**ESSAY**

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# Introduction

Sustainable tourism has become quite common in most tourist destinations. It has been observed in many tourist destinations that sustainable practices are being maintained in order to conserve the locality as well as the environment also at the same time. With respect to this, the aim of the essay is to discuss the various aspects that are associated with the tourism environment in terms of the sustainable practices done in the Maldives at the present time. For this purpose, the various principles of sustainable tourism will be discussed along with identifying the different stakeholders that are associated with the same. Further, the micro and macroeconomic factors of the concerned tourist destination will also be identified here.

# Concept and Principles of Sustainable Tourism

Sustainable tourism involves different kinds of sustainable practices within the tourism industry (Streimikiene, 2021). It involves a minimum level of the use of non-renewable sources of energy making the destinations eco-friendly towards nature. Moreover, in sustainable tourism, most of the waste materials are either reused or recycled to conserve the locations adequately.

Some of the major principles of sustainable tourism are as follows:

***Adequate utilization of the available sources***

The major principle of sustainable practice within the tourism industry is to use the available sources in an adequate manner (Sodiq, 2019). In this respect, the natural sources of energy that are available to an individual must be used adequately without any obstacles. This strategy can help in having a minimal consumption of the non-renewable sources of energy that are involved in tourism. Apparently. Maldives is also focusing towards consuming a maximum level of renewable sources of energy in order to decrease the emission of carbon dioxide within the environment.

***Decrease in the waste generation***

The decline in the generation of waste materials can also act as a major source of sustainability within the tourism sector (Rodríguez, 2020). It helps in conserving the environment from getting affected by the harmful waste materials. Maldives is observed to have decreased the generation of waste materials in order to conserve the environment and make it a sustainable tourist destination.

***Recycling of the waste products***

The third principle of sustainability is to recycle the waste materials that have been generated. In this aspect, most of the waste materials that have been generated are being recycled to decrease their impact on the environment. Maldives is having some major strategies to recycle the waste materials that they are generating so as to conserve the tourist destination that they are having.

# Identification and discussion of the stakeholders

There are various stakeholders involved when making any important decisions within the tourism industry. Their identification along with their role and responsibilities are discussed below:

***National Government***

The national government are the main stakeholder involved in the tourism industry (Roxas, 2020). They are responsible towards the overall formulation of the tourism activities that can be incorporated into the country. In this respect, the national government looks after the entire planning at the national level by the means of involving the national political bodies that are associated with the same. The national government manages the various infrastructural requirements of the tourism industry according to the requirements of the same. For this purpose, the government may construct railways, roads, and airports wherever it is required for the maintenance of the safety and security of tourists.

***Local Government***

The local governing bodies also play a major role in terms of maintaining sustainability within the tourism industry. The local governments are responsible towards promoting the development of tourist attractions places within the country. In this respect, they manage the transport facility within the tourist places. The local governments have more idea about the requirements and the qualities of their localities. In this context, it becomes easier for them to maintain sustainability within the local tourist locations without any obstacles.

***Tourism Enterprises***

Tourism enterprises are a vast section and are also having a variety of roles and responsibilities towards addressing sustainability within the tourism industry. One of the main segments of the tourism enterprise is the transport sector like trains, busses, and airlines which formulates the air transportation facility for tourists. The next enterprise in this segment is the restaurant. Restaurants play a strategic role towards sustainability. The restaurants can decrease the generation of waste materials and shift themselves towards the utilization of renewable sources of energy wherever it is applicable. Apart from this nowadays most of the hotels of the tourist locations are observed to be using sustainable sources of energy to minimize the generation of waste.

***Tourism Employees***

Tourism employees are also considered to be important stakeholders that formulate the overall activities that are incorporated within this field (Mathew, 2022). Tourism employees are those people who serve tourists in various locations. In terms of maintaining sustainability, it can be stated that there are a vast number of tourism employees that serves tourists in a sustainable format. In simple words, it can be stated that tourism employees provide tourists with sustainable services to maintain an adequate level of sustainability within this particular field.

***Tourists***

In the last, the tourist is the main stakeholders who are responsible towards sustainability within the tourist destinations. In this respect, the tourists, have to look after the aspect that the are generating a minimum amount of waste materials within the tourist spots. This strategy of the tourists helps in developing a sustainable tourism destination

# Analysis of the macro-environmental factors

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| --- | --- |
| **Political** | * The government of the Maldives are majorly in support of the introduction of technological development within the country in order to increase the sustainability within the tourism industry. * The government of the Maldives is responsible towards meeting the requirements of the short-term obligations and the risk that are associated with the same by means of the pro-market approach (Moorthy, 2021). * There is a higher level of unemployment present within the country at the present time for which the government has spent a huge amount of budget for the development of the education employment sector (Moorthy, 2021) |
| **Economic** | * The main economy of Maldives is based on the tourism industry of the location as the country is one of the most prominent tourist locations (Gu, 2022). * Manufacturing and agriculture have the least contribution towards the economy of the country. * The country is also majorly towards fishing which is degrading the marine life of the coastal region. |
| **Social** | * Maldives is majorly associated with the tourism industry for which, the country is not having a major focus over any other segment. In this context, there is also a limited employment opportunity present within the county to enhance the career of an individual (*World Bank*, 2023). |
| **Technology** | * Initially, there was a lack of an adequate level of telecommunication services within the country. However, at present, there is a huge development within the technological segment which has enhanced the communication in each of the islands. |
| **Legal** | * Tourism in Maldives is incorporated by the means of following the Maldives Tourism Act (Law No. 2/99) which, determines the different zones or islands for the incorporation of the tourism activities (*Maldives tourism act,* 2023). * Maldives is having strict rules and regulations against the consumption of drugs within the country. Severe penalties are being imposed on the public who are observed to be consuming such products (Foreign, 2023). |
| **Environment** | * A wide range of beaches in the Maldives is observed to be eroded as there is a huge increment in terms of the construction of buildings (East, 2023). * Marine lives are also being affected in huge numbers as the country is using a vast number of fish products for tourists. * Coral mining has also increased within the various islands of Maldives. In this respect, this activity has severely affected the coral life also in the coastal region of the same. |

**Table No 1: PESTLE Analysis**

(Source: Created by self)

# Analysis of the micro-environmental factors

There are various competitive microeconomic factors that affect the tourism industry at the present time. In this respect, some of the major micro-economic factors are discussed below:

***Suppliers***

The suppliers are the ones who are responsible towards supplying the various raw materials within the tourism segment (*Travel motives,* 2023). This may include the supply of food products or snack items for tourists. Apparently, there is a wide range of suppliers available within the tourism industry making it a competitive environment for all. Considering this, it can be stated that in the Maldives also there is a presence of a wide range of suppliers who are responsible towards supplying different kinds of food products. As a result of this, the supply chain management of the tourism industry in Maldives has become quite competitive.

***Hospitability***

Hospitality is another important factor that affects the demand among customers towards their tourism destinations. In the tourism industry, there is a wide range of competitors that gives tough competition in terms of providing better facilities to tourists (*Travel motives,* 2023). Considering this, it can be stated that a similar aspect can be observed in the tourism industry in Maldives wherein there is adequate availability of the various hospitality segment towards attending the visitors. The quality of hospitality services also affects the decision of the tourists in terms of choosing tourist destinations. The better the hospitality service is the more tourists are associated with the same.

***Customers***

There is a wide range of customers available in terms of tourists within the hospitality industry. In this respect, different tourists are having different requirements in terms of tourism (*Travel motives,* 2023). This aspect helps to create a variation in terms of the travel destination of the tourists. With respect to this, Maldives is also having a wide range of tourists from all around of world that prefers to have a different kind of destination places. For this reason, Maldives has many islands which are customised or say developed according to the requirements of the tourists.

# Conclusion

***Conclusion***

The essay has covered a wide range of information in terms of the different aspects associated with maintaining sustainability within the tourism industry. In this respect, it has been observed that various principles formulate the maintenance of sustainability in terms of tourist destinations all across the globe. Moreover, there are also many stakeholders involved within the concerned industry having a specific role and responsibility in terms of maintaining sustainability. Further, it has been ascertained that there is various macro and micro-economic factor that affects the tourism industry of Maldives at the present time.

***Recommendation***

With respect to the discussion made above the following recommendations can be drawn in terms of sustainability within the Maldives:

* A maximum portion of the economy of Maldives is based on the tourism industry. In this context, the people as well as the government of the country must think towards increasing employability within the country.
* A vast amount of environmental issues is observed to be hampering the country as the coral life of the country is deteriorating. For this reason, the country needs to formulate the conservation of coral life.

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