

## Notice for the PhD Viva Voce Examination

Mr Nikhilraj K (Registration Number: 1980202), PhD Scholar at the School of Business and Management, Department of Tourism Management, CHRIST (Deemed to be University), Bangalore will defend his PhD thesis at the public viva-voce examination on Friday, 14 March 2025 at 10.30 AM in the Seminar Hall, Academic Block, Bangalore Bannerghatta Road Campus, CHRIST (Deemed to be University), Bengaluru - 560076, Karnataka, India.

<b>Title of the Thesis</b>	<b>:</b>	<b>Building Destination Image through Textile Tourism: A Study on Khadi Industries in Northern Kerala</b>
<b>Discipline</b>	<b>:</b>	<b>Tourism</b>
<b>External Examiner – I</b>	<b>:</b>	<b>Dr R C Anu Chandran</b> Professor and Head Department of Tourism Studies Pondicherry University Kalapet-605014, Puducherry
<b>External Examiner – II</b>	<b>:</b>	<b>Dr Prashant Kumar Gautam</b> Professor University Institute of Hotel and Tourism Management, Panjab University-160014, Chandigarh
<b>Supervisor</b>	<b>:</b>	<b>Dr Joby Thomas</b> Professor School of Business and Management Bangalore Yeshwanthpur Campus CHRIST (Deemed to be University) Bengaluru-560073, Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru  
Date: 03 March 2025

  
Registrar (Academics)

## ABSTRACT

Tourism is symbolized as an instrument for employment creation, poverty reduction, and long-term human development. Textile tourism is a set of economic activities that significantly impact domestic income and regional development based on the services provided by local governments and rural communities. Through strategic connections with the Khadi textile industry, textile tourism may significantly bolster the tourism sector by utilizing the services provided by rural communities and local governments. This study examines how Khadi textile industries operate, focusing on textile-based businesses and travelers' attitudes toward textile tourism and how these can generate a destination image. The study delves into the opportunities and challenges within the local textile industry, shedding light on the struggles weavers face in accessing tourists and effectively marketing their products. Furthermore, the study explores how communities can benefit from textile tourism, highlighting the economic practices that can drive future earnings and enhance the image of a destination. By examining the experiences of 375 tourists and 180 weavers from major Khadi centers in North Kerala, the research identifies the need for strategic promotional tactics to attract textile tourism. It emphasizes the crucial role of authorities and government in expanding the opportunity of these niche forms of tourism like textiles related to Khadi, fostering collaboration between stakeholders, implementing targeted marketing strategies, unlocking the full potential of textile tourism, and creating a sustainable economic impact for local communities with building a destination image of North Kerala.

**Keywords:** *Destination Image, Khadi industries, Textile tourism, Tourism marketing, Community-based tourism, Poverty alleviation.*

### Publications:

1. **Nikhilraj, K., & Thomas, J. (2022).** Potential, Prospects, And Problems of Textile Tourism In Kerala. *Revista Turismo & Desenvolvimento*, 39, (451-461). <https://doi.org/10.34624/rtd.v39i0.30477>
2. **Nikhilraj, K., & Thomas, J. (2024).** Textile Tourism and the Challenges of the Indigenous Handloom Sector in Northern Kerala. In *Examining Tourist Behaviors and Community Involvement in Destination Rejuvenation* (194-206). *IGI Global*. <https://doi.org/10.4018/979-8-3693-6819-0.ch015>
3. **Nikhilraj, K., & Thomas, J. (2024).** Human Resource Challenges and Opportunities in the Indigenous Khadi Handloom Sector for Textile Tourism: A Sustainable Approach to Empower Local Communities. *Technological and Managerial Approaches to Fostering Sustainable Travel*, *IGI Global*, (211-234). <https://doi.org/10.4018/979-8-3693-8115-1.ch010>
4. **Nikhilraj, K., & Thomas, J. (2024).** Issues And Challenges of Indigenous Khadi Handloom Sector with Reference to Textile Tourism in Kerala, *Journal of Hospitality and Tourism Management*, Q1 Journal, JHTM-D-23-00860.
5. **Nikhilraj, K., & Thomas, J. (2020).** Textile Tourism: Opportunities and Challenges for Khadi Industries. *Asian Tourism Research*, 314.
6. **Nikhilraj, K., & Thomas, J. (2025).** *Model for building destination image through textile tourism* (Indian Patent No. 202541006548). Indian Patent Office.