

# SEP\_AIN3103

*by* Student Help

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**TOURISM ENVIRONMENT AND INDUSTRY**

**Topic:** “Understanding the tourism environment and its stakeholders at the tourism destination country of your choice”

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## Introduction

Sustainable tourism refers to the practices which integrate the opportunity in a country to deal with the social, economic and environmental impacts. The main aim of protecting the tourism environment is to ensure the protection of natural environments, natural resources and wildlife. Managing the activities of the tourism sector integrates different stakeholders while facilitating sustainable tourism in countries. The country of a tourism destination is the UK which is fruitful for maintaining the demand of sustainable tourism and integrating the economic development in countries..

The country is providing authentic experiences in conserving and celebrating the cultural heritage. It is also effective for creating socio-economic benefits in the tourism sector of a country to integrate sustainable development in the industry. The principles of sustainable development in the tourism sector have been elaborated to analyse the concept of tourism development. Role of different stakeholders and their increasing demand to promote sustainable tourism in decision-making have been elaborated in the context of facilitating effective strategies. The macro and micro environmental factors have been elaborated to analyse the trends associated with promoting tourism in a sustainable manner. Reasons for the influence of those micro factors have been considered for deploying the resources for sustainable development in the tourism sector.

### “Sustainable tourism” and its principles for “sustainable tourism development” (STD)

STD incorporates the requirements of tourists and their “host regions” while enhancing and protecting the opportunities for the future integration. Integrating sustainable tourism refers to the constant process which requires continuous monitoring of environmental impacts by introducing necessary corrective and preventive measures wherever necessary (Unwto.org, 2023). The main rationale behind facilitating STD is to protect the natural environments.

The rationales behind STD are listed below.

- Reducing the negative impact of tourism sectors on the environment
- Boosting the revenue of economy
- Ensuring cultural exchange between citizens and foreigners
- Enhancing the number of jobs created by the tourism sector
- Providing effective support to local communities
- Maintaining local control and the well-being of communities
- Formulating resource efficiency and environmental purity

Effective management of sustainable practices can ensure the tourism development in the social and economical perspectives. As per the opinion of Ikram *et al.* (2021), it is important

for the “decision-makers” to proceed towards a “sustainable approach” while integrating STD into a country. However, the constraints on the process of “decision-making” include the regulations which limit and guide the options for development such as land-use controls, emission standards and substance bans (Unece.org, 2023). The government of the UK has adopted the target of net zero emission reduction by the year 2050 which has reflected the sustainable circumstances in the country while facilitating effective decision-making approaches in tourism development (Earth.org, 2023). The availability of alternatives is important for the decision-makers for promoting STD in their working procedures as it can attract the travellers and facilitate sustainable development.

Three main principles of STD are *environmental protection*, *economic viability* and *social equity*. These are helpful in integrating the right balance between environmental care, economic growth and social well-being (Cook and Davíðsdóttir, 2021). For instance, “*Windsor Castle*”, which is a popular attraction of tourists in the UK, has implemented environmental protection in the destination by practising the sustainable utilisation of land in their action plan (Windsorgreatpark.co.uk, 2023). This measure has encouraged *environmental protection* in facilitating STD. Moreover, “*Somerset House*” in the UK is famous for maintaining creativity with the help of cultural innovators and it is attracting 3.1 million visitors in a year (Somersethouse.org.uk, 2023). It is effective for maintaining the economic viability of the country with a sustainable, dynamic and mutually creative and supportive network. The destination “*Tate Modern*” in the UK has been given 60% space by Switch House which has been used wisely while hailing artists from 50 different countries (Timeout.com, 2023). Thus, it has regulated social equity in a proactive way by accumulating female and male artists in the right proportion.

#### **Stakeholders’ role and their involvement in the “decision-making of STD”**

The planning of sustainable tourism is helpful in finding the right balance between the requirements of places and people with the effective participation of stakeholders’ decisions. Achmad and Yulianah (2022) have opined that the aim of facilitating “sustainable tourism” is to enhance the benefits and eliminate the negative consequences caused by different destinations of the tourism sector. The stakeholders such as the Public sector, private sector and Tourists have a huge role in facilitating STD in tourism destinations. Effective decision-making procedures for these three major stakeholders in tourism sectors can be effective for formulating business growth.

The *UK government* is creating a “Tourism Data Hub” for maintaining support from the larger travel companies. According to the deal with the tourism sector, the tourism industry of

the UK will become more accessible in Europe by the year 2025 and it will enhance the number of "international disabled visitors" by 33% (Oecd-ilibrary.org, 2023). The wider policy of the UK Government has integrated the investment of GBP 40 million in the projects which lead to the economic growth and regeneration of safeguarding the destinations related to tourism in the country (Oecd-ilibrary.org, 2023). The "Tourism Act 1969" in the UK has regulated the STD of the tourism sectors by providing financial assistance out of the public funds while regulating provisions for hotels (Legislation.gov.uk, 2023). The assistance of tourism boards has ensured economic and sustainable development to promote the governing objectives in the tourism sectors.

The main role of the *private sector* is to facilitate effective planning and development while integrating the activity to invest money and time into the aspects of training and marketing. The three private sectors such as "Holiday Inn", "Thomas Cook" and "British Airways" are promoting tourism and integrating sustainable development. However, capital investment in the private sector has dropped by 30% in 2020 because of the emergence of the pandemic period (Un.org, 2023). It is detrimental for the tourism sector to integrate their activities for maintaining tourism development. *Tourists* are the major stakeholder in the tourism sector of a country as it enhances economic growth, creates jobs and alleviates poverty (Hafidh and Rashid, 2021). The UK is the 10th biggest tourist destination in the world with over "40.1 million visiting" in the year 2019 which contributes to a total of £234 billion for the GDP (Visitbritain.org, 2023). This high rate of contributions is effective for tourism development in a country in a sustainable manner.

#### **Analysing factors related to the macro environment which is contributing to STD**

Effective participation of macro-environmental factors in STD can be beneficial for regulating decision-making objectives while facilitating sustainable development with economic growth. On the other hand, a lack of economic growth can be detrimental to the tourism sector of a country while managing the practices of sustainable tourism as it hinders the process of transition (Khan *et al.* 2020). Three macro factors are the trends in *technological innovation, environmental factors* and *economic trends* which have a great influence on the STD of a country. The digital sector of the UK is worth more than £400 in a day to the economy of the UK (Gov.uk, 2023). This major *advancement in digitisation and technological innovation* can be fruitful for developing e-tourism and Smart tourism in the country. The main benefit of utilising smart tourism is that it can decrease the level of uncertainties and enhance the visual experiences of tourists by using AR (Augmented Reality) and VR (Virtual Reality) (Uk5g.org, 2023). The project of smart tourism can be

accelerated in the UK by utilising digital advancement for maintaining top attractions of tourists.

Travelling over planes and ships causes water and air pollution, as well as GHGs (Greenhouse Gas) emissions. The tourism sector in the UK has accounted for 50% of the GHG emissions which can be reduced to ensure the reduction in *environmental impacts* (Parliament.uk, 2023). “Environmental Audit Committee” in the UK has launched the objectives for sustainable tourism <sup>8</sup> to reduce the negative impact of GDG on the environment. The cost of reducing environmental impacts by lowering GHG requires an investment of \$13-\$45 billion in a year (Johansson *et al.* 2020). This investment can ensure a competitive advantage in the tourism sector of the UK. The coastal cities of the UK are at risk as sea levels of the UK are rising beyond 2100 due to climate change (Gov.uk, 2023). This climate change in the country has a major impact on attracting travellers due to environmental concerns. The *GDP of the UK* fell by 2.6% in the year 2009 due to the Great Recession (Parliament.uk, 2023). This recession period led to the ineffective investment in tourism development in the successive quarters. However, it is beneficial for the tourism sector to enhance its *economic strength* by attracting travellers through effective marketing and promotional procedures. The tourists have to pay £1 tax to stay in the city of Manchester which will be used for sustainable development of the city (Theguardian.com, 2023). These kinds of measures are effective to accumulate resources for STDs.

#### **Analysing the competitive micro-environment and motivating factors of tourists which are influencing the demand for tourism products**

Micro environment <sup>1</sup> is identified as a factor directly contributing to or motivating customers for business growth. STD development in the UK is associated with several motivating factors which influence the demands of the customers.

##### ***Intrinsic factors***

##### ***“Maslow’s hierarchy of needs – intangible rewards”***

In the tourist motivational factors known as the micro-environment factor “intangible rewards” such as mitigation of the emotional and social needs motivating the tourists. Implementation of “*Maslow’s hierarchy of needs*” theory helps to develop a clear understanding of the possible needs factor which motivates tourists among the STD of the UK (Cheung *et al.* 2021). In addition, emotional needs management by providing opportunities for intangible rewards is examined as a micro factor in the tourism industry of the UK. The beliefs of “*fun and assurance*” motivated the tourists to mitigate the demand for tourism in the UK.



### ***“Destination Perception of Tourists”***

The demands of the tourists are influenced by the perception of the tourists about the destination such as the UK. As per the view of Collins and Potoglou (2019), ***“observing, listening and reading”*** about the destination creates a perception of the location which may lead to a positive or negative overview. However, ***“Democracy, Rule of Law, Respect and Tolerance, Individual Liberty”*** are identified as values of the UK which impact the beliefs of the tourists.

### ***“Allocentric vs psychocentric”***

The travel decision choice of the individual impacts the micro factor or motivational factor for a tourist. According to the view of Otoo *et al.* (2021), Psychocentric tourists are known as ***“self-inhibiting, nervous, and non-adventurous”*** whereas Allocentric tourists are ***“outgoing, self-confident, and adventurous”***. Therefore, the presence of that travel decision choice of the individual tourists impacts the demand for the tourism product. Personal traits of the tourists ensure the demand of the individual leading the tourism industry of the UK.

### ***Extrinsic factor***

The extrinsic motivational factor is also associated with the demand of tourists and those influences the needs of the tourists. As an example, ***“Money, Social class, Income and location, family and age”*** are some external motivational factors influencing tourists (Kara and Mkwizu, 2020). The high-income group with higher social positions are influencing tourism development in the UK through effective participation in sustainable tourism development. Therefore, the presence of those factors motivated the tourists to develop demands for tourism in the UK.

The identified intrinsic and extrinsic factors are directly influencing the demands of tourists in the tourism industry of the UK.

### ***Conclusion***

It can be concluded that managing tourism activities are helpful for developing the tourism facilities and attracting more customers. It is also helpful in addressing the trends and needs of different visitors, host communities and the tourism industry. It is helpful for formulating the effective tourism development and integrating the attractions of travellers. The macroeconomic factors have a major impact on promoting STD in the business environment of the tourism sector in the UK. On the other hand, the emergence of the recession period over the economic gaps can degrade the performance level and marketing objectives of the tourism sectors.

### ***Recommendations***



**Respecting the local community:** Sustainable tourism development is improved with the development of the tourism strategies of the UK. It is recommended respecting the local communities of the UK and respecting the tradition of the local area will help in the improvement of the sustainability of tourism.

**Avoidance of plastic use:** Sustainable tourism development in the UK is possible with the avoidance of plastic which causes pollution by affecting the environment. As an example, every year oceans are filling up with 8 million tons of plastics (Kara and Mkwizu, 2020). Therefore, ensuring sustainability in tourism in the UK, management of plastic use and management of the needs of the tourist are needed.

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