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RESEARCH ARTICLE

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THE IMPACT OF TECHNOLOGY ON ENTREPRENEURIAL OPPORTUNITIES IN ECOTOURISM: A CASE STUDY OF SATPURA NATIONAL PARK, M.P

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ABSTRACT

This research explores how technology shapes business opportunities and visitor experiences in ecotourism, focusing on Satpura National Park in Madhya Pradesh, India. The study employed a quantitative method, surveying 45 ecotourism entrepreneurs and 242 visitors to understand the role of technology in this sector. Results show that a majority of entrepreneurs (55.6%) utilize technology, particularly in social media marketing, and an impressive 93.3% have seen substantial revenue growth as a result. Visitors also reported an improved experience, with 95.1% noting that technology, especially social media and travel websites, enhanced their trips. The study underscores how technology contributes to economic growth, enriches visitor satisfaction, and supports sustainable tourism practices. It suggests that ecotourism stakeholders should focus on boosting social media engagement, invest in user-friendly digital platforms, and promote digital literacy among local communities. This research offers valuable insights for policymakers and business owners looking to harness technology for sustainable tourism and economic development.

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INTRODUCTION

Ecotourism has emerged as a rapidly growing industry that seeks to promote sustainable tourism practices while contributing to environmental conservation, cultural preservation, and local economic development (Das & Chatterjee, 2015). With the increasing global awareness of environmental issues and the desire for authentic travel experiences, ecotourism has gained significant attention from both researchers and practitioners (Weaver & Lawton, 2007). The integration of technology in the ecotourism sector has opened up new avenues for entrepreneurship, innovation, and enhanced visitor experiences (Cheng *et al.*, 2019). Satpura National Park, situated in the central Indian state of Madhya Pradesh, is a prime example of an ecotourism destination that has the potential to benefit from technology adoption. The park, known for its rich biodiversity and unique landscapes, attracts visitors from around the world (Bhatt & Jain, 2012). However, the extent to which technology has been embraced by ecotourism entrepreneurs in Satpura National Park and its impact on their business performance remains largely unexplored. The role of technology in the tourism industry has been extensively studied, with research focusing on various aspects such as information and communication technologies (ICTs), e-commerce, social media, and mobile applications (Buhalis & Law, 2008; Xiang & Gretzel, 2010). These technologies have revolutionized the way tourists plan, book, and experience their travel, leading to increased efficiency, personalization, and customer satisfaction (Law *et al.*, 2014).

However, the specific implications of technology for ecotourism entrepreneurship have received limited attention in the academic literature (Sarkar & George, 2018). This study aims to address this research gap by investigating the impact of technology on entrepreneurial opportunities and visitor experiences in the context of Satpura National Park. The objectives of this research are threefold. First, it seeks to assess the adoption of technology among ecotourism entrepreneurs in Satpura National Park and its impact on their business performance. This objective will provide insights into the current level of technology integration and its potential benefits for ecotourism ventures. Second, the study aims to evaluate the influence of technology on visitor experiences and satisfaction at the park. Understanding visitors' perspectives on technology-enabled services and their impact on the overall ecotourism experience is crucial for developing effective strategies. Finally, based on the findings, the study intends to provide recommendations for entrepreneurs and park authorities to leverage technology for sustainable ecotourism development in Satpura National Park. These recommendations will contribute to the long-term success and sustainability of ecotourism initiatives in the region. The significance of this research lies in its potential to contribute to the growing body of knowledge on technology-driven ecotourism entrepreneurship. By examining the case of Satpura National Park, this study can offer valuable insights into the opportunities and challenges associated with technology adoption in ecotourism ventures. The findings can inform policy decisions and support initiatives that foster sustainable entrepreneurship and enhance visitor experiences in ecotourism destinations. Moreover, the study can serve as a reference for other

ecotourism sites facing similar challenges and seeking to harness the potential of technology for sustainable development. The remainder of this paper is structured as follows. Section 2 presents a review of the relevant literature on ecotourism, technology in tourism, and entrepreneurship in the context of ecotourism. Section 3 describes the research methodology, including the study area, data collection methods, and analysis techniques. Section 4 presents the results and discussion, addressing each of the research objectives. Finally, Section 5 concludes the paper by summarizing the key findings, highlighting the implications for practice and policy, and suggesting directions for future research.

REVIEW OF LITERATURE

This section presents a review of the existing literature on ecotourism, technology adoption in the tourism industry, and entrepreneurship in the context of ecotourism. By examining these key themes, this review aims to establish the theoretical foundation for the current study and identify the research gaps that it seeks to address.

Ecotourism: Concept, Principles, and Challenges: Ecotourism has emerged as a sustainable alternative to mass tourism, focusing on nature-based experiences, environmental conservation, and local community development (Fennell, 2020). The International Ecotourism Society defines ecotourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015). The core principles of ecotourism include minimizing negative impacts, promoting environmental awareness, providing direct financial benefits for conservation and local communities, and fostering respect for local culture (Donohoe & Needham, 2006). Despite its potential benefits, ecotourism faces several challenges, such as balancing conservation and development goals, ensuring local community participation, and managing visitor impacts (Das & Chatterjee, 2015). Scholars have also raised concerns about the commodification of nature and culture, as well as the potential for greenwashing in ecotourism practices (Honey, 2008). Addressing these challenges requires a holistic approach that integrates sustainable management practices, stakeholder collaboration, and innovative solutions (Cobbinah, 2015).

Technology Adoption in the Tourism Industry: The tourism industry has witnessed a significant transformation due to the rapid advancement of information and communication technologies (ICTs) (Buhalis & Law, 2008). The adoption of technology has reshaped various aspects of tourism, including information search, booking processes, destination management, and visitor experiences (Xiang & Gretzel, 2010). Online platforms, mobile applications, and social media have become integral tools for tourism businesses to engage with customers, promote their offerings, and enhance service quality (Law *et al.*, 2014). Research has shown that technology adoption can lead to increased efficiency, cost reduction, and improved customer satisfaction in the tourism sector (Sigala, 2018). However, the extent of technology adoption varies across different types of tourism businesses and destinations (Thakran & Verma, 2013). Small and medium-sized enterprises (SMEs) in particular often face challenges in terms of resources, skills, and infrastructure required for effective technology implementation (Lama *et al.*, 2018).

Technology in Ecotourism: The integration of technology in ecotourism has received growing attention in recent years (Cheng *et al.*, 2019). Technology applications in ecotourism range from GPS-based tracking and interpretation systems to virtual reality experiences and social media marketing (Chung *et al.*, 2018). These technologies have the potential to enhance visitor experiences, support conservation efforts, and promote sustainable practices (Pichlerová *et al.*, 2021). However, the adoption of technology in ecotourism also raises concerns about the potential negative impacts on the environment and local communities (Sarkar & George, 2018). The development of technology infrastructure in ecotourism destinations can lead to increased energy consumption, waste

generation, and habitat disturbance (Pröbstl-Haider & Haider, 2014). Moreover, the digital divide between urban and rural areas, as well as the limited capacity of local communities to engage with technology, can exacerbate existing inequalities (Lee *et al.*, 2013).

Entrepreneurship in Ecotourism: Entrepreneurship plays a crucial role in the development and success of ecotourism destinations (Lordkipanidze *et al.*, 2005). Ecotourism entrepreneurs are driven by the dual goals of generating economic benefits and contributing to environmental and social sustainability (Poudel & Nyaupane, 2017). They often face unique challenges, such as navigating complex regulations, accessing funding, and building partnerships with local communities (Nkwanyana *et al.*, 2016). Research has highlighted the importance of entrepreneurial innovation, creativity, and adaptability in the ecotourism sector (Chowdhary & Prakash, 2011). Successful ecotourism entrepreneurs are often those who can identify and seize opportunities, develop unique products and services, and leverage local resources and knowledge (Hernández-Perlines *et al.*, 2019). However, the entrepreneurial ecosystem in many ecotourism destinations remains underdeveloped, with limited support for business incubation, mentoring, and networking (Jones & Spadafora, 2017).

Research Gap and Justification: While the literature on ecotourism, technology adoption in tourism, and entrepreneurship in ecotourism has grown significantly in recent years, there remains a lack of empirical studies that specifically examine the impact of technology on entrepreneurial opportunities and visitor experiences in the context of ecotourism (Sarkar & George, 2018). Moreover, research on technology adoption in ecotourism has primarily focused on developed countries, with limited attention to the unique challenges and opportunities in developing nations like India (Cheng *et al.*, 2019). By examining the effects of technology on ecotourism entrepreneurship and visitor experiences in the particular setting of Satpura National Park in Madhya Pradesh, India, this study seeks to close these research gaps. This study aims to give a thorough picture of how technology will affect the future of ecotourism in the area by looking at the views of both entrepreneurs and tourists. The study's conclusions can aid in the formulation of plans and regulations that encourage sustainable business ventures and raise the standard of living for ecotourism sites in India and abroad.

RESEARCH METHODOLOGY

This study employs quantitative approach to address the research objectives that involves a survey of ecotourism entrepreneurs and visitors. The research is conducted in Satpura National Park, located in the Hoshangabad district of Madhya Pradesh, India. The park, established in 1981, covers an area of 524 square kilometers and is known for its rich biodiversity, including a variety of flora and fauna (Bhatt & Jain, 2012). Satpura National Park has been selected as the study area due to its growing popularity as an ecotourism destination and its potential for technology integration in ecotourism entrepreneurship and visitor management. For the quantitative component, two separate surveys are conducted: one for ecotourism entrepreneurs and another for visitors to Satpura National Park. The entrepreneur survey aims to assess the adoption of technology in their businesses and its impact on their performance, while the visitor survey focuses on the influence of technology on their experiences and satisfaction. The surveys are administered through a combination of online and offline channels, including email invitations, social media posts, and on-site intercepts at popular tourist locations within the park. The questionnaires are designed using closed-ended and Likert scale questions to facilitate quantitative analysis (Babbie, 2013). The researcher had final 45 responses from entrepreneurs and 242 responses from visitors to Satpura National Park that were used for further analysis. The quantitative data collected from the surveys are analyzed using descriptive and inferential statistics. Descriptive statistics, such as frequencies and percentages are used to summarize the demographic characteristics of the respondents and the key variables of interest (Hair *et al.*, 2019) using SPSS software.

RESULTS AND DISCUSSION

To assess the adoption of technology among ecotourism entrepreneurs in Satpura National Park and its impact on their business performance: The survey results provide valuable insights into the adoption of technology and its impact on ecotourism ventures in Satpura National Park (SNP). As shown in Table 1, a significant majority of entrepreneurs (91.1%) have adopted technology to a moderate or large extent in their ecotourism ventures. Social media marketing emerged as the most widely implemented technological advancement (55.6%), followed by mobile apps (17.8%), virtual tours (15.6%), and online booking systems (11.1%). This finding suggests that entrepreneurs recognize the importance of leveraging digital platforms to promote their businesses and engage with potential customers. The data also reveals that most entrepreneurs (95.5%) have been operating their ecotourism ventures in SNP for more than six years, indicating a wealth of experience in the industry. The adoption of technology has had a significant positive impact on revenue growth, with 93.3% of entrepreneurs reporting a significant or highly significant increase in revenue.

Table 1. Entrepreneurs' Technology Adoption and Its Impact on Ecotourism Ventures

Technological advancements implemented in ecotourism venture		
	Frequency	Percent
Online booking system	5	11.1
Mobile apps	8	17.8
Virtual tours	7	15.6
Social media marketing	25	55.6
Total	45	100
How long, operating ecotourism venture in SNP		
	Frequency	Percent
1-3 years	2	4.4
6-8 years	23	51.1
More than 8 years	20	44.4
Total	45	100
Adopted technology in ecotourism venture		
	Frequency	Percent
To a small extent	2	4.4
Somewhat extent	2	4.4
To a moderate extent	24	53.3
To a large extent	17	37.8
Total	45	100
Adoption of technology impacted revenue growth		
	Frequency	Percent
Minor increase (less than 10%)	2	4.4
Moderate increase (10-25%)	1	2.2
Significant increase (25-50%)	27	60
Highly Significant increase (more than 50%)	15	33.3
Total	45	100
Technology help in creating new employment opportunities		
	Frequency	Percent
To a small extent	2	4.4
To somewhat extent	1	2.2
To a moderate extent	25	55.6
To a large extent	17	37.8
Total	45	100
Satisfied with the government policies and support for technology-driven entrepreneurship in ecotourism		
	Frequency	Percent
Somewhat dissatisfied	2	4.4
Neutral	1	2.2
Somewhat satisfied	16	35.6
Very satisfied	26	57.8
Total	45	100

Source: SPSS output.

This finding highlights the crucial role of technology in driving financial success for ecotourism ventures in SNP. Furthermore, the results show that technology has contributed to job creation, with 93.4% of entrepreneurs indicating that technology has helped create new employment opportunities to a moderate or large extent. This

suggests that technology adoption not only benefits entrepreneurs financially but also has a positive impact on local employment. Notably, there is a high level of satisfaction among entrepreneurs regarding government policies and support for technology-driven entrepreneurship in ecotourism. A combined 93.4% of respondents were either somewhat satisfied or very satisfied with the government's initiatives and support measures. This research emphasizes how crucial it is to have supportive policy environments for technology uptake and innovation in the ecotourism industry. But there's still opportunity for more technological adoption, especially in areas like virtual tours and online booking systems, which weren't as widely used as social media promotion. Promoting the use of these technologies could make ecotourism endeavors in SNP more sustainable and competitive.

To evaluate the influence of technology on visitor experiences and satisfaction at Satpura National Park: The survey results offer valuable insights into visitors' perceptions of technology and its impact on their ecotourism experience in Satpura National Park (SNP). As presented in Table 2, social media (35.5%) and online travel websites (31.8%) emerged as the primary channels through which visitors learned about SNP as an ecotourism destination. Mobile apps (21.1%) and word of mouth (11.6%) also played a role in creating awareness about the park. This finding highlights the importance of digital platforms in promoting ecotourism destinations and reaching potential visitors. Interestingly, a majority of visitors (57.4%) used online booking systems or mobile apps to plan and book their visits to SNP.

Table 2. Visitors' Perceptions of Technology and Its Impact on Ecotourism Experience

Learn about Satpura National Park as an Ecotourism Destination		
	Frequency	Percent
Online travel websites	77	31.8
Social media	86	35.5
Mobile apps	51	21.1
Word of mouth	28	11.6
Total	242	100
Use any online booking systems or mobile apps to plan and book visit to SNP		
	Frequency	Percent
Yes	139	57.4
No	103	42.6
Total	242	100
Technology enhanced visitor experience at SNP		
	Frequency	Percent
To a small extent	4	1.7
To somewhat extent	8	3.3
To a moderate extent	156	64.5
To a large extent	74	30.6
Total	242	100
Technological features, like to see more of in ecotourism ventures at SNP		
	Frequency	Percent
Virtual tours and interactive maps	27	11.2
Mobile apps with park information and navigation	31	12.8
Online booking and payment options	32	13.2
Social media engagement and updates	152	62.8
Total	242	100
Recommend SNP to others based on technology-enhanced ecotourism experience		
	Frequency	Percent
Somewhat unlikely	4	1.7
Neutral	8	3.3
Somewhat likely	139	57.4
Very likely	91	37.6
Total	242	100

Source: SPSS output.

This suggests that technology has become an integral part of the trip planning process, enabling visitors to conveniently access information and make reservations. The data also reveals that technology significantly enhanced the visitor experience at SNP, with 95.1% of

respondents indicating that technology improved their experience to a moderate or large extent. This finding underscores the potential of technology to enrich and augment the ecotourism experience by providing valuable information, navigation assistance, and interactive features. When asked about the technological features they would like to see more of in ecotourism ventures at SNP, a substantial majority of visitors (62.8%) expressed a desire for increased social media engagement and updates. This suggests that visitors value the ability to connect with and receive timely information from ecotourism providers through social media platforms. Other desired features included online booking and payment options (13.2%), mobile apps with park information and navigation (12.8%), and virtual tours and interactive maps (11.2%). These findings provide valuable insights for ecotourism ventures in SNP to prioritize and invest in specific technological enhancements based on visitor preferences. Notably, the survey results indicate a high likelihood of visitors recommending SNP to others based on their technology-enhanced ecotourism experience. A combined 95% of respondents were either somewhat likely or very likely to recommend SNP. This finding underscores the positive impact of technology on visitor satisfaction and the potential for technology-driven ecotourism experiences to generate positive word-of-mouth and attract new visitors.

DISCUSSION

The findings of this study provide valuable insights into the impact of technology on entrepreneurial opportunities and visitor experiences in the context of ecotourism at Satpura National Park (SNP). The results highlight the significant role of technology adoption in driving the growth and success of ecotourism ventures, as well as enhancing visitor satisfaction and engagement. The high level of technology adoption among entrepreneurs in SNP, particularly in the areas of social media marketing, mobile apps, and virtual tours, aligns with the growing trend of technology integration in the tourism industry (Buhalis & Law, 2008). The widespread use of social media marketing suggests that entrepreneurs recognize the importance of digital platforms in reaching and engaging with potential customers (Leung *et al.*, 2013). This finding is consistent with previous research that highlights the effectiveness of social media in promoting ecotourism destinations and attracting visitors (Zeng & Gerritsen, 2014). The significant positive impact of technology adoption on revenue growth and job creation in SNP's ecotourism ventures is a key finding of this study. This result supports the notion that technology can serve as a catalyst for economic development in the tourism sector (Sigala, 2018). The increased revenue and employment opportunities can be attributed to the enhanced visibility, improved customer engagement, and streamlined operations facilitated by technology (Bethapudi, 2013). This finding underscores the potential of technology to drive sustainable growth and create tangible benefits for local communities involved in ecotourism. The high level of satisfaction among entrepreneurs regarding government policies and support for technology-driven entrepreneurship in ecotourism is an encouraging finding. It suggests that the government's efforts to create an enabling environment for technology adoption and innovation in the sector have been well-received (Daniloska & Hadzi Naumova-Mihajlovska, 2015). This finding emphasizes the importance of supportive policies and initiatives in fostering technology-driven entrepreneurship and sustainable tourism development (Ali & Frew, 2014).

From the visitors' perspective, the study reveals the significant impact of technology on their ecotourism experience at SNP. The high utilization of online booking systems and mobile apps for trip planning and booking highlights the growing reliance on technology in the travel decision-making process (Xiang *et al.*, 2015). This finding suggests that ecotourism ventures should prioritize the development and optimization of user-friendly online platforms and mobile applications to cater to the preferences and needs of tech-savvy visitors (Dickinson *et al.*, 2014). The enhancement of visitor experiences through technology, as reported by a vast majority of respondents, underscores the potential of technology to add value and

create memorable experiences in ecotourism (Buonincontri & Micera, 2016). The strong desire for increased social media engagement and updates among visitors indicates the importance of maintaining an active and responsive presence on digital platforms (Munar & Jacobsen, 2014). Ecotourism ventures should leverage social media to provide timely information, share captivating content, and foster a sense of community among visitors (Fatanti & Suyadnya, 2015). The high likelihood of visitors recommending SNP based on their technology-enhanced ecotourism experience is a testament to the positive impact of technology on visitor satisfaction and loyalty (Sotiriadis, 2017). This finding suggests that investing in technology can yield long-term benefits for ecotourism destinations, as satisfied visitors are more likely to spread positive word-of-mouth and generate repeat visits (Litvin *et al.*, 2008). However, it is important to acknowledge the potential challenges and limitations associated with technology adoption in ecotourism. The digital divide, particularly in rural areas, can hinder the widespread implementation and utilization of technology (Minghetti & Buhalis, 2010). Ecotourism ventures should work closely with local communities to build digital literacy and ensure equitable access to technological resources (Gössling, 2017). Additionally, the environmental impact of technology infrastructure and e-waste should be carefully considered and mitigated to ensure the sustainability of ecotourism practices (Shojaee Nasirabadi *et al.*, 2020). In conclusion, this study provides empirical evidence of the positive impact of technology on entrepreneurial opportunities and visitor experiences in the context of ecotourism at Satpura National Park. The findings highlight the importance of technology adoption in driving economic growth, enhancing visitor satisfaction, and promoting sustainable tourism practices. The study also emphasizes the crucial role of supportive government policies and the need for ecotourism ventures to prioritize technology integration and visitor engagement. However, addressing the digital divide and mitigating the environmental impact of technology remain important challenges that require collaborative efforts from all stakeholders. Future research could explore the long-term implications of technology adoption in ecotourism and investigate best practices for sustainable technology integration in diverse ecotourism settings.

Recommendation

Based on the findings of this study, several recommendations can be made to entrepreneurs and park authorities to effectively leverage technology for sustainable ecotourism development in Satpura National Park (SNP).

1. **Prioritize social media engagement and updates:** Given the strong desire for increased social media engagement and updates among visitors, entrepreneurs should focus on maintaining an active and responsive presence on social media platforms. This can be achieved by regularly sharing captivating content, providing timely information, and promptly addressing visitor queries and feedback. Park authorities can support this effort by developing a comprehensive social media strategy and guidelines for ecotourism ventures operating within SNP.
2. **Invest in user-friendly online platforms and mobile applications:** Entrepreneurs should prioritize the development and optimization of user-friendly online booking systems and mobile applications to cater to the preferences and needs of tech-savvy visitors. These platforms should offer seamless trip planning, booking, and payment options, as well as provide valuable information about the park, its attractions, and sustainable ecotourism practices. Park authorities can collaborate with technology providers to create a unified digital ecosystem that integrates various ecotourism services and enhances visitor convenience.
3. **Enhance digital infrastructure and connectivity:** To enable the effective adoption and utilization of technology, park authorities should work towards improving the digital infrastructure and connectivity within SNP. This includes ensuring reliable internet access, establishing Wi-Fi hotspots

at key locations, and providing charging stations for mobile devices. Entrepreneurs can contribute by investing in solar-powered or eco-friendly technology solutions that minimize the environmental impact of their operations.

4. **Develop immersive digital experiences:** Entrepreneurs should explore the potential of virtual tours, interactive maps, and augmented reality applications to create immersive digital experiences for visitors. These technologies can showcase the unique natural and cultural heritage of SNP, provide educational content, and encourage sustainable behavior among visitors. Park authorities can support the development of such experiences by providing access to relevant data, imagery, and expert knowledge.
5. **Foster digital literacy and local community engagement:** To bridge the digital divide and ensure equitable access to technology, entrepreneurs and park authorities should collaborate to provide digital literacy training and resources to local communities involved in ecotourism. This can include workshops on social media marketing, online booking systems, and sustainable technology practices. By empowering local communities with digital skills, ecotourism ventures can create more inclusive and sustainable economic opportunities.
6. **Implement data-driven decision-making and monitoring:** Entrepreneurs and park authorities should leverage technology to collect and analyze data on visitor preferences, satisfaction levels, and environmental impacts. This data-driven approach can inform strategic decision-making, help optimize ecotourism offerings, and ensure the long-term sustainability of SNP. Park authorities can establish a centralized data management system and provide guidelines for responsible data collection and usage.
7. **Promote sustainable technology practices:** To mitigate the environmental impact of technology adoption, entrepreneurs should prioritize the use of eco-friendly and energy-efficient technologies in their operations. This can include the use of renewable energy sources, the adoption of paperless processes, and the responsible disposal of e-waste. Park authorities can develop sustainability guidelines and certifications for ecotourism ventures that demonstrate a commitment to sustainable technology practices.

By implementing these recommendations, entrepreneurs and park authorities can effectively leverage technology to drive sustainable ecotourism development in Satpura National Park. The collaborative efforts of all stakeholders, along with a focus on visitor engagement, digital empowerment, and environmental sustainability, can create a thriving and responsible ecotourism ecosystem that benefits both the local community and the natural environment.

CONCLUSION

This study has provided valuable insights into the impact of technology on entrepreneurial opportunities and visitor experiences in the context of ecotourism at Satpura National Park (SNP). The findings highlight the significant role of technology adoption in driving economic growth, enhancing visitor satisfaction, and promoting sustainable tourism practices. The high level of technology adoption among entrepreneurs, particularly in the areas of social media marketing, mobile apps, and virtual tours, demonstrates the proactive approach taken by ecotourism ventures in SNP to leverage digital tools for business growth and customer engagement. The positive impact of technology on revenue growth and job creation underscores the potential of technology-driven entrepreneurship to contribute to sustainable economic development in the region. From the visitors' perspective, the study reveals the integral role of technology in shaping their ecotourism experience at SNP. The widespread use of online booking systems and mobile apps for trip planning and booking highlights the importance of providing convenient and user-friendly digital platforms. The enhancement of visitor experiences through technology, as reported by a vast majority

of respondents, emphasizes the need for ecotourism ventures to prioritize technology integration and innovation to meet the evolving expectations of tech-savvy travelers. The high level of satisfaction among entrepreneurs regarding government policies and support for technology-driven entrepreneurship in ecotourism is an encouraging finding. It suggests that the collaborative efforts of government agencies and ecotourism stakeholders can create an enabling environment for sustainable tourism development. However, the study also identifies potential challenges, such as the digital divide and the environmental impact of technology infrastructure, which require careful consideration and mitigation strategies. Based on the findings, several recommendations have been proposed for entrepreneurs and park authorities to effectively leverage technology for sustainable ecotourism development in SNP. These recommendations emphasize the importance of prioritizing social media engagement, investing in user-friendly digital platforms, enhancing digital infrastructure, developing immersive digital experiences, fostering digital literacy among local communities, implementing data-driven decision-making, and promoting sustainable technology practices. Future studies and legislative initiatives aiming at utilizing technology's potential for sustainable ecotourism development can build upon the conclusions and suggestions this study offers. Subsequent studies should look into the long-term effects of technology adoption on ecotourism destinations, as well as the best ways to integrate technology sustainably and how it can empower and include communities. In conclusion, this study has highlighted the transformative power of technology in shaping entrepreneurial opportunities and visitor experiences in the ecotourism sector. By embracing technology and implementing sustainable practices, ecotourism ventures in Satpura National Park can create a thriving ecosystem that benefits local communities, conserves natural resources, and provides memorable experiences for visitors. The collaborative efforts of entrepreneurs, park authorities, and other stakeholders, guided by the recommendations provided, can pave the way for a sustainable and technology-driven future for ecotourism in SNP and beyond.

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