

SEP_AIN3222-essay 1

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**THE DYNAMIC INTERRELATIONSHIP BETWEEN
TOURISM AND SOCIETY**

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1. Introduction

Tourism industry has assisted to develop the economic growth of society and created more opportunities in future. Sometimes, different challenges have been developed for mismanagement in tourism, which have increased future challenges in society.

1.1 Aims of the study

The main aim of this study is to identify the interrelationship between tourism and society. The study has also identified the negative impacts of economic, political and socio-cultural factors on tourism.

1.2 Interrelationship between Tourism and society

Individuals from different cultures can know others' habits and cultures, which has developed the quality of social factors. Different external and internal stakeholders have continued the tourism industry for developing economic growth. The overall revenue of the tour and travel industry in the UK is \$39.14 billion in 2023, which can be increased to \$41.67 billion by 2027 (Statista.com, 2023). John Urry's theory of sociology has suggested maintaining mobility in tourism for getting more opportunities in future by developing present performance of all stakeholders (Recchi and Flipo, 2020). Relationships among human beings have been improved by conducting tours, which has developed social connections.

1.3 Definition of Sociology

Sociology is the study of measuring social value and the important factors, which have an impact on social changes. According to the view of Balzani and Hanlon (2020), social relationships have depended on regular communication among the social components, which have been analysed scientifically in sociology. In addition, the negative impact of several social factors has also been discussed in sociology.

1.4 Identifying different aspects

Sustainable tourism has been conducted through the efficient performance of its internal and external stakeholders. In addition, political influence and lack of economic development have influenced the tourism sector not to grow in a sustainable way.

1.5 Understanding of the interaction, as well as interdependence between different factors

Implementation of sustainable tourism needs sufficient financial support and social support is also needed simultaneously to complete the tour successfully. "People", "places" and "processes" are internally connected factors, which have measured the quality of the tour.

2. Evaluating the negative economic impact of tourism on society

2.1 Evidence of statistical data to demonstrate the negative economic impacts of tourism development

A lack of visitors created economic issues within the UK tourism sector. During the pandemic outbreak, visiting numbers have decreased by 21.5% in 2020 due to having societal issues (Ons.gov.uk, 2021). Due to this economic barrier, a £22 billion economic gap issues have been raised in the UK tourism industry while spending money on international tourism services along with 3 million job risks (Theguardian.com, 2020). According to Nogues-Pedregal (2012), international tourism is the source of income for the nation where international visitors come to visit different types of regions. On the other hand, the positive impact of economic growth can influence a corporate tourism business by maintaining socio-cultural activities.

At this point, John Urry's theory can be implemented in terms of managing the sociological aspects so that all tourism organisations can ignore the heavy crisis (Sharma, 2020). Thus, the UK tourism industry needs to focus on the social consequences of Smith's typological aspects, such as eco-tourism, wildlife tourism and other relevant types. At this point, the negative impact of the UK economy can be managed by using John Urry's theory and typological factors.

2.2 Interrelatedness among negative issues and challenges

The Covid-19 pandemic situation has affected working employees who have faced career growth issues. For instance, 21% of the working population is inactive in the UK in the tourism industry. However, 6% of GDP growth deteriorated during this pandemic in the UK (Cnn.com, 2023). The impact of the negative economy has affected travel agencies where 9.3% of sales declined in 2020 in the UK (Ons.gov.uk, 2021). Thus, the implication of the Daniel Boorstin theory can also be associated with the business services of UK tourism development practices. In context, Klecker (2020) mentioned that the implication of the theory of Daniel Boorstin helps to celebrate cultural aspects in terms of balancing socio-cultural activities. On the other hand, Yu Ouyang, and Lee Tsung-Lin (2020) critiqued that economic dependency needs to be reduced by highlighting typological strategies, where low-carbon practices, cognitive emotions and other relevant areas are included. Economic issues and challenges could be addressed by implementing the aforementioned theoretical strategies.

2.3 Analysis of the overall impacts on economic development in society

The UK tourism industry has focused on economic growth by avoiding poor growth of the GDP. Mainly, the UK tourism industry has highlighted all heritage places which are situated

in England, London, Britain and other cities. The benefits of having huge cities attracted foreign visitors, and the UK industry invested in London tourism organisations by £36 billion every year and employed more than 700,000 employees (London.gov.uk, 2023). According to Stephenson (2014), heritage sources, traditional tourism elements, ethnicity, local community management and cultural management are important for tourism development. Thus, the tourism industry has been focused on heritage tourism practices in terms of growing the economy in terms of fulfilling all economic gaps. However, the implication of Dean MacCannell's theory can enhance tourism practices in terms of managing cultural and collaborative structures (Castro and González, 2023). Thus, economic factors are gradually enhanced in UK tourism due to maintaining the collaborative approaches, heritage place management and visitor attraction practices.

3. Evaluating the negative impacts of tourism apart from economic ones

3.1 Evidence of negative impacts of tourism development, such as environment, socio-cultural and political

Political issues affected the economic growth in the UK and impacted the tourism section. Economic factors are majorly highlighted in tourism development since Brexit occurred in the UK. During this political boundary, the economic growth of the UK has deteriorated by -0.4% due to having poor budget responsibility (Bbc.com, 2023). The trade-share GDP has fallen by 12% in 2019 and sales growth has decreased during Brexit (Cnn.com, 2022). On the other hand, the fast-growing UK tourism industry raised 5% of GHG emissions which is not supporting society management practices (Reuters.com, 2019). Due to this reason, UK lawmakers stated that environmental costs need to be imposed on mass tourism to avoid threats to the planet.

Socio-cultural factors have been managed in the UK tourism industry by highlighting SCM operations, local community, travelling opportunities and other relevant factors. For instance, British residents spent £19.5 billion, and overseas visitors spent £24.8 billion in 2019 (Visitbritain.org, 2023). However, socio-cultural management creates opportunities to overcome the poor economic consequences on the UK tourism industry. According to Grobelna and Skrzyszewska (2019), many countries are rapidly growing economic factors by focusing on social development. Thus, tourism management has been developed in the UK by focusing on these strategies.

3.2 Possible interrelatedness among negative issues and challenges

At this point, the UK economy shrank by 0.4% whereas Germany and Russia's economies declined by 0.3% (Cnn.com, 2022). Thus, the political impact is not supporting economic

growth and corporate development. On the other hand, the impact of poor environmental practices can affect this industry to manage typological practices because different tourism practices create business issues and increase CO2 and GHG emissions. As per the view of Smith *et al.* (2019), Smith's typological practices are effectively creating budget-making plans, decision-making practices, local community management and other relevant operations for different types of tourism management. Thus, the implication of typology can enhance business growth in the UK tourism industry. In this way, challenging situations can be managed by focusing on typological strategies and socio-cultural activities.

3.3 Overall impact on societal wellbeing

Adventurous experiences can be acquired in the tourism industry by exploring new places and tourist spots. According to Houge Mackenzie and Hodge (2020), the “*subjective wellbeing*” framework helps to manage the adventure experiences of overseas and domestic practices so that the tourism industry can provide social and cultural facilities to all customers or visitors in terms of gaining economic levels. At this point, self-determination theory can be included in the UK tourism industry so that they can determine social and cultural responsibilities to create business growth by focusing on psychological and adventure education. The overall impact of the economy on the UK tourism industry has focused on business management operations in terms of creating financial growth. In spite of arising the economic issues, England's tourism businesses have been focused on the visitors' attraction along with the estimation of 5000 to 6000 overseas visitors so that they can visit England in order to enhance the economic feasibility (Visitbritain.org, 2023). Therefore, the impact of cultural and typological practices enhances the business growth in the UK tourism industry.

4. Section 3: Anticipating the future development

4.1 Outlining the possible scenarios of future tourism and society

Tourism industry can improve its future possibilities by conducting more research and development on the possible factors. Based on the view of Khan *et al.* (2020), a financially developed tourism sector can implement advanced strategies and technologies for future development. The tourism sector in the UK has been predicted to grow up to 3.8% by 2025 by applying different sustainable growth strategies (Visitbritain.org, 2023). The financially developed sector can achieve a good position in future by attracting different types of customers, such as explorers, off-beat tourists and others. The UK tourism industry can provide good transport facilities to their customers to attract them by providing a comfortable journey.

4.2 Discussing possible scenarios of negative trends and challenges of tourism in the future

The tourism sector has also faced different negative factors for several reasons, such as environmental degradation, inflation and others. Pollution level in the UK has increased day by day, which is a negative factor of tourism and decreased total number of tourists in the mentioned country. Based on the opinion of Činčikaitė and Meidutė-Kavaliauskienė (2022), natural degradation, such as “air pollution” and the global pandemic, such as “covid-19 pandemic” have decreased tourist’s interest and restricted them to conduct the tour in other countries. In the past years, the economic degradation of the “covid-19 pandemic” has decreased the future possibilities of the industry in the UK.

4.3 Discussing the Tourism life cycle theory

Tourism is an overall process of delivering a comfortable experience to tourists by managing social, cultural, economic and political factors. Based on the opinion of Wang *et al.* (2023), “exploration”, “involvement”, “development”, “consolidation”, “stagnation” and “decline” are the six main stages of “Tourism life cycle theory”. A tour planner has to explore an attractive area to involve the tourists and develop the tourism sector. The sector can improve its performance more by providing an important exploration and development section (Butler, 2008). Tourists’ comfort is the primary thing to develop the tourism industry more in future, which has assisted the sector to develop financially.

4.4 Impact of the possible scenarios on the tourism sector

Smith’s typology has suggested focusing on different types of tourists and fulfilling their needs strategically. As per the view of Woosnam and Ribeiro (2023), Smith’s typology has suggested that there are different types of tourists, such as “being explorer”, “elite”, “off-beat”, “unusual”, “incipient mass”, “mass” and “charter”. The possible scenarios of the tourism sector in the UK have faced different challenges for cross-cultural issues, taxations, environmental degradation and the global pandemic. The “Covid-19 pandemic” has already affected the economic development of the tourism industry and this factor can decrease tourist’s interest in future.

5. Conclusion

5.1 Discussing the key findings

Tourism industry is one of the main opportunities for the economic development of a country as many foreign tourists come and visit the place regularly. The future development of the industry has depended on the present performance of the internal and external stakeholders. Tour planner is the most responsible individual for improving the current flaws and

eliminating the present economic vulnerability. After discussing the important positive and negative factors of the tourism industry, it can be concluded that having sufficient revenue is a strength for developing sustainable tourism in future. The present issue of the “covid-19 pandemic” has affected the revenue growth of the tourism industry, which is recognised as a negative factor for future growth.

5.2 Explaining opinions about the future of the interrelationship between tourism and society

The two factors, tourism and society are interrelated strongly as efficient tourism management is the reason for growing a successful and sustainable society. On the other hand, social conflicts have also been generated for conducting tours in different countries. It can be concluded that the tourism industry has to focus on three main factors, such as “people”, “planet” and “process” to continue sustainable tourism development in future. Following “Smith’s Typology”, different types of tourists have to be focused on by the tour planner to meet everyone’s demands and develop economic growth of the industry.

5.3 Describing the negative issues and present challenges

After analysing the possible impact on the tourism industry, it can be concluded that the industry has already faced the global pandemic issue, but its present growth of revenue can manage the negative factor strategically. The industry has provided employment opportunities to more than 700,000 employees in the UK, which is a positive factor of this industry. On the other hand, excessive pollution and environmental degradation rate have worked as a barrier to the development of assets and revenue for the tourism industry. Future development of the industry can be possible by meeting demands of the global customers.

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