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Exploring the Factors Facilitating the Advancement of Sustainable Tourism in Odisha: Evidence from Tribal Areas

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Abstract

The Indian tourism sector is expanding and has great potential to attract significant foreign capital and create employment, thereby supporting the region's overall social and economic development. Tourists are always drawn to the indigenous culture and diverse society of the indigenous Indians. Sustainable tourism strives to create jobs, generate money, and preserve indigenous ecosystems while having a minimum impact on the surroundings and regional traditions. The multifaceted nature of tourism interconnects the economic, social, and environmental facets of sustainability. Support from the local community is crucial for the sustainable tourism sector to succeed across all regions, especially in remote areas. This research primarily identifies the attributes that influence support for sustainable tourism development among Odisha's tribal communities, as well as how rural residents perceive the effects of tourism development. The data were collected through semi-structured interviews, and the tribes' responses were analyzed using statistical tools and techniques, including SEM. The study enhanced understanding of the various variables that facilitate the growth of tribal tourism. This study indicated a robust connection between sustainable indicators—such as sustainable behavioral aspects, environmental sustainability, socio-cultural sustainability, and sustainable economic benefits—and the development of

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sustainable tribal tourism. It also emphasized the importance of recognizing the local community as a key player in industry growth, particularly in areas seeking to strengthen their economies through a sustainable tourism approach.

Keywords: Sustainable Tourism, Social, Economic, Cultural, Ecotourism, Behavior

Introduction

Sustainable tourism is the only approach that can effectively safeguard the environment through sustainable development. Conventional tourism poses significant risks to the planet and the ecosystem. Eco-friendly tourism helps reduce environmental impacts and preserve local cultures while fostering future employment opportunities for residents. The objective of sustainable tourism is to ensure that development provides a positive experience for local communities, tourism enterprises, and visitors as well (Lu and Nepal, 2009). Sustainable tourism is a key component of effective ecotourism. Realizing sustainable tourism requires motivation, commitment, and a systematic strategy for future initiatives. Tribal tourism is essential for enhancing and maintaining the standard of living in tribal regions. As noted by Leu (2019), tribal populations can benefit from additional revenue generated by tourism initiatives. This not only enhances quality of life but also promotes sustainable development in rural areas through tourism-village businesses that offer unique products and services (Alrawadieh & Alrawadieh, 2018). For effective rural tourism development, significant involvement from family enterprises and tourism entrepreneurs is essential.

To achieve success in the tourism industry, especially in tribal regions, support from the tribal community is a key factor. The shift in residents' attitudes has been significant, as it offers direction for planners and tourism experts to pursue to achieve an appropriate standard of community tourism development and planning (Kaul and Gupta, 2009). Economic advantages of tourism, including job creation and financial gains, were used as indicators to assess community bonds, residents' quality of life, and their views on tourism (Mamhoori, 2015). While economic benefits were an important factor, a mix of social, emotional, and economic elements proved more effective for evaluating how residents' perceived values affect their quality of life, satisfaction levels, and endorsement of additional tourism expansion (Reejo, 2023).

Various communities can possess unique customs, cultures, and access to natural resources. Furthermore, residents' perspectives and support for

tourism development, along with their views on quality of life, may vary with destination characteristics (Bausch et al., 2024). Additionally, tourism can impact communities in numerous ways, particularly in developing countries. The aim of encouraging tourism in tribal regions is to address challenges such as migration from cities to rural areas, enhance workforce stability by improving living conditions, create new entrepreneurial and financial opportunities, and preserve local culture and environment as tourism attracts interest. (Jasrotia, 2023). Sustainable development of rural regions through tourism can only be achieved if enhancing the quality of life for the local population is a long-term objective, reflected in economic, environmental, social, and cultural advantages (Ahmed and Rajouri, 2013).

Beyond its economic impact, a stable tourism sector can have significant effects on the region's infrastructure and environment. The tourism sector prompts governmental investment in national parks and reserves, which can lead to environmental benefits. The trend of ecotourism, aimed at valuing and safeguarding natural ecosystems, enhances environmental benefits at both small and large scales (Venugopalan and Kumar, 2017). In addition to generating both direct and indirect employment opportunities, tribal tourism will encourage the production of handcrafted goods, thereby significantly circulating money within communities (Tan et al., 2024). Additionally, this sector supports improvements in Odisha's local communities and plays a major role in developing tribal areas through provincial tax revenue.

The growth of tourism impacts the advancement of other industries, such as the food industry and handicrafts, which can enhance society's overall standard of living. Past research on rural tourism in India has examined the elements that affect the development of this sector. Local inhabitants play a crucial role in the diverse elements that make up a destination and shape the future growth of any tourism locale (Malia et al., 2024). However, minimal research has been done on the factors contributing to the expansion of tribal tourism in Odisha.

Despite its scenic views, cultural traditions, and diverse landscapes, Odisha tourism remains below the line compared to other states. One of the key challenges is how Odisha can foster tourism while balancing the social and financial needs of the areas. Recognizing and assessing the elements that support sustainable tourism, including community involvement, infrastructure development, administration, stakeholder collaboration, and eco-friendly activities, is crucial for developing a roadmap to responsibly enhance Odisha’s tourism ecosystem. This paper primarily examines the elements that support the progression of tourism. Further, the following sections provide a brief overview of sustainable tourism and elaborate on its significance, with a focus on growth in tribal areas.

Literature Review

The concept of sustainable tourism strategy has emerged as a vital approach to creating a successful tourism industry that prioritizes three key aspects: environmental concerns, socio-cultural needs, and economic benefits, as well as the sustainable behavior of tourism participants.

Community-Based Tourism Model (CBT) is a sustainable tourism strategy in which local people directly manage, control, and profit from tourism-related activities, particularly in rural, indigenous, or underdeveloped areas. It transfers authority from external operators to local communities, ensuring that tourism promotes local growth while protecting the environment and culture (Miczka and Poulain, 2026). Similarly, the Ecotourism Model (EM) ensures the preservation of the environment and culture, and economic benefits for locals. An ecotourism model in tribal tourism emphasizes the promotion of ethical tourism in natural environments inhabited by indigenous or tribal communities (Chale et al., 2026). It combines the distinct sociocultural backdrop of tribal areas with sustainability principles. In the same way, the Cultural Tourism Model (CTM) has made cultural progress to a new level in the national context. As per this model, developing and preserving national culture helps in shaping the future of the country and bolstering its civilization (Dini et al., 2026). Cultural tourism is one of the main components that can increase national wealth and generate foreign reserves.

Relationship between Economic benefits and sustainable tourism development

As stated, rural tourism entrepreneurship is primarily centered on the community. This indicates that residents participate in tourism ventures, potentially generating job opportunities, enhancing employment, and adding value to the region (Lee and Chang, 2008). Likewise, the engagement of the local community can foster sustainability and long-term development in the area, offering benefits such as new employment opportunities, the emergence of new industries, and job diversification (Bilen et al., 2017; Dwyer, 2023). Sustainable tourism efforts are also supported by funding from shareholders, financing institutions, and global organizations. Microfinance programs assist small enterprises and local communities in engaging in tourism (Nyasha et al., 2021).

Jayasinghe and Selvanathan (2021) concluded that tourism increases demand for local products by highlighting a location's cultural and traditional essence. Similarly, studies by Hole et al. (2019) and Lee and Chang (2008) indicate that tourists share unique experiences, which are often evident in the purchase of regional handicrafts and beverages. This

ultimately enhances the local financial condition and preserves cultural tradition. Commercial activities related to tourism can also increase revenue and property taxes. Further tourist traffic often results in funding for roadways, transport facilities, and public amenities (Brida et al., 2020). Local funding for events such as festivals and cultural programs often increases in response to tourism demand (Everard et al., 2021).

H1: Economic benefits have a significant influence on the sustainability of tribal tourism

Relationship between Socio-Cultural benefits and sustainable tourism development

Community participation is widely recognized as a successful, and people-oriented strategy for the development of sustainable tourism (Sahabuddin et al., 2026). This approach, especially in tribal areas, has a unique cultural heritage rich in traditions, materials, and social connectivity. It mainly focuses on tourism activities to raise their standard of living while conserving environmental and cultural heritage (Van Ninh and Van Tam 2026). Community participation provides a forum to bolster local control over tourism activities in Odisha, where numerous tribal communities live in culturally rich yet environmentally vulnerable areas. It guarantees that benefits stay in the area, promotes group decision-making, and gives communities direct involvement in planning and management.

Community attachment is understood as the feeling of being connected to the local community and the relationships formed with its members. This aspect is crucial in tourism research and practice, particularly when assessing residents' support for tourism development and their views on its impacts (Muresan et al., 2021). Examining residents' connections to their communities and resources may clarify how they perceive the effects of tourism, which can play a vital role in fostering a true connection between residents and sustainable tourism development (Hashimoto, 2002). Community members with a stronger connection to their area showed support for the advancement of sustainable tourism by engaging in activities like attending meetings, donating, offering suggestions for new initiatives, or voting on proposed tourism plans (Pearce, 2008; Dwyer, 2023).

From traditional and socioeconomic aspects, tribal tourism provides access to education and safeguards local traditions and cultural heritage. Sustainable tourism strategies include the preservation of heritage sites and the celebration of cultural festivals (Cavalheiro, 2020). Involving local stakeholders in collaborative tourism planning processes promotes a sense of ownership and empowerment. Additionally, community-based tourism

models have proven effective in redistributing economic advantages and improving social equity, especially in rural and marginalized communities (Basak et al., 2021).

H2: Socio-cultural benefits have a positive impact on the sustainability of tribal tourism

Relationship between environmental aspects and sustainable tourism development

Odisha is home to numerous tribes and indigenous communities that continue to uphold their traditional practices and maintain a strong connection with the environment. The tribes in Odisha are eco-conscious societies that work hard to safeguard the rivers, land, and forests that sustain their livelihoods. The harmony between local tribes and the natural world results in tribal regions teeming with unique biodiversity (Mohanty et al., 2019). Many studies indicate that involving local communities in conservation initiatives and decision-making through community-based natural resource management enhances tourism sustainability (Basak et al., 2021; Streimikiene et al., 2021). Farid et al. (2016) added that climate change presents a major risk to sustainable tourism; however, adopting measures such as encouraging off-season travel and developing climate-resilient infrastructure is aiding in achieving sustainability in tourism.

Sustainable tourism initiatives frequently include strategies to reduce waste, such as recycling programs, encouraging the use of reusable materials, and enforcing "zero-waste" policies (Jayasinghe and Selvanathan, 2021). Studies highlight the significance of implementing efficient water management strategies, such as rainwater collection, wastewater reuse, and the incorporation of water-saving technologies in tourism establishments. Additionally, Acharya (2023) highlighted the significance of wildlife sanctuaries, botanical gardens, and the preservation of coral reefs helps in promoting sustainable tourism.

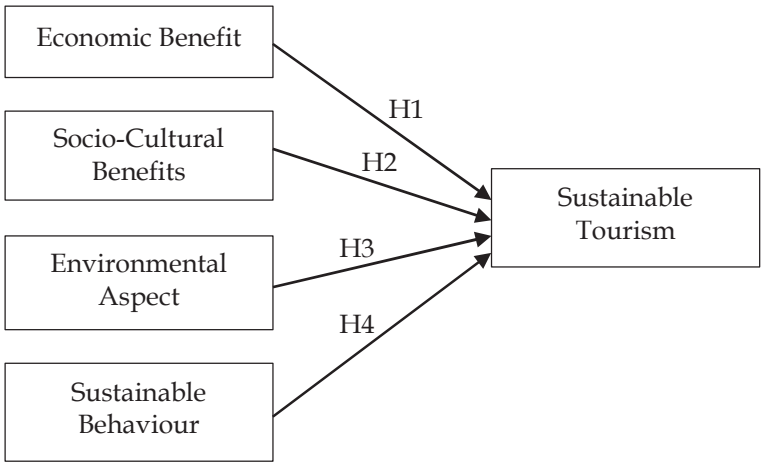
H3: Environmental factors have a significant positive effect on sustainability of tribal tourism

Relationship between Sustainable Behavioural practices and sustainable tribal tourism

Sustainable behaviour encompasses a broad range of practices focused on safeguarding the tourist behaviour and enhancing its health (Fabio et al., 2024). It progressed towards a more comprehensive understanding of sustainable tourism behavior that encompassed additional aspects of sustainability, such as economic, social, and cultural dimensions (Li et al., 2024). Actions that qualify as sustainable behaviors involve using natural

resources in ways that minimize environmental impacts. Scholars in environmental studies have investigated different eco-friendly actions of tourists, such as recycling, managing waste, conserving water, implementing energy-saving measures, and opting for organic and locally sourced products, which also contribute to tourism growth and environmental conservation.

H4: Sustainable behavior practices have a positive effect on the sustainability of tribal tourism



Research Methodology

There are sixty-two distinct tribal groups residing in Odisha. Collectively, these groups account for 22.1 percent of the state's overall population and 9.7 percent of the national tribal population. Of these tribes, 13 have been classified as Particularly Vulnerable Tribal Groups (PVTGs). However, rural regions are facing numerous challenges, including a decline in the farming population and younger individuals migrating to urban areas, resulting in an increasing prevalence of elderly households. Moreover, the expansion of industrial zones has reduced the amount of land available for farming. Over the past twenty years, Odisha's agricultural sector has experienced a significant decline, prompting it to assume socio-economic responsibilities. This situation has led to the emergence of numerous small family farms that are primarily subsistence-oriented and struggling to survive. With agriculture losing its position as the primary sector for job creation and income generation, alternative strategies, including various policies, have become essential to enhance agricultural productivity. Tourism has emerged as a key factor in steering rural areas towards sustainable development. Policymakers have increasingly recognized the

necessity of rural development initiatives, as they can help improve the social and economic conditions of tribal inhabitants and promote more efficient use of available resources in rural communities.

Research Instrument

The main objective of this research is to investigate the four aspects of sustainable tourism, which include "economic considerations, environmental characteristics, sociocultural elements, and sustainable behavioral aspects," as well as to examine the factors that promote sustainable tourism. The tool for examining these dimensions was adapted from prior research (Chouhan, 2022; Dwiesty Dyah et al., 2023; Fabio et al., 2024; Jasrotia et al., 2023; Muresan et al., 2016). The economic factors dimension was assessed using six items, while the socio-cultural dimension was assessed using five items. The environmental dimension was evaluated with three items, and the behavioral aspect comprised four items. The construct for sustainable tourism development (STM), served as the dependent variable for the research, was composed of four newly developed items. The scales were measured with the help of a Likert scale (5.0), with options starting from "strongly disagree (1)" to "strongly agree (5)." Furthermore, the items were thoroughly examined for both reliability and validity. This research uses alternative hypotheses that state a statement (positive or negative), and the significance test is performed based on the direction of the hypotheses.

Study Area

This research includes a survey of tourists visiting specific travel spots in the districts of Koraput, Keonjhar, Mayurbhanj, and Gajapati in Odisha. 18 destination points across 4 districts in Odisha have been selected for this study. These 18 destinations primarily feature waterfalls, scenic views, resorts, historic temples, and cultural sites. The locations were chosen based on their influence on sustainable tourism.

Sample Design and Collection of Data

This study focused on tourists visiting a select group of 18 tourist attraction spots. Purposive sampling techniques were employed in this study. Purposive sampling aims to select participants with extensive knowledge of the subject area.

A questionnaire was created to gather information related to the research construct. 285 questionnaires were distributed for this study, of which 218 individuals actively participated in completing the

questionnaire. The data was collected from December,2024 to March, 2025 (3 months).

According to Peng and Lai (2012), the sample size should ideally be at least 10 times the number of indicators included in the study when employing structural equation modeling (SEM). The minimum sample size required for structuring a model was determined using Daniel Soper's A priori Sample Size. As our research constitutes one dependent and four independent attributes, a minimum of 100 samples is recommended for validating the effects in partial least squares SEM (PLS-SEM). Finally, a sample size of 218 is considered for assessing the model's effects.

Results and Discussion

Demographic Profile of the Sample

The demographic details of the participants are represented in Table 1. Among the 218 samples, 137 participants (62.8%) were male, while 81 (37.2%) were female. The age range between 22 and 35 years accounted for 33.0%. A major part of the participants have attained a bachelor's degree (44.4%). 16.9% of the participants have completed high school.

Table 1: Demographic Profile

Variables	No. of Respondents	Percentage
Gender		
Male	137	62.8
Female	81	37.2
Age		
Below 22years	43	19.7
23-35 years	72	33.0
36-50 years	64	29.3
50 and above	39	18.0
Education		
Matriculation	37	16.9
Graduation	97	44.4
Post-Graduation	64	29.3
Professional Courses	20	9.4

Source: Own Compilation, 2025

Measurement Reliability and Validity Analysis

Cronbach's alpha and composite reliability were used to determine the reliability of the constructs. All constructs exceeded the suggested threshold of 0.70, as shown in Table 2 (Shek and Ma, 2011). Starting with the Economic Benefits, the Cronbach's alpha value of 0.876 indicates a strong, reliable measure, corroborated by a composite reliability score of 0.879. In terms of Socio-cultural benefits, the Cronbach's alpha is 0.789. The AVE of 0.708 reveals that this construct explains a considerable amount of variance. The Environmental aspect also exhibits high internal consistency, with a Cronbach's alpha of 0.876 and a reliability of 0.882. However, Sustainable behaviour shows slightly lower reliability indicators, with a Cronbach's alpha value of 0.783 and an AVE of 0.607. These results provide a comprehensive understanding of each construct's reliability and validity, which is crucial for maintaining the credibility of future analyses and interpretations.

Table 2: Measurement Analysis: Reliability and Validity Analysis

Component	Items	Factor Loadings	Cronbach's Alpha	CR	AVE
Economic Benefits (SEB)	The expansion of tourism has led to an increase in job opportunities for local businesses.	0.793	0.876	0.879	0.817
	The local community's income has risen due to tourism.	0.777			
	Tourism efforts allocated funds for anticipated events.	0.775			
	Tourism activities offer financial security to indigenous communities.	0.790			
	Tourism initiatives support financing and promotional services for the agricultural sector.	0.739			
	Tourism boosts local enterprises' profitability, allowing	0.768			

Component	Items	Factor Loadings	Cronbach's Alpha	CR	AVE
	for the establishment of additional business units.				
Socio-Cultural Benefits (SSCB)	The quality of life among tribal communities has improved because of tourism.	0.897	0.789	0.796	0.708
	The significance of cultural and natural heritage has grown due to tourism.	0.736			
	Chances to engage in cultural traditions have grown as a result of tourism.	0.882			
	Enhancing the visibility of tribal products by fostering cooperation and collaboration among stakeholders.	0.859			
	Travel encourages enhancements in sanitation and other essential facilities.	0.883			
Environment Aspects (SENV)	Tourism promotes the conservation of the natural environment.	0.752	0.876	0.882	0.767
	To enhance tourists' comfort, the local community collaborates to keep the environment clean.	0.843			
	Local people engage in conversations to organize environmental awareness initiatives.	0.782			

Component	Items	Factor Loadings	Cronbach's Alpha	CR	AVE
Sustainable Behavior Aspects (SBA)	I show my dissatisfaction when someone acts in an unfriendly manner.	0.844	0.783	0.795	0.607
	I buy items that can be recycled and reused.	0.731			
	I buy disposable products while I travel.	0.793			
	I try to refrain from driving whenever I have the option to use public transportation.	0.776			

Source: Own Compilation, 2025

Measurement Model Analysis

The HTMT (Heterotrait-Monotrait) ratio method of discriminant validity evaluates how distinct the constructs are from one another. The HTMT ratio, shown in Table 03, indicates that all constructs exhibit discriminant validity, as their value falls below the suggested cut-off of 0.90.

The HTMT ratios for Sustainable Economic Benefits (SEB) with other constructs range from 0.738 to 0.817, indicating that SBA is well discriminated from Sustainable Socio-cultural Benefits (SSCB), Sustainable Environment aspects (SENV), Sustainable Behavioral aspect (SBA), and Sustainable Tourism (STM). However, the HTMT ratios for the other constructs also remain below 0.85, indicating that each construct differs from the others. This discriminant validity validates that the constructs measure unique aspects of the phenomenon under study, supporting the credibility for further analyses and interpretations.

Table 3: Discriminant Validity –HTMT Ratio

Variables	SEB	SSCB	SENV	SBA	STT
SEB					
SSCB	0.811				
SENV	0.803	0.742			
SBA	0.817	0.778	0.737		
STT	0.738	0.769	0.729	0.706	

Source: Own Compilation, 2025

The Fornell-Larcker (F-L) criterion, as shown in Table 04, primarily assesses the square root of the AVE relative to the correlations between constructs. In this table, the values on the diagonal represent the square roots of the AVEs for every construct, whereas the off-diagonal values reflect the correlations among different constructs. The F-L criterion is satisfied when the diagonal values exceed the off-diagonal values.

Here, the diagonal values for Sustainable Economic Benefits (SEB), Sustainable Socio-cultural Benefits (SSCB), Sustainable Environment aspects (SENV), Sustainable Behavioral aspect (SBA), and Sustainable Tribal Tourism (STT) are 0.912, 0.921, 0.945, 0.819, and 0.848, respectively. All values are higher than their corresponding off-diagonal values, ensuring that each construct's AVE exceeds its correlations with other constructs, thereby confirming discriminant validity under the F-L criterion.

Table 4: Discriminant Validity –F-LCriterion

	SEB	SSCB	SENV	SBA	STT
SEB	0.912				
SSCB	0.855	0.921			
SENV	0.816	0.891	0.945		
SBA	0.799	0.769	0.814	0.819	
STT	0.826	0.796	0.839	0.791	0.848

Source: Own Compilation, 2025

The model fit statistics for both the saturated and estimated models are shown in Table 05. The saturated model represents a perfect situation where the observed data is perfectly simulated, whereas the estimated model is derived from the data itself. While comparing the two models, the estimated model shows better fit statistics across all indices. The SRMR is lower for the estimated model (0.039) than for the saturated model (0.096), indicating a better fit. Similarly, the discrepancy indices (d_ULS and d_G) are lower for the estimated model, indicating a smaller difference between the actual and predicted matrices. Furthermore, the Chi-square value is higher in the estimated model (10871.46) than in the saturated model (10481.7), as expected, since the estimated model has fewer parameters to accommodate the data. Finally, the Normed Fit Index (NFI) is higher in the estimated model (0.915) than in the saturated model (0.832), indicating a better fit for the estimated model. In conclusion, these fit indices collectively indicate that the estimated model fits the observed data quite well.

Table 5: Model Fit Summary

	Saturated Model	Estimated Model
SRMR	0.096	0.039
D_ULS	4.886	2.186
d_G	6.471	2.875
Chi-square	10481	10871.46
NFI	0.832	0.915

Source: Own Compilation, 2025

The Bayesian Information Criterion (BIC) relevant to the model selection for the variable "STM" is represented in Table 06. The BIC score of -591.995 indicates how well the model fits; lower BIC scores indicate a better fit. In statistical analysis, BIC is frequently used for model selection, with models with lower BIC values being more desirable because they strike a balance between fit quality and model simplicity. Thus, in this scenario, the "STM" model, with a BIC of -591.995, indicates a fairly good fit with reduced complexity compared to other models.

Table 6: Model Selection Criterion

	BIC (Bayesian Information Criterion)
STM	-591.995

Source: Own Compilation, 2025

Hypothesis Testing using Bootstrapping in Smart PLS

The hypothesis testing related to the association between economic factors, socio-cultural aspects, environmental considerations, sustainable behavior, and sustainable tribal tourism is shown in Table 07. The path coefficients reflect the magnitude and approach of these relationships, while the p-values assess the significance of these interactions.

All hypotheses (H_1, H_2, H_3, and H_4) were confirmed, indicating a significant connection between sustainable indicators—such as sustainable behavioral aspects, environmental sustainability, socio-cultural sustainability, and sustainable economic benefits—and the development of sustainable tribal tourism.

Table 7: Hypothesis Testing

Hypothesis	Path	Path Coefficient	P-Value	Result
Economic benefits significantly influence the	SEB->STT	0.568	0.000	Supported

Hypothesis	Path	Path Coefficient	P-Value	Result
sustainability of tribal tourism.				
Socio-cultural benefits positively impact the sustainability of tribal tourism.	SSCB->STT	0.836	0.000	Supported
Environmental factors have a significant positive effect on the sustainability of tribal tourism.	SENV->STT	0.686	0.003	Supported
Sustainable behavior practices positively affect the sustainability of tribal tourism.	SBA->STT	0.534	0.000	Supported

R-square (0.753) is significant at the 0.05 level

Source: Own Compilation, 2025

Based on information gathered from 218 travelers in 18 locations in districts such as Koraput, Keonjhar, Mayurbhanj, and Gajapati, the results show that economic, sociocultural, environmental, and behavioral aspects have a crucial effect on the development of sustainable tourism. The model confirms high reliability and validity across most constructs, with economic and environmental factors demonstrating particularly high internal consistency with Cronbach's alpha values above the acceptable threshold (≥0.7) and explanatory power. At the same time, behavioral aspects show comparatively moderate influence. Additionally, discriminant validity results confirm that each dimension distinctly contributes to the overall model. All four independent variables have a positive impact on sustainable tribal tourism, with social and cultural factors ($\beta = 0.836$) having the strongest influence, followed by environmental ($\beta = 0.686$), economic ($\beta = 0.568$), and sustainable behavior factors ($\beta = 0.534$). The R^2 value of 0.753 indicates that 75.3% of the variation in sustainable tribal tourism is explained by the four factors, which reflects a strong explanatory power of the model.

Conclusion

Tribal places in Odisha are prime destinations for sustainable tourism, as they offer rich cultural heritage, beautiful scenery, and diverse ecosystems. The development of sustainable tourism is primarily carried out with support from government officials and local communities. Initiatives such

as infrastructure development, ecotourism, and the preservation of historical sites have been vital in driving progress. Involvement of local communities not only helps raise the standard of living but also cultivates a sense of ownership and promotes the use of natural assets. Highlighting lesser-traveled destinations alongside responsible tourism practices helps reduce the burden on well-known locales, ensuring a more equitable and sustainable approach.

Collaboration with government agencies, private organizations, and NGOs has strengthened the implementation of sustainable practices. Many awareness and educational programs have also played a vital role in promoting sustainable tourism among local people. Although a state like Odisha has reached new heights in the tourism sector, it still faces many challenges in infrastructure development, road and communication systems. Tackling these challenges through strategic planning and innovative solutions will be essential for fostering long-term sustainability.

In summary, Odisha's progress toward sustainable tourism highlights the importance of an integrated strategy that balances economic development with environmental protection and cultural preservation. By capitalizing on its distinctive attributes and addressing current challenges, Odisha has the potential to become a benchmark in sustainable tribal tourism development, contributing to global sustainability objectives while improving the lives of residents and tourists alike.

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