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OBEROI HOTELS TRAIN WHISTLE IN THE TIGER RESERVE

INTRODUCTION

Oberoi Hotels and Resorts have been associated with the highest standards of quality services and delivering rich experiences since its inception. The ‘Train Whistle in the Tiger Reserve’ case outlines the actual question for Oberoi to solve and that is the question of how to mine coal in one of India’s most vulnerable tiger reserves.

CORE ISSUE

The establishments that are located in tourist areas could be overshadowed by criticism that the company harm the local wildlife. So the ultimate problem for Oberoi is how to bring guests of this stratum to the 'wilderness', where they are guaranteed peace and untroubled closeness to nature without upsetting the balance of the latter.

SUSTAINABLE TOURISM

From the analysis, it could be concluded that the oblative solution for Oberoi could be to incorporate conservation objectives with guest expectations by following environmentally friendly measures.

Potential strategies include.

CONCLUSION

The Oberoi Hotels' "Train Whistle in the Tiger Reserve" is a best practice case for luxury hospitality organisation seeking to establish sustainable management in protected locations. In doing so, Oberoi has an opportunity not only to protect some of the most biodiverse regions of India but also establish a model of sustainable luxury tourism for tourists.

RECOMMENDATION

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