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MGBBT1TEN - Tourism Environment and Industry

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**Essay - “Understanding the tourism environment and its
stakeholders at the tourism destination country - India”**

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Introduction

India is a land of culture, religion and people. It is one of the tourist destinations which attracts thousands of foreign visitors every year. Maharashtra, Kerala, Tamil Nadu, some of the places which have the highest foreign tourist appearance as of 2021 statistics (Tourism.gov.in, 2018). The tourists are especially attracted towards the historic events, vibrant culture, extraordinary festivals along with the flora and fauna of India. The tourist destination comprises long stretches of peaceful beaches along the “Arabian Sea” and “Bay of Bengal” along with the mixture of modern and historic monuments within the towns and cities (Incredible India, 2023). The country is home to a wide array of spectacular animals and birds along with high rise mountains, beautiful valleys, long stretches of Indo-gangetic plains, rivers and so on. The following document will present a well-developed and discussed essay which will analyse the perception of sustainable tourism and its ideologies in the progress of India as a traveller destination country. Furthermore, the essay will focus on and discuss how the stakeholders play an important role in decision making of sustainable tourism development. Along with the macro and micro environment factors which influence the growth of sustainable tourism in India.

Principles for Sustainable Tourism

According to Unwto.org (2023), “tourism includes the engagements of people who travel to and spent time in areas away from their emblematic ambiances for relaxation, commercial, or other motives”. On the other hand, “sustainable tourism develops an appropriate equilibrium between the ecological, monetary, and socio-cultural elements of the development of tourism as well as performs a vital part in biodiversity conservation” (Unwto.org, 2013). Tourism has grown and increasingly diversified over the previous few decades, representing among the world's fastest expanding sectors of commerce. Tourism's commercial turnover now matches or exceeds that of crude oil exports, commodities such as food, vehicles, providing millions of immediate entrance points into the labour market, notably for freshers as well as females, and a variety of alternatives to investment for those with entrepreneurial capabilities. Tourism has grown into one of the most important areas in international commerce, as well as a key source of revenue for numerous emerging economies (Wardle, 2021). It is their sole source of revenue experiencing trade advantages when contrasted with other sectors across the globe (*refer to appendix 1*).

Travel and Tourism, on the other hand, could represent adverse environmental effects and global warming, a danger to socio-cultural structures, a heavy consumer of limited resources, and a possible source for detrimental consequences within society. Here comes the concept of sustainable tourism which will primarily focus on the benefits of the environment. It promotes awareness of the effects that tourism has on the natural, sociocultural, and human ecosystems (Rasoolimanesh et al., 2020). It provides an equitable distribution of revenues and expenditures while simultaneously generating employment opportunities locally, both directly in the hospitality as well as tourism industry and indirectly in numerous supporting and administrative sectors. Its primary goal is to generate foreign cash for the nation as a whole, as well as bring in capital. It also diversifies the regional economy, especially in rural regions where job opportunities in agriculture may be intermittent or inadequate like in Costa Rica and Nicaragua (Khan et al., 2020a). Furthermore, sustainable tourism tries to involve every aspect of the community, especially local residents, in decision-making in order to ensure the tourism industry and other resources are able to exist together. It includes management and zoning to guarantee growth for tourism that is proportionate to the ecosystem's endurance. In simple words, maintaining the balance between environment and commercial practices is the ultimate goal of sustainable tourism.

Stakeholder's participation in the Decision-Making Process

The tourism environment, as well as the individuals who participate in it, have a considerable influence on the development of every destination that draws tourists. To be a long-term success as a destination for visitors, one needs to possess a thorough awareness of all of the different tourism habitats (Rahman, 2017). ⁴ Involvement of stakeholders in the process of decision-making is critical for long-term development of sustainable tourism. There are multiple stakeholders who might have an effect on tourism development and preparation, either through direct or indirect means. They are assigned a wide range of responsibilities. The governmental sector, the charitable sector, and tourists are the major stakeholders in the decision-making process for sustainable tourism development (Turker, Alaeddinoglu and Can, 2016). Furthermore, people and groups including environmental activists and conservation groups, as well as government institutions, are classified as "stakeholders" in the preservation of the natural world. Every individual or group of individuals as a whole have a very important part to play in making tourism a sustainable activity and also keep in mind regarding the commercial aspects it will bring into the nation.

The public sector is composed of government-run organisations. It is in charge of ensuring the growth of tourism facilities, which involves highways, airfields, energy supply, communications, and wastewater treatment plants and so on. Tourists put extra pressure on the current infrastructure, and government agencies need to look for methods to offer this through long-term solutions (Streimikiene et al., 2021). ³ By offering such a variety of services, the public sector performs an important role in fostering tourist growth. They assist by providing investments in new infrastructure, such as natural treatment facilities for sewage, as well as increased tourist fees to finance expansions like aviation facilities and road upkeep.

NGOs or trusts are commonly found in the charitable segment. They are mostly sustained by their supporters, fundraising efforts, and contributions. The objectives of “non-profit organisations” are to support, safeguard, and propagate the cause they support (Amerta, Sara and Bagiada, 2018). They are concerned with environmental conservation and protection, such as a “turtle breeding scheme in Costa Rica” or a “volunteer tourism initiative in the rainforest of the Amazon”. Lastly, the tourists increase the economy's income, directly contribute to the creation of thousands of employment, aid in the development of a country's infrastructure, and foster a sense of cultural interaction between foreigners and natives.

² **Macro-environmental Factors Contributing to the Sustainable Development of India**

The long-term viability of tourist expansion is an important aspect in the growth of a nation since it ensures its economic and social prosperity. Tourism, including all connected activities such as transportation, place for staying, local food, and attractions for amusement, can be considered as a driver of monetary growth in the nation. It offers a full method for creating job opportunities, increasing production levels, and generating money in formal as well as informal commercial businesses (Tien et al., 2021). Generally, the macro-environment consists of political, social, economic, environmental, legal and technological factors. The macro-environmental factors influencing the tourism growth and development in India include political, economic, and social factors. Political factors like government policies like Green Policies in India can lead to the long-term sustainability of tourism development. It helps in establishing a lifetime of currency earnings generated from global trade in products and, in some cases, from the process of funding the acquisition of capital items from overseas nations, as well as the availability of the products required by the production or service industries of the

nation (Causevic and Lynch, 2013). The stable government conditions and minimal political riots or issues also leads to sustainable development of a nation.

Furthermore, economic factors like employment, positive changes in the income of the families associated with tourism, agricultural growth and so on leads to the sustainable development of India. Furthermore, growth in the economy, as measured by gains in “GDP”, “NNI”, and “FDI”, increases financial assets, boosts productivity across every sector of the economy, and increases the quality of human capital (Chen, 2022). As a result, a rise in “GDP”, “NNI”, and “FDI”, together with favourable and successful tourism regulations relating to visitor arrival, boosts the growth of tourism and aids in its sustainability. The phrase "social impacts" refers to improvements in the standard living conditions of local citizens in places of tourism, with relationships among visitors and the local population at its core. Cultural factors involve modifications that affect people's environment, such as architecture, art forms, traditions, customs, and so on, as a result of visitor influxes (Khan et al., 2020b). The broad spectrum of affects includes anything from arts and crafts to core human behaviours and beliefs in people living in India. The socio-cultural exchange of thoughts, ideas, customer, lifestyle and so on between a tourist and a native helps a lot in the sustainable progress of a nation.

2 Micro-environment and Tourists’ Motivating Factors Influencing the Demand in India

Behaviour among tourists is not a response to one particular factor, but to the entire collection of external variables that influence it. In fact it is influenced by internal causes also. Macro-environment elements in respect to tourism rely on multiple internal situations and conditions of the destination country. It is determined by extrinsic factors such as the atmosphere and working circumstances, safety of clients and workers in providing every element of a tourism service, and the consumption of resources and disposal, which includes proper waste management, reusing, and recycling, as well as measures that improve the efficiency of resource (Dean and Suhartanto, 2019). In this case, the micro-environment factors of India include the accommodation, transportation services available, the overall income and societal class of the nation and so on. Some of the elements that drive tourist demand in India are financial flexibility, flexibility in scheduling, and changes in a community's demographic mix. Motivators are the explanations why individuals want to visit and participate in vacation industry. Tourists have the tendency to acquire such information before travelling, the more

appealing the social and environmental conditions, the more motivated they are to visit the nation.

Furthermore, as per Maslow's pyramid of needs is considered to be a concept for motivation that holds five different types of anthropological requirements that administrate a person's behavioural aspects. These demands include corporeal requirements, human welfare requirements, communal requirements, self-confidence requirements, and self-fulfilment requirements (Mcleod, 2023). The demand of tourism or tourists visiting the nation also depends on the intrinsic motivating factors. For many individuals, tourism is a method of meeting their emotional requirements that involve vacationing, doing things for fun, discovering variety, expressing oneself and self-confidence, creativity, competitiveness, desire for calmness, and identity. The intrinsic incentives connect to guaranteeing a person's capacities on multiple expressive facades. Tourists choose visiting the attractions for intangible advantages such as amusement, inevitability, and additional responsive desires, which are compelled by internal or intrinsic motivation (Bayih and Singh, 2020). Also, understanding regarding an individual, location, or item, favourable or negative sentiments about the destination, tourist outlook, and beliefs or values in a certain manner of action that is appropriate individually or socially all influence the desire to travel or visit a tourist destination. Thus, both the factors of motivation - extrinsic as well as intrinsic impacts the influence of tourism demand in India.

Conclusion

From the above discussion, it can be concluded that tourism in India in recent years have improved dramatically. This is due to its historic events, colourful culture, spectacular festivals, and flora and wildlife, India attracts thousands of foreign visitors each year. In recent times, sustainability has become a major concern which has led to the development of sustainable tourism. From the discussion it has been seen that the principles of sustainable tourism have not only helped in environmental sustainability but also increased economic growth to a greater extent. The essay also covered the responsibilities of different stakeholders in the decision making of sustainable tourism and it can be said that they are a vital part of the whole industry. Furthermore, the discussion on the macro environmental factors helps to understand the need and demand for tourism in India. The political, economic and social factors are the dominating elements which influence the sustainable development of Indian tourism. The micro environmental elements along with tourist motivation also influences the demand for tourism

in India. The motivation factors of the tourist are both extrinsic and intrinsic in nature which influences the tourist behaviour and attitude towards a particular destination.

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Appendix 1



Figure 1: Statics of Global Tourism

(Source: Unwto.org, 2013)

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