Centurion
UNIVERSITY
Shaping Lives...
Empowering Communities...

SUSTAINABLE MANAGEMENT OF LAND FOR TOURISM: EDUCATIONAL OUTREACH

CUTM provides educational outreach that connects tourism with the sustainable management and conservation of land, biodiversity and visitor destinations**.**

In 2025, this included community-based stewardship of coastal and heritage visitor sites, nature-based visitor education, and national-level education on using geospatial technologies to plan tourism while protecting ecologically sensitive landscapes. At Chandrabhaga and Tandahar beaches, CUTM and its partners combined practical removal of more than **1,600 kg of marine litter** with community awareness on plastic pollution, sustainable fishing and coastal stewardship. At the national level, **173 participants** engaged with GIS- and GeoAI-based approaches to tourism planning around Raimona National Park, including ecological zoning, protection of sensitive areas and location of visitor infrastructure to minimise pressure on wildlife habitat. CUTM's Pollinators' Paradise further demonstrates how visitor access and nature-based learning can be integrated with land managed for biodiversity conservation.

1. Sustainable Tourism Planning and Ecological Zoning

International GIS Day: GeoAI and Smart Mapping for a Sustainable Tomorrow, 19 November 2025

CUTM's School of Engineering and Technology, with Esri India and the Indian Society of Geomatics, hosted the International Conference on GeoAI and Smart Mapping for a Sustainable Tomorrow, engaging **173 participants** from academic, research, industry and professional communities.

A featured case study demonstrated how **GIS, GeoAI and multi-criteria decision-making can support sustainable land management for tourism around Raimona National Park, Assam**. Participants explored approaches to **ecological zoning**, separating environmentally sensitive areas from land suitable for visitor use; **low-impact tourism planning**, locating visitor facilities away from vulnerable habitats and maintaining protective buffers; and **management of the tourism–settlement–wildlife interface**, using spatial planning to steer development away from ecologically sensitive areas.



Participants were actively listening to the speaker

Dr. Roshan Srivastav speaking to the participants

Honouring our chief guest by Vice president

Guest visited our drone centre

Poster Evatuation by experts

Poster Evatuation by experts

2. Community Stewardship of Coastal Visitor Destinations

Chandrabhaga and Tandahar Beaches, 20 September 2025

To mark International Coastal Cleanup Day 2025, CUTM collaborated with the Indian National Centre for Ocean Information Services (INCOIS) and SPANDAN to deliver community-based environmental outreach at Chandrabhaga Beach, Konark, and Tandahar Beach, Astaranga. More than **120 participants**, including fisherfolk, local residents, government officials and students, participated in practical coastal stewardship and environmental education.

The programme combined the removal of more than **1,600 kg of marine litter** with awareness sessions on plastic pollution, single-use plastics, sustainable fishing and community stewardship of beaches. By engaging communities in the care and sustainable management of coastal environments used for **tourism as well as local livelihoods**, the programme connected environmental education with the responsible management of coastal visitor destinations.

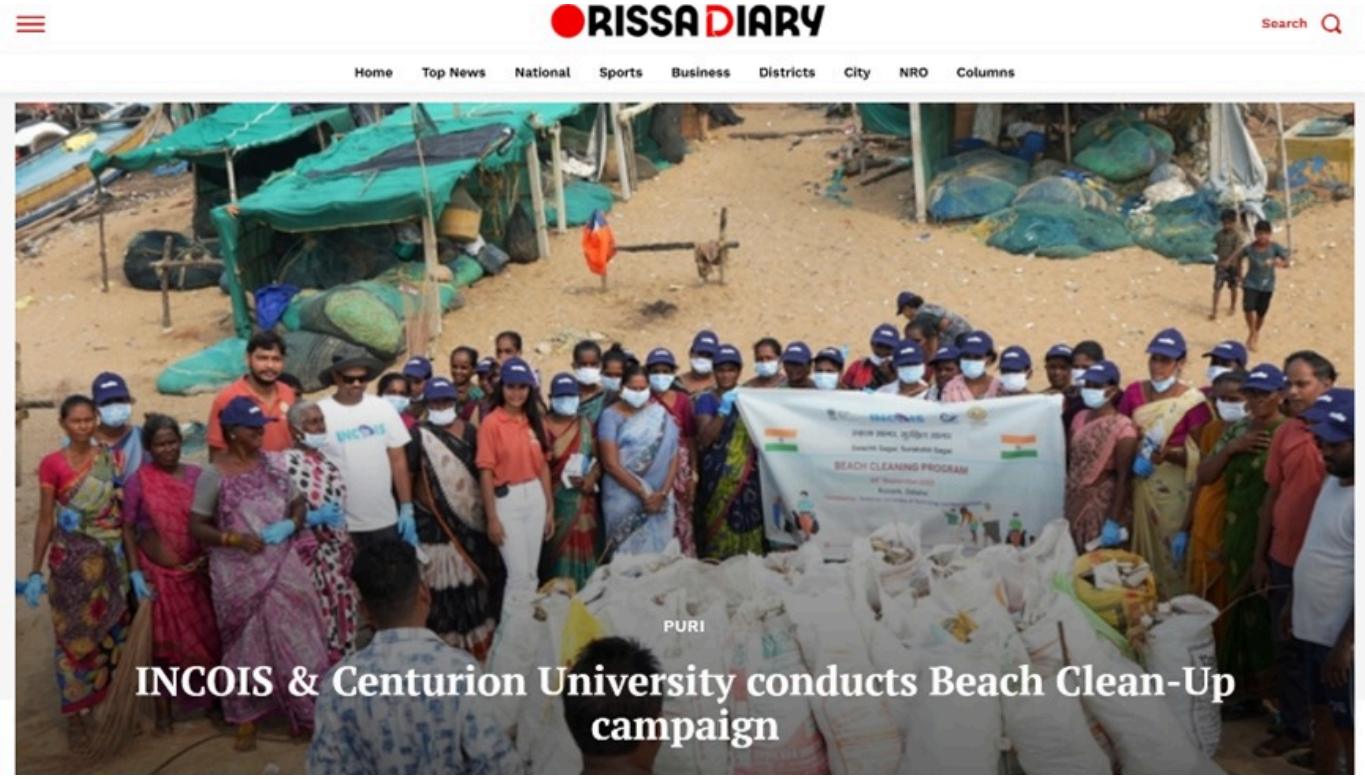


Fig 2: International GIS Day, 19 November 2025

3. Sustainable Management of Visitor Heritage

B.N. Palace, Paralakhemundi — 21 July 2025

The National Service Scheme (NSS) Unit of Centurion University of Technology and Management (CUTM), Paralakhemundi, organised a plastic awareness and cleanliness drive at B.N. Palace, a prominent heritage landmark and tourist attraction in Paralakhemundi. A total of 25 NSS volunteers participated in the cleanliness campaign, awareness rally, and waste segregation activities. The volunteers collected plastic waste from the palace surroundings and sensitised visitors and local residents about responsible waste disposal and alternatives to single-use plastics. The initiative promoted environmental awareness, responsible waste management, and the sustainable upkeep of heritage and tourist sites.



Fig 1: Plastic Awareness Drive at B.N. Palace, Paralakhemundi, 21 July 2025

4. **Sustainable Management of Nature-based Visitor Sites**

Pollinators' Paradise: Pollinators' Paradise is a landscaped pollinator garden developed on campus land as a living laboratory for bees, butterflies and other pollinators, with native flowering plants, active beehives and learning exhibits. It is open to visitors free of charge throughout the year and received 920 visitors in 2025, up from 800 in 2024, including students, school groups, local residents and visiting delegations. The garden demonstrates how land used for visitor recreation can also restore habitat and support biodiversity, and it was rated "Highly Commended" in the Nature Positive category of the International Green Gown Awards 2025. CUTM maintains green, landscaped spaces that are accessible to students, visitors, and the local community. Promod Udyan, with its landscaped gardens and walking paths, and campus gardens featuring salvia, portulaca, roses, marigolds, chrysanthemums, hibiscus, bougainvillea, and other flowering plants, enhance the campus environment. The Sri Vidya Venkateswara Swami Temple also hosts religious and cultural programmes attended by villagers and local residents. Together, these spaces demonstrate the University's commitment to maintaining clean, green, and well-managed landscapes for recreation, cultural activities, and community engagement.



Fig 4: Landscaped water feature and flower gardens on campus







1. Educational Outreach on Sustainable Management of Land for Tourism

Programme	Date	Organiser / partner	Community reached	Sustainable tourism land-management focus	Participants
International GIS Day: GeoAI and Smart Mapping for a Sustainable Tomorrow	19 Nov 2025	CUTM School of Engineering and Technology; Esri India; Indian Society of Geomatics	National and international professional, research and academic community	GIS/GeoAI approaches to ecological zoning, low-impact tourism planning and management of the tourism–wildlife interface around Raimona National Park, Assam.	**173**

Beach stewardship at Chandrabhaga	20 Sep 2025	INCOIS, CUTM and SPANDAN	Fisherfolk, local residents, government officials and other participants	Community education on plastic pollution, sustainable fishing and stewardship of coastal visitor destinations; 1,600+ kg of marine litter removed	**120+**
Plastic Awareness	21 Jul 2025	NSS Unit, CUTM Paralakhemundi	Visitors and local community	Responsible waste management and environmental stewardship of a heritage visitor site	**25 volunteers**
Pollinators' Paradise	2025	CUTM	School groups, local residents and other visitors	Nature-based education demonstrating how visitor-accessible land can be managed to restore pollinator habitat and conserve biodiversity	**920 visitors**

Supporting partnership: CUTM's 2025 MoU with the **Indian National Trust for Art and Cultural Heritage (INTACH)** established a Heritage Club and provides an institutional connection for heritage awareness and conservation activities. These initiatives support environmental education, promote responsible tourism practices, and demonstrate how community engagement, heritage conservation, and geospatial planning can contribute to the sustainable management of land for tourism while safeguarding ecologically sensitive areas.