

Sustainable Tourism through Novel Approach

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ABSTRACT

In the pursuit of the tourism boom, there has been a considerable rise in demand and exploitation of exhaustible resources. This not only poses a major menace to the biosphere but also puts oneself in jeopardy. Despite its promising start post-Pandemic, no real research on the influence of nature is being conducted, except for recognizing the beneficial impact that industries have produced. The study investigated various ways in which tourism industries influence the environment. Aside from exploring the destinations, the study encourages each tourist to bring back sustainable ideas as a souvenir of their visit, as well as stakeholders to be conscious of the need of developing infrastructure sustainably. These need active engagement from both tourists and other stakeholders. Finally, the study finishes with a sensible instructive remark about the need of balancing the tourist industry, infrastructural development, and the environment.

Keywords: Tourism Exploitation, Tourist Satisfaction, Consciousness, Sustainable Development

INTRODUCTION

Tourism industries portray it as a critical indicator for landscape development (Zimik *et al.*, 2022; Zimik & Barman, 2021; Zimik & Barman, 2024). Tourism is a developing trend that has the potential to leverage economy (Rasool *et al.*, 2021; Ohlan, 2017;

Destek & Aydın, 2022; Chou, 2013; Haller *et al.*, 2021). The increased tourist demand, and heavily reliant on infrastructure, travel and transportation, and development, has a huge impact on the ecosystem and nature (Munaf *et al.*, 2019; Boers & Cottrell, 2007). Participation in the industries, depending on the role and responsibility such as state of affairs (policies), economy, promotion, local, and tourist is very significant (Manhas *et al.*, 2016; Scott, 2011; Khan *et al.*, 2020). Tourism can be defined as a destination where the tourist explores outside the usual environment, for less than a year, which may be due to any reason such as vacation, study, medical, leisure, or business (Leiper, 1979). Tourism growth in the global arena is mainly due to the advancement in infrastructure and advancement in technology (Lei *et al.*, 2021; Khadaroo & Seetanah, 2007; Clanak, 2018; Adeola & Evans, 2020). The sector is always flexible and responds to situations (Mason, 2003; OECD, 2020). The industries are more adaptive by nature; relating to the dynamic environment and wishes of the tourist (Kaján & Saarinen, 2013; Zhao, 2018; Jopp *et al.*, 2015). International harmony, protection of heritage sight (Barnes, 2022), responsible tourism, rational and ethical effort from various stakeholders (OECD, 2017; Stevenson *et al.*, 2008), and the environmental concern (Buckley, 2011) (Pollution, health, pandemic) are the burning agenda for the industries' survival (Mihalic, 2016; Teoa *et al.*, 2014; WTTC, 2016; Goodwin, 2014; Gomez, 2022;

Bhoola, 2020; Pololikashvili, 2022; Shin, 2008; Cai *et al.*, 2021). Zheng and co. (2021) conducted a survey and conclude that fear of the pandemic leads to the motivation and behavior of the traveler to be more protective nature. Furthermore, for the sector to expand and prosper, the notion of sustainability is an area that is desperately needed in the contemporary period.

AIM AND SCOPE

Concern for the environment has become a hot subject and an unavoidable agenda item for discussion. With this goal in mind, the study is planned to perform in-depth research on the impact of tourism sectors on the environment. The research will explore several tourism industry factors that are accountable for exploitation. Furthermore, the study urges the research platform to take initiative actions since no meaningful examination is being conducted other than highlighting the challenges and impacts that tourism causes

LITERATURE REVIEW

Tourism and the environment are inextricably linked (Pigram, 1980; Zhang, 2019). Keeping this in mind, the literature seeks all essential work done to relate the damage caused to the environment in the pursuit of tourist growth. Transportation, according to Antolini (2022), is important for promoting and facilitating the transportation system. Similarly, infrastructure plays an important part in the growth of the tourist industry (Khadaroo & Seetana, 2007; Munaf *et al.*, 2019; Dalimunthe *et al.*, 2020; Das & Chatterjee, 2017; Zimik & Barman, 2021). With this in mind, it is a clear and sensible approach to investing in the infrastructure industry (Nguyen, 2021; FCCI, 2019). Despite different contributions to the subject, no substantial scientific work is done in grasping the influence of tourist businesses on the environment apart from the ecologist, leaving a gap in the knowledge of exploitation and the rapid exhaustion of resources. Ghobadi and

Verdian (2016) employ a descriptive approach to analyze the environmental impact of tourist sectors in Noushahr, using waste material as a focal point to be dealt with to make the destinations more appealing. Surprisingly, visitors have a significant effect on the local community's economic, socio-cultural, and environmental well-being (Pramanik & Ingkadijaya, 2017; Paul, 2012). According to Chang and Co (2018), tourism has a good economic and cultural impact on the local population, however, pollution is a cause for worry. According to Kim & Co (2018), increased tourist arrivals and infrastructure development will have a significant detrimental influence on the local environment. In contrast to this, ecotourism is a modest and rapidly increasing industry that operates on the govern unique norm (Turtureanu *et al.*, 2011), and is typically subject to exploitation at an alarming pace (Ruban, 2021; Nash, 2001; Duffy, 2002). Numerous researchers have used descriptive methodology (Cheia, 2010; Graja-Zwoliska & Spychaa, 2013; Kiezel *et al.*, 2019) to develop a pragmatic postulation in the context of economic sustenance, pollution control, and natural resource conservation (Boley & Green, 2015; OECD, 2011; Wells, 1997; Ataan *et al.*, 2020; Mensah, 2019; UNEP, 2012; Mason, 2003). It is clear from the above-mentioned literature that no clear research investigation is being carried out in the context of sustaining the green economy, and no convincing recommendations are being made apart from highlighting. As a result, we see a significant research gap, which the study intends to bridge in terms of tourism, development, and sustenance. The study's brief journey will be described in full, along with the finest suggestions.

OBJECTIVES

- To conduct a detailed analysis of various tourism industries' factors responsible for exploiting the nature
- To Suggest strategies to reduce the effect of tourism industries on nature

MATERIALS & METHODS

The study is entirely based on secondary data gathered from numerous sources, including journals, books, newspapers, and legitimate websites dealing with the negative impact of tourism industries on the atmosphere. The descriptive technique is adopted for the study owing to the limitations of the literature, and the aims of the investigation. Keywords are employed to acquire information, and rational conclusions are drawn in light of the objectives.

FACTOR FOR TOURISM EXPLOITING NATURES: TOURIST ACTIONS

Authorities in the Japanese city of Kyoto charge tourists nearly \$100 to regulate the influx of visitors and prevent any misbehavior (Diamond & Olito, 2018). When large numbers of tourists arrive at a destination in a short amount of time and have high expectations that the destination cannot possibly meet, the situation becomes problematic (Hameed, 2022). Baker (2018) claims that rafting at the Maya Bay dive sites threatens nearly 80% of the reef. This affects the local economy by raising living standards without changing the overall economic situation. The habitats of local wildlife have been altered as a result of the influx of tourists. Due to cultural influences, tourist destinations often have less protection from the elements and more open terrain, making them more vulnerable and in the worst case ecotourism exploitation.

THE DEPLETING NATURE

Perhaps it is eco-tourism that coined the term alternative tourism, which gives rise to the distinct feature of fewer tourist flows at the destination. The heavy reliance on transportation has caused the industries to be heavily criticized, with the sector producing 5.3% of CO₂ by 2030. (Scaffidi, 2019). Sangai deer find refuge in swampy areas, and their natural habitat is constantly threatened by humans and global warming (Goswami, 2021). The wetland areas in

Northeast India are becoming new victims of the region's depletion, as evidenced by falling water levels, increased salt concentrations, toxic and contaminations, the NHPC project at Loktak lake, and a reliance on the region for livelihood (Rawat, 2020). The impact of tourism on air quality is being studied on a larger scale (Eusebio *et al.*, 2020; Ciarlantini *et al.*, 2022). A section of the economy suffers as a result of poor air quality, which is exacerbated by tourism (Medical tourism) (Chandna, 2022). Transportation accounts for 16.2% of total greenhouse gas contribution (Ritchie, 2020). Tourism and transportation account for more than 30% of total greenhouse gas emissions in every country (Friedrich *et al.*, 2020). The significance of the AQ is demonstrated by a decrease in the nation's footfall where the AQ is in poor condition (PTI, 2022; Chaturvedi & Mishra, 2019). Global warming, coastal pollution, oil spills, overfishing, overfishing farming, and over-exploitation (Stenhouse, 2022; Gibbens, 2020). The alarming decline in the Great Barrier Reef coral reef is due to the white bleaching phenomenon and ocean acidification; despite accounting for only 1% of the reef, it is home to 25% of marine life (Atwal, 2022). A portion of the seawater has been designated as a fish sanctuary, providing an alternative to fishing, education, and pollution control (ADB, 2016). According to Dasgupta (2016), the Indian Ocean coral reef is primarily affected by heat stress. The local community's over-reliance on fishing has posed a serious threat to the Indian Ocean's coral reefs (Muley *et al.*, 2000). Furthermore, in the Pacific, human waste disposal, coastal construction, and overfishing are the primary threats to coral reefs (EPA, 2022; Calvin, 2020). The Caribbean Island and Gulf of Mexico residents, like many developing countries, rely heavily on fishing, and to make matters worse, the ocean water plays a role in threatening the island reef's ecosystem (Aldred, 2014; Tyler *et al.*, 2021). Tourism, mining, and fossil fuel drilling pose a threat to Arabian Sea

coral life (Hance, 2012). Coral reefs in the Red Sea are frequently threatened by extreme human development, such as desertification, active canal transportation, and port activities (Kotb et al., 2008; Fine et al., 2019). The locations are vulnerable to natural disasters such as global warming, rising sea levels, water pollution, and human encroachment (Roy & Islam, 2013; Ghimire & Vikas, 2012). Oil exploration on the sea floor poses a serious threat, and the subsequent construction of harbors keeps the destinations at bay (Mukul, 2013; WRM, 2004; Das & Datta, 2014). Surprisingly, the destinations appear to be more conducive to alternative tourism. One of the primary causes of forest depletion is the local community's reliance on the forest for a living (Dey, 2018).

DEVELOPMENT EFFECTS

Following the economic recovery, development in infrastructure and facilities is required to meet the demand from tourists and tourism development. It is worth noting that the Kochi Fort and Mattancherry heritage zones have seen a significant increase in improper commercial management, sanitation, encroachment, and insufficient light and security facilities (Paul, 2015). The issue was raised on a higher level by the representative in the house (Shaji, 2019). Nearly 1000 hectares of land in the Northeast region are thought to be set aside for development projects (Radhakrishnan & Nihalani, 2022). Although farming appears to be part of the green economy, it has been noted that the sector is responsible for clearing 26% of the forest (UNEP, 2021). Another major issue in the quest for development is the global shrinking and degradation of agricultural land (Yumnam, 2014; Singh, 2022), where agricultural tourism is leading the alternative tourism. Construction contributes significantly to pollution, accounting for 20% of air pollution, 40% of water pollution, and 50% of land pollution (Dobrowolska, 2021; Belsoy et al., 2012). Though construction serves the good

purpose of improving living standards and tourist satisfaction, it also results in habitat disruption, resource exploitation, and pollution (Rahman & Esa, 2014; Ametepey & Ansah, 2015; Baloch et al., 2022; Sahota, 2016). Infrastructure facilities and business shops are among the major constructions at the destination (Sunlu, 2003). There is a significant need for sustainable development to manage and control tourist flow, according to Kuklina and co (2021). Developing countries are expected to consume 65% of the fossil fuel (Lorenzo, 2017), implying that in the pursuit of development, there is a contribution share in green gas emissions. This foreshadowed the growth of young cities such as Istanbul and Bangalore, which are undergoing massive transformations that will increase human density (Microtrend, 2022; Bharadwaj, 2017). Infrastructures are frequently proposed under the guise of economic development and poverty alleviation; however, financial assistance is never sufficient, and the environment suffers as a result. One of the most serious development challenges is the construction of roads, which not only disturbs the habitat but also causes the genesis of all pollution (Seiler, 2003).

Following the discussion of biosphere disturbance, it is the measure of exploitation that has become a serious topic to discuss in detail in the larger spectrum. Unlike other industries, tourism is primarily correlated to human basic needs, and the specific needs of the tourist are explained while analyzing the impact of tourist psychology (Zimik & Barman, 2021). Certain tourism activities, such as golf tourism, require a large amount of water for maintenance, in addition to the use of recycled water (Marsh, 2022; Adler, 2007; Salgot et al., 2012). Under the same vine, tourism industries, under the guise of providing water and other accessories, are aligned with plastic bottles and waste material distributions. The urbanization of tourist destinations has posed a serious threat to the environment. Because of its geographical location, poor infrastructure,

and lack of waste management, the Himalayan region is more vulnerable to solid waste dumping (Jabeen *et al.*, 2021). The above-mentioned exploitation of nature made the destinations less appealing and caused a serious problem for tourists who did not return. Although many tourism activities are seasonal, waste disposal increases manifold; sudden peak demand causes agricultural and rural needs to be jeopardized.

DISCUSSION

The section discusses the relationship between human effort in development and the harmony of the destinations' ecology. According to Ermgassen and co. (2019), it is estimated that approximately US\$ 60 billion will be invested in global infrastructure development by 2040. To understand the variables involved in the imbalance, an equation can be generated. This resulted in the generalization of tourist satisfaction (TS), as expected from the destinations to comprehend the subtopic in depth.

$$TS \geq Ce + Ef + Dm + Nt \quad (A)$$

Where *Ce* denotes the constructed environment, *Ef* denotes the effort of various partners, *Dm* denotes demand, and *Nt* denotes nature. According to the inequalities, tourist expectations always exceed every variable encountered by tourists at the destinations. Although it has been explained that tourist satisfaction is directly related to the *Ce*, the tourist's previous experience while exploring other destinations influences the tourist's decision to demand more in light of expectations. The tourist may seek more in terms of leisure, transportation, landscape attractions, adventures, and offers through images, word of mouth, or various social media platforms. Technology becomes obsolete, influencing tourists to seek alternative or advanced infrastructure. Another important variable is an effort (*Ef*), where tourists have high hopes and expectations from policymakers

and other stakeholders to contribute more and take responsibility for their efforts. Furthermore, the pursuit of destinations through infrastructure development will result in ecosystem disruption due to the nature of human contact avoidance (Higginbottom, 2004). Although expectation and demand are two similar terms, the latter is more assertive in motivating tourists to return. *Dm* from the tourist will explain the previous experience and areas for improvement. From the perspective of policymakers, the condition set up in response to the tourist's wishes indicates a willingness to welcome and serve the tourist with hospitality. *Nt* is another domain that is very important in the current era. This gives rise to the significant and crucial application of the sustenance principle in the quest to develop industries. It should be noted that the variables are fitted in the equations of imbalances, which will differ for individual tourists or destinations. Regardless of the details of the equation highlighting the imbalance, tourist satisfaction is the optimum performance of each variable.

THE CONCIOUSNESS

Despite its call for infrastructure development, it has hampered the validity and longevity of its appreciation. According to "The Archaeological Survey of India" definition, any structure (manmade or natural) older than 100 years is considered a heritage, making modern construction to be worth praises (Satyanarayana, 2016). The ancient construction of monuments, palaces, and cities has largely contributed to the construction, leaving large notable notes of appreciation. The section can be divided into two sections to better understand the construction.

Firstly, the ancient construction, though simple may be the construction, due to the story and underlining meaning, plus the challenges faced in the era of construction has made the structure more significant for tourist attraction and appreciation. Furthermore, it is difficult to believe that the

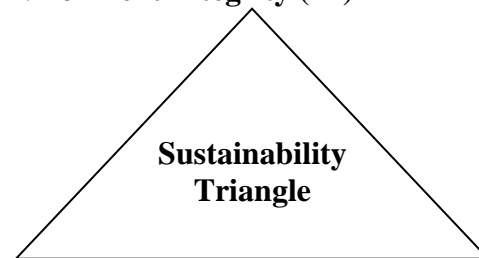
ancient designer ever considered waste disposal management in light of the increasing tourist flock flowing into the destinations. Rome City demonstrates a remarkable advancement in water management via aqueduct, wherein water from the region is collected and supplied to the city, which faces no problems with purifications, and wherein water received sediment treatment while in the channel (Havlicek & Morcinek, 2016). Solid waste and water are collected and treated before being used as fertilizers. "Cloaca Maxima" is another intriguing work that torches the inventive idea of the sewage management network used by the Roman civilization (Soth, 2021; Diamond & Kassel, 2018). Civilization responds positively to public restrooms, calling into question the current era's facilities (Stamper, 2021). Secondly, the state has taken an interesting initiative in modernizing the construction and management of waste systems. Another approach to pollution control is waste management at the community level (Singer et al., 2019). In Shillong, the local community organizes a cleaning drive (Swachh Bharat Mission) to clean up the locality and help the city to be litter-free (Desk, 2017). Such practices are prevalent in much of northeast India. According to Phu & Co (2019), the majority of waste at the destinations comes from the kitchen. Education-based activities are critical for making the region's cleaning drive a success. The main reason for environmental exploitation is a lack of collaboration and the use of updated or efficient technology. Education plays a crucial role in shaping the next generation's attitudes and behaviors toward nature. Regardless of differences in government formation, most destinations fail to recognize the importance of enacting nature-oriented policies.

CONCLUSION

Though there are means to overcome the outcomes of the hurdle that has been discussed, it has been notably classified into two folds. Referring to the old classical and

traditional approach, the orthodox methods still lay valid and hold. The dependence on exhaustible resources should be made minimal and continue the basic ethics of planting trees, oppressed deforestation, and any other activities related to exploitation of the resources. Policies and strategy formulation should prioritize environmental conservation over economic growth and other opportunities. Policy such as the abolition of green gas emissions and the use of the old model vehicle in India is a good initiative taken up to combat pollution of nature by scraping 15 years old vehicles (Sabarwal, 2022; Khan, 2022). Secondly, a contemporary approach to handling tourism activities. This mainly focuses on integrating the tourism industries, development activities, and conservation of nature. Tourism by convention is crowded-oriented, which needs to educate the need of the hour in comprehending alternative tourism. The roles of various stakeholders are explained, while in the contemporary approach, the involvement of tourists is very much significant by choosing green travel and concern for the environment and culture at the destinations. Tourism seeks the active participation of everyone, and tourists should be conscious enough to be members of the global community. The illustration below is used to better understand the principles.

Environment Integrity (EI)



Economic Viability (EV) Social Equity (SE)

Figure: Sustainability Triangle

Economic viability (EV) in the context of tourism refers to improving the performance of tourism, the standard of living, and the minimum exploitation of resources. Funding

is another important part of the motivation, especially in ecotourism; where the tourist is charged with a certain fund for the conservation of natural resources and affection toward wildlife. It is estimated that roughly 142 million dollars were usually collected in Africa for conservation of the wildlife (Galaghar, 2021). The state of Egypt can maintain the priceless monuments with the revenue generated or even transport the huge monument for safety precautions, suggesting general ideas of balancing tourism industries and the conservation of heritage sights (Hardwick, 2020; Jarus, 2018; Kiniry, 2018; Smith, 2011). Social equity (SE) comes into the picture when the host culture is diluted by the over-tourists flowing at the destinations. Venice, a city with roughly 60,000 population witnesses 30 million tourists annually (Modak, 2017; Momigliano, 2019). Another interesting conduct of SE is controlling the misconduct and bad behavior of the tourist viz. destroying the heritage sight, stealing a piece from the heritage sight as a souvenir, and climbing the ritual side. Such acts can be controlled by installing CCTVs, communicating with the tourist regarding the penalty, and keeping the no-entry zone. Conservation of the local culture is significant in the principles of sustainability by protecting the local inhabitant from the threats of deporting and promoting the culture. Furthermore, extending the stretch of the principles to all the species flourishing at the destinations, encroachment should be abolished and precautions measures should be taken up. Lastly, environmental integrity (EI) is another main, which arguably is quite similar to the term sustainability. As discussed earlier the tourism industry constitutes a significant share of pollution contribution, and EI mainly acts toward the conservation of the biosphere. Used of electric mobility at Portugal and Spain tourist destinations with funding from the UN has shown the possibility of green tourism (Díez, 2020; Velez, 2021). Use of salt water for toiletry (Liu *et. al.*, 2016) or

reuse of wastewater (Cho, 2011), designing skyscrapers that can accommodate more green plants, and any open space can be used for parking.

RECOMENDATIONS

Despite its highest DGP contributor, the sector is witnessing a great impact on the biosphere. Thomas Cook took initiative to remove the usage of plastic in air operations (UNEP, 2019). Nature-based products, such as organic products and pollution-free destinations will motivate tourists and help in conserving nature (Ugurlu, 2014; PTI, 2022; Mitra, 2022). Frequent conferences and seminars are essential for sustainable tourism, and the policy formulated should be followed up and if possible modified. Development planning and environmental regulation are mostly controlled and managed by the local government in an urban area while it is laid to the community in a rural area. Despite the negative impact of golf tourism, there is a significant bright impact on its biodiversity conservation nature (Harvey, 2019). Waste prevention is being initiated to reduce the disposal of waste in and around the spot by providing electronic newspapers, no plastic policy, adopting reusable products, and encouraging suppliers to use minimal or if possible reusable containers as an alternative to single-used material (Styles *et al.*, 2013). Liquid wastes are treated before it falls on the river, this is to sediment the pollutant particles and less concentrated toxic waterfalls in the river (UNEP, 2003). Used of plastic straw is abolished (UNEP, 2019), which make the study more pragmatic, comprehension of the term “*Satoyama*” is highly significant. More organic fertilizers are used, and charcoal as a by-product of burning wood is used as fuel, as an example of efficient consumption (Ministry of the Environment, 2009; Morimoto, 2011; FFTC, 2019). Another takeaway from the above discussion is the uneven choice of tourists opting for alternative tourism and more reliance on the other form of exploring industries, leisure,

adventure, travel, and becoming responsible tourists.

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