally, the increase in tourist activities, such as snorkeling, diving and boating, has led to coral bleaching, water pollution and waste management issues.

Recognizing the potential threats to its natural environment, the Maldivian government and private sector have launched various sustainability initiatives. Many resorts have adopted eco-friendly practices, such as solar power usage, waste recycling programs and water conservation measures. Some have even taken steps to protect marine life by creating marine protected areas and coral nurseries.

The government has also implemented policies aimed at sustainable tourism development, such as limiting the number of new resort developments, promoting eco-tourism and encouraging resorts to achieve environmental certification, Additionally, there has been an increased focus on educating both tourists and locals about the importance of preserving the natural environment.

Despite these efforts, the Maldives continues to face significant challenges in achieving sustainable tourism development. Climate change poses a severe threat to the islands, with rising sea levels and increased temperatures putting the entire nation at risk. The growing demand for luxury experiences often leads to overconsumption of resources, such as water and energy, which can strain the islands' limited supplies.

Moreover, while many resorts have adopted sustainable practices, there is still a lack of uniformity in implementation across the industry. Some smaller resorts and local businesses struggle to keep up with the costs of sustainability initiatives, leading to disparities in environmental impact.

The Maldives also faces the challenge of balancing tourism growth with the preservation of its cultural heritage. As the industry expands, there is a risk of losing traditional practices and local identities, which are essential components of the Maldivian experience.

Questions

a) Analyse the key environmental challenges faced by the Maldives due to the rapid growth of tourism?

b) How can the Maldivian government and private sector further improve their sustainability efforts to mitigate the environmental impact of tourism?

c) If you were responsible for tourism development in the Maldives, how would you balance the need for economic growth with the imperative of environmental sustainability? What specific strategies would you prioritize?