

Chapter 11


Tourist Profiling and Its Role in Enhancing Sustainable Performance Management: Insights From Shivamogga

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ABSTRACT

This chapter explores tourism's impact on regional economic growth in Shivamogga, focusing on tourist profiles, preferences, and awareness of sustainable practices. It analyzes factors influencing tourist choices, satisfaction, and expectations while proposing strategies to enhance visitor experiences and sustainability performance. A survey of 393 tourists reveals a mix of domestic and international visitors with varying awareness levels regarding sustainability initiatives. The study identifies areas for improvement, including targeted sustainability education, enhanced digital engagement, and infrastructure upgrades to support sustainable tourism. These insights provide actionable strategies for local tourism planners and stakeholders to improve regional sustainability, benefiting both tourists and the local community. Overall, this research contributes to sustainable tourism and offers a framework for developing regions like Shivamogga, where tourism must be managed to balance

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1. INTRODUCTION

India is a leading travel destination, significantly contributing to community well-being and economic development. Over the past 25 years, tourism has surged, particularly in Shivamogga, known for its natural beauty and cultural diversity. However, balancing visitor satisfaction with sustainable resource management remains a challenge. Sustainable performance management seeks to align social responsibility, environmental preservation, and economic benefits, with India's tourism sector ranking seventh globally in GDP contribution. Understanding tourist profiles and their awareness of local attractions is vital for effective tourism planning. Shivamogga's diverse attractions draw both domestic and international visitors (Goutam, 2018; Babu & Gade, 2014).

Ecotourism is a rapidly growing sector of the tourism industry that focuses on responsible travel to natural areas, aiming to conserve the environment and improve the well-being of local communities. It appeals to environmentally and socially conscious individuals, offering insights into human impacts on nature and fostering appreciation for natural habitats (Venkatesh & Gouda, 2017; Anandaraj, 2015). Destination marketing is an important aspect of tourism management, that involves adopting a holistic approach to satisfy tourists' needs and balancing stakeholder interests (Sotiriadis, 2020). It can play an important role in shaping tourist perception and promote the sustainable aspect of ecotourism. *Destination marketing can be defined as a continuous process of planning, implementing, and evaluating programs to achieve destination competitiveness* (Pike, 2020). It shapes tourist awareness and helps in maximizing the benefits of tourism. The chapter provides an overview of key concepts associated with and ecotourism and examines factors that attract potential tourists. Understanding tourist profiles, preferences can support sustainable performance management in tourism, ensuring long-term viability and minimal environmental impact. This chapter explores how understanding tourist profiles, awareness can enhance sustainable performance management in tourism. The research tools used to develop the chapter provides various scales that can be used by future researchers to measure sustainable performance indicators in the tourism sector. The chapter adopts a case-based approach, to examine customer profiles, their preferences and factors that motivate them to visit an ecotourism location. The factors that contribute to decision-making is analyzed. By linking eco-conscious choices to destination management in Shivamogga, the chapter provides an overview of proposed sustainable performance indicators that could help to improve tourism

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