

Appendix

Annexure -3: Some of the Uncommon terms used in the Thesis

Atithi Devo Bhava-

Guest is God

Swachh Bharat-

Clean India

Swachh Gujarat-

Clean Gujarat

Kutch Nahi Dekha to Kuch Nahi Dekha- If you haven't seen Kutch, you have seen nothing Kutch Mahila Vikas Sangathan- Kutch Women Development Association

Khushboo Gujarat Ki" -Fragrance of Gujarat

Annexure-2 Questionnaire

My name is Harsh Chaudhari, and I am currently pursuing my Diploma. As part of my curriculum, I am conducting a market research study titled “**Determining the Impact of Sustainable Tourism Practices on Tourist Satisfaction in Gujarat State**” To successfully complete this research, I am collecting data through a short questionnaire. I kindly request you to spare a few minutes to fill out the survey. Your responses will be used strictly for academic purposes, and all information will remain confidential and anonymous. Your participation will greatly contribute to the accuracy and success of my study. By completing this questionnaire, you consent to the information provided being analyzed anonymously for the purposes of this diploma research study. Thank you for your valuable time and support! **Section A: Demographic Information**

1. Age Group

- ☐ Below 20 years
- ☐ 21–30 years
- ☐ 31–40 years
- ☐ 41–50 years
- ☐ Above 50 years

2. Gender:

- ☐ Male
- ☐ Female
- ☐ Other

3. Nationality

- Indian
- International Tourist

Purpose of Visit:

- Leisure / Holiday
- Cultural / Heritage Tourism
- Eco-tourism / Nature Tourism
- Business
- Visiting Friends or Relatives
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4. Number of Visits to Gujarat

- First visit
- 2–3 visits
- More than 3 visits

Section A: Awareness of Sustainable Tourism Practices

(Rate it from 1 to 5, indicating 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree)

- A1 I am aware that Gujarat has adopted the Sustainable Tourism Criteria for India.
- A2 I have observed eco-friendly tourism facilities like EV charging stations at tourist destination.
- A3 I am aware that Gujarat offers financial support for green tourism (e.g., e-vehicles, eco-certification).
- A4 I am aware of initiatives encouraging the purchase of local products under “Vocal for Local.”
- A5 I am aware of cleanliness campaigns such as Swachh Bharat Abhiyan and Swachh Gujarat at tourist destinations

Section B: Perception of Sustainability Practices

(Rate it from 1 to 5, indicating 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree)

- B1 The destination has visible and accessible eco-friendly infrastructure (e.g., green buildings, EVs).

- B2 Digital payments and e-ticketing made my experience more convenient.
I believe the “Atithi Devo Bhava” values were reflected in the hospitality I
B3 received.
The presence of hygienic public amenities (e.g., pay-and-use toilets)
B4 improved my travel experience.
- B5 I saw promotion of rural tourism fairs and local crafts during my visit.
Festivals such as Navratri, Uttarayan, and Rann Utsav effectively
B6 showcase Gujarat’s cultural heritage
- B7 Natural and geological attractions in Gujarat are managed responsibly.
Local communities are actively involved in tourism services such as
B8 homestays, guiding, and handicrafts

Section C: Tourist Satisfaction with Sustainable Practices &

Behavioral Intentions *(Rate it from 1 to 5, indicating 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree)*

- C1 Sustainable tourism initiatives enhanced my overall travel experience.
- C2 Cultural festivals and tourism campaigns increased my satisfaction as a tourist. C3 Gujarat’s sustainable tourism initiatives met my expectations
- C4 I am likely to revisit Gujarat because of its sustainable tourism practices
- C5 I would recommend Gujarat as a sustainable and responsible tourism destination.

Annexure-3 : Google Form Link to Questionnaire

Link: <https://forms.gle/mrUz3SkT8Zoe2J3q7>

Annexure-4: QR Code for Questionnaire



