

## Visitors Satisfaction Level with Sustainable Tourism Practices Exercised at World Heritage Sites of Madhya Pradesh

Taru Saxena<sup>1\*</sup>, Rohit Sharma<sup>2</sup>

<sup>1</sup>Department of Hospitality Management, CT University, Ludhiana, Punjab, India

<sup>2</sup>Department of Hotel Management & Tourism, CTIHM&CT (Jalandhar), Punjab, India

*Corresponding author's e-mail address: Saxena.taru@gmail.com*

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### Abstract:

Madhya Pradesh which comes in central part of India consist of several UNESCO worlds heritage sites, including the Buddhist Monuments at Sanchi, Khajuraho Group of Monuments, and the Rock Shelters of Bhimbetka, which are world famous tourists sites and attracts tourists throughout the year. The aim of the study is to examine visitors satisfaction level with sustainable tourism practices at world Heritage Sites in Madhya Pradesh. Structured questionnaire is used for the collection of the data which was prepared using online platform Google Forms and distributed to respondents using email ids and social media platforms. Data was collected in the month of April & May, 2024. Random sampling technique is used for the collection of the data. To achieve the objectives, two hypotheses were formulated. First hypothesis is Satisfaction level with sustainable tourism practices shows difference for demographic profile of Respondents. the findings of the first objective has revealed that Since most of the demographics profiles creates a difference in Satisfaction, therefore, H1 Satisfaction level with sustainable tourism practices shows difference for Demographic Profile of Respondents is Accepted. The second hypothesis was Perception on sustainable practices impacts Satisfaction level with sustainable tourism. Multiple regression analysis was used to achieve this hypothesis. The findings of the second hypothesis has revealed that Since the regression model is significant and the predictors impacting the dependent variable, therefore, H2: Perception on sustainable practices impacts Satisfaction level with sustainable tourism is accepted.

**Keywords:** Visitors Satisfaction Level, Sustainable Tourism Practices, World Heritage Sites, Madhya Pradesh.

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## 1. INTRODUCTION

Sustainable tourism as one more important aspect of the modern society's tourism development approach aims at the reduction of negative impacts of tourism while the positive impacts are maximized for the local people, the environment and cultural and historical sites. International sites for heritage (WHS) are set-apart for their cultural or natural significance and, therefore, have problems in accommodating mass tourism without compromising on their authenticity. In this respect, there is a critical importance of the principles of sustainable tourism in order to conserve and promote these sites for the generations to come. The state of Madhya Pradesh also known as the 'Heart of India' has numerous diverse sites that are WHS such as rock shelters of Bhimbetka, Buddhist monuments of Sanchi and the temple at Khajuraho which are popular with the both domestic and international traveler. The present research is also covering the would-be world heritage sites of Madhya Pradesh

such as Satpura Tiger Reserve, Bhedaghat & Lametaghat. Bhedaghat. Nevertheless, the growing popularity of tourism poses a significant concern when not well controlled; has worst implications for such sensitive environment and heritage sites. Therefore, knowledge of visitors' perceptions towards sustainable tourism practices at such sites is important to the sustainability of the tourism sector, and the conservation of these special places (UNESCO, 2021).

Sustainable tourism refers to tourism that has considered the costs and benefits for the present and in the long-run taking into account social, economic and environmental impact of tourism and its responsibilities to the visitor, the tourism industry, the environment and the host community (United Nations World Tourism Organization [UNWTO], 2019). As the world progresses with the increased rates of tourism especially at the world heritage sites, the question that arises is how this issue can be handled in a way that the world heritage sites are preserved for the future generations. Being a state with a diverse cultural and natural resource endowment, there is a major challenge in pulling the tourism development in Madhya Pradesh in harmony with sustainability objectives. Measures have been advocated to be implemented hence Sustainable tourism practices at world heritage sites are important hence they reduce environmental impacts, enhance the protection of cultural heritage and create good visitor experiences. The level of satisfaction of visitors, especially regarding the environmentally friendly practices put in place in these places also forms the measure of success of these efforts. Over the last decade, researchers and professionals acknowledged the relationship between visitors' satisfaction and the responsible consumption of tourist services. Tourism satisfaction is a complex concept which includes the perceived quality, accessibility of sustainable facilities for tourists and to what extent regarding tourism impacts reduces negative impacts on the physical and cultural environment (Bramwell & Lane, 2021). Other studies have also indicated that tourist who think that the tourist activities are consistent with sustainability objectives, they are more likely to report higher satisfaction, repeat visitation and pro- environmental behaviour (Choi & Sirakaya, 2006). Thus, identifying visitors' attitudes towards sustainable practices at WHS in Madhya Pradesh is important for improving the modern management of tourism as well as for the preservation of World Heritage Sites.

The tourism industry of Madhya Pradesh is indeed very crucial for the economy of this state as it caters the local and international travelers. A Sustainable Tourism Model for World Heritage Sites in Madhya Pradesh, India, and Outbound tourism in Madhya Pradesh reached 59.73 lakh in the year 2019 from international tourists only which is 84,40,839 according to Madhya Pradesh Tourism (2020). Such high tourists' visits impose certain issues to these destinations in the sense that the environment is likely to be more depleted, crowded, and the cultural assets compromised. The state has implemented several strategies that aim at promoting sustainable tourism including the construction of environmentally friendly structures, proper waste disposal channels and community sensitization (Sharma 2020). Nonetheless, the effectiveness of these programs depends on the visitors' satisfaction levels, which is a key factor in generating repeat traffic and thus the sustainability of sites. Some of the findings done on the subject have stressed the significance of carrying out sustainable tourism practices so as to ensure that visitors have increased levels of satisfaction. For instance, Buckley (2012) reiterated that sustainability management practices like averting the number of tourists, minimizing wastes, and conducting awareness creation on the part of the visitors greatly improves the experiences

of the visitors. In the same manner, the related studies of Lee and Moscardo (2015) supported the postulates that utilizing tourism destinations promoting sustainability results in higher perceived satisfaction as well as the positive behavioral communication intent. Hence, it is interesting to investigate potential tourists' satisfaction level within the World Heritage Sites in Madhya Pradesh in relation to sustainable tourism.

Furthermore, visitor satisfaction concerning sustainable tourism practices depends on some factors such as the quality of interpretation and its availability; access to ecotourism amenities and the level of engagement with locals (Holden, 2016). Many places like khajuraho, sanchi and Bhimbetka falls under world heritage sites and to sustain the tourism and aesthetic value of the site there is need to incorporate sustainable strategies such as conservation originality of the site, management of wastes and involving the communities surrounding the sites (UNESCO, 2021) However, the problem arises in how to encourage tourism in such sites without compromising on the practices that are eroding the heritage site, a discussion highlighted below by Hardy et al. (2016). Hence, this research study will try to assess the extent of satisfaction among the visitor regarding the sustainable tourism practices undertaken in these sites in Madhya Pradesh. In addition, nobody disputes the role of local communities in the promotion of sustainable tourism at World Heritage Sites. In Madhya Pradesh for instance native people play an active role in the conservation of heritage sites as well as the management of tourism hence enhancing the cultural appeal of the tourism experience (Murphy & Murphy, 2019). This community involvement has a dual benefit: It makes the tourism product more competitive and also makes sure that tourism returns are distributed evenly across most of the players in the industry. But again, visitor satisfaction is also realised by sustainable practices' visibility and application during their visits (Kim, Uysal, & Sirgy, 2013). Thus, the assessment of visitors' satisfaction plays the role of an effective instrument to evaluate the effectiveness of sustainable tourism practices as well as to promote the further development of the World Heritage Sites in the interest of the visitors and the local communities. Consequently, this research paper aims at analyzing the overall satisfaction of the visitors on sustainable tourism practices at the icon Madhya Pradesh World Heritage Sites. To achieve the research objectives by exploring the specific sustainable facilities and practices which contribute to visitor experience, the study will use the visitors' perception, preference, and expectations to enable us understand how sustainability is used in improving the visit experience and encouraging responsible tourism. Considering the current shifts towards sustainable on promoting sustainable tourism, this study has a great application for policymakers, site managers, as well as other stakeholders involved in the preservation of natural assets while supporting the tourism industry.

## **2. REVIEW OF LITERATURE**

### **2.1 World Heritage Sites of Madhya Pradesh**

Madhya Pradesh located in the center of India boast of multiple WHS that are historical and cultural as well as natural reservation sites. These places have greatly boosted the tourism and cultural development of the state and have been awarded by UNESCO as sites of the outstanding cultural value. Out of all the extant Monuments of Madhya Pradesh the Khajuraho Group of Monuments is perhaps the most famed WHS. This city is famous for the marvellous Hindu and Jain temples which are decorated by the numerous friezes showing various aspects of life and spiritual world (UNESCO,

2021). Another familiar place is the remains of Buddhist construct in the region Sanchi. These are among; The Great Stupa it is a structure that commemorates popularity of Buddhism back in India and is fascinating in the carved images as well as other architecture features (UNESCO, 2020) These are beautiful pieces of architecture with religious and spiritual importance where people from all over the world visit because of the rich culture that has shaped Madhya Pradesh (UNESCO, 2019). Besides, the state of Madhya Pradesh hosts the oldest known prehistoric art site in the world, the Bhimbetka Rock Shelters where paintings from thousands of years ago showing human habitation in the Indian subcontinent are exhibited, according to UNESCO (2018). This site is unique and valuable for the archeologists and anthropologists because it provides rather valuable information on the prehistoric people and their relationships with the environment (UNESCO, 2017).

Satpura Tiger Reserve is home to the magnificent Bengal tiger, as well as other ungulates, leopards, and Indian wild dogs. It is an essential bastion for the preservation of endangered animal species (Jhala et al., 2019). The vast network of rivers, lakes, and streams inside the reserve supports local communities that depend on these ecosystems for their livelihoods in addition to preserving the abundant biodiversity (Rangarajan, 2018). Bhedaghat & Lametaghat – Two Geological excrescences of Jabalpur, M.P, India – Tentatively listed for World Heritage Sites With their natural beauty and cultural importance of the Jabalpur region of MP, India, Bhedaghat and Lametaghat have been recommended as World Heritage Sites. The Bhedaghat's beautiful marble rocks, ingrained out of the mountains by the erosion and the geological movements of ages stand tall over the Narmada (Government of Madhya Pradesh, 2021). The Narmada River can be seen here falling through the white waters at Dhuandhar Falls, marble rocks in a background of cliffs anywhere up to a hundred feet high (Choubey et al., 2019).

## **2.2 Concept of Sustainable Tourism**

Sustainable tourism refers to a form of tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It emphasizes responsible travel that minimizes negative impacts on the environment, respects the socio-cultural authenticity of host communities, and contributes to the preservation of natural and cultural heritage (UNWTO, 2017). The concept of sustainable tourism emerged as a response to the growing recognition of tourism's potential to harm the environment and local communities if left unchecked. It seeks to balance economic, environmental, and socio-cultural dimensions of tourism to create long-term benefits for all stakeholders involved, including tourists, local populations, and ecosystems (Butler, 2023). Sustainable tourism is often guided by principles such as reducing resource consumption, minimizing waste, protecting biodiversity, and fostering community engagement in tourism development (Weaver, 2007). According to Liu et al. (2016), sustainable tourism also plays a vital role in promoting cultural exchange and enhancing visitors' understanding of different traditions and lifestyles, while encouraging practices that support the conservation of unique local customs and biodiversity. It is not just about minimizing tourism's negative impacts but also about maximizing its benefits, particularly in terms of enhancing local economies and promoting social well-being (Bramwell & Lane, 2019). However, implementing sustainable tourism practices presents challenges, as it requires the cooperation of a wide range of stakeholders, from government authorities to private sector businesses

and individual tourists, to ensure that tourism development is aligned with broader sustainability goals (Hall, 2020).

### **2.3 Visitors Satisfaction Level Towards Sustainable Tourism Practices Exercised at World Heritage Sites**

Understanding visitors satisfaction towards sustainable tourism practices in World Heritage Sites has its influence on visitors experience during their visit and perceived image of the destinations. Since sustainable tourism measures all continue to escalate in significance with an emphasis on the protection of cultural and natural resources, it is critical to evaluate the congruence of these measures to the desires and wants to the actual tourists. Therefore, an important aspect that has a role in visitor satisfaction is their level of concern of the measures taken. Usually, tourists have certain expectations that regard the sustainability of the tourism services including energy conservation, waste disposal, and resource usage that would leave little or no imprint on the natural landscape (Gössling, 2018). As the tourists as consumer of sustainable practices, misaligned expectation may result to the dissatisfaction if sustainable measures are either partially used or not well marketed (Dodds & Holmes, 2019). In addition, such aspects as renewable energy, waste management, and water management should be visible and working to make a visitor feel that they are helping in enhancing sustainability of the site (Muresan et al., 2019). The overall satisfaction is also related to the comforts and conveniences afforded by the sustainability of the structures; that is, access and public transportation within the site or provision of green-certified accommodations can immediately influence the visitor satisfaction (Buhalis & Amarangana, 2017). Moreover, the part that cannot be overlooked is that interpretation services, for example, guided tours with the subsequent explanations of the sustainability measures provided, as well as their importance, are vital as visitors' satisfaction (Pulido-Fernández & López-Sánchez, 2016). Having a high level of satisfaction does not only compel visitors to visit the destinations multiple times but also encourage other people to visit the same place through recommendations hence improving the sustainability of the destination attraction (Chen & Tsai, 2018). Nonetheless, challenges still exist whenever one wants to achieve a high level of satisfaction with the visitors. The public may sometimes perceive sustainable practices as an encumbrance, not in the positive sense where some measures undertaken may result in restriction of public access to some parts of the site for conservation or control of the numbers of persons that flood a certain area during site visits or engaging in certain behaviours. This restraint, however, is invaluable for the long-term viability of the business and may create resentment if its rationale is not well articulated. Consequently, awareness is crucial for the visitors' account to enable them grasp the importance of such practices in conserving World Heritage Site for future generations as prescribed by Leask (2016). By far, another challenge is the cost of implementing sustainable solutions and particularly the cost of sustaining them to a point where they do not adversely affect the satisfaction of the visitors because of an unfavourable cost-value ratio. Furthermore, lack of comparable policies or standards to be implemented in the different sites, and implement consistently across the same region or the same country can cause confusion and hence different levels of satisfaction among customers (Shackley, 2019). Overcoming these barriers using clear policies, effective communication and through incorporating the visitors' feedback in the overall processes of managing the sustainability objectives will assist in the achievement of the balance between both the conservation agenda and the visitors' needs (UNWTO,

2017). Thus, despite the necessity of realistic and path-breaking measures concerning the sustainable tourism practices as the key to save the essential values of World Heritage Sites, much depends with how these practices are in harmony concerning the tourists' expectation and encounter (Poudel & Nyaupane, 2013).

### 3. OBJECTIVES OF THE STUDY

- To examine the difference created by demographic profile of respondents on satisfaction level with sustainable tourism practices.
- To examine the visitors perception on sustainable practices impacts Satisfaction level with sustainable tourism.

### 4. HYPOTHESES OF THE STUDY

- **H1:** Satisfaction level with sustainable tourism practices shows difference for Demographic Profile of Respondents.
- **H2:** Perception on sustainable practices impacts Satisfaction level with sustainable tourism.

### 5. RESEARCH METHODOLOGY

To gather the primary data, a structured questionnaire was created. Secondary data was gathered with the assistance of books, journals, earlier studies, websites, government publications, etc. The study made use of both pieces of evidence. 650 respondents were given the questionnaire, and 570 of them completed it. A total of 565 responses were deemed valid out of the 570 that were received. As a result, data analysis was conducted using the 565 valid responses. Data from respondents was gathered by random sampling technique. Those who visited Madhya Pradesh's world heritage sites were among the survey participants. Respondents to this study who travel to Madhya Pradesh's tentative world heritage sites were also included. Respondents were contacted via email addresses as well as social media platforms once the structured questionnaire was created using the internet platform Google Forms. There were two sections to the survey questionnaire, both with closed-ended questions. The questions in the first portion focused on the respondents' demographic profiles. The second set of questions focused on the elements based on visitors satisfaction towards sustainable tourism practices exercised at UNESCO world heritage sites of Madhya Pradesh. The questions of second section were asked on a likert scale of 1 to 5 where 1 indicates highly dissatisfied, 2 indicates dissatisfied, 3 indicates neutral, 4 indicates satisfied and 5 indicates highly satisfied. All the variables in the questionnaire were framed after extensive review of literature and taking consultation from research supervisor, academicians, and professionals who are involved in the management of UNESCO world heritage sites in Madhya Pradesh. The survey was conducted in the month of April & May, 2024. Kruskal Wallis H test and Multiple Linear Regression was used for the achievement of the objectives.

### 6. DATA ANALYSIS AND INTERPRETATION

#### 6.1 Demographic Profile of the Respondents

**Table 1: Demographic profile of the respondents**

Variable	Sub-Variable	Frequency	Percentage
Gender	Male	301	53.3

	Female	259	45.8
	Prefer not to say	5	0.9
<b>Age</b>	18-30 years	77	13.6
	31-40 years	226	40
	41-50 years	190	33.6
	51-60 years	66	11.7
	Above 60 years	6	1.1
<b>Marital Status</b>	Single	181	32
	Married	368	65.1
	Prefer not to say	16	2.8
<b>Educational Qualification</b>	Intermediate	50	8.8
	Graduate	192	34
	Postgraduate	199	35.2
	Doctorate	84	14.9
	Others	40	7.1
<b>Occupation</b>	Student	75	13.3
	Government Job	127	22.5
	Private Job	182	32.2
	Self-Business	121	21.4
	Others	60	10.6
<b>Annual Income</b>	Not Earning	62	11
	Up to 3 Lakhs	100	17.7
	3-6 Lakhs	141	25
	6-10 Lakhs	122	21.6
	Above 10 Lakhs	140	24.8
<b>Are you resident of Madhya Pradesh?</b>	Yes	298	52.7
	No	267	47.3
<b>Area of Residence</b>	Rural	212	37.5
	Urban	353	62.5

## 6.2 H1: Satisfaction level with sustainable tourism practices shows difference for Demographic Profile of Respondents

Demographic profile like Resident of MP and Area of Residence are variables with two groups thus, Mann Whitney U Test was performed (Table 2).

It was Found that those who are not the Resident of Madhya Pradesh creates difference in all the factors of satisfaction. Area of Residence does not create any difference in any of the parameters of satisfaction.

**Table 2: Mann Whitney U Test**

	Resident of Madhya Pradesh		Area of Residence	
	Mann-Whitney U	Asymp. Sig. (2-tailed)	Mann-Whitney U	Asymp. Sig. (2-tailed)

Waste Management Programs	29976.000	.000	35827.500	.368
Water Conservation Measures	31356.000	.000	34408.000	.090
Energy-Efficient Lighting	31812.500	.000	35344.000	.245
Promotion of Sustainable Transportation	33821.000	.001	35927.000	.403
Preservation of Natural Habitats:	33597.500	.001	36759.500	.714
Promotion of Locally Sourced Goods	34602.500	.005	35369.500	.254
Local Community Engagement and Empowerment	32840.000	.000	36544.500	.627
Cultural Heritage Conservation	35195.500	.013	37397.000	.991
Promotion of Eco-Friendly Accommodations	33354.000	.000	34218.500	.074
Reduction of Single-Use Plastics:	32419.500	.000	35089.000	.191
Carbon Offsetting Programs such as tree planting initiatives or renewable energy projects	32993.000	.000	35005.000	.177
Visitor Carrying Capacity Management	33971.000	.002	34442.000	.097
Biodiversity Conservation Initiatives	32831.000	.000	34856.500	.152
Monitoring and Evaluation Systems	33710.500	.001	33760.500	.039

For testing difference in satisfaction Kruskal Wallis (Table 4.30) test was used for variables, Gender, Age, Marital Status, Educational Qualifications, Occupation, Income. And Mann Whitney U test was applied for variables with two groups Resident of Madhya Pradesh, Area of Residence.

It was found that Age (31-40 Years) and Income (More than 10 Lakhs) creates difference in all the parameters of Satisfaction. But Marital Status creates no difference in any of the parameters of Satisfaction.

Further, Gender (Females) creates difference on Waste Management Programs, Water Conservation Measures, Energy-Efficient Lighting, Reduction of Single-Use Plastics, Carbon Offsetting Programs such as tree planting initiatives or renewable energy projects, Biodiversity Conservation Initiatives, Monitoring and Evaluation Systems.

Educational Qualification as Others creates a difference in Water Conservation Measures, Promotion of Sustainable Transportation, Preservation of Natural Habitats, Cultural Heritage Conservation.

Educational Qualification as Doctorate creates difference in Carbon Offsetting Programs such as tree planting initiatives or renewable energy projects, Visitor Carrying Capacity Management, Biodiversity Conservation Initiatives, Monitoring and Evaluation Systems

Occupation as Self Business creates a difference in Water Conservation Measures, Energy-Efficient Lighting, Preservation of Natural Habitats, Promotion of Locally Sourced Goods, Carbon Offsetting Programs such as tree planting initiatives or renewable energy projects, Visitor Carrying Capacity Management, Biodiversity Conservation Initiatives, but Educational Qualification as others creates difference in Monitoring and Evaluation Systems.

Since most of the demographics profiles creates a difference in Satisfaction **H1 is Accepted.**

**6.3 H2: Perception on sustainable practices impacts Satisfaction level with sustainable tourism**

To prove this hypothesis multiple regression was used. The dependent variable is Satisfaction level with sustainable tourism and predictor is Satisfaction.

For this mean of Satisfaction was calculated so that average of all the data points can be obtained in a set.

Satisfaction=Mean

(Waste\_Management\_Programs,Water\_Conservation\_Measures,Energy\_Efficient\_Lighting,Promotion\_of\_Sustainable\_Transportation,Preservation\_of\_Natural\_Habitats,Promotion\_of\_Locally\_Sourced\_Goods,Local\_Community\_Engagement\_and\_Empowerment,Cultural\_Heritage\_Conservation,Promotion\_of\_EcoFriendly\_Accommodations,Reduction\_of\_SingleUse\_Plastics,COP\_like\_plantation\_initiatives\_or\_renewable\_energy\_projects,Visitor\_Carrying\_Capacity\_Management,Biodiversity\_Conservation\_Initiatives, Monitoring\_and\_Evaluation\_Systems).

The regression model is statistically significant ( $F(10, 564) = 132.397, p=0.000 ; p \leq .05$ ), indicating that the model explains a significant amount of the variance in the dependent variable.

**Table 3: ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	454.437	10	45.444	132.397	.000 <sup>b</sup>
	Residual	190.154	554	.343		
	Total	644.591	564			

The coefficient table shows that the predictors are impacting the dependent variable. Thus, the regression equation stands as

Satisfaction = .504 + 0.151 \* The information provided about sustainable practices at the World Heritage Sites was clear and comprehensive + 0.119 \* my visit to the World Heritage Sites contributed to the sustainability efforts of the local community + 0.107 \* I would recommend others to visit the World Heritage Sites based on their commitment to sustainable practices + .087 \* sustainable practices exercised at the World Heritage Sites positively contribute to environmental conservation + .084 \* sustainable practices exercised at the World Heritage Sites positively contribute to environmental conservation + 0.077 \* I feel a sense of responsibility towards supporting and promoting sustainable

tourism practices after visiting the World Heritage Sites + 0.075 \* I perceive the sustainable practices at the World Heritage Sites to be effective in achieving their conservation goals.

**Table 4: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.504	.099		5.096	.000
	The information provided about sustainable practices at the World Heritage Sites was clear and comprehensive.	.151	.036	.185	4.146	.000
	The sustainable facilities and amenities at the World Heritage Sites were easily accessible to me as a visitor.	.084	.037	.089	2.245	.025
	sustainable practices exercised at the World Heritage Sites positively contribute to environmental conservation.	.087	.039	.095	2.250	.025
	The visit increased my awareness and understanding of the importance of sustainable tourism practices.	.037	.039	.041	.932	.352
	my visit to the World Heritage Sites contributed to the sustainability efforts of the local community.	.119	.037	.132	3.228	.001

I perceive the sustainable practices at the World Heritage Sites to be effective in achieving their conservation goals.	.075	.037	.080	2.013	.045
I feel a sense of responsibility towards supporting and promoting sustainable tourism practices after visiting the World Heritage Sites	.077	.036	.084	2.143	.033
The use of renewable energy sources (such as solar power) is evident and effective at the World Heritage Sites I visited.	.069	.038	.075	1.810	.071
The sustainable initiatives at the World Heritage Sites inspired me to adopt similar practices in my own life.	.070	.038	.077	1.838	.067
I would recommend others to visit the World Heritage Sites based on their commitment to sustainable practices.	.107	.035	.120	3.031	.003

The Model Summary shows that the prediction strength is very strong ( $R^2 = .705$ , 70.5%).

**Table 5: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 <sup>a</sup>	.705	.700	.58587

Since the regression model is significant and the predictors impacting the dependent variable, therefore, **H2**: Perception on sustainable practices impacts Satisfaction level with sustainable tourism is accepted.

## 7. CONCLUSIONS

The aim of the study is to examine visitors satisfaction level with sustainable tourism practices at world Heritage Sites in Madhya Pradesh. To achieve this objective, two hypotheses were formulated. First hypothesis is Satisfaction level with sustainable tourism practices shows difference for demographic profile of Respondents. the findings of the first objective has revealed that Since most of the demographics profiles creates a difference in Satisfaction, therefore, H1 Satisfaction level with sustainable tourism practices shows difference for Demographic Profile of Respondents is Accepted. The second hypothesis was Perception on sustainable practices impacts Satisfaction level with sustainable tourism. Multiple regression analysis was used to achieve this hypothesis. The findings of the second hypothesis has revealed that Since the regression model is significant and the predictors impacting the dependent variable, therefore, H2: Perception on sustainable practices impacts Satisfaction level with sustainable tourism is accepted.

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