Business & Tourism Management

Module: Tourism Impact and Sustainable Development (BTM5TSD)

Assignment: Case Study – Sustainable Tourism Development in Events Tourism

Title:

Sustainable Development Challenges and Corporate Social Responsibility in Events Tourism: A Comparative Case Study of Goa, India and Manchester, England

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1 Chapter 1: Introduction

1.1 Aims and Objectives of the Case Study

This report will critically analyse the issue of sustainable tourism development from the perspective of events tourism for the two leading destinations: Goa (India) and Manchester (England). The major goals will be to study the positive and negative effects of events tourism, analyse the role of major stakeholders, and measure the use of CSR strategies to enhance sustainability in these places. This study gives comparative insight of the ways various cultural, economic, and environmental circumstances affect sustainable tourism practices and strives to offer viable options for further development based on the principles of sustainability.

1.2 Definitions and Conceptual Framework

Tourism impacts include a vast variety of environmental, economic, and socio-cultural impacts that occur due to the visitors' activities (Davari et al., 2023). Such impacts can be either positive, like creation of jobs and exchange of cultures, or negative, like depletion of resources and social upheavals. Sustainable development in tourism, therefore, these attributes to balancing such effects by fulfilling the needs of the present tourists and host regions without destroying opportunities for future tours (Buhalis et al., 2024). This means integration of ecological conservation, social equity and economic viability. Ecotourism is associated with responsible tourism, whereby travels to natural areas are conserved and the welfare of the natives improved, and may often, be conducted through a smaller scale with an education component (Calisto and Sarkar, 2024). The ethical tourism takes this further by advocating for fair treatment and regard for all stakeholders involved such as the local communities, tourists and workers (John and Sivakumari Supramaniam, 2024).

1.3 Introduction to Events Tourism in Goa and Manchester

Events tourism, a major highlight of its kind, is marked by big festivals, cultural shows and sports events, which largely affect the tourism economy of both Goa and Manchester. Goa's annual Goa Carnival is a vivacious culture-rich happening which attracts foreign guests, making the local hospitality and retail industries flourish (Ratna et al., 2023). At the same time, the internationally renowned Manchester International Festival takes place in Manchester, which exhibits contemporary arts and cultural breakthroughs in enhancing urban regeneration and cultural tourism (Ma et al., 2024). These events are the stimuli for economic growth but also

present issues regarding environmental sustainability and community wellbeing (Aahed Khliefat and Khalid Eyoun, 2024). Such dual dynamics explains why designing sustainable interventions are dependent on understanding such dynamics.

1.4   Positioning in Doxey's Irritation Index and Butler's TALC Model

The two destinations display various levels of models in the development of tourism. If the irritation index formulated by Doxey is used to judge the situation in Goa, then the destination is experiencing the state between euphoria and apathy; people are happy for the economic benefits but increasing tourists start putting strain on the resources and irritate the residents (Kumar et al., 2023). However, Manchester is at 'integration' stage, having set up tourism infrastructure, and is now shifting focus towards sustainable management of visitors' impacts (Lekmiti et al., 2024). In Butler's Tourism Area Life Cycle (TALC), there are concerns over increase in tourist arrivals and infrastructural growth in Goa, but without over-tourism (Chu et al., 2020). Most likely, in Butler's TALC, the state seems to be at the 'development' or at the early stage of Manchester is at a more advanced stage of the 'consolidation' or 'stagnation' stage as it has been trying to reinvent itself through the practices of sustainable urban and event tourism (Davari et al., 2023).

1.5   Overview of the Case Study Structure

This research has been divided into five chapters. Chapter 1 provides definitions and context. Chapter 2 also explores the past and theoretical cornerstones of sustainable tourism, as well as modern issues, like over-tourism. In chapter 3, the nature of event tourism in Goa and in Manchester is explored impacts and stakeholder roles are described. Chapter 4 is an analysis of problems with the implementation of sustainable practices featuring an essential obstacle in both locations. Chapter 5 ends with findings and strategic recommendations for sustainable event tourism development.

Table 1: Summary of Key Concepts in Sustainable Tourism

Concept	Definition	Example
Tourism Impacts	Environmental, social, economic effects of tourism	Employment generation in Goa
Sustainable Development	Balanced growth meeting present and future needs	Waste reduction programs at events
Ecotourism	Nature-based, environmentally responsible travel	Eco-friendly tours in Goa
Ethical Tourism	Fair, respectful, equitable tourism	Local cultural festivals in

2 Chapter 2: Origins of Sustainable Tourism

2.1 Historical Background and Evolution

The concept of sustainable tourism evolved out of emerging consciousness at the end of the 20th Century of negative effects of mass tourism on natural and cultural surroundings. Early sustainability endeavours were aimed at reducing environmental damage while increasing the socio-economic benefits of the local communities as much as possible (Buhalis et al., 2024). After some time, the scope has expanded to incorporate ethical concerns, consumption, and involvement in the community as the key pillars. Technological advancements and globalization have increased the rate of growth of tourism, thus escalating the demand for sustenance frameworks at the same time (Lekmiti et al., 2024). The digital transformations, such as block-chain and financial technology, began to provide novel devices for transparency and resource management in the tourism systems (Ratna et al., 2023).

2.2 Relationship between Sustainability, Ecotourism, and Ethical Tourism

Sustainability is the umbrella idea that includes ecological, economic, and social areas of it and under it, the concept of ecotourism and ethical tourism serve as particular approaches. Ecotourism is a small scale travel that is environmentally sensitive and aimed at conserving biodiversity and benefiting local communities (Calisto and Sarkar, 2024). This lens is expanded by ethical tourism to include fair labor, respect of culture, and equal sharing of benefits (John and Sivakumari Supramaniam, 2024). Both approaches are sustainable but mark their priorities differently. Environmental stewardship is the main focus of ecotourism, while human rights and social justice are the key aspects of ethical tourism (Davari et al., 2023). The synthesis of these ideas underpins the current sustainable tourism policies and CSR initiatives in places such as Goa and Manchester.

2.3 Discussion on Overtourism, Consumption, and the Wicked Problem

Over-tourism, meaning too many tourists influx resulting into overcrowding and degradation of host destinations has emerged as a major issue in popular event destinations (Kumar et al., 2023). It causes resource strain, damage to the environment, and socio-cultural tensions, representing 'wicked problem' – complex, multifaceted, and lacks straightforward solutions (Ma et al., 2024).

Sustainability difficulties are further aggravated by the high consumption patterns of mass events, which encourage the generation of waste and the emission of carbon (Aahed Khliefat and Khalid Eyoun, 2024). Solving these problems demand coordinated management approaches that include involving the community, innovations in technology, and policy interventions (Buhalis et al., 2024).

2.4 Differences between Sustainable Tourism and Mass Tourism

Mass tourism prioritizes high visitor volumes and economic gain, often at the expense of environmental and social wellbeing (Chu et al., 2020). It is characterized by standardized experiences and limited stakeholder engagement. In contrast, sustainable tourism seeks to balance economic benefits with conservation and cultural integrity, promoting long-term viability (John and Sivakumari Supramaniam, 2024). Sustainable tourism integrates value co-creation between tourists, businesses, and communities, leveraging technology and ethical frameworks to foster responsible behavior (Ma et al., 2024). This distinction is vital when comparing destinations like Goa, where mass tourism pressures are intense, versus Manchester, which has shifted towards managed, quality-focused event tourism (Ratna et al., 2023).

3   Chapter 3: The Nature of Selected Destinations

3.1 Travel Routes from the UK to Goa and Manchester

Significant impacts on the tourism movement to destinations are largely dictated by travel connectivity. From the UK, there are direct flights to Goa, and they are predominantly from the London Heathrow and London Gatwick airports, and it takes about 9 or 10 hours on average to reach Goa by flight from these airports. The fare varies from season to season and is priced between £350-£700 return in regards to the carrier and time of reservation, (Van Ha Luong et al., 2023). Manchester, by comparison, is a domestic location which can be accessed by train, coach or domestic flight out of London and the other UK cities. Train from London to Manchester will take approximately 2 hours 15 minutes with tickets costing £30 to £120 return, and flight takes about 1 hour (Wang et al., 2023). The availability of Manchester through various means of transport promotes domestic tourism and regional events.

3.2   Overview of Events Tourism in Goa and Manchester

Following from its dynamic annual carnival tourism, Goa's events tourism is based on its vibrant annual Goa Carnival that combines contemporary Portuguese culture blended with Indian festivity while attracting thousands of international and domestic tourists each year (Zhan et al., 2024). This carnival also showcases local crafts, music, and food, which stimulates the hospitality and the retail sectors. On the other hand, Manchester is the host of the Manchester International Festival – a biennial festival presenting innovative arts, music, and shows with an international appeal (Juárez-Varón et al., 2024). This festival is part of Manchester's cultural regeneration strategy and increases the local economy through visitor spending and exposure in the media. Both destinations use events tourism as a strategic tool of economic development but with difference in scale and cultural context.

3.3   Positive and Negative Tourism Impacts

Events tourism generates varied impacts across social, economic, and environmental domains. Table 2 below summarizes these impacts for Goa and Manchester.

Table 2: Summary of Positive and Negative Impacts of Events Tourism in Goa and Manchester

Impact Category	Positive Impacts	Negative Impacts
Economic	Job creation, increased income for local businesses (Goa Carnival supports artisans and hospitality) (Tarik Doğru et al., 2023)	Seasonal dependence and inflation affecting locals (Manchester experiences price surges during festivals) (Fadele Ayotunde Alaba et al., 2024)
Social	Cultural preservation and global cultural exchange (Goa's carnival enhances cultural pride) (Faliagka et al., 2024)	Community displacement and social disruption due to crowding (Manchester faces local complaints during event peaks) (Ibrahim et al., 2024)
Environmental	Promotion of sustainable practices and green event management	Waste generation, noise pollution, and carbon footprint increase (Goa

(Manchester's green festival initiatives) (Huang et al., 2024)	struggles with waste from carnival influx) (Klar and Isak Rubensson, 2023)

3.4 Critical Comparison of Impacts

Although economically, both destinations gain from event tourism, yet, the scale and management of negative impacts varies. Goa suffers problems associated with lack of infrastructure and waste disposal capacity which cause degradation of the environment at high seasons (Tarik Doğru et al., 2023). Manchester with superior urban infrastructure and environmental policy has adverse effects that are more connected to social disruptions and pressure of short term accommodations (Ibrahim et al., 2024). The inclusion of technology like IoT in tracking waste in Manchester shows measures that are not present in Goa (Fadele Ayotunde Alaba et al., 2024). Therefore, with economic benefits comparable, Goa's environmental sustainability calls for urgent interventions compared to the social sustainability issues in Manchester.
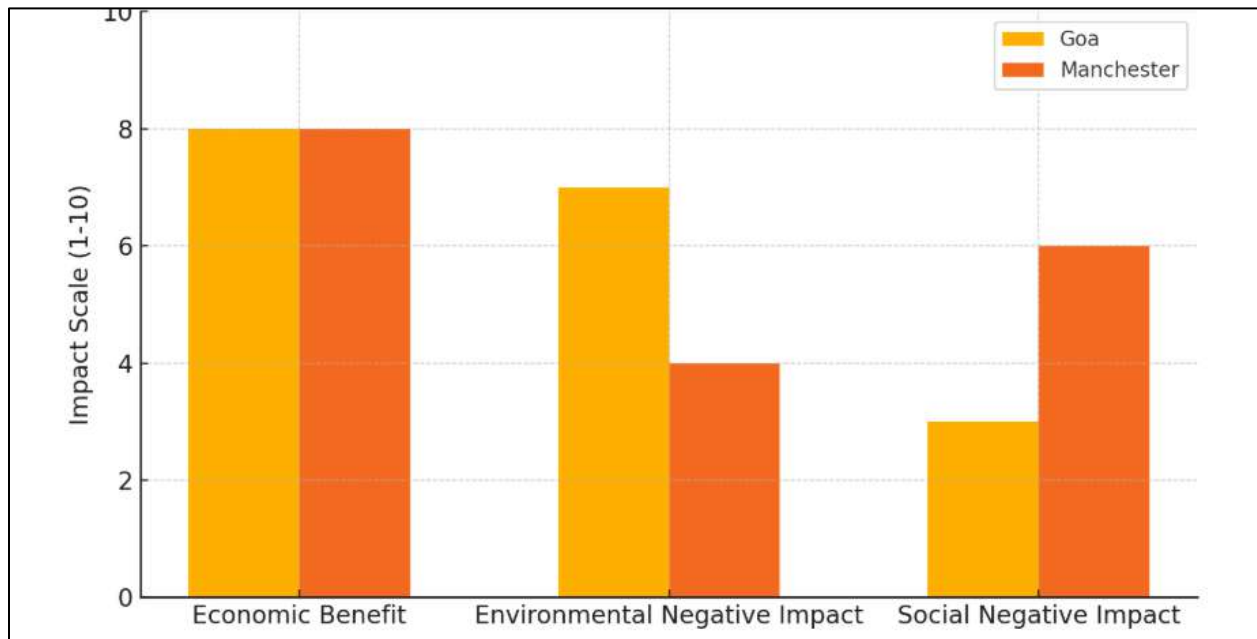

Figure 1: Comparative Analysis of Economic Benefits and Negative Impacts of Events Tourism in Goa and Manchester

3.5   Key Tourism Stakeholders and Their CSR Roles

The tourism landscape in both destinations is shaped by diverse stakeholders. Table 3 below outlines principal stakeholders, their CSR roles, and future sustainability objectives.

Table 3: Key Tourism Stakeholders and CSR Roles in Goa and Manchester

Stakeholder	CSR Roles	Future Aims and Objectives
Goa Tourism Development Corporation (GTDC)	Waste reduction, cultural preservation, community engagement (Faliagka et al., 2024)	Implement smart waste management; enhance local employment; preserve cultural heritage
Manchester City Council	Sustainable event regulation, public transport management, green certification (Huang et al., 2024)	Expand green infrastructure; increase local supplier involvement; reduce carbon emissions
Local Communities	Advocates for cultural respect and benefit sharing (Juárez-Varón et al., 2024)	Enhance participation in event planning; benefit from tourism revenues
Private Sector (hotels, vendors)	Adoption of sustainable business practices; staff training (Wang et al., 2023)	Incorporate AI-driven service improvements; enhance customer experience sustainably

4   Chapter 4: Challenges to Implementing Sustainability

4.1   Common Challenges in Sustainable Events Tourism

Sustainable practices in events tourism face multifaceted challenges when it comes to implementation. One of the key issues is achieving a balance between economic growth and environmental conservation and social equity. It is difficult for stakeholders to change because of infrastructure limitations, overuse of resources, and resistance to change (Van Ha Luong et al., 2023). Also, poor awareness and disjointed governance weaken collective action. The exponential growth in digital technologies creates possibilities and challenges at the same time.

for instance, although AI and IoT may optimise the use of resources and management of visitors, the costs of integration and data privacy concerns hinder adoption (Tarik Doğru et al., 2023, Fadele Ayotunde Alaba et al., 2024).

4.2   *Focus on Waste Management: A Sustainable Issue in Goa and Manchester*

Waste management becomes a key sustainability problem. In Goa, the influx of visitors to the carnival leads to an overwhelming amount of solid waste and sewage PKlar & Isak Rubensson, 2023). Poor waste segregation and disposal result in pollution of coastal and urban areas thus threatening biodiversity and the public's health (Faliagka et al., 2024). In contrast, the waste accumulated during Manchester's events is massive, but the city has set up superior recycling and waste reduction programs through smart bins and digital twins for real-time tracking (Huang et al., 2024; Faliagka et al., 2024). In spite of the technological advancements, there are challenges that continue to exist in both the locations, in terms of public participation, enforcement as well as the behavioural change. Goa has challenges of cultural and infrastructural barriers to implementing sustainable waste practices, and for Manchester, the size of waste produced during mega-events is a challenge (Ibrahim et al., 2024).

4.3 Critical Discussion of Challenges and Mitigation Strategies

Disposal of waste needs comprehensive approaches. IoT-enabled waste monitoring with community education can help in improving segregation and reduce littering in Goa (Fadele Ayotunde Alaba et al., 2024). Experiences from Manchester's digital twin frameworks, which simulate waste flows, could be modified to Goa's case with required localization (Faliagka et al., 2024). Furthermore, stakeholder collaboration is essential. Promoting governance where the local communities, the private sectors, and the government agencies are brought on board create shared responsibilities and pooling of resources (Juárez-Varón et al., 2024). The use of responsible federated learning systems could safeguard privacy as they increase data-driven decision-making (Huang et al., 2024). In the end, the sustainable waste management does not

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only minimize impact on the environment but also enhances DEST IMAGE and VISGRAT, thus upgrading the cycle of responsible tourism (Zhan et al., 2024).

5   Chapter 5: Conclusion and Recommendations

5.1   Summary of Key Findings

This case study has critically analysed the sustainable development of events tourism in two poles apart destination: Goa, India, and Manchester, England. Both locations opportunistically use large scale events, Goa's Carnival and the Manchester International Festival, as driving factors of economic growth, cultural exchange, and involvement of the local community. These being major tourist attractions help to play a pivotal role in preserving and presenting the local culture arts and culture making the destination a better global experience and solio-economic environment. The economic gains are evident through job generation in hospitality, retail, and event management areas, hence being important sources of income to local communities. Furthermore, these events promote cultural pride and togetherness through giving spaces for traditional performance and supporting local artisans and craftsmen. And although these positive contributions are made, the events tourism in both locations has significant sustainability issues, which jeopardize the sustainability of events tourism over the long term. In Goa, the fast and focused inflow of tourists in the carnival drastically aggravates the pressures on the environment. The significant increase in the numbers of the visitors translates to enormous volumes of solid waste and wastewater which fills up existing disposal and treatment system. That results in pollution of coastal waters and urban areas, threatening biodiversity and public health. The fragile ecosystems near the beaches of Goa and its natural areas are damaged reducing the natural endowments that are vital to the tourism appeal of the destination. Additionally, higher demand for resources like water and energy in high demand periods of an event further burden local supply and this spill over to the well-being of residents.

Manchester's events tourism, on the other hand, has grown into a more mature stage involving high level event management practices and sustainability efforts. The concerns of the city go beyond the environmental impacts to encompass social issues like displacement of community members and increasing housing costs, which are related with the hosting of key cultural festivals. In order to manage these challenges, Manchester has incorporated innovative

technologies such as the Internet of Things, and digital twins to track environmental conditions, manage wastes efficiently and control crowds in events. These technologies complement the strength of the city to manage the intricacies related to large events better and more sustainably, as it leaves lower footprints on the environment and decreases inconveniences to residents. The most important stakeholders in both destinations, i.e. tourism authorities, local governments, communities and private businesses are increasingly embracing the corporate social responsibility frameworks. The focus of these frameworks is economic growth, on a balance with the social equity and environmental stewardship, responsibility in tourism, and community empowerment. The practice of sustainable tourism, however, experiences challenges. Infrastructure deficiencies especially at Goa hamper effective environmental management whereas governance fragmentations in both the destinations makes coordinating stakeholders complex. Also, cultural resistance to change as well as low public awareness pose the challenges. To address these challenges, comprehensive approaches are required that will interweave technological innovation, multi-stakeholder engagements, and community involvement that can foster resilient and sustainable system in events tourism.

5.2   Recommendations for Sustainable Event Tourism Development Aligned with CSR

In order to develop sustainable event tourism not only in Goa but also in Manchester, corporate social responsibility (CSR) based strategy is required. Such a strategy should consider environmental, social and economic dimensions which will be beneficial to the destinations and their communities in long term.

5.3   Recommendations for Goa

The need to make waste management better is a priority for Goa. The implementation of advanced technologies like smart sensors for real-time tracking and artificial intelligence for optimization for collection routes can dramatically cut down environmental pollution. These innovations would work hand in hand with massive educational campaigns amongst both visitors and locals, to promote responsible waste management, and develop an environmental stewardship mindset. It can help the negative effects of large tourist influxes during events that can be mitigated through awareness programs that encourage behavioral change. Furthermore, CSR initiatives should be towards inclusive community engagement for the economic benefits generated by events to be equitably distributed. Training the locals in the art of crafting and

provision of microfinance to small businesses as well as capacity-building will vitalize the public participation and uplift livelihoods. Also important in the process will be building partnership with the private sector, and this essential because investment in sustainable infrastructure like eco-friendly accommodation and green event venue will make Goa more resilient and attractive as a sustainable destination in the long term.

5.4   *Recommendations for Manchester*

Manchester should continue to improve its sustainable transportation network linking to events by incorporating smart mobility means such as those that reduce carbon emissions and improve access for the people, both residents, and visitors. The extension of digital twin tech to simulate impacts to environment can assist adaptive waste management, energy consumption and crowd control during occurrences hence improving efficiency and reducing negative impact. Social sustainability should also be a focal topic. Interaction with marginalized communities to mitigate against displacement and gentrification threats is vital to ensure social equity with the accelerated growth of urban event tourism. Value-creating promotion of local supplier participation in event supply chains can help increase economic resilience and safeguard cultural identity of the city. Lastly, inter-sector partnership between government entities, event directors, businesses, and civil societies is essential. Such cooperation can establish policies that will promote economic growth, while maintaining the environment and social justice. Big data and artificial intelligence, when utilized, can strengthen monitoring of compliance and community sentiment in a transparent and accountable manner towards the governance of tourism.

5.5   *Consideration of Future Factors Impacting Sustainable Events Tourism*

For sustainable events tourism to grow, there is a wide array of emerging global and local factors that need to be carefully considered to determine its future path. They are such as health concerns, political and regulatory environments, and environmental changes, all factors that need responsibility-driven strategies to guarantee long term resilience and prosperity.

Health Considerations

Global health crisis such as pandemics have changed the way through which events are planned and take place in a very significant way. Future event tourism will have to adopt flexible health and safety measures that secure the visitors but without reducing the essence of the whole

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experience. New technologies, such as AI-powered crowd density surveillance and digital contact tracing, will be indispensable in containing health risks in gatherings of people. These smart health monitoring systems can be used to make real-time decisions and control large groups of people, reducing the occurrence of a disease and enabling the public to have confidence in attending events.

Political and Regulatory Environment

Political stability and appropriate governance still are at the core of sustainable management of tourism destinations. Goa and Manchester both need to identify and overcome shifting issues of policy formulation, regulatory compliance, and accessing funds to undertake sustainability projects. Stakeholder trust can only be maintained if community rights are secured and if hub governance is democratic and open. The development of such digital technologies as blockchain and secure verification systems promises to offer good solutions to increase transparency of measures and monitor sustainability measures. Such tools can promote greater cooperation between government institutions, the privates and the local communities.

Environmental Changes

Climate change threatens event tourism by disrupting it through more frequently occurring extreme weather events and the pressures on natural resources. To adjust, destinations need to pay for resilient infrastructure that can withstand these challenges. Water and energy conservation measures under sustainable resource management practices will be important in limiting environmental effects. Other regenerative tourism strategies including carbon offset programs and ecosystem restorations provide the opportunities to not just mitigate harm, but to actually enhance the ecological health. These initiatives promote sustainable ecological integrity in the long term and allow destinations to pursue sustainable tourism growth. Finally, sustainable event tourism is likely to thrive only when all those three facets; technological innovation, inclusive stakeholder collaboration and CSR driven policies are integrated. When applying these strategies, destinations such as Goa and Manchester can change current challenges into opportunities for sustainable, equitable, and, at the same time, environmentally responsible development of tourism.

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