

Anukrati Sharma
Azizul Hassan *Editors*

Future of Tourism in Asia

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Anukrati Sharma
Department of Commerce and Management
University of Kota
Kota, Rajasthan, India

Azizul Hassan
Tourism Consultants Network
The Tourism Society
London, UK

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Introduction

The book gives a meticulous overview of the future of tourism in Asian countries. It provides new dimensions to the tourism research and tourism industry as it is concerned with the future vision of tourism in Asia. The book's main purpose is to envision the outcomes, both positive and negative, from the tourism industry to prepare our future generations. Tourism is not sedentary; it is changing rapidly. Thus, the academicians and researchers need to evaluate the future "today." No doubt there are many books that focus on the future of tourism, but the proposed book is different because it does not focus on any one field/dimension/area of tourism, such as food, culture, and heritage.

There is a growth of low-cost tourism in Asia, particularly the South-East Asian countries and the Indian subcontinent. Asia tourism has many tourist attractions. Travelers from different parts of the world are coming to visit Asia. India, China, Thailand, Singapore, Dubai, Sri Lanka, Nepal, Hong Kong, Indonesia, and many other countries are recognized for their tourism products and destinations. A unique feature of the book is that it brings into the limelight the unexplored places of Asia.

The book discusses how Asia can enjoy a competitive advantage in the future. Whether the future outlook is bright or dark for the tourism industry in Asia, the book highlights the unexplored themes of tourism in Asia such as overtourism, sports tourism, baby boomers and teenager tourism, literary tourism, experiential tourism, and psychographic segmentation of future tourists. Experts in their respective fields have authored the chapters. An exciting feature of this book that it is a collection for all the academicians and researchers. Thus, it is based on the view "something for everyone." The contributors are not from Tourism studies alone, but from other fields also. Marketing the book for diverse studies will be a cakewalk. The book allows readers to explore how different Asian countries might serve tourism products in the future.

There is certain newness in the book as it focuses on the past practices and the present scenario and discusses the prospects of tourism in Asia. The future can be imagined with the help of past experiences, and the present situation has its own power. This should be interesting for the readers as they gain knowledge from tourism experts' writings on different topics. The book creates a new dimension and

gives birth to a new philosophy of tourism in Asia. It motivates the readers to re-think tourism “today” for the “future.”

The book contains 18 chapters organized into 7 parts (Concept and Debates, The Context; Cases; Marketing and Technologies; Challenges; Emerging Trends; and The Way Ahead). A brief summary of each chapter is presented below:

In Chap. 1, Gupta and Solanky discuss the turbulent past, the challenging current, and the future in Asian tourism. Tourism is one of the most competitive, diverse, and resilient industries that can be easily affected by changes caused by internal and external environmental factors. Social, economic, political, and technical developments have a significant effect on the future of tourism. Environmental and technological developments present fresh and sometimes unseen challenges, risks, and possibilities. Asian tourism growth is projected to rise steadily at a sustained pace, and sustainability will continue to be mainstream in the future. The key factors that will support tourism growth in Asia will be creativity, technology, and education. The mode of contact with the tourist is altered by digital transformation, AI, virtual reality, etc. Thus, tomorrow will not be the same as what tourism is today. This chapter aims to evaluate the history, present, and future of tourism in Asia, as well as to explore the key factors that will influence tourism development and growth in Asia. There is also an attempt to examine the pandemic hit on Asian tourism and travel patterns after COVID-19.

In Chap. 2, Ray debates on third tourism as the future of branding destination. The most critical development of the post-industrial world is the advent of third tourism in the modern past as a countercultural response to the prevalent tourist practices. It appears to be the solution to weight and its alternative versions. The chapter will address the pretext and ideological basis for the emergence of third tourism, how it operates to date, especially in the Asian context, how it presents itself as an alternative to existing models, and how it applies to destination branding.

In Chap. 3, Chandra, Khaled, and Bhalla look back at traditions, languages, and arts. A destination’s popularity depends on the deals it gives to visitors. A destination’s success and longevity can be measured by examining peoples’ attitudes towards tourists and tourism. The chapter is written in support of the authors’ claims by referencing recent examples. The take away follows: the power of customs, arts, languages clubbed as a destination’s cultural image, the characteristics of a destination and its significance for a destination, the psychological factors of locals towards tourism and visitors, and the relevance of the attitude of locals towards tourism and how it generates the image of a destination.

In Chap. 4, Abeyratne and Arachchi show the connection between eco-tourists’ green practices and behavioral purpose. This study’s key aim is to define the real practices of the idea of eco-tourism in eco resorts. This research examines why, instead of legitimate eco-tourism activities, visitors become victims of “green washing.” This chapter also highlights the effect of green washing on the desire of eco-tourists to revisit. The key problems in eco-resorts are shown by these research results. It would be useful for eco-resort operators to think about the real consequences for the idea of eco-tourism. It also addresses suggestions for future approaches to eco-tourism.

In Chap. 5, Chowdhury and Das narrate sustainable tourism, livelihoods, and economies in the Sundarbans. Following the chapter, eliminating poverty is one of tourism's most significant benefits. The chapter will provide information on how Asian countries can increase job opportunities and reduce poverty through the use of tourism. All elements of sustainable tourism that illustrate economic forecasts and growth have been included in the chapter by the authors.

In Chap. 6, Sinha and Mohanty visualize Sriniketan as the potential Indian cultural destination. A theoretical discussion of the linkage between tourism and culture is given in this chapter. The chapter discusses Sriniketan's cultural embodiments of destination. The chapter provides a SWOT review of Sriniketan as India's potential cultural destination.

In Chap. 7, Islam, Chowdhury, and Khan forecast the future of tourism in Bangladesh. In this chapter, some of the initiatives have been discussed. Bangladesh's tourism sector needs an integrated, multi-sectoral, and multi-stakeholder-based approach to its planning and proper implementation. The problems of sustainable tourism aimed at encouraging sustainable growth need more consideration from the government bodies concerned. Addressing the country's pressing problems needs further scientific study and tourism studies.

In Chap. 8, Lee, Kietisaksopon, and Anh show local residents' perspectives about the future of gaming tourism in Vietnam. The chapter had focus group interviews with residents in Vietnam about the perceptions of the advantages and costs of fostering the growth of gaming tourism. Perceived ecotourism is seen in the future as the ideal tourism landscape. Planning scenarios, creativity, and sustainability in the tourism environment of Vietnam.

In Chap. 9, Arachchi detects the SERVQUAL Model's application on eco-tourists' satisfaction and behavioral intention in Sri Lankan eco resorts. The key aim of this research is to find out the reasons for the arrival of fewer eco-tourists in Sri Lanka. This research explores whether the quality of service activities of eco resorts influence visitors' satisfaction and behavioral intent. This study finding shows that the key issues of service quality in eco-resorts would help operators of eco-resorts think about managerial implications on this topic. In addition, the improvements in service quality practices that can be realized in the future due to pandemics such as COVID-19 are addressed.

In Chap. 10, Rena and Mbukanma conceptually analyze the local economic development impact of Vietnam's tourism growth. This study is being conducted to identify the effect of tourism on the local economic development of Vietnam. The results of this study showed that tourism is correlated with economic growth and development in the long term. Second, tourism provides an incentive in Vietnam for job creation and income generation and has helped reduce poverty and raise the living standards of the Vietnamese people to be enriched to support the growth of local economic development.

In Chap. 11, Rathore and Sharma review ICT tools for emotional branding for future tourist destinations. Indian tourism is a key component of the Indian economy, and it relies on a large number of people for their livelihoods. The importance and growth of Indian tourism and the promotional and marketing strategies adopted

to improve our Indian tourism industry's performance are defined in this chapter. In order to improve organizational skills, service quality, and customer experience, the tourism industry has widely embraced information and communication technology (ICT).

In Chap. 12, Agarwal and Singh understand tourism psychographics as a tourist segmentation method. Psychographic segmentation is linked to the desires, identities, lifestyles, beliefs, and attitudes of people in the chapter. It is considered vital because it offers a narrower and more focused approach to market research. The definition of psychographics and its applicability in the tourism industry, the significance of psychographic segmentation in the marketing of tourism, psychographic segmentation and practices, preferences and opinions (AIO), customer delight and its link with market segmentation, and the psychographic behavior of potential tourists are the takeaways from the chapter.

In Chap. 13, Hassan analyses the future of family tourism in the post-COVID-19 era. Also, the chapter examines the approaches to humanistic management related to family tourism and COVID-19. Results show that family is an important element to be supported by social media marketing, especially from the perspective of humanistic management approaches. In fostering family-based tourism and supporting events, social media marketing may play a significant role in the post-COVID-19 era.

In Chap. 14, Kainthola, Tiwari, and Chowdhary, on the ground of overtourism, find a balance between delimiting and managing tourism growth in Asia. The level of well-being of people in Asia is not impeded by excessive tourism, as tourism is primarily seen as an income generator in most developing countries. However, in destinations that complained of overcrowding and over-tourism, harm to the environment and spatial congestion were recorded. In terms of the nature of the destination or challenges faced, the chapter offers various strategies to delimit and manage tourism growth. The chapter also briefly addresses the prospects of tourism after the COVID-19 outbreak in Asia.

In Chap. 15, Korstanje discusses the challenges and future of tourism research in China. This chapter explores to what degree the original vices Westerners struggled to overcome were echoed by Chinese academics. In the meantime, we are laying the groundwork for the current epistemology of Asian tourism. In English-speaking countries, to some degree, such an omission replicates the same vices of tourism research. I'm not Asian or Chinese, so I wouldn't be an authoritative voice on these kinds of topics, so to speak. As anthropology has traditionally demonstrated, however, the racial and linguistic disparity enables the ethnographer to concentrate on the issue with a new fresh viewpoint that the native ignored.

In Chap. 16, Pamukcu and Tanrisever analyze Halal tourism's future as a new favorite for visitors. The chapter deals with the idea and potentials of Halal tourism, the Halal Tourists' Islamic perspective, and the future of halal tourism.

In Chap. 17, Kulshreshtha views sustainable transport and future tourism mobility in India. The goal of this chapter's creation is to concentrate on the sustainable mobility of transport from a future tourism perspective. It highlights the futuristic views, commitments, and ability of India through the concentration and enactment

of the regulatory structure for sustainable and green mobility implementation. Fostering, at the same time, advances and best practices in mobility in the transport operating system. Focus on adding value by improving the comfort of responsible travel versatility with affordable luxury and best practices for future tourism mobility.

In Chap. 18, Thomas aims to analyze several significant economic and environmental indicators that have facilitated tourism growth in the area of South East Asia. The chapter also aims to address the following: first, to explore new normalities in the post-COVID-19 period for the restoration of the destination picture of Asian destinations; second, to investigate the differential views of stakeholders hypothetically to minimize the socio-cultural and environmental impacts.

This book will aid academicians, researchers, and other tourism industry stakeholders in Asia to gauge the hidden threats and unexplored opportunities. The idea behind working on this theme is to provide a platform to anticipate the developments, growth, trends, and research in tourism in Asia. The future of tourism in an important region like Asia has not been discussed on a large scale yet. Thus, it is a collection of empirical and conceptual chapters on tourism vision in Asian countries.

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Contributors

S. N. Abeyratne graduated from Sabaragamuwa University of Sri Lanka. She completed her basic degree in Tourism Management. She is currently working as a Tour Executive at the Walkers Tours (Pvt.) Ltd. Abeyratne is a young scientist who has an interest in eco-tourism practices. She is identifying the authentic practices of eco-concept and its promotion among the tourists.

Sumedha Agarwal is an Assistant Professor at the Department of Tourism and Hospitality Management, Faculty of Humanities and Languages, Jamia Millia Islamia, New Delhi. She is a JRF and doing her research in the field of community-based tourism. She has teaching experience of more than five years at all levels. She has a Masters in Tourism Management and holds a Master's Degree in Conservation, Preservation and Heritage Management from IP University. She has five publications to her credit, and her areas of interest are management concepts and organizational behavior, consumer behavior, business communication, digital marketing, heritage management, and community-based tourism.

Nguyen Lan Anh is a business entrepreneur and venture capitalist in Ho Chi Minh, Vietnam. She found her business investment passion from her MBA education at Heriot-Watt University in Scotland.

R. S. S. W. Arachchi graduated from Sabaragamuwa University of Sri Lanka before receiving his Master degree from Colombo University, Sri Lanka, and PhD degree from Management and Science University in Malaysia. He is currently working as the Head, Department of Tourism Management and a Senior Lecturer of Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihuloya. His major teaching and research areas are ecotourism, community-based tourism, sustainable tourism development, responsible tourism, environment and tourism resources, and homestay tourism in Asian Countries. He has published nearly 20 articles in well-recognized journals both in Sri Lanka and overseas. Dr Arachchi is an editorial board member of Journal of Tourism and Hospitality Management,

International Journal of Education Humanities and Social Science and a member of Global Association for Humanities and Social Science Research.

Rohan Bhalla is a Gold Medalist in Management and Tourism studies at postgraduate level. He is a graduate in Business Administration studies with specialization in Finance. He is a Junior Research Fellow of UGC and presently pursuing his PhD from the Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi, India. He has accumulated teaching and learning experience of 5 years at all levels of imparting education, school to postgraduate level. He has three papers to his credit, and his area of interest lies in transformational tourism, spirituality, and spiritual tourism, rural tourism, organizational culture, leadership, communication, and personality development programs, psychology, and philosophical studies.

Shweta Chandra is an experienced hospitality and tourism academician with an amalgamation of corporate and teaching experience. She has worked with various State Hotel Management Colleges and is presently associated with the Department of Tourism and Hospitality Management at Jamia Millia Islamia. An IHM Jaipur Alumna, having pursued her doctorate from IGNOU, her core expertise is in accommodation management. She has authored research papers, recorded educational videos on SWAYAM portal, conducted several training programs, and organized workshops and seminars. She has a keen interest in the development and acquisition of practical skills amongst students and focuses on the improvement of students' class experiences.

Nimit Chowdhary is an engineer, MBA and PhD in Management. He has more than 26 years of postgraduate teaching and research experience. He has been a Full Professor for close to 14 years, serving at Mizoram University, IITTM (Gwalior, Noida, and Nellore), and currently serving as the Head of Department of Tourism and Hospitality Management at Jamia Millia Islamia, New Delhi. Recently, Arizona State University accorded him the honor of Adjunct Professorship. He is a recipient of AICTE Career Award for Young Teachers; SIDA Fellowship, Sweden; Guest Scholarship, Sweden; Linnaeus Palme Exchange Program Grants, Sweden; PIMG Research Excellence Award, Gwalior; Scholars' Grant (EMTM), Erasmus Mundus, Europe, among others. Recently he was chosen for the prestigious LEAP program at Oxford University. His research has focused on tourism, travel, service experiences, and now transformation. He is a referred researcher in many international journals. He has researched for UGC, ICSSR, AICTE, and Ministry of Tourism, Govt. of India worth around US\$ 5 million. He has supervised 15 PhDs, authored eight books, edited two books, and contributed more than 116 papers.

Dababrata Chowdhury[Daba] is an Associate Professor in Entrepreneurship and Marketing at the University of Suffolk. He graduated in Computer Science and Engineering (BSc) from Turkey and then completed his MBA and PhD at Plymouth University. His principal research interest is in the field of Business and Management, particularly in Knowledge Transfer (KT) mechanisms in SMEs. He was an editor of

Celebration Magazine introduced by the South Asian Society for the benefit of the southwest community and a designated president for EMI Congress. He is an associate editor of Review of Applied Socio-Economic Research and also an editorial board member for International Journal of Technology, Intelligence and Planning (IJTIP) and also serves as an editorial board member of the Journal of Global Strategic Management (JGSM). He is a member of five professional organizations, including the British Academy of Management (BAM) and The Institute for Small Business and Entrepreneurship (ISBE).

Sarat Chandra Das currently works with multiple the USA, Canadian, Australian and the UK universities setting up their centers, structuring their delivery on VLE, and arranging for research and academic collaboration with peer-group universities, institutes, and government agencies. A large part of this delivery is arranged through KiLax Ltd. and Buckinghamshire New University, High Wycombe (UK), where he works as its regional director (partnership). Most of the last decade, Das spent teaching and overseeing the delivery of Level 8 and the UK university programs for universities such as Wales, Anglia Ruskin, Brighton, Cardiff Metropolitan, Nottingham Trent. Prior to his involvement in higher education, Das looked after some of the big-ticket media outlets such as Hindustan Times, a political magazine for South Asian diaspora in the UK, Ariana Radio and Television (Kabul, Afghanistan), India's public broadcaster DD, Economic Times (Times of India Group), Cyber Media, Observe newspaper (Reliance Group), OTV, Nepal 1, etc. Das too provided extensive management and editorial consultation services to a score of companies such as tradeindia.com (Kliener Perkins funded), Tehelka, Platinum Edu Ltd (HFCL Group), Yahoo!, IANS (India Abroad News Service), UBCS (NASDAQ listed), Infotech Global Inc. (IGI), etc. Das also set up mass communication schools for NIILM and Asia Pacific Institute of Management. Das's alma maters – studied first degree to doctoral research – include the University of Oxford, Griffith University, University of Greenwich, Plymouth Marjon, Delhi University, and London Metropolitan University. Besides, Das earned numerous CPDs and certificate of attendance from University of Cambridge, University of Oxford, IMT (Ghaziabad), etc.

Sachin Gupta is Assistant Professor, Department of Business Administration, Mohan Lal Sukhadia University India. Dr Gupta has a brilliant academic record. He has earned his Doctorate (PhD) from the Department of Business Administration, University of Rajasthan, Jaipur. His Academic records include MPhil, MCom, and MBA in Finance. Dr Gupta cracked UGC NET Exam in Management twice (June-2012 and December 2012). His professional activities include roles as Associate Editor, Editorial Board Member, Advisory Board Member, and Reviewer for many Journals and Conferences. He has written more than 50 Research Papers in well-known journals and has presented papers in more than 25 National and International Conferences and Seminars. His core subjects are Finance, Entrepreneurship & Innovation, Business & Corporate Laws, Industrial Relations Laws, Business Ethics and Corporate Social Responsibility, Corporate Governance,

Corporate Strategy, Marketing Research & Analytical Marketing, etc. Five PhD research scholars have been conferred a PhD Doctoral degree under the guidance of Dr Gupta and have guided one MPhil dissertation. He is so thankful to the education fraternity for the opportunities in the last ten years and looks forward to learning much more and achieving new horizons.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Dr Hassan has been working for the tourism industry as a consultant, academic, and researcher for over 20 years. His research interest areas are technology-supported marketing for tourism and hospitality, immersive technology applications in the tourism and hospitality industry, and technology-influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Dr Hassan has authored over 150 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 25 book projects from Routledge, Springer, CAB International, and Emerald Group Publishing Limited. He is a regular reviewer of a number of international journals.

Md. Wasiul Islam is a Professor of Forestry and Wood Technology Discipline of Khulna University, Bangladesh. He has accomplished his PhD from Business School (Tourism Cluster) of The University of Queensland, Australia where he conducted a research titled 'Adaptive co-management as an approach to tourism destination governance – a case of protected areas in Bangladesh'. Before his PhD Prof. Wasiul completed his 2nd MSc in Master of Science in Forest and Nature Conservation (Minor in Leisure, Tourism, and Environment) from the Wageningen University and Research Centre, the Netherlands. Beside this, he has done his 1st MSc and BSc from Forestry and Wood Technology Discipline, Khulna University. He has working experience in Bangladesh Forest Department where he was involved in several research projects on nature-based tourism and wildlife management. His research interests include participatory protected area management (particularly co-management approach), governance, social learning, nature conservation and nature-based tourism.

Snigdha Kainthola is a Doctoral researcher in the Department of Tourism and Hospitality Management, Jamia Millia Islamia, a top-ranked university in India. She is a graduate in history from Delhi University and has completed her MBA in Tourism with a specialization in Tourism Leisure. She has worked in the tourism sector for two years as a tour leader. She is an avid traveler and a keen learner. She decided to pursue academics and make a career in the tourism education sector. Her research inclination is in tourism marketing, spiritual tourism, and destination management. She has contributed to chapters on overtourism and tourism education in different books under well-known publications.

Asraful Khan is Doctoral Researcher at University of East Anglia and University of Suffolk. Khan's research interests revolve around entrepreneurship, with a particular focus on innovation and sustainability. He holds an EMBA in HRM from

Paris and MBA in Finance from Wales. He graduated in Soil Science (BSc) from Khulna University. Khan also studied Leadership in Organizations at LSE. He taught in a number of educational institutions and worked as a leadership consultant. Khan has completed Diploma in Education and Training and he is a qualified assessor. Khan is Chartered Member of CMI and Member of Society for Education and Training. Khan has long-standing experience in HE and FE sector in the UK. He served a number of awarding organizations including Pearson, RSA and ATHE in various capacity, for instance, Standard Verifier, External Verifier, External Examiner and Moderator. Asraful Khan is a director of multiple organization dealing with education and management consultancy.

Syed Wali Khaled is presently pursuing PhD from Jamia Millia Islamia, New Delhi. He possesses over 22 years of extensive business management background in national, international organizations with exposure to multi-cultural environments and entrepreneurship. He has worked with leading Travel Companies of the Industry in various capacities as Director with Sterling Vacations Pvt. Ltd. as Branch Manager with KUONI Holidays, as Manager Sales and Leisure with TUI India, and as Travel Counselor with Carlson Wagonlit Travel at Jaipur, Rajasthan. He has led Groups & FITS in India for leading travel companies in the domain of culture, adventure, wildlife, and special interest & scholarly tours, viz. OAT (Overseas Adventure Travel), Gate1 Travel; Exodus, Adventure Company UK, Sawadee Reizen (Netherlands), Peregrine UK, Intrepid, Australia, Carlson Wagonlit Travel (USEFI/US-Embassy) and led corporate trips abroad Dubai, Singapore, Thailand.

Pakawat Kietisaksopon is a commercial director and in-charged of overseas projects at Thai Duong Electric-Construction. He taught Marketing and Business at RMIT University, Vietnam, for ten years. He received a Bachelor degree in Hospitality Management from Glion and a Master degree in Tourism Management and Planning from Bournemouth University.

Maximiliano E. Korstanje is a leading global cultural theorist specializing in terrorism, mobilities, and tourism. Dr Korstanje serves as Senior Researcher at the University of Palermo, Buenos Aires, Argentina and Editor in Chief of the International Journal of Safety and Security in Tourism and Hospitality. In 2015 he was Visiting Professor at the Centre for Ethnicity and Racism Studies (CERS) at the University of Leeds, United Kingdom; TIDES at the University of Las Palmas de Gran Canaria, Spain in 2017; and the University of La Habana, Cuba in 2018. Korstanje is Book Series Editor of *Advances in Hospitality, Tourism and Service Industries* (IGI Global, US), and *Tourism Security-Safety and Post Conflict Destinations* (Emerald Publishing, UK). He was elected as a foreign faculty member of the Mexican Academy of Tourism Research (Mexico) as well as a foreign member of The Tourism Crisis Management Institute (University of Florida, US). In 2018, his biography was selected to be part of the roster of Alfred Nelson Marquis Lifetime Achievement Award (Marquis Who's Who).

Sharad Kumar Kulshreshtha is an Assistant Professor at the Department of Tourism and Hotel Management, North-Eastern Hill University, (A Central University) Shillong-Meghalaya (India). He has 15 years of teaching and research experience. He has acclaimed publications research papers, book chapters, in various books, journals in national repute. He has participated and presented many research papers in national and international seminars and conferences. He has co-edited books on “Emerging Dynamics of India Tourism & Hospitality: Transformation and Innovation” and Global Developments in Healthcare and Medical Tourism Advance in Hospitality, Tourism, and the Service Industry (AHTSI) Book Series, IGI Global, U.S.A. Presently editing another book on Virus Outbreaks and Tourism Mobility with Emerald Publishing Group, UK.

Derrick Lee is currently a senior lecturer at Singapore Institute of Management. He received his PhD from James Cook University (Australia). His research interests lie in destination marketing, tourism management, gastronomy, and gaming tourism.

Ifeanyi Mbukanma received his PhD in Business Management with a speciality in Personal Finance and Business Economics. Currently, he is a Faculty Member Faculty of Business Sciences, Walter Sisulu University, South Africa. Previously he worked as a Postdoctoral Research Fellow (Economic Sciences), Faculty of Economic and Management Sciences, North-West University, South Africa.

Priyakrushna Mohanty is an Assistant Professor in the Department of Tourism & Travel Management at Jyoti Nivas Autonomous College, Bengaluru. He is also a UGC Senior Research Fellow under the guidance of Dr Anu Chandran at the Department of Tourism Studies, Pondicherry University, India. He is an awardee of the prestigious Travel Corporation (India) Gold Medal for his outstanding performance in Master’s Degree in Tourism Studies from Pondicherry University, India. He also holds a Master’s Degree in Commerce along with three PG Diploma Degrees in Rural Development, Research Methodology, and Teaching Skills. Mohanty has served the Indian Railway Catering and Tourism Corporation Ltd. for two years following which he was recruited as a Guest Faculty in the Department of Tourism Studies, Pondicherry University. He has published more than fifteen articles and chapters in both international and national journals and edited books. Mohanty is passionate about academic areas of Tourism Sustainability, Sustainable Livelihood, Technology, and Tourism, along with Gender issues in Tourism Development.

Huseyin Pamukcu is Assistant Professor and Head of Tourism Hospitality Department in Kastamonu University. He got his Bachelor degree from the School of Tourism and Hotel Management in 2011. He worked in an enterprise in the USA under the Work and Travel Program for 4-months in 2009. He completed his last year at Erasmus Program as an International Exchange Student, studying at Kodolanyi Janos Foiskola University in Hungary. In 2014, he received a Master degree from the Department of Business Administration of the Institute of Social

Sciences at Afyon Kocatepe University. In 2017, he received his PhD from the Department of Business Administration of the Institute of Social Sciences at Sakarya University. He started to work as Research Assistant in 2013; Faculty Member as Assistant Professor in 2018 at the Tourism and Hotel Management Department of the Tourism Faculty in Kastamonu University. Currently, as a member of Kastamonu University Faculty of Tourism, Pamukçu has contributed numerous international and national research papers to the literature.

Amit Singh Rathore is a young, extremely dynamic, and positive personality. He presently holds the post of Director & Professor in Om Kothari Group of Educational Institutes in Kota, Rajasthan. He has several degrees to his credit. PhD, MPhil, MBA, LLB, and MSW, PGDLL and DISM. His personal excellence has found recognition by being awarded the Gold Medal for procuring 1st position in MBA at MDS University, Ajmer. He was also awarded the Academic Excellence Award by Lt. Dr T. C. Kothari, Chairman, Om Metals Infraprojects Ltd., in 2001. He was the only individual selected to represent India in China in 2016 at Guizhou University, where 9th China – ASEAM, One Belt One Road Strategy was held on Innovation & Entrepreneurship Education & Talent Cultivation. Most recently, in September 2018, he has been honored by the World Foundation of Science & Technology, an International Conference, at Indore, for Academic Innovation and Excellence. Dr Amit Singh Rathore, is a talented and skilled administrator having prolonged exposure to both the Corporate and Academic worlds. Under his able leadership, a varied spectrum of activities, including Academic Conferences, Workshops, Both National and International Conventions, FDPs as well as MDPs have been organized.

Samik Ray is an Ex-faculty of Department of Folklore, University of Kalyani; Travel and Tourism Management in MPTI (Kolkata); and WTCC School of Trade and Commerce (Kolkata); Ex-trainer and Faculty of Regional Level Guide (RLG) Training (Govt. of India, Department of Tourism), presently working as RLG (Govt. of India, Department of Tourism); Visiting faculty in the Department of Tourism Management, Rāmākrishna Mission Vidyāmandira autonomous college with potentials for excellence, UGC; Editor of “Tourism Theory and Practice”, the author of several essays on tourism studies and management, social science, and literary criticism, and received National Tourism Award in the category of “The Best Tourist Guide”.

Ravinder Rena is a profound academician and distinguished scholar in economics, writer, editor, and adviser with over 29 years of teaching and research experience. Prof Rena is currently working as a Professor of Economics and Internationalization Project Leader at the NWU Business School, North-West University, South Africa. He serves as the Honorary Country Director – South Africa for the International Internship University (IIU). He also serves as an Adjunct Professor of Economics for Master’s and Doctorate Programs at Monarch Business School, Monarch University, Switzerland.

Anukrati Sharma is currently an Associate Professor and Head of the Department in the Department of Commerce and Management, University of Kota, Kota, Rajasthan, India. She has edited and authored several books and has attended a number of national and international conferences, presenting over 45 papers. She has been invited to talks, lectures, and panel discussions by different universities. Dr Sharma handles training sessions at the Rajasthan Police Academy, Jaipur, India. Her special interest areas are tourism, tourism marketing, strategic management and international business management.

Chetan Sharma was born in Kota city and completed his education at CBSE. He is having a teaching experience of 15 years in management studies and computer science and provided consultancy to various companies and institutes. His area of interest and specialization are Finance & Information Technology. He completed graduation in BSc (Computer Science) from Bangalore University in the year 2002, Mater in Business Administration from the University of Kota in the year 2005, and his Master in Computer Application from Indira Gandhi National Open University in 2006. He was a Lecturer at NLS Institute of Computer Technology. He is presently working as an Associate Professor at the Om Kothari Institute of Management & Research. He has written more than ten research papers and articles. He is also working as a consultant with Green City Software & Pandya Software Technology Private Limited. He is associated with some prominent NGOs of Kota city for the social welfare work & activities.

Priya Singh is an Assistant Professor at the Department of Tourism and Hospitality Management, Faculty of Humanities and Languages, Jamia Millia Islamia, New Delhi. She is a Doctorate in hotel management and possesses more than ten years of academic teaching and industry experience at various reputed organizations. She is a budding and passionate researcher and has presented research papers in various conferences and has numerous publications in reputed journals and books. Her interest areas include green marketing, hospitality management.

Rupa Sinha is currently working as Assistant Professor in the Department of Tourism, SRM University, Gangtok, Sikkim, India. Sinha completed MBA in Tourism Administration from the University of Burdwan, WB & qualified UGC_ NET in Tourism Administration & management. She has attended and presented research papers in several national & national conferences at Viswa Bharati, Pondicherry University, Karnataka University, AIMS Delhi, NSHM- Durgapur, etc. Areas of her research include cultural and heritage tourism development, community development, which will add some social values.

Manisha Solanky is a Research Scholar pursuing a PhD from Mohan Lal Sukhadia University Rajasthan India. She has cleared UGC NET twice (December 2015 and December 2019). Her academic records include M.com in Business Administration and BBM. She has a research experience of four years and currently serving as a Guest Faculty in the Department of Business Administration and holds six years of

experience in teaching. Her major area of interest revolves around Organizational Behavior, Marketing, Tourism, Human Resource Management, and Entrepreneurship. She has written a few research papers and chapters for well-known journals and books and also presented research papers at National and International conferences. She continues to remain dedicated to her research and academic works until she achieves excellence.

Canan Tanrisever is an Associate Professor and Head of the Tourism and Hotel Management Department at Kastamonu University in Turkey since 2010. She also worked for University of South Carolina in the USA between 2012–2014 as an Adjunct Professor. She graduated with her PhD and Master Degree in Landscape Architecture from Ankara University in 2013. She has Bachelor degree in Tourism Management and Guidance from Baskent University. From 1996 to 2007, she worked in many seven and five-star hotels like Ciragan Palace, Rixos, Dedeman, Holiday Inn, travel agencies, and Turkish Airlines. Since 2007 she has been working in academia. She has published over 30 articles and 21 book chapters and books. She has attended 36 international conferences and has been in 50 countries on six continents. She has given lectures in 4 countries like the USA, Hong Kong, Japan, and Switzerland. She is also a Professional International Tour Guide. Her research interests are tour guidance, cultural studies, and heritage sites.

Anila Thomas is an Associate Professor and Head of the Department of Tourism and Travel Management at Jyoti Nivas College Autonomous, Bangalore, Karnataka. A very passionate researcher and an academician, Dr Thomas has a long teaching experience of almost 21 years. She has presented many research-based papers at both International and national conferences and has widely published in both journals and books. She completed her PhD thesis in Tourism Management in 2012 from Mother Teresa Women's University, Kodaikanal, Tamil Nadu. Her research interests include the Historicity of various Tourism destinations, Destination Planning and Policy-making, Women's contributions in the field of Ayurveda Medical Tourism, and Community involvement for Sustaining Tourism Resources.

Pinaz Tiwari is a Research Scholar in the Department of Tourism and Hospitality in Jamia Millia Islamia, India. She has worked in the tourism sector for two years. She has expertise in customer management and has been involved in travel agents' capacity development projects in the organization. She has done her graduation in Commerce from Delhi University and completed her MBA in Tourism with a specialization in International Tourism Business. She looks forward to making a career in teaching and creating a difference in the tourism industry with her research works. Her interest areas are in tourism marketing, destination management, tourism education, stakeholders' capacity development, and responsible tourism. She has contributed different chapters related to overtourism and tourism education in different books under well-known publications.

Part I
Concept and Debates

Chapter 1

Tourism in Asia: The Troubled History, Demanding Present and Prospective Future



Sachin Gupta and Manisha Solanky

Introduction

Traditionally, Asia is known as the Suez Canal landmass lying in the east, the Ural Mountains and south of the Caucasus Mountains and the Black and Caspian Seas, and the Pacific Ocean Bering Strait border the east, and the Indian Ocean surrounds the south. The Arctic Ocean is in the north (Lew & Wong, 2005) The concept of Asia is regarded as the Western construct. The origin of the Word “Asia” dates back to Ancient Greece where the term was used to describe the region of Anatolia in present-day Turkey. In the Iliad, Homers refers to an ally of the Trojans named “Asios” that may be associated with a confederation of states in Western Anatolia according to (Hall & Page, 2016).

In recent years, the Asian region has always been the most preferred and gained the top position in tourism growth, accounting for almost 1/3rd of the global economy and over half of the world’s population. The largest subregions in terms of population are South-Asia (44%) and North-East Asia (39%), East Asia (23%) of worlds market share, Bui & Wilkins (2018) mostly owing to the massive inhabitants of India (1.3 billion) and China (1.4 billion), the world’s two most populous nations. China expanded around 9.6% a year in the period 1995–2013, accounting for 40% of the region’s total GDP. In 2013, Asia & Pacific reported some 249 million foreign arrivals, 23% of the world’s total foreign tourist arrivals, and was more than double, it was 110 million in 2000 (16% of the world’s share), representing strong growth in the region’s foreign tourism demand. Performance of international tourism was beyond hope in 2013, reaching a record 1.1 billion arrivals worldwide, up 5% over 2012, or the equivalent of an additional 52 million visitors traveling across international boundaries, facing a global economy in “low gear”. China is the major

S. Gupta (✉) · M. Solanky
Department of Business Administration, Mohan Lal Sukhadia University,
Udaipur, Rajasthan, India

attraction center and attracts maximum travelers in the country, as a single market, and dominates intra-regional traveling. The market growth and development of China is exceptional. Around 97 million trips abroad were contributed in 2013 (16% in 2012), most of which were to North-East and South-East Asian countries, almost twice to that of 2009 count. With 35–40 million trips, Malaysia was ranked second on the outbound travel, and the data includes single-day land tours across the Malaysia-Singapore border. The local travel industry estimates that tourist (overnight) trips are about half of the total. While final statistics for 2013 are not yet available, unreliable facts indicate that in 2013 there was a generous decline. In sharp contrast, India was marked as fourth in the ranking and reported robust growth in 2013 to more than 16 million outbound trips, surpassing Korea (with approx. 14 million). Taiwan, Hong Kong, Singapore, Indonesia, and Thailand are other important tourism markets, Singh (1997). Centre of tourism attraction of South Asian countries is their rich and cultural diversity and ethnicity Wood (1984) which tempts travellers from various countries to make a visit. Thus tourism is considered the fastest-growing market in the world, not least in Asia. It can also play a vital role in improving relationships among people and helping them in breaking the trade barriers, and enhance trade among distinct states (WTO & GTERC, 2014).

Tourism is all about exploring culture, nature, heritage, landscape, monuments, and wonderful memories and tourist experiences. Tourism is an outcome of the globalization process (Macleod, 2004), which involves the exchange and flow of economic and intellectual products, knowledge, services as well as people. Asia is home to beautiful destinations and wonders that attracts diverse tourist from around the world. Asia attracts maximum tourists and is also considered to be the most rapid-growing continent in terms of tourism and is also a massive and diverse destination in the world. Asia owns the world's highest point, Mt. Everest, longest river Yangtze, largest lake Caspian Sea, and the list is endless. The top destination of Asia is China (56 million international arrivals in 2013), Thailand (27 million), Malaysia (26 million), according to the World Tourism Organization and Global Tourism Economy Research Centre (2014). In the most visited tourist nations, China and Thailand are both 4th and 10th respectively in the world. Asia tourism plays an important role in strengthening relations with countries and their people by breaking barriers and boosting trade between various countries. Tourism of Asia promotes growth in disposable income, improvement in trade, infrastructure, ensuring easy and convenient mobility of tourist. Asia is significantly growing in tourism due to the diversity and richness of the countries. Cross border rural connections are currently being facilitated to open the door for less explored destinations by road, rail routes. The cruise industry is also flourishing and emerging to provide a multi-country experience. Currently, Asian countries are focusing on intra-regional traveling as 76% of the traveler prefer short trips more often throughout the year. For the intra-regional movement, many countries of Asia provide free entry to travel within the region. Many countries have developed tourism markets, and the most popular markets are Myanmar, Malaysia, the Philippines, etc. Many top brands have moved into these markets to gain a competitive advantage. Asia is driving international

tourist growth with a 7% increase in 2012. It is expected to grow two times as quickly as in the case of developed countries, according to the World Tourism Organization and Global Tourism Economy Research Centre (2014). South Asia offers a new opportunity for middle-class tourists and strengthening their inbound and outbound travel throughout the region. Governments and other relevant stakeholders look forward to working together to exploit existing resources, networks, and skills. The customer fragment of millennial travelers is a growth and development driver and provides opportunities from a leisure point of view and business and corporate perspective. New technology and talent skill remained a challenge for Asian countries. Attracting and maintaining, and enhancing the high-quality skills at all levels of the tourism and travel industry remains a top challenge. The strength and likelihood of Asia as a journey is not limited to outbound tourism. The area is presently the second most visited in the world, with over 230 million foreign tourist arrivals. Asia travel market is inherently diverse, and travelers from distinct countries seek different experiences. Thus, there is a need to provide customized travel products and services to attract maximum tourists.

The **research objectives** of this study are: first, to analyzes the past and the current state of tourism in Asia; and finally, to examine the key themes that will impact Asia's tourism growth and development.

Research Methodology

Research Approach

The research approach is descriptive and conceptual. Descriptive research is a type of study that focuses on describing the features of the population or phenomena under investigation. This method focuses on the what of the research subject rather than the how of the research subject. Conceptual research is described as research that is used by intellectuals to create fresh concepts or reinterpret existing ones. No practical experiments are being carried out.

Type and Source of Data

Secondary data has been opted to complete the study. Secondary data has been collected from the various journal, articles, websites, E – libraries. Resources that have been accessed are IEEE Xplore, Procedia, Jstor, Springer link, Google scholar, etc. have been accessed to gain quality journals, articles. Tourism websites, UNWTO reports, and other related reports have been majorly sourced to gain an understanding of the trends of tourism in Asia.

Findings and Analysis

History of Tourism in Asia

Traveling in human life is as old as humanity is on the earth Shackley (2007). The humans wandered on the earth to fulfill their basic needs of food, shelter, safety, and live a better life, and such movement resulted in wanderlust. About 5000 years ago, drastic fluctuations in the climatic conditions, deteriorating living conditions, and aggressive raiders made several people abscond their homes to hunt for refuge elsewhere, just like the Aryans did in Central Asia due to the adverse climatic changes. Perhaps these needs and wants have resulted in the growth of trade & businesses and commercialization and industrialization. In the period of Hindu and Chinese civilization, people moved in search of religion, education, and culture, and thus from these civilizations, the movement for religious and cultural purposes began. Christian missionaries, Buddhist monks, and other travelers traveled for long distances to different states to pass on the message of their religions and practices and returned with amazing images and thoughts of alien people. For decades, because of the efficiency of transport and the assistance and protection that people could travel, people migrated to various places and continued to expand.

Life was favorable in the beginning, but as the seasons changed, people and animals migrated to places with favorable climatic conditions to survive. In the beginning, people traveled barefoot, and due to this reason, they could travel only for short distances and be confined to small geographical areas. Humans are the most curious creature on earth and want to experience beyond. These early explorers can be easily imagined while scaling a mountain or crossing a river to fulfill their sense of adventure and curiosity when searching for a glance of the unknown. History endows significant insights into the main purpose of traveling and the eventual tourism growth & development. Historical records state that many nations have moved to conquer and control wealth and trade routes with vast armies and navies. Ancient people developed tourism activities, and the glimpse of their tourism activity can be seen in history. Due to a sense of curiosity and exploration, the Phoenicians, like many travelers, were enthralled with travel and wanted to create trade routes. While written documents are scarce, people in ancient days certainly traveled with similar intention and purpose as the Phoenicians, such as the Shang Dynasty (Today, we know it by the name China). In the items they gathered on their journeys to distant places, traces of their travels can be found. Traveling became a necessity as people moved with a specific motive and not for entertainment.

Asia is connected to the Oceania region to form the Asia-Pacific region and thus divided into four sub-regions, South-East Asia, North-East Asia, South Asia, and Oceania. According to the international organization, the Asia-Pacific region recorded only 3% of international tourist arrivals in the world in 1970 (Dehoorne, 2004). Still, since the 1980s, they increased steadily at a pace of three times faster than the Middle East and Africa and seven times faster than South America (Cazes, 1989).

The historical development of global tourism and its link to voyages of discovery, conquest, sequestration, and subjugation as part of European Colonisation and mercantilism are evidenced. Asia was no exception to this, and despite the post-war decolonization of Asia, the history of conflict trade and resource exploitation epitomize the history of travel and tourism in Asia before the boom in international arrivals in the 1980s and 1990s. Initial travel to the region by sea, steamships, and more latterly on cruise ships gives the picture of the changing impact of technology on travel. The development of hospitality and hospitality gave colonialism a new dimension and was the root of the modern-day tourism and hospitality industry. Colonialization, with road and rail construction, created opportunities for mobility that pre-date modern-day tourism patterns, according to Hall and Page (2016).

Till 1949 tourism was meant for trade purposes or for foreign affairs where people moved and traveled to exchanges goods and services. Later on, after 2–3 decades, tourism became a real industry where people traveled for entertainment to spend quality time with friends and families, explored adventurous destinations. Tourism in Asia has undergone dramatic growth and significant change since its recognition by governments as an economic development mechanism from 1970 onwards, according to Hall & Page (2000). In China, until 1978 tourism industry did not exist for entertainment or vacation. In China tourism industry slowly and steadily flourished after 1978. Prior tourism was closely related to a global economic, socio, and political outlook where people traveled mainly for trade and exchange, of very few traveled for leisure.

Exactly there is no one fixed date to mention about the emergence of tourism, as there were no brochures or selfies or technology to look back., but people traveled for some specific reason, and this is how tourism evolved. Everyone is aware that different nations in ancient times moved with their armed forces to conquer the area and to control trades and business, services, and other resources. This created the foundation of tourism. As time moved on, people started traveling for education, commercial, medical, government, and spiritual purposes. Developing trade routes and infrastructure industries gave rise to the tourism industry, and technology was also one of the important ingredients to make traveling and tourism more effective and fruitful.

Asian tourism seems to have evolved and sustained in the absence of heavy investments and commercialization (Singh, 2009). Geographically Asia is not only the largest continent but is also endowed with the highest peaks, coldest deserts, broadest mountain ranges, and very extensive coastline, and more vital is its exuberance of Asia's historical and cultural diversity, socio-political and economic heterogeneity. The region's colonial history is a noteworthy benchmark in its tourism history, especially the hill stations of the British Raj, the seaside beach, and the resorts of Cambodia, Vietnam, Japan, and China. Asia enjoys a dissimilar reputation with cultural and religious tradition mainly originating from Hindu and Chinese mythologies, which convey deep-seated philosophical tradition well. A major proportion of traveling constitutes due to faith in religion. Asian regions are the birthplace of many religions like Hinduism, Buddhism, Sikhism, Confucianism, and many more. Eastern countries of Asia, namely Japan, China, India, have pious

attachment and sensitive attachment to location, landscapes, and people. So it can be concluded that in the past people traveled if they felt it necessary and for business or trade.

The Current State of Tourism in Asia

Transportation in the early years never been easy for travelers as compared to that's of today they had to walk miles on bare feet to cover short distances and use camels and horses to cover long distances. Traveling was a challenging task for travelers. Awareness about destinations was very less as they did not have sources of information about the existence of different wonderful destinations. With advanced technologies, people came with innovative transportation facilities like cars, trains, air crafts, and many more. Asia has recorded growth of the highest tourism arrival in 2017 with 324 million tourist arrivals. Asian countries have high safety & securities and health conditions, facilities according to world standards, and majorly adopts ICT for advancement and information. East Asia and South Asia countries like Japan, Vietnam, Indonesia offer reasonable prices and take advantage of their natural resources. South – Asia countries are the fastest growing regions in terms of tourist arrivals popular destination like ba grok, Singapore Kuala Lumpur Tokyo, Seoul, Mumbai is the most visited and preferred destinations. The domestic tourism market in Asia has also observed a glimpse of incredible growth over recent years. Vietnam recorded the strongest domestic tourism growth between 2013–2016. China is one of the leading countries in terms of domestic/local tourism, recording 4.44 billion trips in 2016. Travelers within national borders are gaining popularity like China, Malaysia Vietnam.

The traditional approach cannot be applied in the tourism industry. Countries need to provide customized and personalized travel products and services that can save their purpose of traveling, and travelers are now explorers and adventurous. They need new and novel experiences and share-worthy destinations. Speedy economic growth in the region has led to a rise in domestic and international travel in Asia, coupled with enhanced openness to the market, easy connectivity by air, and fascinating travel experience. Today technological advancement advances the tourism industry and also makes travel very convenient and easy. Consumer support for tourism is now high both locally and globally. According to one perspective, one of the major societal developments in the post-World War II period was the expansion of leisure into travel (Anwar & Hamilton, 2005).

Technologies are playing a dynamic role in changing travel experiences. The tourism industry is a dynamic industry and the most sensitive industry that very quickly responds to the external environment. Technology intervention in the industry has changed the unprecedented pace of tourism.

Networking Sites

Social networking sites influence the hospitality industry deeply. Reviews and feedback of social media monitoring continue to be important for hotels to help them to administrate their online creditability. Trip Advisor and similar review websites benefit from tourists' emerging communities by exploiting their user-generated contributions commercially (Munar & Jacobsen, 2013). TripAdvisor and other review websites profit on the emergence of tourist communities by commercialising user-generated content (Bui & Wilkins, 2018).

Artificial Intelligence

AI has become a daily tool that is integrated and useful. Many hotels use AI technologies to provide the best and fast services to their valuable clients. Chatbots allow easier contact with travelers and are spreading to various media: social networks, voice assistants, and more. Hotels are therefore expected to be up-to-date and to incorporate modern tools and technology in more meaningful ways that bind them with their guests.

Voice – Recognition

Digital assistants like Siri and Google Assistant shortly will obey your every command, be it from searching hotels for accommodations at affordable prices or the status of the flights, plan your travel-related schedules from booking tickets to ordering food from the known restaurant. Travel services providers and businesses need to line up themselves with the increasing adoption of this technology by travelers to ensure that when it becomes commonplace, they are well prepared for the demands of the travelers with great efficiency. In terms of technology developments in the travel industry, smartphones, speakers and google assistants, and similar other AI-based technologies have all helped in increasing the importance of voice search. Voice search is predominantly used by many travelers from booking online tickets to the accommodation at affordable prices.

Realities (Augmented & Virtual)

Adopting VR technologies host country will enhance and boost tourist arrivals and the quality of experience. Augmented Reality plays a positive role in attracting different travelers to popular destinations by enhancing visitors' understanding and enjoyment. By employing virtual reality tours, travelers and tourists may enhance their experience with anything from virtual hotels, excursions, and restaurants to monuments, national parks, and even specific events. Interactivity and immersion

will also help you get a competitive advantage over competitors who aren't taking use of these technological developments yet.

Messaging Systems

With extended functions such as information, booking, payment, networking, and content-sharing, messaging systems are becoming more sophisticated. WeChat is the most significant example. To remain competitive, service & product providers are expected to incorporate these new systems and their functionality into their operations.

Digital Payment

Digital payment methods are the best ways to accept and make the payment without contacting any humans. This allows travel companies and other service providers to process payments easily without any hassle and is more convenient to travelers or customers who do not have cash or access to cash, credit cards, or debit card. It also enhances the customer experience, as it is convenient and easily accessible. In the aftermath of the coronavirus pandemic, the ease of accessibility and easy usability of digital payments began as a convenience and emerged as a core part of travel marketing. Many are reluctant to handle currency, with travelers worried about the spread of the virus. It can also protect the workers by using digital payments as much as possible as it does not involve human touch.

Technological advancement and up gradation have made travel inexpensive, convenient, and easily accessible for numerous travelers across the world in the current scenario, and technology can completely change what is considered tourism in the future. For instance, as the AI-based technologies go forward and progress, it is conceivable that virtual & augmented tourism could either harmonize or reinstate physical trips for certain travelers. In comparison, the prospect of un-plug and have comparable natural experiences while on trips might well become a favored option to digital experiences as people live increasingly in the digital worlds and linked lives. Given these kinds of paradigm-shifting in technologies, it is not yet clear how people's habits will adjust, but technology presents policymakers with both significant opportunities and obstacles to make sure that the nationwide and local economies are better equipped to compete in the tourism climate by 2040 and beyond.

Tourism and Pandemic Hit

According to the World Health Organization, COVID-19 has infected over 10 million people globally and caused over 500,000 deaths by June 2020. The pandemic shows are globally distributed, and spread shows no sign of diminishing. Daily

cases are decreasing in the Western Pacific and Europe, but America, Southeast Asia, and Africa are still facing the rapid spread of COVID-19. The majority of the countries in the world have restricted entries and sealed their borders in response to the pandemic hit for tourists and travelers. The epidemic could not have arrived at a worse moment for Nepal's tourism sector, which has been virtually shut down since the onset. Tourism is both an important and fragile sector of the global economy. The Nepalese government launched the Visit Nepal Year campaign in 2020, declaring a nationwide effort with a goal of 2 million visitor arrivals each year. Because the country's borders are blocked to adventure-seeking climbing masses, direct tourism value chain actors are limited (trekking companies, tour operators, mountain guides, and Sherpas). Tourism is one of the most important sectors, providing money and jobs to both developing and poor countries. The pandemic hit was very bad and devastating for some Asian countries as many developing countries are highly dependent on tourism. In certain countries, such as several small island developing states, tourism contributes for more than half of their GDP (SIDS). The new coronavirus, along with the global health and economic crises, has, directly and indirectly impacted many lives on earth, according to the study of Zarrilli and Aydiner-Avsar (2020).

Inbound and outbound tourism are the two economic sectors most affected by the COVID-19 epidemic. The United Nations World Tourism Organization (UNWTO) predicts "losses of 850 million to 1.1 billion international tourist arrivals, export revenues of 910 million to 1.1 trillion and 100–120 million jobs, depending on whether the borders are opened in July, September or December in April and May 2020" as most destinations are closed, and some are opening gradually in some regions in the summer. The UNWTO's estimates show substantial uncertainty about the pandemic's duration and the government's reaction to sustain economic activity. As per the reports presented by UNWTO, 100% of destinations worldwide have travel restrictions aligned with COVID-19 in effect as of May 2020. The pandemic hit was so severe that it was mandatory to impose international travel restrictions. Every minor and major sector of the tourism industry was severely affected by the pandemic hit like airlines and other modes of transportations, cruise industries, hotels and resorts, restaurants, and all popular parks, gardens, museums, travel planners & operators, and online travel companies Mitra (2020). Around 80% of the tourist sector, which includes the vast informal tourism sector, is made up of medium and small-sized companies and micro-enterprises, and many of them may not survive the crisis without considerable help. This would have a cascading impact, affecting the livelihoods of agriculture, fishing, creative industries, and other tourism-related institutions. Employment losses from tourism have a disproportionate effect on women, young people, and indigenous inhabitants. Tourism companies managed and operated by women are mostly smaller and have less financial resources to survive the crisis. Thus, respective governments and relevant stakeholders need to develop policies and strategies supporting women and other small vendors to overcome the COVID-19 crisis.

It is important to provide consistent and accurate communication messages during a crisis to build and sustain customer trust. Many countries proactively responded

to the global crisis and launched COVID-19 protocols and advisories on their respective sites as India launched it on Incredible Website and Maldives provided global information on COVID-19 With prospective travelers under lockdown situation. Social media and virtual tourism have a captive audience. The Nepal Tourism Board and the private sector initiated the” Dream Now, Travel Later” campaign to attract and pull maximum tourists and travelers, and the campaign will include 3-D videos of the Annapurna Trek. Companies such as ‘And Beyond’ are offering live virtual safaris with the slogan, “We’re bringing the wilderness to you.” Small tourism companies may be given technical assistance to develop online materials showing consumer-at-home content such as virtual tours of cultural sites, audio-guides of destinations, restaurant- or hotel-branded cooking recipes, such as Sri Lankan cuisine and yoga classes from now-empty historical attractions. The development and implementation of COVID-19 cleanliness, certification programs, hotels, cabs, restaurants, and attraction protocols are vital in keeping travelers and employees safe and building travelers’ trust. Many countries rapidly implemented health protocols as an immediate response to the pandemic hit. Countries like Singapore initiated Singapore’s Clean Mark campaign and Portugal’s Clean and Safe standard, and India went for a Massive lockdown applied to the whole country restricting inbound and outbound traveling. To protect passengers and staff, destinations will also need to comply with new international requirements set by airlines and outbound border control authorities. They can include health screening, temperature controls, disinfection procedures, antibody/immunity monitoring, and compulsory social distancing facilities. This will mean new training, especially for front-line employees, many of whom are women, to safely use cleaning products and protective equipment.

Asia gives cut-throat competition to the other continents in the global tourism industry amid this crisis. Asian countries are rich in culture and heritage, and these natural and cultural assets, coupled with stout domestic and intra-regional demand for pre-COVID travel, identify future development. This moment of calm is now an opportunity to imagine and create a more sustainable, flexible tourism that tackles poverty & gender inequalities effectively and is focused on strengthening provincial cooperation and dialogue.

Prospective Future of Tourism in Asia

Five key factors are likely to impact the global tourism industry in the future: human, geopolitical, economic, technological, and environmental factors as aforementioned by Anwar and Hamilton (2005). Travelers demand activity-oriented tourism destinations, and Asian countries have a lot more to offer in this regard. The upcoming years will be challenging and promising as Asia accounts for the unique cultural, religious, health, spiritual, and nature-based tourism World Tourism Organization and Global Tourism Economy Research Centre (2019) immensely gaining traction. The number of international tourist arrivals worldwide is projected to increase by an average of 3.3% per year over the period from 2010 to 2030, according to Tourism

Towards 2030. The growth rate would slowly and steadily fall over time, from 3.8% in 2012 to 2.9% in 2030, but on top of rising base numbers. International tourist arrivals will increase by some 43 million per year in absolute numbers, compared to an average increase of 28 million per year between 1995 and 2010. International tourist arrivals worldwide are anticipated to hit 1.4 billion by 2020 and 1.8 billion by 2030 at the estimated rate of development. This number will reach 535 million by 2030, as per the UNWTO Tourism Towards 2030 report, a very realistic estimate due to current growth. For many destinations, particularly within the region, China is the major contributor to the growth and development of Asia tourism and in gaining the primary source market position. In Asia, roughly 80% of international tourism is intra-regional. As a consequence, arrivals are projected to surpass those in advanced economies before 2020 in developing economies. 57% of foreign arrivals are likely to develop market destinations in 2030 compared to 30% in 1980) and 43% in advanced economy destinations compared to 70% in 1980) (Fig. 1.1). Thus it is believed that tourism will be one of the most important aspect of globalisation in the near future, as global tourism revolves around the developed countries, least developed countries and developing countries (Aramberri, 2009).

The number of tourists to Northeast Asia is expected to rise exponentially to 290 million arrivals in 2030 over the next 20 years; South – East Asia is likely to face an increasing number of arrivals that 210 million in 2030. There will be risks and challenges in both business and politics, including the risk of escalating trade tensions. Asia's dynamic economies are powered by world-class infrastructure, rich culture, heritage, and exotic destinations strengthening inbound and outbound tourism. Thailand, Myanmar, Indonesia, Singapore, and other countries are making positive attempts and trying their best to attract maximum tourists by their unique markets and cultures and contribute positively to tourism growth in Asia. However, in the future, Asia tourism requires a tailored approach to capitalize on its unique opportunities. Social interaction among travellers will open way for prospective travellers as they will help in increasing the confidence and transfer knowledge to the prospective travellers Bui & Wilkins (2018), thus motivating and pushing the hesitant travellers to make decisions for their tours. The increasing millennial population and middle-class travelers will increase opportunities for Asia in the upcoming years. With 63 million international arrivals in 2018, China is the best province, followed by Thailand (2nd) with 38 million and Japan (3rd) with 31 million. China and Thailand are ranked fourth and ninth, respectively, in the world's top 10 standings. Hong Kong (China), Malaysia, Macao (China), and India are the next most popular Asian destinations. Asia tourism will face the demand from millennials whose expenses on international travels will be 1.6 times the US \$ 340 billion by the end of 2020. The key growth factor behind Asia tourism is the increasing population of the middle –class and their disposable income, and their interest in traveling and exploring countries with their families and friends at low cost.

As the socio-economic prosperity is accelerating, business & service providers find it difficult in fulfilling the demands of travelers efficiently and sustainably. To discover their immediate area and the world beyond, Asia will consistently deliver a bevy of un-tapped or under-tapped travelers. Asia needs to focus on un-tapped or

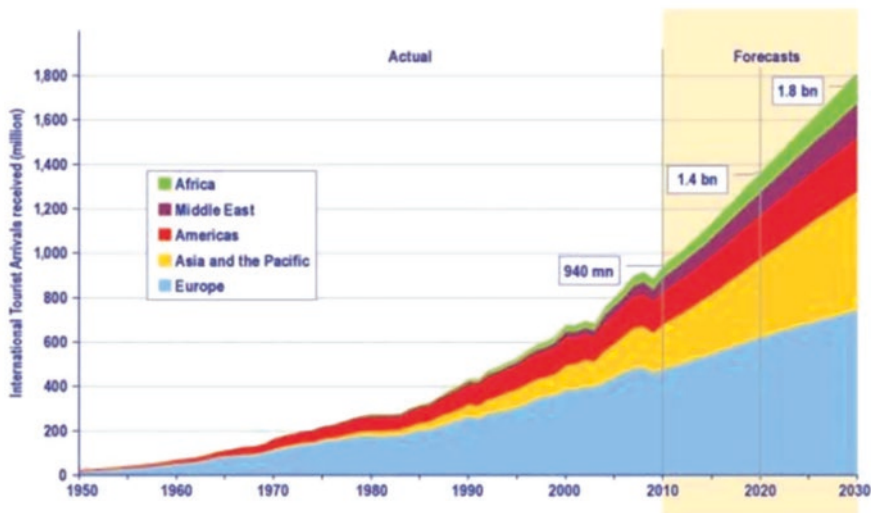


Fig. 1.1 Annual report on Asia Tourism Trends. (Source: UNWTO/GERC, 2019)

under-tapped travelers searching for exploring the country and the universe. The future of tourism will accommodate and furnish to more customized and accessible travel. With a rising competition with western countries, there is a need to offer lower-priced travel, hassle-free visa formalities, and provide hygiene and safe traveling. The whole new generation of digital inhabitants must accept the travel & tourism industry. The majority of the new customers and new workers in the industry grew up using numerous displays and computers. This allows the industry to innovate on 2 fronts: the foremost is channel-marketing & customer experience, and the other is on different interfaces and activities for employees.

The Asian travel and tourism industry's modern landscape is full of opportunities. This new environment is already being generated by Virtual Reality (VR) and AR, Big data, machine learning, smartphone technologies, transforming how travelers communicate with companies in the industry. New travel patterns are powered by pervasive technology in Asia. It transforms infrastructure, empowering competition in industries such as cruise lines, airlines, and low-cost carriers. The way customers fly, too, is evolving. "The Constantly Connected Traveler," Report presented at Travel Rave 2013, more than 4/5th of travelers use the Internet to schedule their accommodation and utilize technologies to book and plan their dream travel and socialize their unique experiences during their travel. New technological advancements such as the "sharing" economy are able to transform the sector significantly. In terms of visitor arrivals and receipts, the future of tourism for Asia and the Pacific as a whole is bright; however, within the region the differences are rather stark with more rapidly developing countries of East and Southeast Asia, Tolkach, Chon, & Xiao (2016). The next generation travelers completely rely on the latest

technologies and gadgets when they plan their trips, be it hotel stay or booking cab, or ordering food everything is just a click away.

The travel & tourism industry in Asia is speeding up at an unparalleled pace, one that has not reached its supply. The major challenge posed by tourism sector is attracting and retaining talent, Tolkach, Chon, & Xiao (2016). The development and growth will be at halt if tourism industry does not attract and retain human resources. The shortage will be most felt at the managerial level, as the hotel managers' stocks are forecast to reach less than half of the expected industry demand in 2021. Executives & Managers would nevertheless play a vital and significant part in achieving the development and growth of the destinations. Their responsibility and duties are likely to increase with the rising travel and tourism industry's demands and diverse consumer needs. Therefore, businesses need to prioritize talent as a corporate goal, stimulating the new age group of leaders who will promote future business opportunities and growth.

Besides the huge magnitude opportunities for tourism expansion and development, Asian Countries will face new challenges and continue to materialize and bear the extra burden on the natural ecosystem. As a result of Asian tourism, more Asian-centric accounts of place and history are required Winter (2009). There is a need to conserve and protect Asian Centric sites. Thus, it is complicated for tourism leaders to maximize the socio-economic advantage and minimize the depressing effect on tourism. The countries have to put extra effort to reduce the impact of COVID-19 on their tourism and try to search for opportunities and travel alternatives to fulfill the tourist's demands. The concept of sustainability must be adhered to in order to achieve competitive advantage and maintain the destination's natural beauty. It must consider current and future economic, addressing the needs of all stakeholders, social and environmental impacts, visitors, the industry, the environment, and host communities.

Tourism and Post- COVID -19 Trends

The Solo Traveler: In the coming years, solo traveling is expected to boom, social distancing and COVID -19 related protocols have been implemented, and travel privacy will be a more significant and foremost tourist priority. Shortly people will prefer traveling alone, and the trend of a solo trip is emerging among youth, especially popular among female travelers. They rely on their smartphones to explore their world. Asian countries can develop unique marketing strategies that will attract maximum solo traveler segment and design products and services according to their requirement. The solo traveler segment will be on the rise in the near and focusing on this segment will provide a competitive edge to the tourism industry.

Sustainable Voyage

Nature began to breathe when humans were locked in their homes, ponds and lakes became crystal clear, animals started enjoying their life without human interventions, and skies became looked clearer. The dramatic impact of no human being present, one thing is obvious, has been a blessing to nature. Travel developments can no longer be pushed to the sidelines concerning sustainability, health, and community-based travel. It is possible that witnessing these phenomena would have an optimistic impact on the mindset of travelers. It enables them to be more vigilant and aware of their environment and the impact they ecologically have on local and confined communities. Health, spiritual, religious, and activity-oriented tourism will be peaked and preferred by millennial and middle-class tourists. Travel and health-related insurance will be at the peak. Thus Asian countries can focus on activity tourism, including spiritual tourism, medical and health tourism, sports tourism, religious tourism, and lots more.

Local/Domestic Travel

The largest improvement will be seen in untapped and under-tapped destinations. The bans on international travel will last no longer. The forecast suggests that a big boom will be seen in domestic and local travel. Destinations with heritage richness and museums will be preferred and crowded, and social distancing protocol can be followed by limiting the number of entries and through prior bookings. Road Trips will be most preferred, and tourists will explore domestic and local areas. Leisure events and festival tourism like cultural tourism are great source of attraction and is also significant for travellers of 21st Century Novelli (2018) and also have positive effect on tourism industry. For instance, visiting India during a Navratra or on Holi celebration, renting costumes for Garba, tasting the exotic cuisine of India, and participating in games and cultural activities will provide tourists the real experience of the local and domestic destinations. Another could be a long stay in the destination country with a host family to learn more about the local culture. Domestic travel is also in trend and growing tremendously Eagles et al (2001) as many middle class travellers prefer domestic destinations as they dont hurt their budget. Therefore, local and domestic travel can be a boon for Asian countries. They need to strengthen their road connectivity and low-cost carriers to enhance the tourist experience to untapped destinations.

Sluggish Tourism

Millennial tourists are likely to increase in the future, and they would prefer to explore unexplored destinations, unique rural areas, and unexplored communities. Lodges, cottages, and reinforced hotels would be preferred instead of being holed up in crowded traveler hostels. Mass tourism will certainly end up, and slow tourism

will emerge where people will prefer the least crowded destinations. Asian culture and nature has the potential to attract tourist to their countries and will be able to provide them the experiences of unexplored destinations. Shortly Asia will witness great slow tourism.

Virtual Reality

Hotels will soon accept robots to carry your luggage to your room as servers and automated baggage carts. In the future, providing electronic check-ins at hotels and airports through facial recognition systems does not seem to be too far off. VR is another exciting trend that will encourage vacationers to visit museums, attend street festivals, and dive from the comfort of their couch into the deep ocean.

Robotics and Chatbots

Connie, the Hilton Hotel chain's robot doorman, is one of the most eye-catching examples of these peculiar tourism patterns. Many hotels have joined the robot-staff trend, building interacting robots to perform various greeting jobs or even serving food and drink to visitors. Many clients now book their travel and lodging using chatbots on the Internet, particularly tailored AI that can answer questions and provide valuable information when human operators are unavailable. The world's first hotel with robots debuted in Japan in 2015, and the firm behind it plans to construct 100 more by 2021.

Conclusion

The chapter attempted to provide insight into the history of tourism in Asia and tried to bring the challenges and threats in the current scenario and tried to evaluate the opportunities hidden for the future. In addition to this potential, however, in optimizing the socio-economic advantages of tourism while mitigating the depressive impacts, the industry still faces challenges. In other words, the principles of sustainability must guide all types of tourism growth. A diverse collection of industries, including lodging, food and beverage facilities, leisure and entertainment, transport, and travel services, is considered tourism. For industry, leisure, or other purposes, it includes domestic, inbound, and outbound travel. And tourism creation needs participation from all walks of life, including private companies, government departments, educational institutions, societies, and residents, because of the broad reach and scope. The Asian economic boom is closely linked to a paradigm shift from a post-industrial age to a new technological era, has led to the emergence and rapid expansion in countries across the region of a wealthy middle class, with new segments of the population having enough disposable incomes to fly. This is followed

in the last two decades by a socio-cultural change in the number of holidays available to the general public in Asia. The duration of 'paid holidays' has been eased up by numerous countries in the region, thereby increasing employees' leisure time, which has benefited tourism greatly. It is necessary to acknowledge the diverse nature of the sector and the significant contributions made by tourism to the economic and social importance of Asian countries. The biggest growth test for the Asian tourism sector is the challenges and opportunities in creating human resources, creative travel products and services, and technological updates. Significant improvements in the industry have been triggered by new destinations, new technology, and means of transport. It's important to embrace new trends early on. Internet of things, virtual reality, augmented reality, and artificial intelligence, including face recognition, chatbots, and robots, to boost tourism's competitive edge and meet rising worldwide consumer demand for active vacations. Sports, health, event, and festival tourism are more significant than ever for both locations and passengers, thanks to today's tourists' desire to experience a destination in an authentic way and the rising popularity of active tourism.

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Chapter 2

Third Tourism, Delusion to Reality: Future of Destination Branding



Samik Ray

Introduction

The post-1950s' industrial society features the mobility of capital for the market tearing down every spatial barrier (Marx, 1973) across the earth. It multiplied fast making tourism-leisure-recreation a culture of the global mass. The mobility of people from cross-sections for leisure and recreations intensified tourism's interaction with destinations at mass magnitude acclimating attraction contents like space; inhabitants; culture; nature to the need and progress of the contemporary market. Disquiets, over mass consumption through conspicuous interaction, champion the cause of niche alternatives advocating counter goals like controlled and sustainable interaction, a logical extension of the effort in the decrement of tourist arrival.

With the web revolution, a techno-cultural class comprising hundreds of millions across all edges of the society, called netizens or digital-literates or web-users, emerged. The web-users perceive a destination in its real-time while in travel-related virtual interactions anywhere and anytime. Interactions contribute to destinations' authentic portrayal as users upload image and information contents from their live travel-experience accounts. The conventional destination-portraits, creation of mass and alternative tourism entrepreneurs, then, turn into a myth or a pseudo, thus a "hyperreal" (Baudrillard, 1981). As a counter-reaction, shifts from pseudo to authentic experience and delusion to reality perception (Ray, 2017a) are logical. This phenomenon perhaps makes changes in progress in tourist expectation and perceptions about destinations' realities. The mass and its alternative models seem trivial. The tourism culture, tourists' decisions and choices got affected too (Ray, 2018). The changes besides being the rationale of third tourism's growth set the story of disruption in tourism practice and market dynamics in motion.

S. Ray (✉)

Regional Level Guide (RLG), Department of Tourism, Government of India, India

Third Tourism

Pretext

In the post-industrial era, both organized mass tourism and its alternatives became an institution. The market set to be product-driven. Norms of holiday experience happened to be entrepreneurs' expectation-driven. Destination image was vested interest-driven. Entrepreneurs established their hegemony over the market; product; tourist choice; profit share undisputedly, then. Limited or mass scale tailoring of destination-myth at interest groups' behest ensures capitals mobility and profit progression out of manufactured myths' conspicuous consumption (Ray, 2018) at bubble settings or in an isolated tourist enclave, a ghetto (Krippendorf, 2002). Denial of authentic inputs towards image building, marketing, and visitation was coherent. The mass-scale access-habit to the computer-simulated or virtual world makes web-users expose to the authenticated crude reality of destinations countering issues with the manufactured images and pseudo, bubble or ghetto experience on holiday.

Therefore, an archipelago of new trend grows silently as a separate but independent venture within and outside the conventional tourism of late. In analogy with Third Theatre (Barba, 1986) the term 'Third Tourism' could be coined to distinguish the new trend and its distinctive position within the paradigm of tourism practice. The third tourism hardly turns to be the subject of reflection in tourism and social science researches and never receives overt attention in the conventions or marts. Critics too do not pay much attention to it.

Ideological Basis

Third tourism emerges as a countercultural reaction in the form of ideological rejection of post-1950 tourism-capital mobility agendas. The mass commodification of hosts' identity-based attraction contents with a shift from its traditional socio-cultural to the market value is significant among the rejects. Those contents irrespective of tangibility-intangibility aspects are cultural capitals (Bourdieu, 1986; Karlsson, 2005), thus serve to be the unique place identity marker. Initially, commoditization of tangible remains of inheritance was overt since those symbolize destinations' pride and identity. Eventually, the effort emerged triumphant with modern states' attempts to conserve; preserve; categorize; brand those as the heritage and national identity for nation-making. The increased mobility of tourism capitals signifies transformations of more and more heritage-history-identity remains into a commodity. The third tourism also refutes attraction contents' commoditization that idealizes mass or premium consumption. Non-acceptance of across-the-board mobility of organized tourism capitals; touristic delusions; the present tourist-host interaction and consumption pattern also turn to be the rationale of its appearance. It infuses newly explored values and meaning of tourism, thus

sets disruption in progress in tourism culture initiating changes in the dynamics of its practice.

The third form prompts commercialization helming the scale of consumerism and institutionalized capitals' mobility at the destination and perceives tourism not as an expression of entrepreneurs; marketers; destination managers but as a ground host and consumers' expectation driven, instead. The most important among innovations is the debut of authenticity and reality perception with great attachment to the truth in tour-travel experience idealizing the practice of learning and discovery in the course of consumption that provokes revolutionary activism among guests and hosts. Third tourism seeks radical changes in image building; product formation; distribution; supply to expose the state of hosts' way of life to the visitors. Redefinition of reality experience on a visit appears disrupting tourism in practice, then. Hence the market believes that neither bubble experience nor clandestine gazing can make the experience authentic to the extent of reality. And therein lay the pragmatic approach of directing guests open to contact and connect deeply with hosts from all ends through control-independent interactions. Changes from a mere gazing to a culturally meaningful experience and from archetypal bubble presence to a new pattern of socialization for an emotional connection with hosts then eventuate quite logically (Ray, 2017b). The third tourism features innovation and dynamism, thus considered to be a creative, righteous, and avant-garde form. Regular research-based experiments in search of a new production and consumption culture are crucial to the practice of this form.

In Practice

An Impression

At the outset, the third tourism approach was amateur, thus remained outside the mainstream practices. Of late, it set to be an alternative to the mainstream models developing an innovative vision-based counter-ideology. Thereby it disrupts tourism from within rejecting the approach, goal, and methods of existing tourism practice.

The post-1950 tourism features utilization of space; people; nature; culture contents significantly as tourism commodities for conspicuous consumption and trading with profit accumulation at a cumulative rate, thus to eventual annihilation of resources. By the rapid expansion of the mass model and its alternatives, new entrepreneurs made entry into the tourism-leisure-recreation business with a nearly similar product or offer but variedly priced. Purchase choice and decision options turn restricted to destination type and price variation but open to choose from a large volume of entrepreneurs. Offers by and large become undifferentiated; not customized; not tourist expectation-driven. The consumption experience ends up without much difference, then. It prompts the third form's appearance rejecting the

commodification that establishes contents' commodity state; its conspicuous consumption by tourists; the market value dominance over its traditional socio-cultural value. An effort to discourage bourgeois and elitist values of conspicuous or status-driven consumptions, institutional restrictions and controls over tourist choices; staged authenticity; touristic socialization; socio-economic divides among stakeholders; issues of arbitrary and subjective cultural delusion about visits is a logical extension of the rejection approach. Rejection leads to counter the existing model ideologically. The goal is the use of contents for tourism consumption with a swing between socio-cultural value and market value. Content moves in and out of the commodity state (Appadurai, 1986; Nicholas, 1991) with alternation between two values, then. Alternation opens the opportunity for traditional socio-cultural value preservation.

The market defines and differentiates the third form by its counter ideological value-based innovations. The product or offer creation, then, emphasizes constant reinvention; de-standardization; attribute differentiation; host-tourist expectation; control-free experience and activity with a flexible schedule; emerging touristic demands for authentic gazing; state of reality perception; pattern-setting independent practice etc. With constant changes and innovation in offers and supply of services, the third form and its product-offers turn to be dynamic; unique; heterogenic; atypical. Tourism commodities, thereby, move from the commoditized to de-commoditized state. Perhaps the third tourism is the only form that adds authenticity and reality gazing to the tourist experience making living moments or intangible attraction contents a crucial tourism offer. Tourist experience turns meaningful. Cultural attraction contents continue to be alive, then.

Tourist experiences that third form offers at visitation are dependent on travel intention; the span of visit; nature and span of interaction with hosts; the intensity of contacts and cultural connect with ground-host. Experiences would be superficial and subjective when travel involves casual intentions; short stay; coincidental or few and far between interactions with ground-hosts. Experiences turn objective but cursory when visitors seek a broad-brush impression of visitation; out of the box gaze; interactions with selective locals in a friendly and admiring ambience. Third tourism thrives for a dynamic creative genre with continuous experimentation; research; changes in offers and practices seeking to provide a new but unique; off the wall; authentic; meaningful; objective; intense; original experiences to tourists. Tourists could achieve it when intentions are learning; discovery; research-study; volunteering. Experiencing through learning and discovering or service-cum-learning (Osland et al., 1971, Canada & Speck, 2001, Butin, 2005) involves longer stay at the destination and an open; uncontrolled; intense interaction with the ground hosts at a real social-scape; ensures deep-rooted and meaningful socialization with hosts' socio-economic structure and institutions. Thus tourist participation at the visitation becomes affinitive and supportive connecting the community culturally; by heart. Tourist impression turns to be emotive; authentic; balanced tilting to objective interpretation. Tourists begin to understand the host culture emotionally and with respect. The flow of economic gain directs to the grass-root level. The Learning and discovery or service-cum-learning process, then, becomes the most pragmatic.

A few niche forms like rural/ farm/ agro-tourism; home-stay; volunteer tourism; ethnic/ tribal/ cultural/ fair-festival/ culinary/ indigenous or indigenous event tourism; urban life experience tourism; community-controlled and managed tourism etc. either set changes or reappear to conform to the approaches; objectives; ideological preoccupations; goals of the third form. Hence niche forms instituting third tourism values and innovations in practices pursue the mission of transforming the tourist experiences from arbitrary and subjective delusion to an objective and authentic perception about the destination; its socio-cultural-scape where hosts do live. In continuation, niche forms endeavor to improve host-life; preserve their ethnocultural identity and control the tourism impacts (Ray, 2017b) to carry on social responsibility agendas in much the same vein as third tourism. Thus, instead of recognizing those niche forms as alternatives to all existing models separately, accepting those as variables or subsets of third tourism would be pragmatic.

Most cultural attributes or contents are the ethnocultural identity of its bearers, thus serve as the prime attraction in the offers of third tourism and its subsets. The majority of contemporary tourists also desired to experience holidays connecting the hosts ethnoculturally. Although goal; ideological preoccupations; value; agenda; approaches are common, differences among the subsets surface by the aspects of contents emphasized, thereby often overlap. Farming; ranching; agriculture; weaving; pottery are the rural identity and traits which may turn to be the prime attraction for tourist when the third form or its subset, rural tourism, operates at rural milieu. Further farm or agro-/agri-tourism as a subset of the third form could emerge at the rural milieu too if farming or cultivation turns to be the attraction content or offers. Similarly, indigenous or indigenous event-based tourism come into view when the third form emphasizes indigenous cultural traits as the essence of attraction. Other subsets like ethnic/ cultural/ heritage/ home-stay tourism could develop too only by shifting focus to the relevant area of ethnocultural contents lay within the paradigm of attractions.

The Asian Perspective

Third tourism is precisely a new phenomenon in the Asian context, has drawn the attention of the industry (Wearing, 2001) and its stakeholders by its immense potentials, and emerges in rural; home-stay; indigenous; cultural; farm or agro-; volunteer tourism format. Cambodia; Bali; Sumatra; Indonesia; Sri Lanka; Nepal; India; Laos; China; Bangladesh; Vietnam; Thailand show the increase. Volunteer tourism shows medium to longer-term growth in tourism and its related economy in the Asia Pacific context (Ong et al., 2014). Home-stay gain wide popularity and growth. Indeed, each subset grows in a differently attributed setting but conforms to third tourism approaches.

Volunteer tourism, a third tourism subset, offers volunteering experiences with a humanitarian approach; operates at locations of socio-economically marginalized or challenged. Service-cum-learning experience turns crucial, then. Participation in

the local school; charitable center; orphanage; women help foundation; traditional artisans' self-help project; hospital; old-age-home; refugee rehabilitation center; heritage renovation programs is the best way of having such experience. The experience may spread over the visitation or could be the part of the entire tour (Wearing, 2001; Sin, 2009). The most notables among Asian volunteer-tourism organizations are ConCERT (Connecting Communities, Environment & Responsible Tourism, Siem Reap; Cambodia); Cross-Cultural Solution (Thailand); World Language Studies (WLS International-Cambodia, Sri Lanka, China, India, Nepal, Thailand and Vietnam); PURE! Volunteer (Cambodia, Bali, Sumatra, Indonesia, Sri Lanka, Nepal and Thailand); Globalteer; In Search of Sanuk (Bangkok; Thailand); The Cambodian Handicraft Association (CHA); Organization for Basic Training (OBT-Chiro; Kampong Cham; Cambodia); Sambhali Trust (Rajasthan; India); AHHA Education (Cambodia, East Timor, Laos, India, Thailand); International Humanity Foundation (Jakarta; Indonesia); Sawah (Bali); International Humanity Foundation (Jakarta; Indonesia); Spiti Ecosphere (India); Fertile Ground (Assam, India); Ecotourism and conservation society of Sikkim (ECOSS-India); Student's Educational and Cultural Movement of Ladak (SECMOL-India); Responsible Tourism Cell (Kumarkom; Kerala; India), banglanatak.com (Kolkata; India); PMGY-Plan My Gap Year (Nepal, Sri Lanka); Sylhet tourism (Bangladesh); Missionaries of Charity and Hope Foundation (Kolkata; India).

Asian home-stay tourism, a third tourism subset, offers round the clock guest-host-accomplice feel extending interaction opportunity to visitors from home-stay place to the world beyond its doorsteps for discovering; learning; perceiving local ethnocultural identity in depth. Thus local lifestyle turns into a tourist-experience product. Natore (Bangladesh) home-stay tourism endeavors to make tourists feel one of the family and one of the locals. Home-stay tourism spreads across Sri Lanka; Nepal; India accepting this idea as to its basic premise. It emerged at an increasing scale in Sri Lanka by 2009 since the government encourages the locals to practice it (Ranasinghe, 2015). In India, home-stay got success rapidly at multiple destinations since the government framed a standard for it. It becomes popular in Kullu; Shimla; Chamba; Solan (Gangotia, 2013); Nanda Devi Valley (Macek, 2012); Ladakh; Spiti; Arravalli hills; Maheshwar; coffee and spice plantation locations of Karnataka and Tamilnadu; Alappuzha; Kumarakom; Mananthavadi; Kolagapara; outside Darjeeling town; Jaipur; Sikkim; Nagaland; Assam (Bhan & Singh, 2014).

Both home-stay and volunteer tourism may emerge as a distinct subset or serve as an offer in any other sub-forms of third tourism featuring authentic experiences for visitors; a faithful representation of destination culture thus connect guests with the hosts culturally and by heart. The practice of extended home-stay turns popular in all third forms since it provides authentic insights of visit through round the clock intense interaction with hosts or guest-host-accomplice feel (Ong et al., 2014). OBT, ECOSS, Spiti Ecosphere, and a few more make home-stay an integral part of the tourist experience to provide a hands-on perception of travel; stay; feel like a local. Asian home-stay tourism grows mainly by the rural backdrops of the plantation; cultivation; farming. Offers, thereby, include experiences of stay at the local

family house and learning-cum-discovery of local cuisine; craft-making; games; kite making; fishing; plantation techniques; Mehendi adornment; cultural performances; festivals; trekking; market life; monuments etc. (Kampong, Brunei; Natore, Bangladesh; Sungai Sireh, Malaysia; Siem Reap, Cambodia; Ta Phin, Vietnam; Southern island, Laos; Nepal; India; Sri Lanka). Encounters with greater expressiveness between guest and host (Edensor, 2000) create ample opportunities for Asian home-stay tourism to grow either as an independent subset or a part of rural/cultural/ agro-tourism offers.

Usually, subsets often overlap by the similar vision; mission; approaches; offers; tourist experiences but turn different by activity agenda relevant to its name or what the set is principally showcasing. If a tourism form showcases agro-heritage with a goal of livelihood creation and revenue generation for cultivators, it is referred to as agro-tourism. With the shift of focus from cultivation to farming the form turns as farm tourism (Ratnagiri of konkon; India, Chiang Mai/ Chiang Rai/ Lampang; Thailand). Likewise, indigenous tourism emerges when tourism revolves around indigenous culture and events. Examples of such shifts are apparent with the development of tourism around Orissa Kendu and Karam festival; Nagaland Hornbill festival; Sonpur and Pushkar fairs of India, Bhutan Tshechu festival, Chiang Rai Akha festival. Of late opportunities to stay at local painter-singers (locally called Patachitrakar) or Cantastorias' home, learn and discover their scrolls; its stories and songs make Naya of Pingla (West Bengal; India) synonymous to authentic interaction-based culture-heritage experience tourism destination at rural milieu.

Differentiation and Positioning

Differentiation from any entity or content establishes the claim to be an alternative. For third tourism, differentiation and positioning seem to be counterculturally imperative rather than a marketing strategy. The application of innovative vision-based counter ideologies makes third tourism to be the standout alternative to the existing tourism forms in practice, thus set in differentiation and become a niche in the market. Innovation redefines tourism practice changing the commodification; commoditization; tourist-experience process.

The third tourism approach to the commodification of attraction contents of destination is entirely different from the existing models and practices. It allows contents to move in and out of the commodity state and alternate its value between tradition and market accordingly. Thus it makes the utilization of content as commodity and non-commodity, as tradition or heritage and product. With commoditization, mass-tourism commodities turn undifferentiated except genre; brand; value-added service; price distinction. Many a time brand, value addition, competitive pricing strategy, separately or together, failed to be a strong differentiator due to the mobility of tourism capital; high demand for leisure travel; development of information technology; easy access to information; price war across the globe. The third form refutes commoditization conceptually and in practice. De-commoditization

began as a logical consequence of the third tourism initiative to emphasise on-trend product reinvention; constant changes and innovation in offers; attribute differentiation; pattern free practice and control free experience. As third tourism adds authenticity and reality gazing to the tourist-experience; tags tourist's consumption experience to modify the offers; customizes the products to make the visit meaningful, tourist experience ends up with much difference, then. Guest experience turns to be new every time, even at repeats as third tourism thrives to become a dynamic creative genre with continuous experimentation; research; changes in offers and practices. Thus third tourism's approach to differentiation is well-defined, built on countercultural ideology. Third tourism is, then, differently positioned in the paradigm of tourism models and in the mind of tourists too. The position of the third form in tourism is ideologically different; economically impactful; socially responsible.

Branding

Backdrop

The State and national tourism bodies controlled the post-1950 initiatives of tourism destination branding. Arbitrary interferences of the groups, responsible and accountable for marketing; branding; promotion of the destination, was also quite common. The destination portrayal in branding was the State and entrepreneurs' expectation-driven or vested interest-driven. The creation of myth about destination-image in the mind of travelers using photos; videos; texts; logos; slogans were common, thus confronted the objective reality that tourists perceive at the visitation. Construction of brand catchphrases like 'Kingdom of unexpected treasure' for Brunei; 'the holy city' for Jerusalem; Country of 'Gross National Happiness' for Bhutan; 'Gods own country' for Kerala; 'The Pink city' for Jaipur; 'The Blue City' for Jodhpur etc. (Ray, 2019) were usual. The disagreement between portrayed image and objective reality led to a negative reputation creating a dilemma in tourist mind about the perception of the destination; hosts and their culture. Most initiatives ignored the fact of the web revolution; the emergence of netizens and the contribution of their travel experiences towards authentic imaging in web users' perception, and also failed to perceive the emerging pattern of the tourist experience.

Contemporary Construction

Contemporary demands of perceiving an experience of reality and increasing mobility of web-based dynamic social interaction on travel-tourism change the brand construction practice. In the brand construction of the day, the experience;

reputation; relationship; symbolic values about the destination and its offers found in tourist cognition become crucial. The brand sets to be the summation of four values, developed in sequence with an n-time circular movement (Fig. 2.1) by n-number tourists. Indeed, brand multiply its strength proportionally to the number of circular repeats with a positive impression about the destination.

The experience value is open to authentic; original; candid interpretations and perceptions achieved during visitation through free interactions and deep cultural connections with ground hosts without interferences of organized prejudices. Reputation value develops upon similar experience value perceived by many previous tourists while consuming offers at the visitation. The reputation value of Kampung home-stay tourism is staying with locals to experience authentic Malaysian life while or for Sungai-Sireh it is 'Let's Go Paddy (Padi) Harvesting' experience. Reputation value makes the destination offers reliable, thus turn tourist confident to purchase it. Relationship value develops upon reputation but increases with proactive responses to contemporary tourist desires. Both reputation and relationship values grow in direct proportion to the history of tourist experiences by length and volume. Symbolic value develops upon the inputs of the other three values, creates an image associating destination with contemporary tourist desires, and turns to be the marker of destination differentiation; ethnic identity aspiration of hosts; market distinction; social identity aspiration of tourists. A visit to Naya

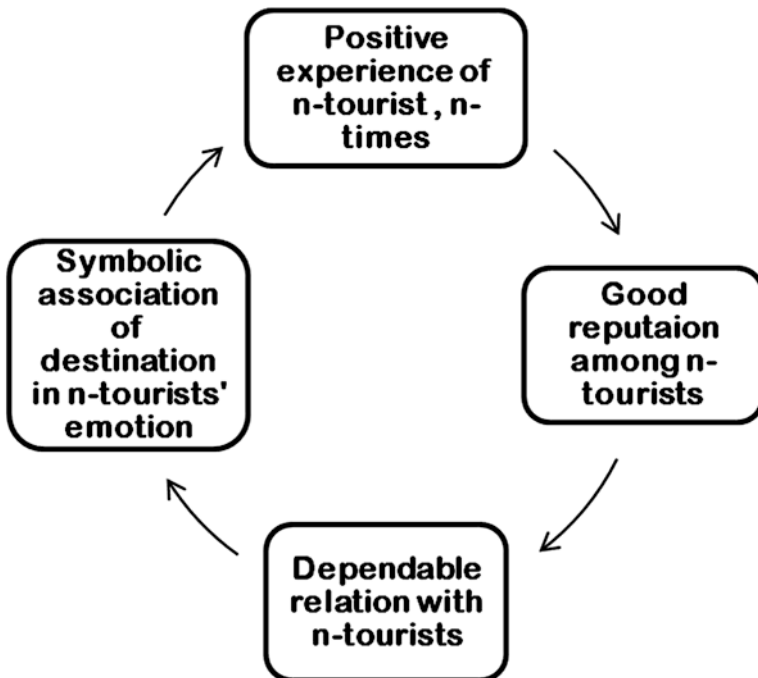


Fig. 2.1 Circulation of values

village, a culture-heritage experience-led tourism destination, makes tourists socially responsible since the visit directly contributes to the socio-economic empowerment of locals.

The Portrayal turn to be either overrated or exaggerated, thereby subjective to personal preconceive notion and vested business interest if popular influencers; destination managers; destination promoters; travel writers act as author-agents of state or national tourism authorities and entrepreneurs (Ray, 2018). It has done deliberately to increase tourist footfall and ensure profit progression. The stories and images perceived; uploaded; shared in web-based social media by tourists and hosts contribute potentially to develop values; form an authentic destination-image, and then branding. Socially circulated virtual media spread it quickly in the potential market. Uploaded contents are a stimulus to purchase decisions. When tourists, who perceived the host culture by heart, upload and post stories and images in Web-media illustrates the habitual socio-economic life of a destination, thus constitute an authentic portrait. Indeed, reliability of stories; image; information is essential for the cognition of destination knowledge, and to imaging and branding. Those uploaded contents unfold the reality of destinations, similar to that of the host perception about it. The authenticity of uploaded content is thus self-evident and able to confront subjective outlooks. Further comparable stories or nearly the same image contents emerge as a consensus view and then treated as fact (Holt, 2003), thus destination branding, then, turns to be dependent on those contents by and large.

Importance of Third Tourism

Increasing urge for a conscious search of meaningful travel and tour combining recreation; direct participatory interaction-based authentic experience; contribution to community causes on the visit made contemporary destination branding highly dependent on live-stories and images of individual travel impressions uploaded in virtual social media. Hence tourism destination branding in coming decades will be a portrayal of location reflecting four values, responsive to contemporary touristic demands, in the emotional and pragmatic state of potential tourist-mind.

In the twenty-first century, third tourism with its all existing subsets has established its ability to accommodate and combine global trends of neo-touristic consumption urges and altruistic drive to socially responsible tourism activities. Consequently, emphasizing on socio-cultural and socio-psychological connects between tourist and host, third tourism sets to provide an authentic experience of host culture through learning and discovery or service-cum-learning method and then self-discovery too amid such experiences. However, the uptake of 'making a difference (Lyons & Wearing, 2008) in tourist experience' in the selling and branding proposition is pragmatic. An experience turns to be the most authentic if its value becomes innovation-driven, portrayal becomes free from myth and prejudices, and image sets to be candid; objective; balanced with stories and interpretations tagged. Usually, third tourism offers set to accommodate extended time-spend

with the locals at the visitation; allows tourists to acquire deeper insights of destination; its people and their culture than those are available in staged tourism models. Portrayal turns to be the most authentic when tourist impression develops out of direct and uncontrolled participatory interactions with the locals leading to an understanding by heart. Indeed, the length of stay and interaction with the locals is directly proportionate to the magnitude of objectiveness of imaging. Authentic portrayal with deep insights makes the destination brand acceptable to the contemporary market since the pre-purchase decision is dependent on reliable and in-depth cognition of the destination and its 5As. Among imaging agents, who transfer the same to the future tourist market, the most authentic is tourists who understand the location by heart. Stories and image contents uploaded and shared on the wall of socially circulated virtual media turn to be quite crucial when experiences of a tourist converge with those, thus set to be the fact leading to generate experience value common to all. All those innovative vision-based counter-ideological practices justify the importance of third tourism's role in the future branding of Asian destinations, pragmatically.

With the outbreak of COVID-19 pandemic, the guests may not be interested in open; uncontrolled; intense interaction with the hosts. To counter the COVID-19 fear-psychosis some practitioners of third tourism already prepared a dynamic branding initiative emphasizing intense interaction with social distancing. They also initiate an effort to provide a locally made COVID-19 protection kit comprising an international standard mask; sanitizer; and gloves with destination name printed on those. A good number of those practitioners also choose to introduce the touch-free greetings like Indian 'Namaste' style. The efforts justify the form's dynamicity to adapt any emerging situation.

Conclusion

With the web revolution changes in tourist expectation and perceptions about destination-realities become crucial. The third tourism drives the changes initiating innovative vision-based counter-ideological practices. Thus the destination and tourism contents set to serve the purpose of the market and the hosts. The conventional meaning of commodification and commoditization got rejected. The third form perceives tourism as a host-tourists' expectation driven redefining tourist experience at a destination. Redefinition makes changes in the process of imaging destination; preparation of offers; product presentation and supply to portray the hosts' way of life. The change in consumption pattern idealizing the practice of learning and discovery or service-cum-learning too is apparent. Changes from a bubble or status-driven gazing to a culturally meaningful experience; archetypal bubble or status driven presence to a new pattern of socialization connecting guest and hosts culturally and by heart, then eventuate.

Those countercultural changes in terms of ideology and practice lead to revolutionary activism among guests and hosts; set the story of disruption in tourism

practice and market dynamics in progress. And therein lay the rationale of the third form's differentiation, built on well-defined ideology. Its position in the paradigm of tourism models, then, turns ideologically different; economically pragmatic; socially accountable. The value of the third form in the contemporary tourist market lay in its dynamicity and proactive response to the changes in ideology and practice and constant reinvention. It makes third tourism able to brand a location portraying an authentic and objective image that reflects four values and contemporary touristic demands. The role of third tourism practice built on innovative vision-based counter-ideologies is thereby quite pragmatic in redefining destination brand construction and the only way of tourism survival in neo technological development, neo touristic demand perspective.

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Part II
The Context

Chapter 3

Old Is Gold: Looking Back to Traditions, Languages and Arts



Shweta Chandra, Syed Wali Khaled, and Rohan Bhalla

Introduction

The word social distinguish between animals and social animals. Humans are social animals living on this planet. Since the inception of the Stone Age, they have evolved the art of living in groups and communities, which is known as a society today. The invention of wheels by Sumerians eased people's movement and increased their frequency and distance to travel. The evolution of civilized society gave birth to different traditions and rituals, languages and dialects, and several visual and performing arts, which gave identities to communities and shaped their culture. The tourism perspective of culture has its roots in traditions. Culture serves as a resource of tourist attraction, which has evolved with age-long traditions, a vibrant present, and a promising future (Steinecke, 2010). When people experience the culture, certain psychological, social, and cultural dynamics take place. This leads to a shift in behavioral undercurrents as people initiate making a perception based on similarities and differences, which also change the emotional state (Alder, 1975). Local art, music, crafts, performing arts acts as creative entry points to the tourist in the local communities. The action base of various traditional practices amalgamates the tourist with the locals, and transformational experience occurs, which ultimately satisfy the desires of tourists (Richards & Marques, 2012).

Splendid state of Uttarakhand, India, situated in the lap of Himalaya, offers the mountain culture, which is a mix of spiritual elements, festivals of local deities, various cuisines of mountains, and a tranquil atmosphere. Moving down to India's southern states, one can experience the Dravidian art and artifacts, beautiful temple architecture, and age-old temple dance forms. The Majestic royalty can be experienced in Rajasthan, and cities like Mathura, Ajmer, Amritsar, and Allahabad offers the religious angle of culture to experience. Every micro-region or place in India has

S. Chandra (✉) · S. W. Khaled · R. Bhalla
Department of Tourism and Hospitality, Jamia Millia Islamia, New Delhi, India

a lot to offer in terms of culture, but urbanization and the modernization of Indian society dim light from cultural experience (Sharma, 2019). Earlier the engagements of communities in celebrating the festivals, rituals, practicing their traditions, and learn various visual and performing arts was more.

The advancement of science and technology and the rapid increase of industrial and commercial activities engaged the people and shortened their leisure time. The momentum of fading of various art forms is not new. Rapid urbanization throughout the world, particularly in developing countries like India, forced various art forms into the endangered categories. These art forms developed over a period of time, and India as a country has been practicing such art forms even in the micro-region. For an artist, their life revolved around their art, but today their livelihood is also challenged (Tarafdar, 2005). The famous performing art of “Theyyam” of Kerala state or the popular “Chhau” dances are losing their grip in society. The problem of existence and survival is not limited to art forms alone but has extended to languages. Recently, a survey concluded that there are 600 endangered languages in India, and with every dead language in the society, culture revolved around it is also lost (Roychowdhury, 2020) The propensity of taking pride and valuing one’s culture and traditions is on the decline. Earlier, people had a firm belief in traditions as they defined communities and gave identity to the people of a particular place. Today, the grip of these traditions and art forms is loosening. Bamnia Chhau dance festival of West Bengal in India used to have a good number of visitors every year, but today the Chhau dance form is struggling for its survival. The performers of Purulia Chhau and Mayurbanj Chhau struggle for two-time meals, and very few people travel to Bamnia in West Bengal to witness such festivals. Purulia Chhau gave the name to its birthplace Purulia situated in West Bengal. Purulia received its identity from Chhau dance but lacks people’s attention, and only a handful of people travel to Purulia to get entertained. The present societies are losing the charm of the festivals (Goel, 2019). Globalization and modernization conquered the world, and people are busy in monetized and monotonous activities, and the festivals and celebration of rituals are pushed to the back seat (Ahuja, 2017).

Rationale

Tourism, as an industry, has always been a people-oriented and service-oriented industry. It is for the people and by the people. The image-making of a destination is highly influenced by the offer a country makes. The traditions, arts, dance, and festivals celebrated by local communities influence the destination image. The other way of forming a destination image is the local communities’ attitude towards visitors and tourists, which is mostly induced by psychological factors shaping the psyche of the tourist.

The celebrations of festivals practicing arts and crafts and adherence to traditions and rituals find their place in local communities. Arts, dances, languages create impressions in tourists’ mindsets, leading to the image formation of a destination.

Psychological factors drive locals. Their psyche shapes their attitude towards tourists visiting a destination. The attitude of locals reflects and impacts the tourist. Tourist creates an impression of the destination and the local community based on the attitudes of locals. Undoubtedly, a positive attitude will have positive repercussions, and a negative attitude will attract negative consequences. Thus, the culture of a destination and the psychological factors of locals shaping local impacts the destination image. The past existence of locals’ traditions and behavior, their present context, and how promising they are defining the future of a destination. South-East Asian countries, in comparison to western countries, have a variety of cultural offerings. Categorically, countries like India predominantly have cultural offerings to make, but recent time has evolved India as a modern country which is forgetting its traditions (Fig. 3.1).

Arts, languages, and traditions attract visitors to destinations. The other factor is the locals’ attitude toward tourists, which are driven by various psychological aspects. Thus, the destination’s image depends upon the local and the survival of traditions and culture, which gave identity to the place and makes it a popular destination. Undoubtedly, a positive attitude and existence of old traditions, languages, art forms and food attract tourists to the destination, and a negative attitude of locals and the absence of old customs will push the visitors away.

A destination with a positive image receives a significantly high number of tourists. The existential crisis of generation-old art forms, the decline in demand for traditional and cultural tourism products, and the impact of the present pandemic on the tourism and hospitality industry are paving our way to look back. It would be incumbent on the destinations which had previously marveled in offering tourism products is drawn from their glorious ancient traditions and heritage to retain these as their core strengths to repackage and rebrand them in the altered dynamics.



Fig. 3.1 Exhibiting the factors influencing the destination image

Destination Image

Thus, destination image would be an area of prime importance to creating a differentiated appeal derived from the unique strengths of the destinations' projected to attract potential visitors (Hosany et al., 2006). The concept of destination image, or DI for short, received its first attention in John Hunt's study in 1975 (Hunt, 1975), and ever since, this area has been explored with many studies happening between 1990 and the three decades after it. However, the researchers have emphasized an ever more need for clarity on the subject's concepts (Echtner & Ritchie, 1993; Gartner, 1994; Josiassen et al., 2016; Kim & Chen, 2016). Over the years, the domain of destination image evolved, and various concepts and models have been proposed, adding to a better understanding of the factors that come into play. It is widely held that a traveler's choice is influenced by the destination's image (Heitmann, 2011; Um & Crompton, 1990). It also motivates travelers to visit and revisit a particular destination (Prayag, 2009; Qu et al., 2011) and suggest to their friends and families (Baloglu et al., 2014; Chen & Tsai, 2007). Another finding reveals that destination image does not only have the potential to sway travel decisions, but it also is a reason for the further recommendation to others in offline mode through word of mouth or online through electronic word of mouth.

So it becomes imperative to understand what does destination image means. One of the most quoted definitions has been advanced by (Crompton, 1979) as a "set of ideas, beliefs, and impressions that a person has of a destination". This gives a reasonable base for designing marketing approaches targeting specific market segments. According to Woosnam et al., Lawson and Bond-Bovy in 1977 defined destination image as "the expression of all objective knowledge, impressions, prejudice, imaginations and emotional thoughts an individual or group might have of a particular place" (Woosnam et al., 2020a). Apart from the satisfying theoretical needs, the concept of the image of destinations also holds significance in destination management as the most important factor aiding efforts to draw people to visit and revisit destinations (Kim & Chen, 2016; Woosnam et al., 2020b).

Destination Image-the Attributes

India, as a country, attracts tourists from all over the world. India's scenic and natural beauty is the prime reason for travel, but the cultural side of India is equally significant. India is a country where languages and dialects frequently change over a good number of miles. The variety of cultural offerings such as classical and folk dances of India, Hindustani, Karnatic, and Sufi music, cloth weaving, sculpting and painting, languages, fairs, and festivals makes India stand out as a distinct platform. Together, these attributes form the image of the destination, and their availability and quality at a destination attract tourists. The traditions and culture act as a resource of tourist attractions. Losing the rich traditions and vivid cultures of India

will negatively impact its image. Culture is a mode to shape a repertoire or “tool kit” of habits, skills, and styles. It is a binding as well as differentiating force. The word culture is probably the most challenging word to be defined as it encompasses the essence of existence, emotions, and the connecting link with the past. The host community becomes popular because of its behavior and the sum of behavior patterns, belief systems, arts, institutions, and any other human work (Charles R. Goeldner). A total of 40% of the international arrival in 2016 was engaged in cultural activities offered at a destination. Undoubtedly, the demand for cultural products in the international market has built its image as an essential form of tourism. Destinations build on cultural supplies to add value to their tourism offer. Presently, with the growing trend of “experiential tourism” in the global markets, culture plays a significant role. The element of culture is a crucial factor in the attractiveness of most regions and destinations.

The above Fig. 3.2 shows Cultural and social characteristics as a vital factor in defining the overall attractiveness of a destination. The authors further classified various elements covered under it. Of the different elements within the cultural element, he further categorized them in separate heads like (1) features of daily life (Language, Dress, Religion, Education) (2) Fragments of the past (history, handicraft, architecture, and traditions) (3) Good quality life (leisure, art/music, and gastronomy) and (4) Work (work).

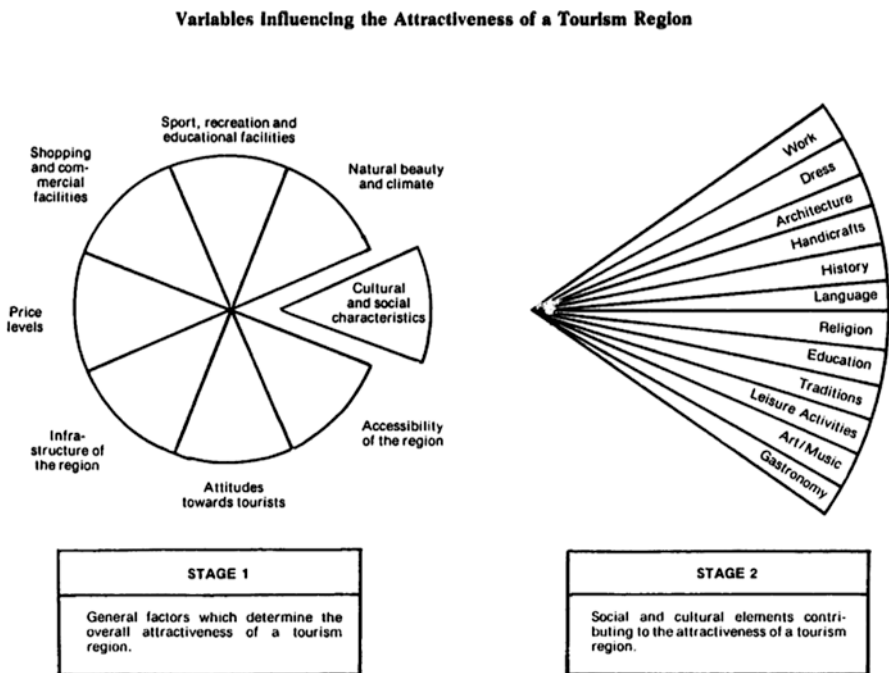


Fig. 3.2 Attractiveness of a tourism region depends upon the above-mentioned variables. (Source: Ritchie & Zens, 1978)

To sum it up, one can state that culture is an essential element and influences the image-making of a destination (Ritchie & Zens, 1978). In the past, also tourism centered around historical sites, which are an integral part of cultural heritage. Taj Mahal represents India, and Eiffel Tower represents Paris. These monuments have evolved as icons for tourism promotion and marketing. Gradually with the advances in communication technology have made culture perceptible. The glaring shifts in cultural dynamics have also changed the cultural experiences blend within cultural tourism.

In the globalized world, nations, especially from the developing world of the South & South-East Asian region, would do better to emphasize sustainable tourism's long-term development goal. The region countries need to recognize the pressing necessity to enhance their international presence through effective positioning in an intense regional and globally competitive environment. They should align their rich and distinct cultural diversity and ancient crafts, cuisines, and traditions with the marketing strategies to reinforce and enhance the tourist's overall view regarding the image of the destination. Thus, the destination image would be a fundamental factor in creating effective positioning strategies for reinstating and reclaiming tourism. The diverse art culture of India was equally recognized as much as India as a land of spices. However, over the years, India has lost its various art forms that have been a source of major attractions to the tourists. These arts have also been a source of income for the local community (Kelkar, 2019). The Warli paintings and prints on western India's cloth to the eastern tip of India famous for Naga bamboo crafts, all these resources act as a magnet to the tourists and bread and butter to the artisans. The existence of such art forms makes India shine worldwide. Just like any other product in the market, the destination is also characterized by different features making it desirable and attractive for the tourist. The features of a destination attract the tourists as they might be unavailable at their place of residence. A variety of attractions may include scenic natural landscapes, activities offered to tourists for participation, and creating memorable experiences. These are called attractions and consist of all those elements of a "nonhome" place that draw discretionary travelers away from their homes (Lew, 1987).

Art and Destination Image

The famous Manjusha paintings of Bhagalpur Bihar, which date back to the seventh century, have become a thing of the past. Parsi embroidery on Gara Sarees is about to be extinct; they are rarely visible and available in the markets. The Dokra art-4000 years old art of non-iron casting is a lost art form. Burra Katha of Andhra Pradesh and Telangana's singing and storytelling art is losing their grip in society as people have shifted their entertainment consumption to television and the internet. The famous PattaChitra of Orissa and West Bengal, Rogan paintings, and Toda embroidery are either lost or reaching the edge of extinction. All these resources

once used to be the source of attractions to the tourist, and losing these art forms would create a dent in the cultural vividness of India (Nijhawan, 2017).

Gastronomy and Destination Image

The attitude of tourists towards local food has a positive effect on the destination image. The attraction of local food and its built destination image may positively influence the other tourists. Sincere recommendations or word of mouth publicity may positively influence tourist visits to undertake food tourism. Researches have significantly highlighted the influence of gastronomy as a tourist motivation to choose a destination to travel. The traditional festivals are a platform for tourists to learn about local food, art, crafts, dances (Urapree Prapasawasdi, 2018; Kwoba, 2016).

Dance and Destination Image

The classical Cambodian dance is a sacred practice and has a spiritual essence with cultural values and traditions. The Apsara dance of Cambodia has become an icon enhancing tourists' understanding of Cambodian dance and culture. A young woman's image wearing a white sampot with a two-tiered crown over her long black hair covered with frangipani (Tuchman-Rosta, 2014) is widely propagated and used mainly as a promotion, which makes it a must-watch for tourists. Indian classical dances such as Kathak, Bharatnatyam, Kuchipudi, and Manipuri are age-old dance forms. Sadly, they are struggling to survive, and the performers are unable to earn two-time meals. The government intervention is visible in terms of saving these age-old dances and music forms. Organizing the Khajuraho dance festival, Konark Dance Festival, Taj Mahotsav and Tansen Sangeet Samroh provide the platform for both the performers to showcase and tourists to consume. Sadly, the folk and tribal dance forms such as Purulia Chhau and Bamnia Dance Festivals are still struggling to mark their presence. From a conservative perspective, tourism adversely affects the originality of the traditional dances leading to erosion of traditional beliefs diluting the relevancy of ritualistic ceremonies, and shifting performances from the original setting to the urban landscape. However, tourism has come to the rescue of these art forms by providing a lifeline and generating employment for performers. Both these aspects should synergize in accord to bear fruitfully valued and long-lasting benefits. Hence, the dance art form plays an important role in image-making, establishing identification and perception about a destination. As a result, it becomes an essential part of the visit, without which the overall experience is deemed incomplete (Picard, 1990).

Festivals and Destination Image

Festivals are the cultural conclave that provides a productive meeting platform for tourists, artists, and local people to share the art products, create discussion platforms on art and generate a strong relationship among different art concepts. Plenty of festivals are organized the world over which have made a mark for themselves. They have a significant place in calendars and have turned into great touristic activities. Festivals are known to create the identities of the countries and become a USP, market differentiator establishing themselves in the competitive tourism market. Adventurous, amusing, different, and informative cultural and artistic activities in the festivals enhance the cities' attractiveness and evolve as great tourist anchors attract people from the world over and determine the people's travel choices. Slovenia has successfully leveraged the hidden potential of festivals to fuel tourism. India is also known as the land of festivals, and many of them are popular among tourists- Pushkar festival, Hornbill festival, KumbhMela, Rann Utsav. (Sabriye Çelik Uğuz, 2015).

India, as a destination, has positive impressions over tourists in various terms. India's attributes, such as rich cultural heritage, inexpensive destination, quality hotels, reliable trains, natural and scenic atmosphere, adds to its positive destination formation. Unhygienic conditions, petty crimes, beggars on the streets, unethical practices by travel agents are some of the factors creating negative impressions about India (Chaudhary, 2000). At the outset, when the researchers viewed destination image as an impression or perception of an area or place, they would tend to focus on the list of individual attributes that formed the image of a destination. This approach was named as 'attributes' approach. Meanwhile, over time, researchers also thought of destination image as a holistic or gestalt construct describing an all-encompassing mental impression or image. This approach is termed the 'holistic approach'. Though these are comprehensive or holistic in approach in as much to view all elements and processes leading to the generation of one overall image, these did not consider the socio-economic, historical, cultural, political, and technological aspects of the destination. While the individual constituents of a destination like transportation, accommodation, attractions are the focus of such an approach, a general and overall impression of the destination is the subject of the holistic approach research. On the functional component comes the attributes of the destination like the landforms and the biosphere; the environment, and weather; Psychological features are represented by such constituents like outlook and behavior of the locals, provisions of the safety and conducive atmosphere at the destination.

Destination Image-the People, the Locals

The locals' positive attitude as stakeholders of the destination is emerging as the most significant pre-condition for destination image. The locals' participation and extended cooperation with the tourists is the foundation of tourism destination

sustainability (Silva et al., 2013). Locals who have been born and raised at a particular place tend to develop place attachment. Place attachment of locals is a non-economic construct that may positively or negatively induce tourism development. Researchers in the later stages identified a relationship between place attachment and place image. Researchers also revealed another significant aspect in the formation of destination image by the locals. This is the result of interaction between locals and tourists. It has been termed as tourists' 'emotional solidarity' with the locals/residents (Ribeiro et al., 2018; Woosnam et al., 2020b). Over time, the research built many foundational aspects and added to our understanding of destination image. We now know that strong and positive images of destinations positively influence tourists' behaviour and would be more favoured in decision-making. There are numerous sources of information that the tourist is exposed to and gain information from about the destination. These images still get impacted and modified when the tourists make her/his visit to the destination. Recently, news raising the flags of a scuffle between tourists and locals has been reported from India's major tourist destinations. Eve teasing, non-payment of bills, road rage, overtaking, drinking and abusing while driving, etc., have been reported by India's mountain state such as Himachal. This leads to conflicts between locals and tourists. Interestingly, the tourists created the ruckus, but sometimes mischievous local elements also create a disturbance. Most of the time, the tone of speech has emerged as one of the factors behind conflicts as the same is different in various cultures.

The existing literature research has focussed more on the tourists' outlook (Tasci et al., 2007; Zhang et al., 2014) and their loyalty. However, the latest research has also taken into account locals' perspectives about the destination image, which is noted as residents' destination image (Woosnam et al., 2020). This brings to the fore the much significant and integral relationship that grows between the residents and the tourists and underscores the important aspect of its people a place that represents heavily in its image. This relationship is viewed from the concept of 'emotional solidarity'. As per a study, emotional solidarity positively influences the three components of cognitive, affective, and conative destination image (Woosnam et al., 2020).

Social Interaction Theory

George Homans developed social interaction theory. It works on the concept of maximizing benefits and minimizing costs. The applicability and relevance of this theory very much find their place tourism and travel industry. When people of different cultures, such as locals and tourists, interact with others, they usually weigh the benefits and risks of their interactions. The relationship between locals and tourists will prosper until the rewards for both parties weigh more than risks. When the risks starting weighing more than the rewards, the decline of the local-tourist relationship will begin, and people affected may terminate or abandon the relationship (Emerson, 1976). This social interaction theory and its implication in tourism may

be understood based on the cost and benefit relationship. When a tourist visits a destination, she brings her set of values, which gets mixed up with local norms of the place. Over time, the local culture is influenced by the type of tourists visiting the destination, and the changes in the authenticity of the place start surfacing. This is the cost of tourism that the locals pay. The benefits are employment opportunities, increasing per capita income, and economic development of the destination. The moment locals realize that the cost weighs more than the benefits; agitation erupts, leading to conflicts between tourists and locals. Tourists often cite this attitude of locals as negative, and as a result, destination image gets tarnished.

In a nutshell, it would not be wrong to state that locals' pro-tourism behavior and attitude towards tourism and tourism play a significant role in the building destination image, which further leads to the destination's sustainability and success.

Conclusion

From a cultural perspective, tourism can be seen as an interaction between two cultures. It has two essential components host community and the tourist. Tourism is the matrix of various exchanges between these two components. All the above activities are human-intensive and require specialized skill set. They have been learned, developed and evolved by the local people by their experiences and learning. Many of the activities are deep-rooted into the local culture and carry emotional value with it. All attraction is directly or indirectly related or created by the local people of the regions and is the reflections of their cultural heritage, customs, life and traditions. So, it would not be wrong to say that "tourism is all about "for the people by the people". Tourism is the binding force and a platform on which people across borders, ethnicities, religions, cultures, and geographies know each other. A simple model of the cycle can explain the dynamics of tourism. The two wheels form the host destination and home destination, which is linked together with the framework of attractions on which the chain of interaction rides. The cycle is peddled by the various factors social, political, economic, environmental, personal factors. On the seat is the tourist, and she steers the handles based on various motivations. The lesser the friction, the smoother the road better is the experience.

A destination can have a competitive advantage over other destinations when the factors influencing the destination image, such as interaction and participation between locals and tourists, enhance local culture sharing. Deepening of understanding of the social, economic, and personal benefits of locals will positively impact sustainability and success. Globalization and technological advancements have shrunken the world virtually. Today, the world has become one global village with destinations, varied cultures, cuisines, art, languages, festivals, and traditions that fuel curiosity and inspire the exploratory sense. The true ambassadors of a destination are its locals, the residents. They have the potential and responsibility to highlight their unique components and tourism attributes. Their behavior and attitude towards tourists and tourism will encourage the tourists to promote such

destinations. Furthermore, they can contribute to tourists' positive experiences during their trip, either through personal or professional interactions.

Local communities have to face the degradation of their 'original' culture. Hence, there are a growing number of places searching for new forms of articulation between culture and tourism, which can help strengthen rather than water down local culture, which can raise the value accruing to local communities and improve the links between local creativity and tourism. When the locals understand the value of their culture and how effective it is to attract the tourists to the destination, their understanding of the socio-economic benefits of tourism deepens. This further leads to the preservation of their traditions, culture, languages, and art forms as it their culture, which gave the communities their group identity. It is time to celebrate our place identity with civic pride. The time is to look back and preserve our rich cultural heritage as it is vital for sustaining India's destination image. India is known for its rich cultural diversity, and dimming the light of cultural festivity may negatively impact India's image.

Similarly, the positive attitude of the locals towards tourism and tourist will demonstrate pro-tourism behavior. The amalgamation of both positive influences of art, traditions, and languages and locals' good attitude will enhance India's destination image. Old is gold and will always be and it should not be compromised in the name of modernization and urbanization.

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Chapter 4

Ecotourism or Green Washing? A Study on the Link Between Green Practices and Behavioral Intention of Eco Tourists



S. N. Abeyratne and R. S. S. W. Arachchi

Introduction

Background of the Study

Tourism is one of the leading industries globally, which provides many direct and indirect benefits such as employment, foreign exchange earnings, regional development, etc. People involve in tourism using their disposable income to get psychological comfort to their mind while avoiding their busy lifestyle. People are moving to alternative forms of tourism and special interest tourism to satisfy their specific needs and wants. With the demand for niche tourism segments, the concept of ecotourism became more popular in the industry. Since Sri Lanka is a unique, experience-based destination globally, it can develop the eco-tourism concept than other destinations in the world. (SELF, cited in Arachchi et al., 2015). As a result of the emergence of the eco-tourism concept, many tourists are concerned about the eco-friendly practices of the hotel sector. Hoteliers also paid attention to the triple bottom line concept more cater to the expectations of tourists. They started to redesign and implement environmental-friendly practices in their hotels, such as energy-saving practices, waste management and recycling. It has been quantified that 75% of environmental pollution caused by the hotel industry was from overconsuming energy, water, and materials while operating a business (Bohdanowicz, 2006). According to Lee et al. (2010), the green hotel or eco-resort concept creates

S. N. Abeyratne
Walkers Tours (Pvt.) Ltd., Colombo, Sri Lanka

R. S. S. W. Arachchi (✉)
Department of Tourism Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka
e-mail: rangana@mgt.sab.ac.lk

a positive hotel image among tourists. Because of tourists' positive mindset and behavior towards eco-friendly practices, many hotels worldwide pay attention more to sustainable management operations (Lee & Moscardo, 2005). However, some hoteliers pretend to practice eco-tourism concepts in their hotels and promote them to tourists. As a result, tourists are cheated become the victims of “greenwashing”. Greenwashing is misleading customers by showing false information about eco-tourism practices. It shows the eco-friendly practices and benefits to customers where genuine practices cannot be found. Therefore, this study attempts to explore the existing green practices of Sri Lanka eco- hoteliers and their effect on the behavioral intention of tourists.

Problem Statement

There is a deviation of eco-tourism practices in Sri Lankan eco-resort compared to the international standards. Many so-called eco-resorts in Sri Lanka practice the eco-tourism concept misleading eco-tourists. Many eco-resorts in Sri Lanka practice nature-based tourism and mention as eco-resorts (Arachchi et al., 2015). Most of the time, tourists believe the hotel marketing practices and make their decisions (Cary et al., 2004). Some hoteliers place themselves as eco friendly, but hard to find any green practice inside the hotel. It creates a disappointment in genuine eco-tourists, who express their displeasure about the place through various feedback methods. They will never recommend the hotel again and return to the hotel as a repeat guest. The greenwashing practices badly affect their behavioral intention. It gives a bad image to the resort as well as the destination. Since many people use the term “eco” as a buzzword, it is easy to mislead tourists. Though there is much research on eco-tourism practices in Sri Lanka, very few studies have been done to identify the relationship between hotels' green practices and tourists' behavioral intention. Therefore, it is essential to identify it with particular reference to the Sri Lankan eco-resorts. Hence the present study explores it in the Sri Lankan context.

Research Questions

- How do hoteliers understand the ecotourism concept?
- How do green practices of hoteliers' influence tourists' satisfaction and re-visit intention?

Research Objectives

- To identify the hoteliers' understanding on ecotourism concept

- To identify the green practices of hoteliers' and their influence on tourists' satisfaction and re-visit intention

Significance of the Study

The research findings provide information relating to the existing eco-friendly practices of Sri Lankan eco-resorts and their genuineness. Further, it gives a comparative analysis of international standards and actual practice. It is eye-opening to all hoteliers who are misleading the eco concept and greenwashing. Tourists will use these findings and guidelines when selecting an eco-friendly resort to travel in Sri Lanka. The study also supports the government policymakers in developing a proper Sri Lankan standard and policy on eco-tourism practices. These findings disclose the existing situation of the eco-friendly hotel sector in Sri Lanka, improves the tourism industry's current condition in Sri Lanka, and conserves tourism for the future.

Scope of the Study

Among the number of alternative forms of tourism, eco-tourism has become a huge trend right now. However, different tourism stakeholders practice the eco concept. This study only emphasises the hospitality industry. The researcher has selected hotels that are located in Central province in Sri Lanka. Hotels selected for the study are registered under Sri Lanka Tourism Development Authority (SLTDA), and also they promote their green practices through their websites.

Literature Review

Ecotourism

The terms green, environment and eco are used in the hospitality industry as the primary marketing strategy. Ceballos Lascuris, in the early 1980s, introduced the concept of eco-tourism, and he defined it as visiting untouched, undisturbed natural sites to educate, appreciate and conserving them. Further, it improves the local community's well-being (The International Ecotourism Society, 2015). Nevertheless, many definitions argue that eco-tourism should minimise negative impacts to the environment and support enhancing the quality of natural attractions that they visit. Becoming environmental friendly will be a solution to optimise limited natural resources and reduce global warming and wastage.

Green Hospitality Washing

The main areas to be considered in the green concept are waste management and reducing energy and water consumption. With the emergence of the sustainability concept, the green hospitality concept started. The behavior and attitudes of tourists were changed more towards sustainability, and industry tried to cater for their needs and earned revenue through it. Later socio-economic components were included in the green concept. There, hoteliers are more concerned about the employees and local community responsible (Arachchi et al., 2015). With the development of eco-tourism, hoteliers incorporate green practices more into their operations. More programmes were adopted to be aware of the concept and convert the hotel properties according to green standards. Eco resorts practice the main components of eco-tourism, such as waste management, conservation, and energy reduction methods to secure the earth. Currently, green hospitality has become an effective marketing tool for the business and applies it to the customers' minds. It is a growing niche market. As an attractive marketing tool to motivate tourists, eco-friendly hotels are very much popular in developed countries. Further, many developed nations travel to developing nations, searching for eco-tourism destinations (Cary et al., 2004). But, unfortunately, many hotels are getting mean advantages from this popularity, misleading the concept. Greenwashing is the act of misleading tourists pretending as an eco-tourism place or destination and showing environmental benefits. It is an environmental whitewash. The primary hidden purpose of this bad practice is to mislead the customers and earn profits. It creates a negative attitude and purchasing intention toward greenwashed places. However, very few studies have been done regarding consumer reactions to greenwashing (Chen & Tung, 2014).

Tourist Satisfaction

The concept of satisfaction is a worldwide one. Although general fulfilment is used to clarify customer experience, it is hard to build up an exact meaning of customer satisfaction since it is hard to recognise. Mainly, Satisfaction is a measurement tool of measuring the customer experience level (Oliver, 1997). Satisfaction is measured by comparing the perceived and actual experience (Oliver & DeSarbo, 1998). In the hospitality sector, the eco-friendly features of a resort give an initial impression for eco-tourists to visit the hotel. The eco-friendly experience received by the tourists ultimately creates satisfaction. Though this applies to eco-tourists, it can be different for tourists less concerned about environmental issues. (Robinot & Giannelloni, 2010). The feeling of satisfaction is formed after the usage of service. It is a post purchasing decision. In the tourism sector, it can be varied person to person due to the service differentiation.

Tourists Re-visit Intention

Tourists visit a destination with a perceived expectation, then they compare it with the experience and decide their behavioral intention. Based on the satisfaction level, their revisit intention to the destination as a repeat guest will be determined. Many factors are affecting that. There is no general agreement among scholars about the qualifications of a repeat visit (Hui et al., 2007). Cronin et al. (2000) express that value, or wow factor, is more critical for repeat purchase intention than satisfaction and quality. According to the investigation of Zabkar et al. (2010), it is clear that attributes of the destination inspire perceived quality and satisfaction. It leads to repeat visits. Exploring new things is one of the significant reasons for repeat visit intention. The intention for unique experienced based travel affect short and long term repeat visit intention. The intention of revisiting a destination in the short term is affected by the tourists' satisfaction. The intention of revisiting a destination in the mid and short term is affected by the newness or uniqueness in the destination (Jang & Feng, 2007). When it comes to eco-tourism, eco-tourist also may prefer to experience new things than the common eco-practices and shared experiences. It is important to measure tourists' perception and attitude, and behavior to select an eco-friendly hotel when they travel (Chen & Tung, 2014). Many studies have been done to identify the tourists' willingness to select eco-friendly hotels in an eco-friendly environment.

Methodology

Research Approach

The researcher used a mixed-method research approach to understand hoteliers' eco practices in the Central Province of Sri Lanka. This study tries to investigate the relationship between the eco practices of eco-resorts and the revisit intention of the tourists. The researcher used a quantitative approach to collect data from tourists through questionnaires. The questionnaire consists of questions about hoteliers' environment-friendly practices (i.e., energy saving, recycling, garbage disposal etc.), tourist satisfaction, and their revisit intentions. Qualitative data was gathered from hoteliers who market themselves as eco hoteliers. The researcher needed to create a closer connection with hoteliers to identify their existing green practices. Those data were gathered by conducting interviews with selected hoteliers on the research site.

Conceptual Framework and Hypothesis (Fig. 4.1)

The researcher has developed two hypotheses to measure the relationship between green practices of hoteliers, tourist satisfaction, and behavioral intention.

H1: There is a significant relationship between green practices of hoteliers and tourist satisfaction

H2: There is a significant relationship between green practices of hoteliers and tourist re-visit intention

Research Design

Sources of Data

This analysis was conducted using both quantitative and qualitative data as a mixed-method study. A structured questionnaire was developed to collect data from tourists. Three hundred eighty-five tourists were selected as the sample, and convenience sampling method was applied to reach and collect data from them. Further, qualitative data were collected using a semi-structured interview guide. It was given to eco-resort managerial level employees. Questionnaires were sent to tourists using google forms, e-mails to collect information.

Sampling Technique and Sample Size

Since the population of eco-tourists is indefinite, unknown population formula was used to identify the sample size. There, the confidence level of 95%, a precision rate of +5 % and a degree of variability of 50% sample has been considered.

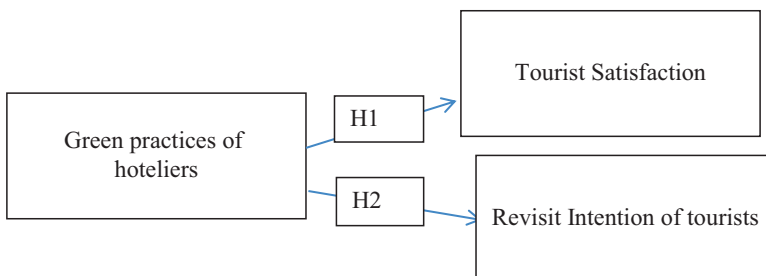


Fig. 4.1 Conceptual Framework. (Source: adapted from Arachchi et al. (2015) and modified by authors)

$$n_0 = \frac{Z^2 p(1-p)}{e^2} = \frac{1.962 * 0.5 * 0.5}{0.052} = 385$$

Semi-structured interviews were conducted with the hoteliers to identify their opinion on eco-tourism practice. Interviews were conducted till they reached the maturity level.

Method of Data Analysis

Quantitative data of the research were analysed using SPSS version 21 analysing tool. Regression analysis was conducted to test the hypothesis. It shows the relationship between independent and dependent variables of the research. Further, a descriptive study was conducted to analyse qualitative interview data.

Validity and Reliability

The validity of the research sample and adequacy was checked using KMO analysis. It was more significant than 0.5. Therefore, the validity of the sample was ensured. The reliability of the analysis was identified using Cronbach's alpha value. To exist reliability in the instrument, the Cronbach's alpha coefficient's value should be equal to or greater than 0.7 (Cronbach, 1951). Therefore, the researcher intended to follow the above procedures to get a fair and valuable outcome.

Data Presentation and Analysis

Regression Analysis

Green Practices of Hoteliers and Tourist Satisfaction

H1: There is a significant relationship between green practices of hoteliers and tourist satisfaction

Here the independent variable (green practices) considered were energy saving, water conservation, waste management, eco-friendly room suppliers, training and communication & eco-friendly design. The model-fit results of the 'Enter' simple regression test show a significant ($p < 0.05$) F value for model 1. The R² for this model is 0.545, which indicates that the regression explains 54.5% of the variations in tourist satisfaction Table 4.1.

Table 4.2 below shows the contribution level of the independent variable to the tourist satisfaction variation as the dependent variable.

Table 4.1 Model summary- Green practices of Hoteliers and Tourist satisfaction

Model	R	R square	Adjusted R square	Change statistics			Durbin-Watson
				R square change	F change	Sig. F change	
1	.718 ^a	.545	.514	.545	224.894	.000	2.258

^aPredictors: (Constant), Green Practices

^bDependent Variable: Tourist Satisfaction: experience, expectation, purpose

Table 4.2 Coefficients – Green practices of Hoteliers and Tourist satisfaction

Model 1	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-6.865	3.089		-2.222	.027		
Eco Practices	.754	.050	.718	14.996	.000	1.000	1.000

^aDependent Variable: Tourist Satisfaction: experience, expectation, purpose

Table 4.3 Model summary- Green practices of Hoteliers and Tourist revisit intention

Model	R	R square	Adjusted R square	Change statistics			Durbin-Watson
				R square change	F change	Sig. F Change	
1	.737 ^a	.556	.541	.556	251.160	.000	2.048

^aPredictors: (Constant), Eco Practices

^bDependent Variable: Behavioral Intention: loyalty, recommendation

This model’s b value is 0.754, indicating a positive relationship between hoteliers’ green practices and tourist satisfaction. In summary, the data supports H1. From the statistical test results, it is clear that hoteliers' green practices are related to tourist satisfaction.

Green Practices of Hoteliers and Tourist Revisit Intention

H2: There is a significant relationship between green practices of hoteliers and tourist re-visit intention

Table 4.3 shows the model-fit results of the ‘Enter’ simple regression test shows a significant value (p<0.05). The R2 for this model is 0.545, which indicates that the regression explains 54.5% of the variations in behavioral intention.

The Durbin – Watson of the model is 2.048, which indicates residuals are independent. Green practices of hoteliers appear to contribute to the variation in tourist revisit intention.

This model’s b value is 0.606, indicating a positive relationship between hoteliers’ green practices and tourist behavioral intention Table 4.4.

Table 4.4 Coefficients – Green practices of Hoteliers and Tourist revisit intention

Model 1	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	23.764	2.055		11.566	.000		
Eco Practices	.606	.038	.737	15.848	.000	1.000	1.000

^aDependent Variable: Tourist Behavioral Intention: loyalty, recommendation

Qualitative Data Analysis

The primary objective of this study was to identify the understanding of eco practices of hoteliers. To accomplish this objective, semi-structured interviews were conducted with managerial levels of employees of eco-resorts. Ten interviews were conducted to collect data from hoteliers. The interview guide included 11 main questions; the first was to identify how hoteliers define eco-tourism.

According to the respondents, in Sri Lanka, neither hotelier practices the genuine eco-tourism concept.

“The 100% eco-tourism is not practiced in Sri Lanka. The main reason for this is government regulations and people’s attitudes. There are loopholes in the Sri Lankan regulation system” (Respondent 1).

Even though the respondent pointed out the absence of the genuine eco-tourism concept in Sri Lanka, they defined eco-concept differently. The following response provides an idea about their understanding of the eco-tourism concept.

“According to my knowledge, introducing our nature, environment, and uniqueness to foreigners can be recognised as eco-tourism. Compared to other Asian countries, Sri Lanka is rich with higher biodiversity. So we should promote this biodiversity as eco-tourism. When promoting eco-tourism, we should consider its impacts on wildlife” (Respondent 5).

This answer defines nature-based tourism than the eco-tourism concept. The respondent’s idea on eco-tourism is related to wildlife and sustainability. Most of the hoteliers practice standard green practices like energy saving, water conservation, waste management. Almost all hotels have a linen policy, Water recycling, garbage separation, composting, energy-saving bulbs, and tree plantation programs. Apart from that, five hoteliers among the respondents have engaged with community development programs.

“We contribute to the community development. There are 43 schools and 18 temples around the area. So we give scholarships, make buildings in schools. At Christmas, we make a Christmas tree and hang photos of children, write their needs. So the tourist who is willing to help them get a card from the tree and help fulfil their needs” (Respondent 2).

“There is a community and guest program called giving back to the community. This program we take tourists to the village provides them Sri Lankan authentic

foods and the village experience. 90% of the money earned through this program goes to the area's community development of the area" (Respondent 9).

Benefiting local communities is one of the requirements of eco-tourism. Every eco-resorts practices some sort of green practices, yet can find missing parts of essentials in eco-resorts. The next question was regarding the benefits of practicing the green concept. Every respondent agreed that eco-tourism creates benefits for hotels. Some of the respondents highlighted two kinds of benefits. One is the recommendation of guests; the other benefit is cost-cutting. Every hotel started with the green concept. The reason to go for the green concept is top management's concern about environmental protection.

"The reason to go for the green concept is the love and concern of the top management on the environment. They didn't care only about the money. They needed to give something to the environment" (Respondent 8).

"When we were starting our hotel in 1992, we had to face several problems. So we tried to reduce the negative impact that could happen to the environment because of the hotel. So at the beginning also we created some policies like we can't get water from the lake. Even today, we are practicing those policies" (Respondent 9).

Most of the respondents had a lack of knowledge of international standards of eco-tourism. The international standard followed by the hoteliers related to the environment is ISO 14000. Some hoteliers have no idea about international standards.

"We are not highly concern about international standards. But I think that we have already a follow-up on those. But still, we haven't got any certificates regarding green practices" (Respondent 10).

"Still, we haven't achieved any international standard. But we have our policies, and we work according to those" (Respondent 04).

All hoteliers admire the value of the green concept and have taken many actions to educate their employees on it. Every hotel has a special committee to monitor the green concept. All the respondents engage with managing, educating, controlling the green practices of the hotels. According to them, tourists also highly consider green practices, and there is substantial participation of tourists in eco-tourism.

Respondents were explained their plan on green practices. Some hoteliers plan to reduce polythene, while some are planning to go for bio-mass gas production. Anyhow every hotelier is planning to improve their green practices in the future.

Discussion

The first objective of this study was to identify the way that hoteliers define eco-tourism. It was identified that hoteliers' definitions of eco-tourism differ from one another. None of them was similar to internationally acceptable eco-tourism definitions. Most of the hoteliers identified eco-tourism as an alternative form that promotes the greenness of the country. Hence their definitions were more towards nature-based tourism. Some were identified eco-tourism as a form similar to

wildlife or sustainable tourism. A study was done by Arachchi (2015) also found out that the hoteliers in Sri Lanka looked at the eco- concept differently. Although several aspects of the green concept can be found in eco-resorts, they have engaged with those practices without better understanding.

The second objective of this study was to explore the effect of green practices on tourist satisfaction and revisit intention. The hypothesis was green practices of hoteliers have a positive relationship with tourist satisfaction and revisit intention. The statistical test results indicated that the green practices of hoteliers explain 66.8% of the variation in satisfaction. The green practices of hoteliers explain a considerable variation in satisfaction. Arachchi did the study (2015) focused on behavioral intention and green practices. Researchers have considered seven eco components have found that tourists' satisfaction significantly affects hoteliers' green practices in Sri Lanka.

Conclusion

As an alternative form of tourism, eco-tourism has become one of the most favourable forms among vacationers. One of the reasons for the rapid expansion of eco-tourism is its focus on the natural environment and carries less harm than other alternative forms of tourism. In the Sri Lankan context, most areas consist of the resort that promotes themselves as eco-resorts. There are various hotels where these concepts can be incorporated conveniently and affect tourist satisfaction and behavioral intention. The current study was conducted to identify the practice of green practices of hoteliers on tourist behavioral intention. The study also explored the nature of understanding hoteliers' green practices informing the behavioral intention of tourists. The study further highlights the importance of the eco concept from a tourist viewpoint. Green practices of hoteliers can affect the favourable behavioral intention of tourists. Moreover, the researcher identified tourist satisfaction as the "mediator", which means the effect of green practices on behavioral intention is mediated by tourist satisfaction. Hoteliers' definitions of eco-tourism concepts were different from globally acceptable eco-tourism concepts. However, hoteliers are not practicing the real eco concept and have become greenwashers by promoting them as eco-resorts. According to the finding, most hoteliers in Central Province practicing the genuine concept acted as greenwashers and affected tourists' behavioral intention.

Future Managerial Implications

The findings of the study provide the management with an understanding of the importance of green practices. The study finding suggests that green practices have a direct and indirect effect (tourist satisfaction) on tourist behavioral intentions. It is important to note that some green practices considered in this study have a low

impact on tourists' behavioral intentions; however, hoteliers' green practices can be manipulated to enhance tourists' favourable behavioral intentions towards eco-resorts. Thus, the management of eco-resorts should be mindful of creating an eco-friendly resort according to acceptable global standards, encouraging tourists to select the particular resort. The present study further highlights the importance of making tourists satisfied. The present study clearly shows the vitality of satisfied tourists to the eco-resorts. The study's findings suggest that satisfied tourists will remain loyal to a particular eco-resort regarding behavioral intention. It draws the management of the eco-resorts to have a holistic way of looking at tourist satisfaction as it can have a long term effect.

Recommendations for Future Ecotourism Approaches

It is essential to note the ideas expressed by the professionals in the current study. Professionals in the eco-tourism industry have highlighted the lack of government intervention for tourism policymaking. The absence of proper classification as eco-resorts is another issue that affects maintaining the standards of eco-resorts. The government should have a proper plan for eco-tourism as Sri Lanka is an island with a high potential to develop eco-tourism. If the eco-resorts are guided by the government composing rules and regulations to maintain the international eco-tourism standards in the future, tourists would be able to satisfy their expectations by staying at eco-resorts in Sri Lanka.

From the study, it was revealed that hoteliers had lacked an understanding of the eco concept. There is a possibility to lose existing tourists in the future because of the incapability of hoteliers to cater to the needs of tourists who stay in eco-resorts. Formulating a committee/ association with all eco-resorts in the country is a better solution to maintain eco-tourism standards. This committee can educate employees regarding the eco concept by conducting different awareness programs with the support of professionals on the eco-tourism concept. It will increase the competitiveness among eco hoteliers and would help to maintain the globally acceptable eco-tourism standards. Lack of professionals with eco-tourism knowledge is also one of the major problems that caused the current situation of eco-resorts in Sri Lanka. Adding new degrees and subjects related to the eco concept to the educational system will be a better solution to reduce the scarcity of professionals in the eco-tourism field in the future. Even though it cannot create benefits in the foreseeable future, it will benefit the long term.

Also, the uncertainty is compounded by the COVID-19 situation in the world has a severe impact on the eco-tourism industry. The eco-tourism concept is one of the responsible tourism practices used by the tourism sector to achieve sustainability. With the emergence of the COVID-19 pandemic, many eco-resorts suffered a heavy revenue loss. As a result, the budget allocated to improve the eco-tourism practices in their premises had to be cut down. However, the need for sustainability and

concern for the environment was increase with the pandemic. Therefore, hoteliers can expect more demand and priority for eco-friendly tours in future. Hoteliers think that there will be more focused on sustainability during a post-COVID travel boom. They will focus more on small and medium eco-resorts with more ecological concerns.

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Chapter 5

The Sundarbans: Sustainable Tourism, Livelihoods and Economies Involving Bangladesh and India



Dababrata Chowdhury and Sarat Chandra Das

Introduction

The Sundarbans, snubbed by British India as a large swathe of a waste country, was never surveyed. Sundarbans National Park, Sundarbans South, Sundarbans West, and Sundarbans East Wildlife Sanctuaries were enrolled as United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage sites decades after the landmass was classified as a UNESCO World Heritage site. United Nations Educational, Scientific and Cultural Organization. Today, the Sundarbans is known as the tourism heartland of South Asia and compared to the Amazon rainforest for its expanse and bio-diversity of flora and fauna. This massive expanse of the landmass comprises 102 islands- Bangladesh owns 60% and remains owned by India (Pachali, 2019). Strangely, only 54 (Pachali, 2019) of these islands are inhabited by people. They live in a mud thatched root houses, leaving the remaining islands to come under the world's most extensive mangrove forest cover, the sparsely dotted agricultural field, marshy land, and swamps interconnected by manifold channels and tidal streams.

D. Chowdhury (✉)
Entrepreneurship and Marketing, University of Suffolk, Suffolk, UK
e-mail: d.chowdhury@uos.ac.uk

S. C. Das
Buckinghamshire New University, High Wycombe, UK

Background

The Sundarbans was a much bigger area up to 1770, spreading over the total area of around 36,000 square kilometers (Hazra, 2002). Appallingly, today, it has lost that expanse and reduced it to 25,000 square kilometers (Hazra, 2002). Hence, there is a dire need for sustained tourism linking to sustainable mobility, resulting in less greenhouse gas emissions while not affecting economic development, job creation, and infrastructure development. The creation of employment opportunities to alleviate poverty must not put the Sundarbans fragile ecosystem at risk.

The discussion over sustainable tourism is uneven, disconnected, and frequently hampered by incorrect assumptions and arguments. It is preferable to match the discourse with Liu's (2010) suggestions, which are centred on six major issues: (1) the function of tourist demand; (2) the nature of tourism resources; (3) the requirement of intragenerational fairness; (4) the role of tourism in fostering sociocultural advancement; (5) sustainability measurement; and (6) modalities of sustainable development.

The debate on Sundarbans sustainable tourism must be geared toward a genuine scientific level, a systemic viewpoint, and an interdisciplinary approach (Liu, 2010).

The phrase "sustainable tourism", which has come to represent the whole debate around the Sundarbans, refers to a collection of concepts, policy prescriptions, and management practices. The latter demonstrates a tourist development route that protects a destination's environmental resource base (includes constructed, natural, and cultural elements) for future growth (Bramwell & Lane, 1994). Sustainable tourism in the Sundarbans should not be viewed as a strict framework, but rather as an adaptable paradigm that legitimizes different initiatives based on unique conditions (Bramwell & Lane, 1994).

Sustainable Tourism

The Sundarbans' sustainable tourism must involve its inhabitants as stakeholders. If this happens, it will touch the lives of some 2.5 million. Keeping in view of Erick Byrd (2007)'s suggestions on how stakeholder involvement and inclusion are incorporated in the elementary sustainable tourism development concept, both from management and public participation perspectives, the Sundarbans will survive as a pristine natural reservoir. For this to happen, the two-and-a-half million Sundarbans populations need to be formed into four distinct social groups (Byrd, 2007): 1) the current tourists; 2) the prospective guests; 3) the current host community; and 4) the future host community. The establishment of these social groupings will help to answer issues like (1) who should be considered stakeholders in tourist development? (2) How should tourism developers and planners include stakeholders for tourism development? (Byrd, 2007).

Post-British India, the reorganization of new nations awarded India 9630 square kilometers of the Sundarbans and the remaining, the large part of this landmass, allocated to Bangladesh (Hazra, 2002). Out of the 9630 sq. km., approximately 4264 square kilometers (Hazra, 2002) account for wetland and mangroves' vast expanse that constitute reserve forests. The latter comprises 2195 square kilometres of wetland hosting large swathes of mangroves and 2069 square kilometers of the tidal river. This spread allows for some 5366 square kilometers of reclaimed areas for human settlements containing 19 blocks (13 in South 24 Paraganas and 6 in the North 24 Paraganas) (Hazra, 2002).

Many of this large Sundarbans population, sustaining themselves on the bread-line in widely scattered settlements, have found their sustenance from tourism, either directly or indirectly. Yet it cannot be said that they have overcome their poverty. Spenceley and Meyer (2012) tackled this crucial problem well by examining two themes: (1) community-based tourism initiatives with an emphasis on structural circumstances, and (2) power interactions between local communities and global players. Because community is a social group structured around similar ideals and ascribed to social cohesiveness within a common physical region, the Sundarbans inhabitants must be studied on their belief, intent, resources, needs, preferences, risks, and a variety of other conditions that may be present and common, affecting the participants' identity and degree of cohesiveness.

Tourism and Poverty Reduction

The pressing issue of poverty reduction through sustainable tourism leads to the investigation of four themes (Spenceley & Meyer, 2012): (1) development agency approaches and strategies; (2) biodiversity conservation and governance; (3) tourism impact assessment; and (4) value chain analysis and inter-sector linkages. As tourism is one of the sixteen high-priority sectors in Bangladesh for incentives and support, which include tax rebates and exemptions, the big-ticket global companies and local communities must see the Sundarbans as a huge opportunity for both.

From the perspective of Sundarbans sustainable tourism, the social and environmental consequences, reactions, and indicators must be examined in five categories: peace, population, pollution, prosperity, and protection. Because legislation, rather than market methods, is the primary driver of progress in the Sundarbans (Buckley, 2012), the Sundarbans must establish their goals (i.e., the impact of human conceptions of responsibility on climate change, the importance of tourism in the extension of protected areas, and improvements in environmental accounting procedures). Though the global tourist sector is clearly not viable at the moment, the Sundarbans must be an exception.

Following BizBangladesh (2020), to encourage their participation in this economic activity, Bangladesh's National Tourism Policy in 2010 to develop international and domestic tourism in the country, and the government enacted the 'Tourism Protected Area and Exclusive Tourist Zone' Law in 2010 to attract foreign

investments in these ETZs appear to be helping the cause. According to the World Travel and Tourism Council (WTTC), travel and tourism would directly generate two million employment and support four million jobs by 2023. This equates to 4.2% of total employment in the nation, adding to Bangladesh's yearly growth rate in direct jobs of 2.9%.

The Sundarbans Is a Joint Ownership

In this context of the creation of economic opportunity for the Sundarbans jointly owned by developing countries Bangladesh and India, a model can be developed focusing on six potential thrust areas of research and action (Spenceley & Meyer, 2012): (1) the application of new methodologies for assessing tourism's effects; (2) the governance and operational practices of development agencies; (3) how inequitable power structures and poor governance may sabotage initiatives; (4) the importance of private-sector business practices that help to alleviate poverty; (5) transdisciplinary qualitative and quantitative research tools' significance; and (6) More investigation is required.

The Sundarbans is located in the Bay of Bengal, on the delta formed by the confluence of the Ganges, Meghna, and Brahmaputra Rivers. As a result, the entire expanse stretches from India's West Bengal state to Bangladesh's Baleswar River. The mangrove forest area of Sundarbans spreads over some 3900 square miles, of which Bangladesh's Khulna district accounts for over 2323 square miles, and in West Bengal of India, over 1640 square miles across the South 24 Parganas and North 24 Parganas districts (Pani et al., 2013).

The entire area, including the vast expanse of water bodies, is estimated at 6526 square miles, containing water-logged forest areas, in which many wild lives abound, such as the famous the Royal Bengal Tiger (*Pantheratigris*), spotted deer, crocodiles, venomous snakes, and a score of other reptiles. Sundari (*Heritiera*) are abundant in the Sundarbans flora, and other plants such as Gewa (*Excoecaria*), Keora (*Sonneratia*), and Goran (*Ceriops*) are also common. The Sundari, on the other hand, is pervasive throughout the jungle (*Heritiera littoralis*). The Sundarbans seems to be an eponym of this tree. The forest offers habitat to 453 native fauna, comprising 290 species of bird, 120 types of fish, 42 varieties of mammals, 35 breeds of reptile, and 8 amphibian species (Iftekhar & Islam, 2004).

Among several benefits, the Sundarbans has proven to be a protective shield for the tens of thousands of inhabitants Khulna and Mongla districts of Bangladesh and their adjoining landmass against the floods caused by cyclones. The large tracts of the Sundarbans are impacted by increased salinity because of rising sea levels and the dwindling supply of freshwater, thus, causing massive concerns for a population of over 4 million dependents on this landmass, most of them below the poverty line. Despite sizeable human habitations, the symbiotic relationship between flora and fauna and the inhabitants (call it mutualistic, commensalism, or parasitic) has

remained unchanged. To present, the Sundarbans retains a forest closure covering around 70% of its total landmass (Bhaumik, 2003).

The Sundarbans Is an Economic Livelihood

The economic livelihood of these human populations at the Sundarbans, dependent on tourism in this massive area, relies on the coast's physical development processes. Many factors have influenced this process, comprising macro and micro-tidal cycles, wave motions, and longshore currents characteristic to the coastal tract. This affects the tourism along this coastal tract, as well as the Sundarbans. The latter is crossed by a number of streams and river channels, some of which provided water connectivity across the Bengal area for both ferrying ships and chugging steamboats.

The shore currents, which varies with the monsoon, combine with the cyclonic action, force the tourism activities living through unpredictability. What is really comforting is the vast expanse of mangrove vegetation that provides the right "balance" to this fragile ecosystem. This Sundarbans environment is clearly influenced by erosion and accretion at various levels due to natural factors. Thus, bringing about physiographic change, sometimes so appallingly noticeable. During the monsoon season, for example, nearly the whole Bengal Delta gets flooded, much of it for most of the year, thus forcing the lower delta plain's sediment to advent to heat and matter to inland helped by monsoon and cyclone. One of the existential crises the people living on this Ganges Delta has to come to terms with the ominous rising of sea levels caused mostly by people's dependence on the Sundarbans for their livelihood and partly by climate change. Like Kiribati in the central Pacific Ocean affected by global warming causing sea level rise and raising the concerns of its existential crisis due to flooding the Bangladesh seems to be at a similar crossroad. This may not be in an "immediate-near-future" premonition, but the Sundarbans ecosystem's deterioration is foreboding.

Tragedy in the Sundarbans

In May 23, 2009 Cyclone Aila (Joint Typhoon Warning Centre, 2009) left about one million people homeless in India and Bangladesh homeless. The hurricane left an estimated 20 million people in Bangladesh at risk of post-disaster illnesses (Xinhua, 2009). The Sundarbans was one of the hotspots of casualties, with no less than 100,000 people were negatively impacted by such super cyclone. The coal-fired Rampal power station, located 14 kilometres (8.7 miles) north of the Sundarbans in Rampal Upazila of Bagerhat District in Khulna, Bangladesh, raises concerns. To operate, the 1320 megawatt coal-fired power plant will require 4.72 million tonnes of coal per year and 219,600 cubic metres of water (Hance, 2016) per day from the Poshur river. More appallingly, the power station will discharge the treated

wastewater back into the river system. The project does not seem to have left anything that could defile this fragile ecosystem by a “perfect design”.

This doomsday project will damage this mangrove forest, marine animals, and other flora and fauna and emit toxic gases as nitrogen oxide, carbon monoxide, and sulphur dioxide those belching crude chimneys built during the early period of industrialization in Europe. For keeping this thermal plant running, the massive freight as a feeder service would require approximately 59 commuting ships, each with an 80,000-ton capacity (Alliance, 2017), to be transported to the port on the bank of the Poshur river. A long stretch of 40 kilometers (Alliance, 2017) from the port to the plant will course through the Sundarbans, thus likely to affect the Ganges’ river flow path.

Environmentalists predict total disaster since these coal-carrying vehicles are rarely covered, causing enormous volumes of fly ash, coal dust, sulphur, and other hazardous substances to be dispersed. Furthermore, moving a big volume of coal via shallow rivers poses a significant hazard. As previously observed, five tankers carrying oil, coal, and potash sunk in adjacent rivers from December 2014 to January 2017 (Alliance, 2017), inflicting irreversible harm to the ecology.

There is a litany of violations and failures of the Environmental Impact Assessment guidelines by thermal power stations fueled by coal. According to UNESCO report 2016 (Kumar, 2013), and Ramsar Convention (Anisul, 2015), Bangladesh is a party to this international environmental convention for the conservation of wetlands, and the Sundarbans is included on this list of internationally significant wetlands. India seems to be a perfect accomplice to her neighbor as it has its own share of failings with its Green Tribunal (New Age, 2013). Such gross environmental violations can be equated to India’s coal-fired thermal power plant at Gajmara in Gadarwara of Madhya Pradesh state. Bangladesh seems to have not heard its own Department of Environment (DoE), which has attached 50 preconditions for the project (The Financial Express, 2020), (i.e., one precondition) clearly states the project is to be situated 25-kilometer radius from the outer periphery of an ecologically sensitive area whereas the proposed project locates itself 14 kilometers from the Sundarbans.

The Bangladesh government claims to import high-quality coal to channelize their toxic greenhouse gas emissions through 275-meter tall chimney. Using cutting-edge technology to minimize its impact on the Sundarbans does not appear to be a viable option, according to various fact-finding investigations. This plant’s contentious building, in all probability, will adversely impact the world’s largest mangrove forest, Sundarbans and some 2.5 million inhabitants consisting of fishermen, woodcutters, and honey collectors among others. Because the Sundarbans is made up of several interwoven biological chains, such an imposing project will have wider ramification, affecting the lives of some 40 million people in both Bangladesh and India.

Poachers and foragers seem to be at large where wildlife is abundant. Hence, the failure to impose a prohibition on all capture or killing of wildlife, including some rare species of invertebrates in the Sundarbans contributed to the dwindling of flora and fauna, depleted biodiversity loss of species of the Sundarbans in the last

century. Further, the Sundarbans lists itself and other Bangladesh's mangrove wetlands as recipients of less and less freshwater that is considerably reduced from the 1970s. The major reason is the diversion of freshwater by India in the upstream area via the Farakka Barrage, which borders Bangladesh's Rajshahi district. However, because the Bengal Basin is gradually tilting eastward due to neotectonic movement, resulting in more freshwater intake to the Bangladesh Sundarbans, the salinity of the Indian section of the Sundarbans has turned out to be considerably higher than that of the Bangladesh side.

The Sundarbans and World History

There are sponsored studies to plead on the side of the vested interest groups. According to one 1990 research, there is little indication that environmental deterioration in the Himalayas or a "greenhouse" driven rise in sea level has exacerbated floods in Bangladesh. However, the sheer inanity of such a study report pales into insignificance compared to UNESCO's 2007 study report, "Case Studies on Climate Change and World Heritage". An anthropogenic 45-centimeter (18-inch) rise in sea level (probably by the end of the 21st century, according to the Intergovernmental Panel on Climate Change), shared with other forms of anthropogenic stress on the Sundarbans, can lead to the extinction of 75% of the Sundarbans mangroves, according to the report (UNESCO, 2020). Ghoramara Island is half submerged, while Lohachara Island and New Moore Island/South Talpatti Island have already inundated (George, 2010).

The bigger truth is, Bangladesh, a low-lying delta nation of 180 million people, will lose 18% of its coastal area to a rampaging sea. Thus, forcing at least 20 million people to flee to safer habitat as the sea levels are predicted to rise 1 meter (3.3 feet) by 2050 (George, 2010). This is not to be regarded as a dystopia, a post-apocalyptic land of imagined suffering based on an extended script of Kevin Reynolds's Hollywood potboiler *Water World* released in 1995. It is becoming clear that our greatest nightmare is becoming a reality; until 2000, sea levels increased at a rate of roughly 3 millimetres (0.12 inch) each year. Still, between 2000 and 2010, the sea had increased about 5 millimeters (0.2 inches) annually (George, 2010), which seemed to have called upon the runaway climate change, the Apocalypse. The island Lohachara was submerged in 1996, a cheek-by-jowl distance to the Sundarbans. The catastrophic event forced its inhabitants to move to the mainland. Another island Ghoramara, not far from the Sundarbans, had lost half of the landmass to the sea. Another ten islands in the Sundarbans' neighborhood area were also massively affected (George, 2010).

The Zoological Society of London (ZSL) (2013) is a non-profit organisation dedicated to the global protection of animals and their habitats, and exposes that as human development endures for making strides and burgeon, and global temperature leaps up, resulting in the deterioration of natural shield from tidal waves and cyclones at disquietingly startling rates. ZSL's Dr. Nathalie Pettorelli, affirms in her

findings as a part of the 2013 study (Countercurrents.org, 2013): “Our results indicate a rapidly retreating coastline that cannot be accounted for by the regular dynamics of the Sundarbans. Degradation is happening fast, weakening this natural shield for India and Bangladesh.” She adds: “Coastline retreat is evident everywhere. A continuing rate of retreat would see these parts of the mangrove disappear within 50 years. On the Indian side of the Sundarbans, the island which extends most into the Bay of Bengal has receded by an average of 150 meters a year, with a maximum of just over 200 meters; this would see the disappearance of the island in about 20 years.”

ZSL’s Chief Mangrove Scientific Advisor Jurgenne Primavera, in the same study report, (Countercurrents.org, 2013) warns: “Mangrove protection is urgent given the continuing threats to the world’s remaining 14 to 15 million hectares of mangroves from aquaculture, land development and over-exploitation.”

Suppose tourism were to be sustained in this Sundarbans region. In that case, the people living in this region must allow the mangroves to grow, as it has been over the centuries, in salty, muddy coastal waters in the tropics and subtropics. The mangroves have a unique ability to survive in these ecological conditions because any other plant would wither under conditions so saline. However, the mangroves thrive in these saline waters and offer the ecological underpinning for the entire flora and fauna, and the natural processes to continue. The sequestration of carbon into the local sediments can be counted as one such key process. The huge pile of dead branches, sprigs, leaves, twigs, and roots of mangroves – which are imbued with carbon earlier separated from the atmosphere – are stockpiled in the oxygen-poor, slow-moving local sediments and held back from re-entering the atmosphere.

Another 2012 study by ZSL discovered that the Sundarbans coast was retreating up to 660 feet annually. Large scale agricultural activities had wiped out 42,450 acres of mangroves between 1975 and 2010 (Galrling, 2015). Another 18,670 acres’ mangroves were lost due to shrimp cultivation (Galrling, 2015). Although mangroves are as rare as hen’s teeth, they are as resilient as vellum in the face of climate change, protecting coastal communities from tsunamis and storms. The Sundarbans includes the tropics’ most carbon-dense forests, with strong carbon sequestration capacity, which means that their deterioration and loss significantly reduce people’ ability to adjust to expected changes in climatic circumstances and minimize them.

The Jadavpur University’s School of Oceanographic Studies (Hazra, 2002) calculated the annual sea level rise to be 0.31 inches in 2010, and a disaster doubled from 0.124 inches recorded a decade before. The alarming increase in sea levels had engulfed some 19,000 acres of forest areas (Hazra, 2002). This phenomena, along with an increase in surface water temperatures of about 2.7 degrees Fahrenheit and increasing salt levels, has presented an existential danger to the existence of the indigenous flora and wildlife. The Sundari trees, which are endemic to this region, are very susceptible to salt and are on the verge of extinction.

The inundation of the landmass caused 6000 families to be homeless, and another 70,000 people nearly came under the siege resulting in the exodus of people to the mainland. The recorded massive flight of human capital to the mainland was estimated to be around 13% in the period between 2000 and 2010 (Ghosh, 2015a). The

Heidelberg University's ethnographic study in 2015 (Ghosh, 2015a, b) discovered the brewing crisis in the Sundarbans and reasoned this poor planning by the governments of India and Bangladesh, along with natural ecological changes, is creating a flight of human capital.

In many geographies, it is also clear that the rise of tourism in small island developing states (SIDS) is not synonymous with poverty alleviation. In fact, in certain situations, it entrenches existing disparities (Scheyvens & Momsen, 2008). Hence, if it were to happen otherwise, both the Indian and Bangladesh government must deliberate an appropriate policy regime, a strong regulatory mechanism, and equity-enhancing tourism (Scheyvens & Momsen, 2008).

Daniela Schilcher's (2007) approach sheds more light on the problem by including tourism into a continuum of poverty alleviation methods situated between the antipodes of neoliberalism and protectionism. It is suggested that, despite a growing body of data in favour of regulatory and (re)distributive measures, tourism in reality resembles protectionism rather than neoliberalism. The major prominent international organisations and governments across geographies take a neoliberal *laissez-faire* approach to poverty reduction, supplemented by market-friendly "pro-poor" supplements.

Because tourism fits well into neoliberal conceptions of poverty reduction, the Sundarbans rhetoric will fit right in. If permitted to function in a free market context, it tends to exacerbate poverty-enhancing disparities. According to Schilcher (2007), for growth to be pro-poor, it must provide disproportionate advantages to the poor in order to eliminate disparities that have been proven to restrict the potential for poverty alleviation.

Conclusion

Despite the confusion and mystery-shrouded over the role of inter-governmental organizations, local communities, private enterprises in the development of sustainable tourism practices in developing economies such as India and Bangladesh the sustainable tourism will be recognized as a byword for a set of best practices that maximizes the benefits to these 2.5 million local communities in the Sundarbans. Sustainable tourism minimizes negative social or environmental impacts and enables these inhabitants to conserve fragile ecosystems consisting of flora and fauna and their habitats and indigenous people's culture. This sustainable tourism can draw upon its basic tenets from the "Sustainable Development Goals" (Goodwin, 2017) stated in World Tourism Organization. The Cape Town Declaration on Responsible Tourism possibly can serve as a rubric template, which among other things, insists on involving the local population in decision making, which affect their life chances and lives, providing more congenial and gratifying tourist experiences through more significant connections with the local population. If such a process is allowed to take shape, it will obtain a greater insight into the local social, cultural, and environmental issues. Thus, being aware of culturally sensitive things

will build the bridge of veneration between hosts and tourists and local confidence and pride. For both Bangladesh and India, it is obligatory under the remit of sustainable tourism for shifting policy focus from growth towards equity, thus, paving the way for strong institutions' capability for regulating the tourism industry and dispersing assets in order to support policies and activities that promote "pro-poor growth".

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Part III
Cases

Chapter 6

Sriniketan: The Future Cultural Destination of India



Rupa Sinha and Priyakrushna Mohanty

Introduction

The definition of the word ‘culture’ has moved from ‘a state or process of human perfection’ - to ‘a description of a particular way of life which expresses certain meanings and values, not only in art and learning, but in institutions and ordinary behaviour’ (Hall, 1993, p. 353). To put it simply, ‘Culture’ depicts the way of life of a particular community. Cultural tourism, as alternative tourism or special interest tourism, has gathered tremendous growth and attention in recent era thanks to its diversifications, power to enable cultural exchanges among host and guest communities, and cultural enrichment of the host community (Richards, 2007). UNWTO recently recognized cultural tourism as a distinct form of tourism at the 22nd Session of the General Assembly organized in Chengdu, China and extended its operational definition as.

Cultural tourism is a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions (UNWTO, 2017).

Further, UNWTO (2018) report emphasized that cultural tourism has shifted from the traditional western concept of tangible heritage to more inclusive forms of culture (both tangible and intangible) from all across the world. These statements only

R. Sinha
Department of Tourism, SRM University, Gangtok, Sikkim, India

P. Mohanty (✉)
Department of Tourism & Travel Management, Jyoti Nivas Autonomous College,
Bengaluru, Karnataka, India

advocate the consistent vision of UNWTO, which has opined that cultural tourism will be one of the key tourism niche markets shortly to ensure gigantic growth in economic development and employment generation (UNWTO, 2018).

Cultural Tourism enables people to travel to places enriched with several cultural resources, historical importance, to meet their cultural aspirations, to explore the cultural aspects (of both present and past), and to gain experience about the new culture, traditions of the particular region/ community (Du Cros & McKercher, 2014). Cultural tourism can happen in any place that attracts tourists for its cultural elements and, in return, can positively influence the socio-economic activity in a host community (Bachleitner & Zins, 1999).

Culture is perhaps the most important element of Indian society, and each part of India exhibits diverse cultural embodiments (Sharma, 2004). As a cultural tourism destination, India has been applauded since time immemorial (Jauhari & Sanjeev, 2010). In this context, the village of Sriniketan in West Bengal, India, possesses numerous cultural resources to develop tourism in the future (Ahamed, 2018). Even though tourism in Sriniketan is a recent phenomenon, due to the presence of many cultural resources, it has tremendous prospects to develop cultural tourism and have a strong relevance of cultural growth and economic development (Rani & Sofique, 2019). West Bengal, a home of diverse cultural resources, can create a magnificent cultural ambiance in all sense. However, the state has been unable to fully explore its distinct tourism products and provide quality services to draw the tourists' optimal number. Sriniketan, a block of Bolpur, situated near Shantiniketan, West Bengal, can grow as a prominent cultural tourism site for its diverse cultural resources like temples, fairs & festivals, folk dance, folk music, customs, rituals. Hence, the authors of the paper have discussed the future potentials and challenges of the place. The study deals with three primary objectives. Developing insights on the relationship between the culture and tourism development has been dealt in the first objective of the paper. In the second objective, attempts have been made to assess the rudimentary cultural elements of Sriniketan that can make it a perspective cultural tourism destination in future. The last objective of the paper highlights the prospects ahead and challenges to be met while making Sriniketan, the future cultural destination of India by designing an SWOT analysis of the destination.

Review Methodology

This work can be classified as an exploratory study which is based on the desk-based study of secondary data pertaining to cultural tourism in Sriniketan available in both digital and physical forms. The paper has adopted a five-step review mechanism for the paper. In the first step, the inclusion of data was decided based on the study objectives and keywords. In the next stage, scientific peer-reviewed journals were accessed and downloaded from three academic search engines, namely Google Scholar, ScienceDirect, and Semantic Scholar. Data collected in the second stage reflected mostly theoretical constructs of the paper as the data about the study area

were scarce in the peer-reviewed journals. To fill this gap, the corresponding author had to travel first to Sriniketan and then to the West Bengal Tourism office in Kolkata to collect any data that has been published only in the physical form of publication in the third stage. In scientific language, these documents are referred to as 'grey literature', which *includes unpublished studies and studies published outside widely available journals* (Conn et al., 2003, p. 256) which are also a rich source of information. It is postulated that, *in general, meta-analysts should attempt to identify, retrieve, and include all reports, grey and published, that meet pre-defined inclusion criteria* (McAuley et al., 2000, p. 1229). Following the third stage, the authenticity of the data was triangulated with some of the key people like the Block Development Officer (BDO), sarpanch of three villages, and faculties in Visva Bharati University in Santiniketan in the fourth stage. Fifth and last stage of the review dealt with the analysis of the collected data and reporting of the findings in a structured way.

Research Setting

Sriniketan is a community development block of Bolpur subdivision of Birbhum District. Birbhum District is a part of the ancient Rarh Region. Geographically, the western portion of the district is an expansion of Chota Nagpur plateau. The district comprises many rivers, namely, Ajay, Mayurakshi, Kopai & Bakreswar, a tributary of Mayurakshi River, Brahmani, and a squashy alluvial soil. The agriculture sector largely controls the economic condition of Birbhum. Culturally rich Birbhum is home to several cultural landmarks like Joydeb Kenduli, a village in Bolpur subdivision, and Sanskrit Poet Jayadeva's birthplace, which emerged as a religious spot. Birbhum comprises temples and ashrams, a Baul fair is also organized on the occasion of Makar Sankranti (Chandra, 2018). Another is Chandidas Nanoor, a community development block located in Bolpur Subdivision, the birthplace of fourteenth century's lyric Poet Chandidas of *Vaishnava Padavali*, a craft center, comprises several Zamindar Bari, temples; Bakreswar Thermal Power, and so on. The district is also home to Viswa- Bharati in Shantiniketan and having a close association with two Nobel laureates Rabindranath Tagore, & Amartya Sen (Fig. 6.1).

Demographic Profile of Sriniketan

As per the census of 2011, Sriniketan encompasses 156 inhabited villages and 1 census town, namely Surul Census towns. Some of the villages like Surul, Ballavpur Danga, Raktokarobi Karugram (Under Roopore Village) are culturally enriched in terms of handicrafts like pottery, Kantha stitch, Batik print, woodwork, leatherwork, etc. and other cultural attractions, tremendous scopes to develop cultural tourism.



Fig. 6.1 Geographical Location of Sriniketan and Sriniketan Map from Google Maps. (Source: WB & Birbhum Map from <http://www.ncdirindia.org>; Google Maps, 2000)

Table 6.1 Demographic profile of Sriniketan Block Birbhum, West Bengal

	Total	Rural	Urban
Population	2,02,553	1,90,393	12,160
Children (0–6 years)	23,160	21,994	1166
Literacy	70.67%	70.10%	79.45%
Sex ratio	972	968	1027
Scheduled caste	30.60%	30.70%	28.50%
Scheduled tribe	19.10%	19.40%	14.10%

Source: Census India (2011)

Historical Background

Sriniketan is situated at a distance of 3 kms from Shantiniketan. The village of Sriniketan was set up in the year of 1922 at Surul (Visva Bharati University, n.d.a). This is an institution of rural reconstruction formerly established by two foreigners, namely Leonard Knight Elmherst and his wife Dorothy Elmherst, philanthropists and agronomists. They worked extensively for the progress of education and rural reconstruction in India. In the year of 1912, Rabindranath Tagore first established a large manor house in Surul (Visva Bharati University, n.d.a). It was an outcome of Tagore's experience, feelings, and thoughts with rural Bengal problems. Later it was named Sriniketan, and another contagious campus of Visva – Bharati moved to Sriniketan in 1923.

These projects' main objectives were to bring villages into limelight, uplift the villagers and local artisans, and enable people to solve their problems rather than solutions that outside people were compelling. In notions of this idea, a school was established, namely Shiksha- Satra for the children of neighboring villages with the aim to inculcate knowledge. The school was shifted from Shantiniketan campus in 1927. Another organization, namely the Loka- Shiksha- Samsad was established on the year of 1936, to provide non-formal education to villagers who did not have any access to educational opportunities.

Exploring the Culture-Tourism Synergy

Cultural tourism can be defined as the tourism constructed, showcased, and consumed implicitly or explicitly, keeping cultural appreciation in mind for either experiencing or gaining knowledge; the former is having a comparatively important position in the present day context (Prentice, 2001). Silberberg (1995) has adopted the definition of the Ontario Ministry of Culture, Tourism and Recreation (1993) that defines Cultural tourism as “visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution”.

Csapo (2012) talked about the role and importance of cultural tourism in the modern tourism industry. However, he states that Cultural tourism can be characterized from the viewpoint of supply, demand, theoretical and practical approach. He argued that the definition of cultural tourism still remains controversial, as there is no satisfactory definition of cultural tourism. At the same time, he emphasizes its importance as day-by-day cultural value increases due to its diversification and recreational need for new generations. It was hence concluding that cultural tourism will never lose its importance in the modern tourism industry.

Cultural tourism is imperative for different reasons; it has a positive social and economic effect. It helps establish and reinforce character. It aids in conserving and preserving the historical and cultural heritage (Gantait et al., 2018). With culture as an instrument, it encourages understanding and congruity among individuals while underpinning culture and renewing tourism (UNESCO, 2003). Cultural destinations have turned out to be strategically important and have assumed a critical job in tourism at all levels. They are also progressively being put at the focal point of rural and urban development and establishing a critical part of the local community’s social and cultural existence (Das & Acharjee, 2013).

Cultural tourism also helps provide financial assistance to the local communities and heritage management committees that, in return, are used to preserve local and indigenous culture and heritages (Swanson & DeVereaux, 2017). In this regard, Richards and Wilson (2007) state that cultural tourism is commonly understood to support heritage resources conservation and improve the regional economy, thus inferring that tourism and culture are highly dependent and associated. Further, it also advocates for global peace and harmony, the likes of which has been advocated by the UNESCO while stating

In a world that is troubled by conflicts and xenophobia often based on misunderstandings, cultural tourism can facilitate cultural harmony and understanding among people. More in-depth knowledge of other people’s cultures will stimulate understanding and a wish to cooperate. It promotes communication and integration (UNESCO, 2003).

Das and Acharjee (2013), in their study of “Problems and Prospects of Cultural Tourism: A case Study of Assam” has assessed the resources available related to cultural tourism, and discussed the problems and prospects, and concluded that if planned in a sustainable way cultural tourism can be raised as an important income

and employment generating sector and can increase the wide range to socio-cultural benefits.

Indigenous tourism is the activity where indigenous communities are directly involved either by controlling the tourism business and/or serving their culture as the essence of the attraction. So, Indigenous tourism can foster the relationship between aboriginal and non-indigenous people through interaction that leads to cultural development (Hinch & Butler, 2007).

Indigenous people play an important role in cultural tourism development in many dimensions. The populations of Sriniketan encompass a diverse, unique culture in terms of handicrafts, festivals, food, folk art, which makes them distinct from another community. The inhabitants of Sriniketan can be broadly divided into three categories, tribal, non-tribal, scheduled castes. The tribal mainly Santhals are living in Ballavpur Danga in Sriniketan and surrounded places in Balipara, Moldanga, and Fuldanga. Their unique handicrafts made from different seeds and Santhali dance, festivals, and local cuisine can attract tourists.

Cultural Elements of Sriniketan

Sriniketan comprises a large number of cultural resources, which offers it tremendous scope to develop cultural tourism. In particular, the cultural villages, namely Surul, Ballavpur Danga, Raktokarobi Karugram can be the model villages for their rich cultural resources. The intrinsic cultural values of the villages mentioned above are discussed below:

Surul

Rabindranath Tagore founded this village as a community development block in Bolpur Subdivision. The village comprises a large aboriginal people such as Bagdis, Bauris, Santhal, Hari, Doms, and some Zamindar families. These people have a great contribution to socio-economic development in Surul. Some of the major attractions of this place are Surul Sarkari Rajbari, heritage buildings, terracotta temples, etc.

Surul Sarkari Rajbari is very famous for the traditional Durga Puja started 250 years ago. During this puja, the entire Rajbari is decorated with Jhar Bati, and other lightings, and local artisans perform the dance, folk music, theatres, etc. This is a place for culture lovers who want to explore, learn, and experience some heritage buildings. Srinivas Sarkar was the man who acquired and established this Rajbari.

Adjacent to this Rajbari several terracotta temples. One such temple is the Pancha Ratna Lakshmi Jonardan temple, which depicts the famous Ramayana Theme, a war scene of Rama and Ravana in exceptional terracotta style example like the court of Ravana. Here the Demon king is seen busy discussing with his generals. Just

below this scenario, a section shows Sita bounded by Cheri (Female Demon), and another panel depicts Sita's purification by fire. The work is surely remarkable in a cultural sense, but presently the place is suffering from several damages. Other twin temples are dedicated to Lord Shiva, situated just beside Jonardan temples. The most well-known terracotta work here is the enthronement of Lord Rama over arch panels; however, some of the figures are entirely vandalized. Other famous terracotta temples are Atchala Deul temple at Paschimpara, Rekha Deul Temples, etc. For more data on terracotta works, one can see Ukil (2010).

Ballavpur- Danga

This village is situated in Sriniketan community block as a well preserved tribal village that offers to have an exciting adventure experience by permitting the tourists to stay in the middle forest with the local Santhal tribal community. The natural environment and unique lifestyle of the Santhal community make this village distinct from others. The place not only offers Bengal's pastoral beauty but also represents the essence of cultural heritage through folk songs, Santhali dance by using local instruments like Madal. A strong lineage of craftsmanship, exclusively mat weaving, basket making, fan making, and making ornaments with Bina grass, date leaf, palm leaf, and from several kinds of seeds are also strongly associated with forest life. Apart from these, they have the expertise of terracotta work, batik work, woodwork, leatherwork, and musical instruments that are unique in this region. Fairs and festivals like Chabbish Praha, Badna, Charak Puja, and Karam are celebrated throughout the year among tribal people through Adivasi customs and rituals (Department of Tourism, 2019). This village also comprises a small bird sanctuary, a home for varieties of migratory birds and other animals like deer. In addition, a Museum is there, filled with Santhali paintings and artifacts. A blend of all cultural resources surely has great potential for cultural tourism.

Raktokarobi Karugram

Raktokarobi Karugram is a craft village and a hidden paradise that is located on the lap of nature, far away from the crowd. This village is situated near Shantiniketan. Here, 9 traditional cottages are made in the typical rustic set up, absolutely untouched by any development. These eco-resorts offer to rejuvenate and resurrect the mind through a number of activities like visiting greenery set up including cultivation field with mustard and potato implanting, staying with unspoiled ethnic people, listening Baul Songs and have local cuisine. But the destination is still lesser known by tourists, and there is an extreme need for upliftment and improvement to provide better facilities that will ensure rural and cultural tourism development in the near future.

Other Attractions Available in and Around in Sriniketan (Department of Tourism, 2019)

There are plenty of natural as well as cultural destinations in and around Sriniketan. Some of the most popular of them have been outlined below:

Viswa Bharati Campus

It is located 156 km away from Kolkata in Bengal's rural vicinity. Shantiniketan, a place that is unfettered from all the religion and regional barriers. In 1921, the university was established to help education rise above the confines of the classroom. The curriculum was a unique amalgamation of art, human values, and cultural interchange that attracts several creative minds. The serenity of this place draws the number of tourists throughout the year. Within the campus number of attractions are available. Namely, Uttarayan complex, Mrinalini Ananada Pathsala, Upasana Mandir, Shantiniketan Bari, Amrakunja, Gour Prangan, Singha Sadan Hall, China Bhavan, Kalobari, Chatimtala, Mukut Bari, Rabindra Bhavan, Kala Bhavan, and many more, all are the beautiful simile of Tagore's era. It also has cultural significance in every aspect. Among them, Rabindra Havana and Kala Bhavana are the cultural centers in the true sense.

Rabindra Bhavana

This is an important attribute of the Viswa Bharati campus. It includes major parts of Tagore's paintings, manuscripts, etc. Some personal belongings of Tagore are exhibited here. A museum is located here, which comprises five homes lived in by Tagore, referred to as Uttarayan complex. Some furniture, interior design of the room, and some paintings from Tagore's life are also showcased here. This unit also comprises a large library, audio-visual unit, preservation unit, Rabindra-Charcha Prakalpa, etc. It draws a good number of tourists throughout the year.

Kala Bhavana

This is a well-known visual art practice center in India, founded by Rabindranath Tagore in 1919. This institution was given the contours to the cultural specific modernism and conceded forwarded by a number of eminent artists, namely Nandalal Bose, Ramkinkar Beij, Benodbihari Mukhopadhyaya, and other contemporary artists by their personal visual experience. It gives the students paramount opportunities to interact with different kinds of art techniques and forms by learning the history and art.

Prakriti Bhavana

It is a nature art museum in Tagore place which is located in the Ballavpur area of Shantiniketan. Exclusive Nature Art museum with an imposing inside exhibit of natural *sculpture* in driftwood, dry wood, and an excellent transcription in metal with an extensive open-air garden of realistic rock *sculptures*, an artistic manifestation, connecting man with nature through art, music, and poetry.

Khoai

Natural heritage of Bolpur, Birbhum district, and a geological formation of shapes of tiny hills. A natural canyon, created through the erosion of wind and water, a dry forest surrounded by certain types of trees like Sonajhuri or Acacia. Sonajhuri Haat or Sanibarar Haat is very famous, where artisans from Shantiniketan gather to sell their handicrafts (The Bengal Chamber, n.d.). It is also the cleanest forest of West Bengal, and Baul used to sit under the Sonajhuri trees and sing with their single instrument strings, bringing a different charm (North Bengal Tourism, n.d.). A slow-flowing Kopai river, a tributary of Mayurakshi River, is an attraction, the Banerpukur tribal village inside the forest.

Kankalitala

A popular Hindu pilgrimage site of West Bengal is situated in Sriniketan community development block on the bank of Kopai River. It is one of the 51 Shakti Peetha, where the skeleton (Konkal) of Sati fell. The deity of Goddess Durga was erected and worshiped here. It has become an important religious spot in West Bengal.

Srijani Silpa Gram

This is a replica of Silpagram situated in Udaipur, Rajasthan. The place showcases the traditions, lifestyle, and handicrafts of the eastern and North-eastern states in India. This comprehensive place is designed for rural artisans, enabling them to sell their handicrafts. It was started by West Bengal Government in 2008 and embraced representation from West Bengal, Odisha, Bihar, the seven sister states in North-East and Andaman Nicobar Islands. The beautiful hubs made with mud, bamboo, and straw exhibits the daily life of tribal people. This is the major attraction for cultural tourists, who want to learn and shop the souvenirs/handicrafts and experience rural Bengal flavor.

Amar Kutir

An important component of cultural tourism is an art-craft center located on the bank of the river of Kopai, 15 km away from Shantiniketan. This cooperative society established for the promotion of arts and crafts produces a number of handicrafts by skilled artisans, like leather goods, Kantha Stich Sarees, Batik work, Bamboo crafts, etc. Most of the leathercraft unit's employees are women. Under a Central Govt. scheme, a craft development society was set up in 1992 with the aim to train artisans. On the year of 1993, a hand block printing center was established at Amar Kutir complex. It is a famous shopping center for tourists as all the handicrafts are available at a very reasonable price.

Fairs & Festivals

Fairs & Festivals are considered important attributes to promote cultural tourism and have a crucial role in boosting the regional economy (Munjal & Jauhari, 2015). The significance and impacts of festivals in a host community to promote cultural tourism is an important area to be studied. In order to get the experience of the host community's culture and traditions, people travel from far away to meet their cultural desires (Vinnie & Sandeep, 2015). Unlike the other destinations, culturally rich Shantiniketan/Sriniketan blessed with several festivals celebrated throughout the year, which help draw optimal tourist numbers in different seasons, boosting the regional economy and promoting cultural tourism. Some of the important festivals (see Bolpur-Sriniketan.com, n.d.; Visva Bharati University, n.d.b) are described below:

Pous Mala

For marking the harvest season Pous mala, an annual festival, is celebrated in Shantiniketan on the last for 6 days of the 7thPous (Bengali month). This mela formerly started on the year of 1892. Numbers of stalls of handicrafts are showcasing in front of the traveler. A live performance of Bengali folk songs, especially Baul songs, are presented to attract the charm of the visitors. Plenty number of tourist come to visit each year.

Sriniketan Utsav

It is observed on 6th February, the foundation day of Sriniketan. In 1922, Sriniketan was established by Rabindranath Tagore on the same day. This is a rural center for cultural activities, enables the nurture of rural folk culture. The festival of folk

culture, much tribal dance of rural Bengal performed on the stage. Showcasing many agricultural products and handicrafts made by tribal people attracts tourists from Bolpur and surrounding places.

Ananda Bazar

Viswa Bharati students organize a small colorful fair on the day of Mahalaya. Mainly Kala Bhavan students make several colorful handicrafts before puja vacation or autumn recess. The earning from it mainly go for charity.

Nandan Mala

This unique art fair is basically held from 1st to 2nd December before the birthday of great artist Nandalal Basu by Kala Bhavan's students and teachers. Exclusive artworks are displayed in this mela. Anyone can get it at a very affordable price.

Briksharopan and Halkarshan

These two tree plantations festivals have been hosted since the early nineteenth century on the 22nd and 23rd day of Sravana month (Bengali Month, generally fall on august) by Viswa Bharati students and management committee with the aim to conserve nature. Through plantations of the trees and ploughing of land with different seeds.

Basanta Utsav

Basanta Utsav is a popular festival in West Bengal. It is a color festival celebrated during the spring season. When spring comes with its own exquisiteness and the winter season just comes to an end, this pleasant color festival is celebrated. During this season, nature bestows with colorful flowers of Palash, Shimul, etc. that adds the different value of this festival. Through the different cultural programs performed by Viswa Bharati students, the festival starts in the morning and ends with smearing. By spreading color powder (Abir) the wishes are conveying to each other. Live performances of Baul songs and Rabindra Sangeet, Rabindra Nritya are held inside the campus. Visitors can join any of the groups to get a taste of the folk culture of Shantiniketan.

Apart from these, some of the popular fairs are celebrated in Sriniketan around the year by tribal-like Krishi Mela, Chabbish Prahar, etc., through Adivasi customs

and rituals. Cultural programs like ‘Haat’ is held in Sonajhuri forest each Saturday (The Bengal Chamber, n.d.). A new Haat ‘Amader Haat’ has been initiated to showcase the handicrafts. Badna Utsav, Charak Puja, Karam are the most important festivals celebrated among the tribes, mainly Santhal. On this day, they used to worship their God and performed different tribal folk art.

Authentic Handicrafts

Handicrafts are an important component of tangible cultural heritage that can boost up the regional economy through employs artisans and enable preserving of cultural heritage in a sustainable way (Mustafa, 2011). It also acts as a cultural souvenir and plays a crucial role in the livelihood of rural people. In addition, it has a significant position in cultural tourism promotion in a host community (Parnwell, 1993). Sriniketan is a home for a number of handicrafts, which can be an important attribute in cultural tourism promotion. Data about some of these prominent handicrafts were collected from the physical book of Basu (1990) and have been highlighted below;

Kantha Stitch

This is a type of embroidery work popular in West Bengal. This type of crafts is mainly made by women. They generally to stitch on the Sari, known as ‘Nakshi Kantha’ and made Sari, Cushion, light blanket with exclusive designs. This embroidery is very famous in Sriniketan and surrounded places in Bengal. Women used to wear traditional Kantha Stich saree on different occasion.

Woodcraft

Another important craft in Sriniketan is by carving out a single wooden piece. Several numbers of mythological and ancient folklore characteristics are made with vibrant colors. Apart from that, some of the wooden crafts are seen in village temples in West Bengal.

Shantiniketan Leather Work

These products are produced in and around Shantiniketan, West Bengal. It is typically produced from sheepskin and goatskin by using vegetable-tanned leather (Saha, 2011). After dying, some artworks are done to add a different look. A number

of things are made, including coin bags, handbags, shoes, jewelry boxes, eyeglass covers, pencil boxes, piggy banks, ladies bags, cushion covers, wallets, and many more. Tribes of Sriniketan are very skilled in making leather goods.

Dokra/Brass

Through the process of ‘lost wax casting’, this type of tribal art craft was produced. Metalware, a process from ancient times, can be found in several places in India. This craft is very famous for its simplicity and wonderful folk pattern. A number of items like Dokra Horses, owls, religious images, etc., are made by skilled artisans.

Batik

This type of crafts has been originated from Indonesia, wax-resist dyeing technique is basically used in whole cloth. After dyeing, the wax is removed with some boiled water. Among the tribes of Sriniketan it is very famous and plays an important role in their livelihood. One can find further data about Batik print from Maulik et al. (2014).

Apart from that, some of the handicrafts like hand block printing on Saree, Terracotta jewelry, Patachitra paintings, Santhali art and crafts like paintings in doors, floors, and walls, mat weaving, broom binding, creating ornaments with bena grass, date leaf, or with several types of seeds are very famous among the tribes of Ballavpur Danga in Sriniketan.

Folk Music and Dance

Folk music and dance forms are imperial elements of cultural tourism destinations (Munsters, 1996). The popular folk music and dance forms in Sriniketan have been highlighted below:

Baul Songs

The word ‘Baul’ means ‘Mad’ and the insanity that originates from an alluring love for oneself. Bauls are a group of mystic songsters from Birbhum; literally found to perform lively in Shantiniketan, Sriniketan and surrounded places on every occasion, Bauls comprises both a synthetic spiritual domain and a melodious practice.

Their distinctive clothes and musical instruments can often recognize them. This folk- fusion music performed with different instruments like Dugdugi, Ektara on some auspicious occasions.

Santhali Dance

This vibrant Santhali dance celebrated by Santhali women by holding hands with each other and wearing saree in traditional style, painting with diverse colors in order to portray the different mythological characters, and dance charmingly with the beats of the traditional songs by using the sticks. Madal and Dhamsa, a traditional instrument, are used as a musical instrument in this dance. The flute is considered an important musical instrument. On every occasion, they used to perform. In Sriniketan, mainly in Ballavpur Danga, this dance is very popular among the tribes.

Local Cuisine

Bengali cuisine like rice, pulses, vegetables, fishes, sweets, Pitha-Puli is found in Sriniketan. Like the other districts of West Bengal, Fish is the staple food among the villagers and tribal communities. Some drinks called Sura and Hariya are very famous among the tribes in Sriniketan that are made from rice grain and fruit seeds.

Future Prospects and Challenges

The above sections of the paper have clearly outlined the cultural resources that Sriniketan has on offer. It would be hard to see a destination having such potential not making it into India's successful cultural tourism destinations. However, along with the infinite number of prospects, several challenges have been discussed in this section of the paper. The authors of the paper had done several focused group interviews to determine the areas in which prospects and challenges persist. The focused group consisted of academicians, practitioners, local community leaders, and NGOs with a great degree of knowledge on the destination Sriniketan. The data collected from the interviews were then classified under different themes, and a proper SWOT (Strength, Weakness, Opportunities and Threats) analysis was drawn to depict the situation of Sriniketan properly. Figure 6.2 depicts the SWOT analysis in detail

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • The adobe of Rabindra Nath • The authentic social and cultural flavor of rural West Bengal. • The greater connectivity to places. • Better Educational Facilities. • The remarkable indigenous customs and rituals of villages. • The exquisite handicrafts. • The array of fairs and festivals. 	<p style="text-align: center;">Weakness</p> <ul style="list-style-type: none"> • Lack of interest and awareness in local communities. • Lack of proper management in local events like fairs and festivals. • Scarce number of niche rural tourism projects like cultural and heritage centers etc. • Lack of viability studies at the place. • No proper accreditation for rural sites.
<p style="text-align: center;">Opportunity</p> <ul style="list-style-type: none"> • Development of unique attractions like village walk. • Unexplored and untapped. • Growing interest of stakeholders in tourism. • Increasing promotions. • Higher inflow of Govt. projects. • Development of Circuit Tourism. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Floods and natural calamities. • Bureaucracy and negligence by planners. • Dying village culture. • Cultural dilution. • Migration. • Over dependency on agriculture. • Demonstration effects.

Source: Authors’ own work

Fig. 6.2 SWOT analysis of destination Sriniketan. (Source: authors’ own work)

Conclusion

There is no denial from the fact that cultural tourism is emerging as one of the biggest drivers of economic and social upliftment, especially in far off places (Ivanovic, 2008). An economy completely dependent on agriculture will find it hard to sustain its long term interests and preserve its cultural values (Wu et al., 2011). Therefore, embracing cultural tourism can provide an alternative source of livelihood to the local people and help preserve the local culture and traditions. In this regard, the destination of Sriniketan is gearing up to showcase its intrinsic cultural elements, which have been highlighted in the paper to the outside world and reap the benefits of its socio-cultural potentials. However, the roads ahead are blurred with challenges like lack of awareness, planners’ negligence, and over-dependency on agriculture and migration. To conclude it can be stated that the tourism potentials of Sriniketan easily outsmart the array of challenges that it faces in the process of tourism development.

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Chapter 7

Tourism in Bangladesh: A Future Outlook



Md. Wasiul Islam, Dababrata Chowdhury, and Asrafal Khan

Introduction

Over the last few decades, tourism development has been steadily increasing over the world. This has encouraged a greater understanding of the necessity of ensuring that this expansion is ecologically, socially, and economically sustainable. In comparison to other economic sectors, tourism may be a powerful economic engine that, if well managed, can contribute to higher welfare at reduced environmental and social costs (Dinica, 2009). Tourism has the potential to accelerate development, particularly in emerging and impoverished countries (Nyaupane & Poudel, 2011; Newsome & Hassell, 2014; UNWTO, 2008). Beyond the economic regeneration, it can aid reconciliation among the people of its destination (Causevic & Lynch, 2013).

Over the decades, tourism is diversifying to become one of the fastest-growing economic sectors on the planet. It is regarded as one of the world's most important industries. In 2019, the travel and tourism industry contributed 5.5% of total growth, trailing only information and communication (4.8%) and financial services (3.7%). It contributed USD8.9 trillion to global GDP, accounting for 10.4% of global GDP (Gross Domestic Product) and one out of every ten employment (total 330 million jobs). Tourism ranks third in the global export sector, but it is the top export category for many developing countries: on average, tourism accounts for 40% of

Md. W. Islam
Forestry and Wood Technology Discipline, Khulna University, Khulna, Bangladesh

D. Chowdhury (✉)
Entrepreneurship and Marketing, University of Suffolk, Suffolk, UK
e-mail: d.chowdhury@uos.ac.uk

A. Khan
Arden University, Coventry, UK

service exports in these emerging nations (the global average is 30%) (World Travel & Tourism Council (WTTC), 2020).

Tourism has been a crucial driver for International commerce and socio-economic development in many developing countries. Moreover, tourism has a noteworthy function to install peacebuilding and create better relations between the communities within a country and between its neighboring countries despite political instability (Causevic & Lynch, 2013). UNWTO takes various initiatives to make people more aware of tourism and its contributions. One of such initiatives is to celebrate World Tourism Day, which is September 27. The theme of 2019 was: 'Tourism and Jobs: a better future for all' and for 2020, it is 'Tourism: Building Peace! Fostering Knowledge!'. Tourism contributes to the achievement of the Sustainable Development Goals (SDGs), notably Goals 8, 12, and 14, both directly and indirectly. When tourism is underdeveloped, however, it may lead to the depletion of the resource base it relies on, with severe repercussions for destinations, neighboring areas, and even entire countries (Dinica, 2009).

Bangladesh was born as an independent nation-state of South Asia in 1971. The Bay of Bengal situates the country, a rich alluvial plain on the confluence of three major rivers: the Ganges, Meghna, and Brahmaputra. The geographical location of the country is between 20°34' to 26°38' north latitude and 88°01' to 92°41' east longitude consisting of a total 14.75 m ha (6.4% water body) land area (Banglapedia, 2006). Bangladesh is one of the world's most densely populated nations (density: 1260/km² with a population of 170 million people) (Statista, 2019). Approximately one-third of Bangladeshis reside in cities, including Dhaka, the country's capital. This country belongs to the lower-middle-income group. Bangladesh is one of the most densely populated countries (density position: 10th: 1260/km² having a total population of 170 million) in the world (Statista, 2019). Around one-third of Bangladeshis live in urban areas, including Dhaka, which is the capital of Bangladesh. This is a member of lower-middle-income countries (World Bank, 2019).

According to a report (Bangladesh Bureau of Statistics (BBS), 2018), poverty of Bangladesh is estimated as 21.8% (40% was in 2005 and 31.5% in 2010) based on the upper poverty line while the poverty rate as per lower poverty line is estimated as 11.3% (25.1% was in 2005 and 17.6% in 2010). By 2021, Bangladesh wants to be a middle-income country (BBS, 2018).

According to the Constitution of Bangladesh (1972) 15(c), the citizens have the right for having reasonable recreation, rest, and leisure as necessities. This right is directly related to the travel and tourism sector as it provides reasonable rest, recreation, and leisure. Tourism is becoming an important sector in Bangladesh. Despite many potentials of tourism development in Bangladesh this sector is still in the infant stage of development due to a lack of proper planning and implementation. According to Industrial Policy (2005), tourism is considered a thrust and potential Bangladesh sector. Currently, the Bangladesh Tourism Board is working on a 'Tourism Master Plan' for the next 20 years, with the goal of making travel and leisure the third major economic engine in Bangladesh after textiles and remittances. Moreover, there are many initiatives have been taken to develop this sector

to contribute more to the national GDP. Some of the initiatives have been discussed in the following parts of this chapter.

Bangladesh was named the best value destination for the year 2011 by Lonely Planet (2011). Many unique archaeological sites, cultural heritage, and nature-based tourist goods and services may be found throughout the nation. The world's largest single tract of mangrove forest with Bengal tiger and spotted deer in Cox's Bazar, the world's longest (120 km) unbroken sea beach in Cox's Bazar, the world's oldest archaeological site in the Southern Himalayas – Paharpur in Naogaon, and the world's largest terracotta temple – Kantaji Temple in Dinajpur are just a few of them. Mahasthangarh, in the Bogra district, is home to the country's largest and most ancient archaeological site. In addition, virtually every district has several beautiful monuments and mausoleums commemorating the language movement and Bangladesh's liberation war. On tiny hillocks in the north-eastern section of the Sylhet division, there is a green sanctuary of tea plants. During the winter season, a large number of migratory birds migrate, notably in Bangladesh's rural regions. During the summer, the North Bengal is renowned as a fruit zone, with litchi, mangoes, and jackfruits being particularly popular. As a result, tourism attractions may be found nearly everywhere in the country.

Bangladesh as a tourist destination; tourism education, research, and training in Bangladesh; tourism status in Bangladesh; tourism prospects in Bangladesh; challenges of tourism development in Bangladesh; way forward for tourism development in Bangladesh; and conclusion are the sections of this book's chapter.

Bangladesh as a Tourist Destination

With the global tourist industry expanding, several developing nations, such as Bangladesh, are attempting to open their tourism markets in order to enhance their socioeconomic and environmental advantages. However, the extent to which governments and the tourism sector balance the need for more visitors with the local demand for more socially and culturally acceptable tourism growth will determine its actual broad advantages (Mastny, 2001).

Tourism Attractions

Bangladesh is rich in art and cultural heritage, with many famous literature, music, and poetry playing crucial roles in Bangladesh's societies. Moreover, this is some green country rich in diversified resources that attract domestic and international tourists. These tourism attractions may be classified into the following three categories.

Natural Attractions

Bangladesh is full of natural attractions situated in both urban and rural areas. Natural attractions are basically nature-based resources, either geographical or biological features, that have some power levels to attract tourists. These features are becoming very popular for nature lovers and contribute significantly to the tourism market. Such attractions may vary like various water bodies, starting from ponds to Bay of Bengal, wetlands, colorful vast agricultural fields, diversified forests including protected areas, mountains, and natural beauty of expanded panoramic landscapes.

Some of the examples of natural attractions of Bangladesh are the Sundarbans mangrove forest, Tanguar haor (these two are UNESCO World Heritage Sites), Cox's Bazar sea beach and other beaches, Lawachara National Parks (total no. 19), Rema-Kalenga Wildlife Sanctuary (total no. 20), Swatch of no-ground marine protected area, National Botanical Garden (total no. 2), Eco-parks (total no. 10), Safari parks (total no. 2), Ratargul swamp forest, many rivers like the Padma, Jamuna, Brahmaputra, Meghna, Teesta, and so on.

Cultural Attractions

Bangladesh is very rich in its cultural heritage, which is basically focused on languages, religions, arts and architecture, literature, various forms of cultural performances, colonial reigns, foods and drinks, dresses, sports and recreation, natural resources, rural and urban dichotomy and ethnicity. Bangladeshi history and culture are intertwined with that of India, Pakistan, and other countries who reigned the country at several stages. Bangladesh has a history of around 190 years (1757–1947) of British colonizers' colonial period. Moreover, Portuguese, Dutch, Afghan, and French businessmen came to the country for the pursuit of trade and commerce until 1756. Moreover, the Muslim, Hindu, and Buddhist dynasties reigned the country for several hundreds of years. As a result, Bangladesh's culture has been influenced by these religions, foreign rulers, businessmen, and tourists.

Cultural resources of diversified mainstream and tribal populations of Bangladesh are treated as potential cultural resources for attracting international and domestic tourists. These attractions are man-made (i.e., built environment which is physical and intellectual creations attract tourists to experience). It also includes heritage attractions like the UNESCO World Heritage Sites, various historical infrastructures like religious buildings, monuments, residences of famous persons, bridges, modern buildings, amusement or theme parks, zoos, and so on. Tourists can come to know the place or country by visiting these historical sites as well as provides opportunities for the enjoyment of achievement history of the previous generations and ancestors.

Some of the examples of cultural attractions of Bangladesh are Khan Jahan Ali Sixty-domed Mosque (the only UNESCO Cultural World Heritage Site) and other contemporary structures in Bagerhat; Shrine of Hazrat Shahjalal in Sylhet; Paharpur

in Naogaon; Kantaji Temple in Dinajpur; Mahasthangarh in Bogra; Lalbagh Fort, Liberation War Museum, Pink Palace of Ahsan Manzil, Bangladesh National Museum in Dhaka; Sonargaon in Narayanganj; Rabindranath Kuthibari in Kushtia; Puthia Rajbari in Rajshahi; Golden temple in Bandarban; among many others.

Event Attractions

Event-based tourism is a well-known term that attracts tourists from both home and abroad towards various planned and organized events. This is one of the ways to make campaigns and marketing for certain destinations. These events may be focused on various cultural and religious celebrations or festivals, arts and entertainments, sports competitions, business and trade, scientific and educational, political, recreational, MICE (meeting, incentives, conferences, exhibitions), and any special event. These events may be organized by a state or several states, corporate sectors, private sectors, businessmen, corporations, or any other form.

Some of the examples of such event attractions of Bangladesh: the main festivals in Bangladesh are mainly religious. The Muslims celebrate their two most important festivals (i.e., Eid-ul-Fitr), which comes at the end of one-month fasting (Ramadan), and Eid-ul-Adha is also known as the festival of sacrifice during the Hajj celebration. On these occasions, families, and friends used to exchange their visits and spend time all together. Besides these, the Hindus celebrate various pujas all around the year.

Durga Puja from the 2nd to the 7th day of Kartik month of the Bengali calendar is known as the biggest festival. Moreover, Krishna Janmashtami, Dolyatra, Rathayatra, Kali Puja, Saraswati Puja, Laxmi Puja are notable. There is yearly Rashmela at Dublar Char of the Sundarbans, which is also a religious festival of the Hindus. However, tourists of other religions also like to visit the Sundarbans at that time.

Moreover, there are some national celebration of various national days as independence day, victory day, intellectual day, martyr day, the birth anniversary of the founder of the nation, Pohela Baishakh or Bengali New Year, Gregorian New Year, and so on) and international (mother language day, Valentine's day, mother day, father day, environment day, women day, children day, forest day, wildlife day, tourism day, biodiversity day, and so on) events, religious, cultural (shows and competitions), academic (Olympiad and other competitions), sports (competitions/tournaments), and so on are considered as various types of tourism attractions of Bangladesh.

Different Types of Tourism

There are diverse types of tourism currently popular in Bangladesh. These types are given below:

Nature-Based Tourism/Ecotourism/Community-Based Tourism

As already mentioned above, Bangladesh is rich in biodiversity, natural environment, different types of ecosystems, wildlife, and natural scenic beauty. Therefore, nature-based tourism is a popular form of tourism practiced in Bangladesh. However, the majority of the domestic visitors or tourists usually do not follow the principles of nature-based tourism. They like to enjoy nature just for their recreation, putting aside the love and care for nature. These guests generally like to make picnics at destinations where they show their casual attitude towards nature and its components. Though many people also call such tourism 'ecotourism' particularly for the Sundarbans and other forest-based protected areas, an ideal destination is rarely found in Bangladesh where ecotourism is practiced in the true sense (i.e., following its principles).

Similarly, the term community-based tourism is also used for some of the destinations. However, like ecotourism, it is also rarely practiced in Bangladesh though some discrete initiatives from some private tour operators and NGOs to practice community-based tourism, particularly at some villages adjacent to the Sundarbans mangrove forest, are rare. Lawachara National Park, and some areas of Chattogram Hill Tracts. Green tourism, adventure tourism (mountaineering, trekking, mountain biking, bushwalking, etc.), rural tourism, agriculture tourism, and so on are practiced more or less in the same fashion. International tourists also like to visit these nature-based sites, which are much more environmentally conscious than domestic tourists. It might be noted here. There are immense opportunities for practicing ecotourism, nature-based tourism, and community-based tourism/ecotourism in Bangladesh. It requires some practical planning to implement.

Cultural Tourism

Cultural tourism is also popular in Bangladesh. There are many cultural tourism destinations in Bangladesh that are popular for their architecture and arts, cultural and historical heritage, culinary heritage, religion, lifestyles literature, music, value systems, beliefs, norms, and traditions. People like to visit cultural destinations during the public holidays on the occasion of various religious festivals. International tourists also like to visit these cultural sites. Shrine-based tourism is popular in Bangladesh, where people of different religions, beliefs, and classes gather. Various types of activities take place at these sites.

Business Tourism

Business tourism is also another popular type of tourism practiced in Bangladesh. Many visitors and tourists like to visit the adjacent tourism destinations while they visit any place due to their various businesses related to attending meetings, incentives, conferences, exhibitions (MICE industry), training, education, health/treatment, administration, manufacturing, trade, and services, and so on. Moreover, people like to move away from their home and usual working place due to making their businesses bigger and purchasing their goods or services. After doing their main businesses, they like to visit the neighboring tourist destinations for their recreations. Urban/city tourism may be merged with this type of tourism.

Water Tourism

Bangladeshi people like water-based tourism activities particularly focusing on the sea beaches. These activities include walking, running, playing, swimming, sun-bathing, enjoying the beach environment, relaxing at sun loungers with beach umbrellas, shopping and eating, taking photos, horse riding, surfing, and riding on beach riders, and so on. Moreover, there are some river-based or inland water tourism activities (fishing, cruising, boating, and sports). Still, these have not yet been that much popular despite their great potentials. Besides these, there are some amusement parks in some big cities where there are some water-based amusement activities are provided.

Coastal and maritime tourism focusing blue economy are becoming more popular in Bangladesh. Bangladesh government and some private tour operators are trying to take the various initiative to develop this tourism sub-sector. Recently, such opportunities have been increased due to resolving the maritime dispute with Myanmar and India. As a result, Bangladesh has been assured her rights over 118,813 km² or territorial sea, 200 nautical miles of exclusive economic zone, and all ocean shelf resources up till 354 nautical miles from the Chattogram coast. The Sundarbans mangrove forest, Ratargul swamp forest, various lakes, waterfall-based water tourism is also popular in Bangladesh.

Education Tourism

A significant number of domestic tourists travel to various tourist destinations as part of their academic activities or for their recreational purposes from their academic institutions. Such study tours, excursions, picnics, outings, industrial tours, internships, data collection for research, experience sharing activities facilitate learning, skills development, self-development, intellectual growth (i.e., capacity

building of the students and their mentors). Such types of tourism activities range from primary school to university students. Some international students, academicians, and researchers also visit Bangladesh for the same purpose.

Sports Tourism

Bangladesh is popular for various sports, particularly famous for cricket, football, hockey, and kabaddi. There are different sports (local, regional, national, and international) competitions in different cities of Bangladesh that invite a good number of tourists from all over the country. Many international players, officials, tourists visit Bangladesh to take part and attend these sports events.

Potential Types of Tourism to Attract More Tourists

The above-mentioned tourism types have greater opportunities to flourish in Bangladesh, contributing to socio-cultural, economic, environmental, and institutional benefits. Moreover, ecotourism, community-based (eco)tourism, pro-poor tourism, cultural tourism, coastal and maritime tourism or blue tourism, rural tourism, well-being and medical tourism, culinary tourism, adventure tourism, fruits-based tourism, religious tourism, ethnic tourism have good potentialities to develop in Bangladesh if proper planning and its implementation can take place in a proper way.

Tourism Education, Research, and Training in Bangladesh

The tourism sector is gradually getting bigger in Bangladesh. Capacity building through education and training is believed to generate productive manpower, essential for Bangladesh's sustainable development. The management of tourism products and services largely depends upon professional manpower. Consequently, the opportunity for training, education, and research on tourism, hospitality, travel, and recreation are also gradually improving. Bangladesh became an independent state in 1971, and tourism education started its journey in 1974 by the establishment of the historic National Hotel and Tourism Training Institute (NHTTI) under the National Tourism Organization (i.e., Bangladesh Parjatan (Tourism) Corporation (BPC)) under the jurisdiction of Ministry of Civil Aviation and Tourism. NHTTI is the only government training institute of Bangladesh to provide various capacity building opportunities for both male and female candidates who are playing significant roles in developing the country's tourism sector.

Higher education and research facilities are also increasing in Bangladesh. Currently, there are 21 universities to offer several academic programs (both undergraduate as Bachelor of Business Administration or Bachelor of Science or Bachelor of Arts and postgraduate as MBA/MSS/MA/MSc and PhD) in tourism, hospitality, and hotel management to generate competent and skilled manpower for tourism development in Bangladesh. In addition, though there are some of the universities where there is no distinguished undergraduate and postgraduate program on tourism and hospitality, however, various tourism and hospitality-related courses (like Tourism Management, Travel, Wildlife Management, Hospitality and Hotel Management as both compulsory and optional courses) are offered to the students at both undergraduate and postgraduate levels (like under the department of marketing, management, finance, forestry, environmental science, natural resource management, and so on). Interested students are also allowed to conduct their research projects at these levels. Well trained and educated faculty members and researchers are working in these institutions to forward these academic institutions and produce a competent workforce in the tourism sector.

In addition to the higher studies, currently 12 colleges are currently offering 4 years professional program (i.e., BBA (Honor's) in Tourism and Hospitality Management (THM) under National University, Bangladesh). Moreover, there are 32 training institutes, 1 polytechnic institute, and some institutes under the Technical and Vocational Education Board to generate confident and skilled (theoretical and practical skills) manpower in the field of tourism and hospitality so that they can effectively manage and adapt to a continuously changing business environment.

Besides these academic educational opportunities, various governmental, non-governmental and private organizations in Bangladesh organize various independent training sessions on various issues of tourism. Some of these associations are Bangladesh Tourism Board (BTB), Tour Operators Association of Bangladesh (TOAB), Bangladesh Outbound Tour Operators Forum (BOTO), Bangladesh Inbound Tour Operator Association (BD Inbound), Association of Travel Agents of Bangladesh (ATAB), National Hotel Association of Bangladesh (NHAB), Tourism Developers Association of Bangladesh (TDAB), Tourism Resort Industries Association of Bangladesh (TRIAB), Hotels International Limited (HIL), Biman Bangladesh Airlines Ltd., Bangladesh Services Limited (BSL), Tourist Police, Bangladesh, Pacific Asia Tourism Association (PATA) (Bangladesh Chapter), PATA Dhaka University Student Chapter, various hotels, and so on.

Tourism Status (Contributions) in Bangladesh

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities” (UNEP & WTO, 2005, p. 12) and “addressing the needs of stakeholders” (Waligo et al., 2013, p. 342). There are socio-cultural, economic,

environmental, and institutional benefits of tourism. However, tourism may have negative impacts from all these perspectives. Sustainable tourism can outweigh the negative impacts of tourism on the host community and the environment by its positive impacts. Therefore, sustainable management of tourism is an important factor to consider.

Tourism of Bangladesh is mainly focused on domestic tourism through various initiatives have been taken to attract more international tourists. The government, various associations, involved in travel and tourism, researchers, and academicians are trying to propagate Bangladesh's tourism sector. There is insufficient reliable and systematic data on the contributions of the national economy's tourism sector and the updated records on the number of foreign and domestic visitors and tourists, and the direct and indirect receipts from these visitors and tourists. Moreover, there is insufficient reliable and systematic data on destination-wise tourist and visitor numbers and their receipts. This implies that there is no formal system in place in Bangladesh to record visitor statistics and track revenue from the tourism industry. The Bangladesh Police Special Branch keeps track of the partial details of international visitors to the country. These, however, are not for tourists. The Bangladesh Bank also maintains track of revenue from international tourists.

The contribution of the tourism sector to the GDP of Bangladesh is not as expected. The direct contribution of the travel and tourism sector to GDP of Bangladesh was US\$ 6 billion (2.2% of total GDP with the growth of 13.5% while 4.42% average growth since 1999), which created 1180.5 thousand persons employment (growth 7.7% and 1.9% of total GDP) in 2018 (Knoema, 2020). According to World Travel & Tourism Council (WTTC) (2020), the total contribution of travel and tourism sector to GDP of Bangladesh was US\$ 9113.2 million in 2019 which was 3% the total economy (6.8% T&T GDP growth against 8.1% real economy GDP growth). Considering these contributions, domestic tourists' expenditure was 96% and international tourists' expenditure was only 4%.

According to a study, the travel and tourism sector generates the highest number of employment (944 jobs per 100 tourists) in Bangladesh than in any other country in the world (Knoema, 2020). According to some other studies, almost 1.2 million people (1.8% of the total employment) directly depend on this sector for their livelihoods in 2017 while, another 1.2 million people are indirectly associated with the sector (Hasan, 2018; Sajid & Islam, 27 September 2019). As stated by World Travel & Tourism Council (WTTC) (2020), the travel and tourism sector generated jobs of 2.9% of total employment in 2019.

Tourism may be divided into three categories: Domestic tourism, Inbound tourism, and Outbound tourism. The present status, as well as the contributions of tourism, have been discussed below.

Domestic Tourism

The tourism sector of Bangladesh is mainly driven by domestic tourists (tourists traveling within Bangladesh), which accounts for 98% of total tourists in Bangladesh. Domestic tourism is a strong and powerful tool that can educate our people irrespective of their status, education, profession, and age regarding these health and essential environmental issues. Due to international travel restrictions, both inbound and outbound tourism will be very confined after the COVID-19 pandemic has over resulted in more emphasis on domestic tourism. People will be very selective and judicious to travel worldwide even after the withdrawal of international travel restrictions.

Domestic tourism is growing rapidly in Bangladesh due to having more dispensable income and time. The socio-economic status of the people is gradually improving. Hence they like to spend more money on their recreational and travel activities. The per capita income of Bangladeshi people has been estimated as US\$ 2079 in the outgoing fiscal year of 2019–2020. It is estimated that around 9 million local tours are organized annually all over the country. Annually 13.7 million domestic tourists visit various spots of Bangladesh (Hasan, 2018). These tourists like to visit various tourist destinations during their holidays, leave, and festivals. Such visits help them to know their own country.

Domestic travel and tourism expenditure for Bangladesh was 787.8 billion LCU (taka) (with a growth of 18.23%) in 2018 (Knoema, 2020). According to different tour operators, about 70% of tourists visit Cox's Bazar and Chittagong Hill Tracts, followed by the Sundarbans mangrove forest and the Sylhet region. Around 500 tour operators provide various services to these local tourists, including accommodation and transportation booking, guiding, and so on. Approximately 25,000 employment were directly created by these tour operators across the country (Rahman & Chakma, 2018).

Nature-based tourism generates a considerable amount of financial support for conserving and managing ecosystems and natural resources, building the destination more authentic and attractive to the tourists. Moreover, such tourism improves solid waste management, reduces pollution (sound, water, air), and improves environmental awareness among local people and tourists. Conversely, tourism has negative impacts by promoting mass tourism, particularly to fragile ecosystems, by polluting the ecosystem (Elands et al., 2015).

In addition to the economic contributions, tourism (of all three types) has many socio-cultural contributions to our society. Tourism can bring about a real sense of pride and identity to the local communities. At the same time, it allows them to look at their history and community identity. This helps the residents to preserve and maintain their norms, tradition, and culture. The research found that tourism contributed positively to create more educational opportunities for the locals; increase the quality of life by better food, cloth, etc.; reduce criminal activities, and facilitate the tourists to learn about local cultures (i.e., exchange culture). Moreover, tourism may contaminate the local heritage and culture that may also tempt the local

community people's crime situation and behavior (Elands et al., 2015; Parveen, 2013; Raihan, 2014).

Tourism also has many institutional contributions. Studies find that tourism can enhance the access of local people to decision-making processes, facilitate the implementation of the various development activities, facilitate cooperation to local businesses, help to get better support (training, finances, technical issues, etc.), facilitate good communication with the project development officials, and increase tourism facilities (Elands et al., 2015; Kuenzi & McNeely, 2008). These benefits also promote a good governance system at the tourism destination, which ultimately improves the overall management and conservation system of the tourism destination (Baggio et al., 2010; Islam et al., 2018a, b).

Forest Focused Nature-Based Tourism in Bangladesh

Forests of Bangladesh play a pivotal role in socio-cultural, economic, environmental, and political domain. Recently forest-based nature tourism (particularly regulated ecotourism and community-based ecotourism) has been recognized as an important tool to protect and control these forest areas and the resources. Nowadays, nature tourism is getting popularity also in Bangladesh among the hosts and guests; as a result, the forest dependent local community people are being involved with nature tourism particularly to find out their alternative source of income which directly and indirectly facilitates to conserve the forest resources. These people are now being motivated and aware of nature and forest conservation through such alternative type of tourism. The co-management approach has opened the door for these local people in such tourism related enterprises.

Many of the nature-based tourism attractions are situated within high conservation value areas and/or protected areas (Newsome & Hassell, 2014). Protected areas have significant importance by providing various direct and indirect ecological, socio-economic, and cultural benefits. Importantly, these areas also support the livelihoods of those communities that live in and around these areas (Islam, 2012; Kuenzi & McNeely, 2008).

Inbound tourism

Bangladesh has not yet been a popular inbound tourist destination despite its immense opportunities. There are some challenges to develop and flourish inbound tourism in Bangladesh. Some of these challenges have been discussed in the latter part of this chapter. According to the World Economic Forum's 'Travel and Tourism Competitiveness Report 2019', Bangladesh had the world's greatest percentage improvement in its overall Travel and Tourism (T&T) competitiveness over the last

two years, helping it move up five spots to rank globally 120th out of 140 countries, indicating the country's high potential for upward mobility. The country increased its safety and security ranking (from 123rd to 105th), ICT readiness (from 116th to 111th), T&T priority (from 127th to 121st), pricing competitiveness (from 89th to 85th), and ground and port infrastructure (from 74th to 60th) ratings by double digits. Environmental sustainability increased as well (128th to 116th), although much of the improvement was in metrics assessing marine sustainability. However, owing to increasing visa restrictions (46th to 53rd), international openness has decreased (104th to 114th), while tourism services infrastructure (133rd) remains the country's largest disadvantage relative to the worldwide average. Bangladesh may further reduce red tape in order to improve its T&T competitiveness. Extending total protected areas (102nd) might aid in the preservation of vulnerable wildlife (112th), prevent growing deforestation (43rd to 60th), and improve Bangladesh's exploitation of natural resources for tourism. Nature tourism in the nation is also endangered by lax environmental rules and enforcement (105th), and the country's overall attractiveness is hampered by significant air pollution (140th) and a lack of wastewater treatment (Calderwood & Soshkin, 2019).

Tourism is known as one of the important drivers of the economic growth of a country. It can earn foreign currency by selling hospitality, tourism products, and services and support the Balance of Payment (BOP) of a country. Though approximately 0.84 million foreigners are visiting Bangladesh annually, this number may be annually 0.5–0.6 million (Hasan, 2018; Sajid & Islam, 27 September, 2019). However, according to Knoema (2020), the number of foreign tourists arrival was 1.03 million while inbound tourism receipts for 2018 was US\$ 357 million (0.81% of the county's total export), which was 2.59% more from 2017.

According to World Travel & Tourism Council (WTTC) (2020), international tourist receipts were US\$ 333.5 million (0.7% of county's total export) in 2019. Among these receipts' leisure spending was 88% and business spending was 12%. Here, international tourism receipts are the expenditures made by international tourists, including expenditure to national airlines/carriers for international transports. Inbound arrival countries are India (47%), China (16%), Pakistan (6%), USA (5%), South Korea (4%), and the rest of the world (22%).

Tourism can create many employment opportunities through backward and forward linkages. It can offer direct jobs to the local community people such as tour guides, accommodation housekeeping, handicraft manufacturing, selling foods and drinks, and so on. Other industries, such as agriculture, food production, and retail, create indirect employment.

Outbound Tourism

Like domestic tourism, outbound tourism is growing rapidly in Bangladesh due to having more dispensable income and time. Moreover, due to cheap airfare and promotion of outbound tourism packages, Bangladeshi tourists like to visit various

neighboring and other countries, including Middle East, Europe, North and South America, and Australia. The records indicate that Bangladeshi tourists visit India's different parts, following Thailand, Singapore, and Malaysia. Most of the tourists visit India via several land ports. A considerable number of Bangladeshis visit India for treatment and other purposes like tourism, religion, education, meeting with family and friends, and attending various MICE events. According to Knoema (2020), tourism expenditure in other countries for Bangladesh was US\$ 1208 million in 2018. The number of departures for outbound tourists was 1.46 million in 2013 (recent data is not available). Outbound departure countries are India (59%), Saudi Arabia (10%), Malaysia (4%), Thailand (4%), Singapore (3%), the rest of the world (20%) (World Travel & Tourism Council (WTTC), 2020).

Prospects of Tourism in Bangladesh

Prospects of Inbound Tourism, Outbound Tourism, and Domestic Tourism

Despite massive potentials, Bangladesh is yet to ensure the aspects required to attract international tourists. There is the world's largest sea beach Cox's Bazar. The Sundarbans, the world's largest single tract of mangrove forests, as well as numerous other natural, religious, cultural, and historical monuments and attractions with significant potential, are distinct selling factors for Bangladesh's tourist industry. To reach the tourism standards, it needs proper planning with effective and efficient implementation of those plans.

There are ample scopes to improve tourism growth and tourists' tourism experiences at popular tourist destinations like Cox's Bazar, the Sundarbans, some destinations in Sylhet, and Chattogram Hill Tracts. Many unexplored destinations are not considered as popular in comparison to the above two sites. These destinations are the potential to develop further by improving tourism facilities. Considering the Sundarbans and other unspoiled natural attractions, Bangladesh has gold mines, but these are to be adequately exploited to get the benefits.

Previously (even one decade ago), there was a dearth of tourism-related workforce and research in Bangladesh. Currently, the situation is gradually changing (as discussed earlier) as the tourism department has been founded in many universities (total 21) of Bangladesh where students and faculties are engaged in tourism research. Besides these, tourism-related various courses are also taught in many other universities of Bangladesh, where some of the students and faculties are engaged in tourism research. Moreover, various research projects are funded by different home and abroad funding agencies. These research projects generate new knowledge and information to take various policy and other decisions to facilitate the richer's tourism sector. In addition to the universities, 12 colleges are offering undergraduate degrees in tourism and hospitality management to produce

competent manpower for the tourism sector. Moreover, 32 training institutes, 1 polytechnic institute, and some vocational institutes are preparing the skilled workforce for Bangladesh's tourism sector who can be easily employed to enrich the tourism sector.

Due to the advancement of the ICT sector, more dispensable money and time, digitization, women empowerment, equity in gender, better transportation system, flourishing more tour operators and other concerned travel and tour agencies, privatization, marketing, and so on which are making tourism sector of Bangladesh prosperous. The number of tour operators, tourism-focused other organizations like travel agencies, event management, accommodation providers, and tour guides, is increasing in Bangladesh (though their activities have been affected significantly due to COVID-19 pandemic). There are many associations of these organizations (as mentioned earlier) who are found active now. All of these factors adding value the prospects of the tourism sector in Bangladesh.

Referring to the various types of tourism attraction, there are immense opportunities of tourism development in many potential destinations of Bangladesh. As mentioned, Bangladesh has enormous cultural attractions that might be attractive to potential visitors. Some of these are Tribal lifestyles of Chattogram Hill Tracts and other areas of the country; many historical, archaeological sites and ancient mosques, temples, churches, pagodas; historical and religious sites; different Rajbari; ethnological museums; different monuments; other different historical places and ancient buildings; shrimp ponds, crop fields; orchards particularly of Rajshahi, Chapai Nawabganj, Naogaon; canoeing; different religious traditions and festivals; producer groups of crafts; coastal and marine zones; music and cultural evenings and shows; etc. Furthermore, the peoples of Bangladesh are simple and very friendly that attract both international and domestic tourists.

Nowadays, numerous Bangladeshi people like to travel and visit different tourist spots within Bangladesh and abroad. This trend has been increased drastically if we assess the visitors' status at some popular tourist spots such as Cox's Bazar, Sundarbans, different spots in Chittagong Hill Tracts, etc. and some popular spots in India, Nepal, Thailand, etc. These domestic and outbound and inbound tourism are not just to enjoy and recreation but also have immense contributions to Bangladesh's local and national development. However, systematic and scientific management of tourism destinations and visitors are found lax. The practice of sustainable tourism is also erratic in Bangladesh. However, considering the destinations' perspectives, there are many scopes to practice such systematic, scientific, and sustainable management of tourism destinations and visitors. In this regard, it requires integrated planning and implementation.

Participatory management of natural resources like co-management of forest-based and water-based protected areas aiming at biodiversity conservation has created opportunities of alternative income generation activities. Nature-based tourism is one such alternative income generation activity that creates new jobs for the local community people. Therefore, such paradigm shifts in protected area management are considered favorable to develop nature-based tourism or ecotourism. Ecotourism and community-based (eco)tourism have good prospects in many forests, water, and

water-based tourism destinations. Moreover, various legal bindings, non-legal bindings, voluntary agreements, MoU, and so on (as discussed in the following sub-section) are supporting tourism development in Bangladesh. Additionally, 'Tourism Master Plan' is preparing now for the next 20 years aiming to turn the travel and leisure sector into the third-largest economic sector of Bangladesh after the garments and remittance sector (Bangladesh Sangbad Sangstha (BBS), 19 Jan 2020). These facts and circumstances stated above have the potential to make Bangladesh a prominent tourism destination throughout the world.

Legal and Institutional Support for Tourism Development

The issues of tourism have been addressed in the highest legal document of Bangladesh (i.e., Bangladesh's constitution). In this regard, several policies, acts/orders/rules, vision/plans, guidelines have been prepared for developing and promoting the tourism sector in Bangladesh. Several governments, autonomous, private, and non-governmental organizations have been formed to look after the sector. Moreover, the tourism sector of Bangladesh is also linked with various regional and international organizations to develop the tourism sector. This sub-section deals with these legal institutions, affiliated national and international tourism organizations. Besides these, there are some voluntary agreements, bilateral agreements, MoU between the Bangladesh government and other countries and organizations to develop and promote tourism in Bangladesh (Table 7.1).

Besides these above-mentioned legal bindings formulated and approved by Bangladesh's highest authority, there are many other documents like guidelines, instructions, and notices that have been formulated to develop, promote, plan, and manage the tourism sector of Bangladesh. Moreover, the Bangladesh government is committed to some international organizations (like UNWTO, PATA, SAARC, BIMSTEC, etc.) to develop and promote the tourism sector. Additionally, there are several bilateral and regional agreements (South Asian Association for Regional Cooperation or SAARC) among the concerned ministries of governments to strengthen Bangladesh's tourism sector. There are also some formal and informal agreements/Memorandum of Understanding (MoU) between private tour operators of Bangladesh and various institutions (e.g., academic, research, cultural, volunteering groups) for developing the inbound tourism sector in Bangladesh.

Tourism has played an important part in SAARC since its inception. During the Second Summit in Bangalore in 1986, the Leaders emphasized the importance of taking tangible efforts to enhance tourism in the SAARC area. SAARC Summits have often emphasized the importance of tourism (SAARC, 2018). A SAARC Action Plan on Tourism Promotion was agreed by the second conference of Tourism Ministers in Bangladesh in 2006 and has been implemented since then. The Action Plan involves a combined proactive marketing or promotional effort in international markets for the SAARC landmass as a composite destination. The Action Plan also highlights the importance of the SAARC region's business sector in promoting and

Table 7.1 Tourism-related various supporting institutions of Bangladesh (source: synthesized by the authors)

Sl. #	Title	Brief description
Constitution		
1.	Bangladesh's Constitution, 1972	The overarching goal related to natural resource conservation and environmental improvement. According to 15(c), the right to have reasonable rest, recreation, and leisure has been established as the provision of basic necessities of the citizens. According to 18A, the state must work to conserve and develop the environment, as well as to preserve and safeguard wetlands, natural resources, forests, biodiversity, and wildlife for current and future inhabitants.
Policies		
2.	National Tourism Policy, 2010	30 objectives and goals with brief action plans. Recognized tourism as an industry. Addresses various types of recommended tourism for Bangladesh. Defined objectives of tourism development in Bangladesh.
3.	National Forest Policy, 1994	Ecotourism related to forests and wildlife has been recognized as forest-related activities considering the nature's carrying capacity. The concept of sustainability was addressed for the first time. Recognizes and protects the customary rights of people living in and around specified forest regions, as well as their forest-related cultural values and religious beliefs. Forest settlement process for the tribal people living in and around the forest lands have been established. Socio-economic development of the people living in and around the forests is addressed.
4.	National Forest Policy (draft), 2016	Promoting low-impact, forest-friendly, regulated, and sustainable ecotourism as a primary conservation activity in all forest regions. Creating a conducive environment for ecotourism. Provision of incentives to private entrepreneurs involved in ecotourism. Provision of benefit sharing with local communities.
5.	National Environment Policy, 1992	Environmental development and conservation for balancing the overall natural environment. The contribution of forest resources for balancing the natural environment and socio-economic development of the people has been recognized. Promotion of environmental education and awareness.
6.	National Land Use Policy, 2001	National Forest Policy, 1994 and National Environment Policy, 1992 have been addressed to improve the forest and environmental condition.
7.	National Industrial Policy, 1999 and 2005	Tourism has been recognized as an industry. Tourism has gained widespread recognition as a 'thrust sector'.

(continued)

Table 7.1 (continued)

Sl. #	Title	Brief description
8.	National Water Policy, 1999	Tourism development has been recognized and allowed in various water bodies for recreational purposes as well as developing various tourism facilities without damaging the environment.
9.	National Coastal Zone Policy, 2005	The use of the coastal zone has been recognized for the development of the tourism industry and its link to poverty alleviation. Some coastal zones/islands/forests have been defined as 'special zone for tourism' where private investment has been encouraged.
<i>Acts/orders/rules</i>		
10.	The Bangladesh Parjatan Corporation Order, 1972	National tourism organization. It is the pioneer in developing and promoting tourism as an industry and market in Bangladesh. Responsible for the creation and operation of various tourism facilities. Developing trained tourism workforce through capacity building programs.
11.	Bangladesh Parjatan Board Act, 2010	Bangladesh tourism board will be responsible for the overall development, creation, and promotion of the tourism industry and services in Bangladesh. Responsible for facilitating responsible tourism. Coordination among different national and international stakeholders in order to achieve the previous point.
12.	Bangladesh Tourist Reservation Area and Special Tourism Zone Act, 2010	Declaration to reserve special zones for overall development, improvement and management of tourism industry and services in Bangladesh. In this regard, control and restrict unplanned activities and infrastructural constructions at the potential tourism destinations.
13.	Wildlife (Conservation and Security) Act, 2012	'Ecotourism or nature tourism' at the natural areas (including forest-based protected areas) have been recognized. Conservation of these natural areas (including biodiversity), preservation of cultural heritage, and enhancement of the socio-economic Well-being of local people have been stated.
14.	The Forest Act, 1927	Oldest act of Bangladesh to manage forest areas. Defined does and don'ts in the forest areas, overall management, and control of the forest areas. Duties of the forest officials have been defined.
15.	The Forest Act, 2019 (Draft)	Revised and updated version of 'The Forest Act, 1927'. Declaration of protected areas has been described. Duties of forest officials have been defined. Defined regulated activities inside the forest areas.

(continued)

Table 7.1 (continued)

Sl. #	Title	Brief description
16.	Bangladesh Environmental Conservation Act, 1995	Established environmental criteria for water, air, soil, sound, and other components. Environmental regulations have been imposed on the creation of factories and other development activities. Defined the procedures for protection of the environment and ecosystem. Measures against environmental degradation or pollution. Declaration of ecologically critical area.
17.	Protected Area Management Rules, 2017	Addressed 'sustainable nature tourism' in the protected areas and their adjacent areas with the help of co-management organizations. Recognized revenue generation from ecotourism through the application of co-management approach to promote biodiversity conservation, improve the health of protected areas as well as socio-economic Well-being of local people living in and around the destination.
<i>Vision/plans</i>		
18.	Tourism Vision 2020	Spelled out the overall target and expectations for tourism development (in terms of inbound and domestic tourism) in Bangladesh by 2020. Towards achieving the vision 2020 for different tourism products and services various steps, plans and programs have been identified.
19.	Tourism Master Plan (1990–2005)	First master plan of tourism in Bangladesh. Overall development plan for tourism development in Bangladesh.
20.	Tourism Master Plan (2021–2041)	The government is planning for tourism development for the next 20 years. After textiles and remittances, the travel and leisure industry is expected to become Bangladesh's third major economic engine. Targeted as a distinct brand image for Bangladesh as a prominent tourism destination in the globe in order to accomplish Bangladesh's "Vision 2041" and become a developed nation. The plan would frame short-term (three-year), mid-term (five-year) and long-term (15-year) initiatives.
21.	Bangladesh Delta Plan 2100	Exploring blue economy through different forms of coastal tourism. Recommends forest-based, wetland-based, charland-based, riverine ecotourism. Tourism as a tool for alternative income generation (livelihoods), biodiversity conservation, ecosystem services. Multi-purpose land and water bodies use through tourism.

developing tourism both intra-regionally and globally. The Fifth Working Group on Tourism, which met in New Delhi on November 25–26, 2015, underlined the need of executing the SAARC Action Plan on Tourism Promotion in the Region.

Bangladesh is a member state of BIMSTEC, which is a platform for intra-regional cooperation. It covers 3.7% of the total global area and a market of around 1.7 billion people (i.e., 22.2% of global population). Bhutan, India, Myanmar, Nepal, Sri Lanka, and Thailand are the other six members. To promote regional tourism, the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC) hosted a seminar on “Tourism Connectivity in BIMSTEC Region” on September 28, 2019, in cooperation with the 8th Asian Tourism Fair (ATF) 2019. As the seminar's chair, Ambassador M Shahidul Islam, Secretary General of BIMSTEC, highlighted BIMSTEC's efforts to promote tourism in the Bay of Bengal region and emphasized the importance of closer collaboration between government agencies and private sector tour operators and hospitality industry entrepreneurs. Since BIMSTEC's establishment in 1997, tourism has been one of 14 sectors of collaboration (BIMSTEC, 2019). The BIMSTEC Region's Plan of Action for Tourism Development and Promotion included the establishment of a BIMSTEC Tourism Information Centre, a BIMSTEC Tourism Fund, the operation of tour packages, and other activities. Recognizing the region's historical, civilizational, and cultural ties, the participants reaffirmed their great desire in taking tangible efforts to boost intra-BIMSTEC tourism, including specialized tourist circuits and eco-tourism to strengthen public-private partnerships for tourism marketing in BIMSTEC and to conduct the BIMSTEC Annual Tourism Convention (BIMSTEC, 2018).

Tourism and Sustainable Development

The idea of sustainable development differs depending on a variety of circumstances. It is described in numerous ways depending on the people, organization, and goal. However, one widely recognized definition of sustainable development from Our Common Future (Brundtland's report) is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development (WCED), 1987, p. 54). Sustainable tourism development satisfies the needs of current visitors and host communities while safeguarding and enhancing future opportunities. It is regarded as a leading concept for managing all resources in such a way that economic, social, and aesthetic needs are met while cultural integrity, biological diversity, essential ecological processes, and life support systems are preserved (WTO, 1998). Tourism must be environmentally, culturally, socially, and economically sustainable, as well as locally participatory, educational, and conservation-oriented (Mowforth & Munt, 2003). It considers the long-term use of resources, including biological resources, as well as the reduction of environmental, cultural, ecological, and social impacts while maximizing benefits. Sustainable tourism aspires to

market sustainability in order to ensure the long-term survival of tourism businesses and to determine the best way to maintain firm profitability (Stabler, 1997).

Sustainable tourism, also known as “ecotourism”, “responsible tourism”, or “environment-friendly tourism”, has grown in popularity (Gündling, 2000). Indicators of sustainable tourism are similar to indicators of sustainability, which are concerned with integrating tourism into its environmental and socio-cultural context (Farsari & Prastacos, 2000). The Global Sustainable Tourism Criteria has created sustainable tourism criteria, which are divided into four major categories, namely (i) Efficient sustainability planning; (ii) Maximizing social and economic advantages for the local community; (iii) Enhancing cultural heritage; and (iv) Reducing negative environmental consequences (Global Sustainable Tourism Council (GSTC), 2011).

The German Wuppertal Institute is developing a methodology for the Sustainable Europe project based on a model that defines sustainability in four dimensions: social, environmental, economic, and institutional. According to the authors, there are inter-linkages among those four dimensions of sustainability, which is also called ‘Prism of Sustainability’ (Valentine & Spangenberg, 1999). A similar model of tourism sustainability was proposed by Mowforth and Munt (2003). Sustainable tourism facilitates sustainable development through improving the status of socio-cultural, environmental, economic, and institutional dimensions of a tourism destination.

Global Sustainable Tourism Criteria has developed sustainable tourism criteria that are divided into four categories. (i) Effective sustainability planning, (ii) Maximizing social and economic benefits for the local community, (iii) Enhancing cultural heritage, and (iv) Reducing negative impacts to the environment.

Considering the contributions of the tourism sector in world economy, sustainable tourism is capable to achieve directly and indirectly almost all (17 Goals) the Sustainable Development Goals (SDGs) by the targeted timeframe (i.e., 2030). However, many of these SDGs (Goal 8, 12 and 14) are directly connected with tourism (i.e., tourism has the power to influence the achievement of these goals set for the whole world that will guide to a better future for all). The details of how tourism can influence achieving all these SDGs can be found in the Tourism for SDGs (T4SDG) platform formed by the UNWTO (see <http://tourism4sdgs.org/the-platform>).

Challenges of Tourism Development in Bangladesh

Bangladesh is a lovely small country in South Asia bordering India, and tourism in Myanmar is still developing. Bangladesh’s geographical location, natural beauty, history, biodiversity, climate, culture and customs, and welcoming people are all factors that contribute to the country’s tourist growth. All of these variables are working in Bangladesh’s favor. Despite these advantages, Bangladeshi tourism is

only now beginning to realize its full potential. Bangladesh Parjatan Corporation (BPC, founded in 1972) is a national tourism organization that has been working for developing the tourism sector for nearly 50 years. However, they have only achieved a fraction of the projected progress toward their goal (Sajid & Islam, 2019).

Insufficient private and government sector, faulty implementation of various tourism development policy/acts/plans/projects, poor governance system, lack of social and political commitment, lack of efficient tourism manpower, insufficient tourism research and the nexus between research and development plan, insufficient private and government sector interactions and involvement (i.e., collaboration, lack of internal coordination among the concerned ministries and departments, social and overall insecurity, non-availability of adequate infrastructure, lack of comfortable transportation facilities, accessibility for all to tourist destinations, inadequate accommodation choices, tourism marketing policy's non-existence both in government and private sectors), generally local people are less likely to have their own tourism experiences to operate their tourism business well, among others. Moreover, poor access to information and language barrier for the foreigners, incapability of concerning tourism authorities to spend money allocated for projects, poor utilization of public-private partnership (PPP) opportunities are also treated as barriers toward tourism development in Bangladesh.

Way Forward to Tourism Development in Bangladesh

The tourism sector is labor-intensive industry where the involvement of private sector is mandatory to flourish. The government should provide the supporting legal backups, infrastructures, security, simple visa requirements for the foreigners, tourism business-friendly environment like provision of loan with low interest, encouraging national and multi-national development partners to invest more in the tourism sector so on. A long-term tourism master plan focusing tourism policy by the involvement of Public-Private Partnership (PPP) is warranted to promote tourism business in Bangladesh. Many researchers, academics, and policymakers opined that Bangladesh has tremendous potentialities for becoming one of the attractive tourist destinations in South Asia for domestic and international tourists. The economic, environmental, socio-cultural, and diverse institutional benefits can be harnessed of tourism through backward and forward linkages to enrich the country. Bangladesh may use tourism as a strong tool for poverty reduction, education and environmental awareness, participation, infrastructure development (i.e., sustainable development), and attaining the SDGs.

Some More Recommendation for Tourism Development in Bangladesh

More scientific research and studies on tourism, hospitality, travel, leisure, and recreation are needed. There should be sufficient budget allocation for such research and studies that will critically analyze the tourism sector and generate new knowledge and create new tourism products and services. Tourism education and training institutes should be reviewed frequently so that their academic and course curriculums are updated with the tourism sector's demand.

- The tourism and environmental awareness-related chapter might be included in different school and college curricula to make them aware of issues.
- Considering the vulnerability (e.g., any pandemic, natural calamities, terrorism) and seasonality of the tourism businesses, people of the sector, need to diversify their sources of livelihood.
- All concerned stakeholders (from local people to concerned ministry officials) should have the required knowledge and skills to operate and manage the tourism sector even in various crises like COVID-19, which will also add value to the tourism products and services. Extensive and exclusive capacity building initiatives should be taken for human resource development.
- Unexplored and potential tourism products and services should be invented to make the tourism sector more attractive and sustainable.
- Customer tailor-made marketing policies are helpful for domestic and international tourists to represent various tourism destinations of Bangladesh, focusing her various natural, cultural, and event-based attractions. Here, digital promotional campaigns with the help of various platforms may be used.
- More budget allocation for the tourism sector should be the demand of time.
- More community involvement is required in tourism development through their capacity building in tourism-based entrepreneurship, destination management, tourist entertainments and management, environmental awareness and education, biodiversity conservation, cultural preservation, and so on.
- The effects of COVID-19 on Bangladesh's tourist sector should be assessed scientifically, and based on that assessment, post-COVID recovery strategies and plans are warranted. Environment-friendly tourism development should be prioritized for all cases.
- Government-led various initiatives (like co-management approach for managing natural resources, ICT development, tree plantation movement, education for all, adult education, and so on) for engaging and mobilizing local community people need to be promoted.
- The concerned stakeholders starting from the family members/relatives/friends/colleagues to the destination managers (either private/corporate/public) should

be proactive in taking their proper actions so that we can change our unfriendly behavior to our environment and make our environment safe, sound and healthy not only for human being but also for all the creatures that will ultimately present a good ecosystem balance to attract more quality tourists and visitors.

Conclusion

Tourism is a stupendously noteworthy opportunity for any country for diversifying its economies and integrating historically and inclusive to sectoral strategies. Notwithstanding, the development of tourism is not a panacea, the poultice which will heal all the economic maladies. Tourism has become too competitive in the world market, the essence of which is captured in World Economic Forum's periodically published "Tourism Competitiveness Report", that is known as the de facto "index" to measure a host of identified factors contributing to the travel and tourism industry's development in individual countries, rather than measuring a country's attractions as a tourist destination. However, to make it attractive and competitive to the tourists, it requires "performance" and "impact" evaluation for each destination.

Since sustainable tourism is regarded as a negotiated position between "mass tourism" and "ecotourism reducing carbon footprint", the internal contradictions between these will remain in the discourse and continuous need to be addressed. As soon tourism is accepted as an instrument for achieving broader social goals apart from economic growth, internal contradictions will be less apparent. Even these positions in the context of Bangladesh and India may appear to be polar opposites, but in reality, they both form a part of the continuum, hence, these two positions movement and convergence always need to be facilitated through an effective institutional mechanism, adopting the best practices. Upon measuring local communities' attitude towards sustainable tourism, an appropriate institutional framework can be developed underpinning the historical characteristics of tourism's production and consumption.

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Chapter 8

Future Outlook of Gaming Tourism in Vietnam: Local Residents' Perspectives



Derrick Lee, Pakawat Kietisaksopon, and Nguyen Lan Anh

Introduction

Vietnam launched a new tourism diversification strategy in offering diverse product offerings in coast tourism, culture tourism, city breaks, ecotourism and special interest tourism with the aim of boosting tourism sector by 2030 (Mekong Tourism, 2013; VNAT, 2012). The National Strategy for Tourism Development (NSTD) master plan has boosted Vietnam's appeal as a tourism destination with 18 million visitor arrivals in 2019 (Citrinot, 2020a, b; Das, 2019). There are concerns on economic, environmental and social implications associated with promoting casino tourism (Lee et al., 2020).

Gaming tourism or integrated resorts (IRs) are viewed as an effective destination marketing strategy as mega-casino resorts have been launched globally in Turkey, Uruguay, South Africa, Las Vegas, and particularly in the Asia Pacific. Governments have legalized casino gambling and mushrooming of casino resorts in Macau, Singapore, South Korea, Laos, Cambodia, and Vietnam. The global casino market is lucrative and is forecasted to generate gross gaming revenue of US\$130 billion in 2019 (Lock, 2018). To complement with NSTD master plan, Vietnam launched its first integrated resort – Grand Ho Tram Strip, in 2013 to capitalize on the growth of the gaming markets in Asia. The Grand Ho Tram Resort & Casino (Fig. 8.1) is located in Ba Ria-Vung Tau province, 120 kilometres southeast of Ho Chi Minh

D. Lee (✉)

Singapore Institute of Management Singapore, Singapore

e-mail: derrick.lee@my.jcu.edu.au

P. Kietisaksopon

Thai Duong Electric-Construction, Ho Chi Minh City, Vietnam

N. L. Anh

Business Entrepreneur and Venture Capitalist, Ho Chi Minh, Vietnam

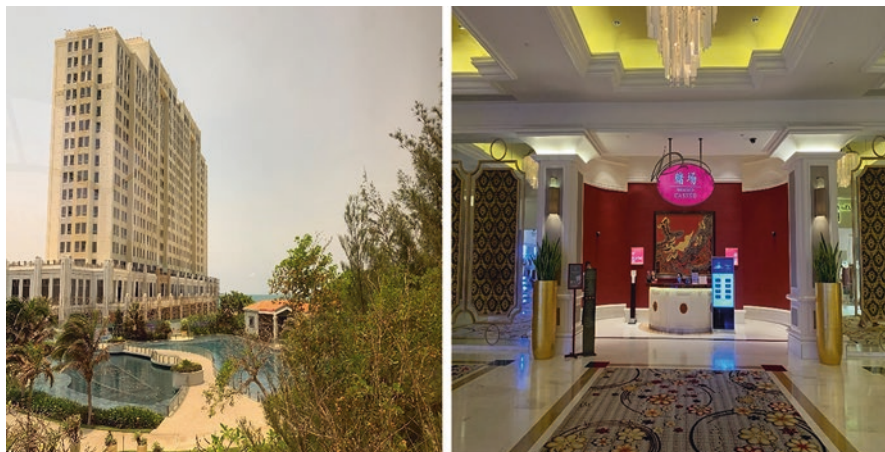


Fig. 8.1 Grand Ho Tram Casino and Resort. (Source: Author visited on-site 11 May 2019)

City. The luxurious integrated resort consists of 1,100 hotel rooms with worldclass 18-hole golf course with plans to provide additional entertainment and leisure amenities for consumers (GGR Asia, 2017a).

Casino tourism can bring economic benefits in terms of higher tourism performance. There are also concerns on the negative impacts on economic, social and environmental issues associated with casino tourism (Lee et al., 2020). Economic impacts include more employment opportunities and higher taxation revenue. Social impacts include an increase in social welfare and a rise in crime rates, broken families, bankruptcies, inflation, cost of living, and addictive gambling. Environmental impacts include improved public transportation, and increased pollution, and traffic congestion (Hang & Penny, 2011; McCartney, 2015; Wu & Chen, 2015). Gambling and casinos are viewed as deviant and morally corrupt, and the act of governments legalizing casino gambling often sparks intense public debates in U.S. and Singapore. Hence it is important for destinations to gain community support in promoting gaming tourism strategy (Sharpley, 2014; Suess & Mody, 2016). Yet, governments rarely consulted residents' views when making tourism planning decisions (Eadington, 1986; Carmichael et al., 1996). Researchers questioned the sustainability and validity of gaming tourism strategies as Macao, world's largest gaming city decided to pursue innovative tourism products as part of its tourism diversification strategy. Researchers view developing Macao as a creative city is a viable and sustainable tourism strategy (Greenwood & Dwyer, 2017). The study has two aims; firstly, to comprehend local residents' perceptions and attitudes toward gaming tourism development, and secondly, to identify the most appealing tourism landscape. Findings can provide useful insights for policymakers and destination managers on the future outlook of tourism development in Vietnam. It remains to be seen if Vietnam can achieve sustainable tourism development based on promoting the gaming industry.

Literature Review

Gaming Tourism

Asian gaming industry has grown rapidly as destinations launched integrated resorts in the region including Macau, Australia, New Zealand, and Southeast Asian countries with the aim of boosting tourism sector and the overall economy (Wu & Chen, 2015; Wan, 2012; Lee et al., 2010; Hsu, 2006; Zhang, 2017). Macau is the world's leading gaming destination as gross gambling revenue rose by four-fold from USD 10.5 billion in 2007 to USD 45.09 billion in 2013 (Lock, 2018; UNLV, 2015). The success story of Macau led to Southeast Asian countries adopting the gaming tourism strategy. Singapore launched the Marina Bay Sands (MBS) and Resorts World Sentosa (RWS) in 2010 and both casinos generated gross gaming revenue of USD 2.8 billion in 2010 and USD4.1 billion in 2013 (UNLV, 2014). It is reported that Caesars is planning to build a USD 1 billion resort in Philippines and a USD 700 million resort in Yeongjong island in South Korea (Linh, 2015). Researchers are focusing on gaming or integrated resort studies in Asia, including Macau, Singapore, South Korea, Thailand, and Australia, but there are limited studies on emerging IR destinations such as Vietnam (Ahn & Back, 2018).

Following Macau and Singapore success stories, Vietnam has adopted promoting gaming tourism targeted at the lucrative VIP gambling tourists. It began with a modest Crown International Club in Danang (2010) and Grand Ho Tram Strip, first IR (2013) targeting high-spending visitors from Japan and Korea (Mong, 2016). In 2019, the Vietnam government introduced strict regulations on minimum age of 21 years old and income above VND10 million (USD445) in patronizing the new Corona Resort casino located at Phu Quoc Island for two main reasons, firstly, to deter a large number of gambling tourists from Vietnam patronizing NagaWorld casino in Phnom Penh (Cambodia) and secondly, to eliminate illegal gambling businesses (Casino World Directory, 2020; Casinonews, 2016; GGR Asia, 2018; Tomiyama, 2017; Linh, 2015).

Scholars have identified the social evils in casino tourism including gambling disorder, broken families, bankruptcies, public disorder, divorce rates (Lee & Back, 2003, 2006; Loo et al., 2016; Philander, 2019; Wu & Chen, 2015). To deal with social implications, the Singapore government has been regulating the gaming industry and introducing safeguard measures such as entry levy and casino exclusion orders to deter local citizens from addictive gambling (Henderson, 2006, 2012; Lee, 2016; Lee & Murphy, 2017; Zhang, 2017). It is important for destinations to adopt a strict regulatory framework in minimizing social implications. Table 8.1 compares the gaming industry in Singapore and Vietnam.

Destination managers should analyse the strengths, weaknesses, opportunities, and threats (SWOT) in tourism planning and development (McIntosh & Goeldner, 1990). Gu (2004) applied SWOT analysis in examining Macau's expansion in gaming strategy and recommended the need to be innovative in product differentiation from other competing destinations in Las Vegas and Asia Pacific. In terms of

Table 8.1 Gaming statistics on Vietnam and Singapore

Casino/Year/Location	Table games	Slots
Marina Bay Sands (2010)	700	2500
Resorts World Sentosa (2010)	500	2400
Crown International Club (2010, Danang)	8	100
Grand Ho Tram Strip (2013, Ba Ria)	90	614
Corona Resort & Casino (2019, Phu Quoc)	100	1,00

Source: World Casino Directory (2020)

Strengths, Vietnam is strategically located and proximity to the lucrative high-rollers of China and Japan compared to Singapore. In addition, Vietnam has strong unique cultural history with eight UNESCO heritage sites (Vietnam Discovery Travel, 2019). On the contrary, Singapore, with limited land space, has only one UNESCO World Heritage site – Botanical Gardens (Singapore Botanical Gardens, 2020). *Weaknesses* -existing casinos in Vietnam are less glamorous than the Las Vegas-style casino at Marina Bay Sands(MBS) (Marina Bay Sands, 2020) and Resorts World Sentosa (RWS), both IRs have won numerous tourism accolades at the TTG Travel Awards (Resorts World Sentosa, 2020). Compared to MBS and RWS casinos, Vietnam casinos are much smaller, with fewer gaming tables and slot machines for customers. Refer to Table 8.1.

The introduction of new casinos in Vietnam presented *opportunities* for the gaming industry. Macau junket investor Suncity Group has been planning to launch a new USD4 billion mega casino which can generate 2,000 job opportunities for locals in Hoiana, Quang Nam Province (GGR Asia, 2017b). With the entry of new players, casino operators are likely to focus on developing innovative product offerings and improve operational efficiency in the industry (Gu, 2004). Vietnam faced severe *threats* as a casino tourism destination in Asia, particularly from South Korea, with its plan of a cluster of resorts including casino facilities to differentiate the integrated resort facilities in Singapore. Currently, there are 17 casinos in Korea, including Kangwon Land, which permits locals to patronize. The clustering strategy is also to compete with the emerging threat of Japanese casino markets expected to be launched in mid-2020 (GGR Asia, 2019). This imply Vietnam should adopt a more sustainable and innovative gaming tourism strategy to differentiate from other regional players (Lim, 2016).

Sustainability and Creativity in Tourism and Hospitality

There is growing research interests in examining the impact of hospitality and tourism on sustainability agenda among stakeholders (i.e. anyone with interest in activities performed by an organization, such as owners, investors, employees, suppliers, creditors, customers, communities, trade unions, and governments (Friedman &

Miles, 2006). Hospitality and tourism are closely related industries. Destinations should adopt sustainable tourism management strategy with the aim of catering to the needs of current visitors and host regions while protecting and enhancing opportunities for the future. According to UNWTO, destinations should adopt sustainability principles in tourism development and consider the impacts on the environment, economic, and social-cultural implications to the community (UNWTO, 2021).

It is advisable for destination marketers to consider sustainability and creativity in promoting tourism development. Researchers suggest destinations should consider economic benefits (jobs, higher income), environmental (reduce carbon footprint, impact on climate change), and social (improve residents' quality of life and well-being) in promoting sustainable tourism (Gössling, 2000; Legrand et al., 2016; Lim, 2016). Studies have shown destinations can incorporate the element of creativity in promoting unique tourism products in delivering authentic tourism experience for visitors (Richards, 2010, 2014). There is a lack of studies focusing on sustainability and creativity in promoting tourism, including the gaming industry (Lim, 2016).

Scenario Planning

The concept of scenario planning which involves crafting different scenarios in predicting future events originated based on the work of Rand Corporation and Stanford Research Institute in mid-1950s-1970s (Chermack et al., 2001). Scenario planning in gaming exercises enabled managers to identify and acknowledge alternatives and contingency plans. Scenario analysis of different landscapes provides a detailed analysis for managers planning and implementing new strategies, especially in dynamic and hostile business environments (Augier et al., 2018). Hence, scenario analysis is adopted in both public and private sectors, including British Airways and Shell (Ringland, 2002, 2006; Lindgren & Bandhold, 2003; Van der Heijden, 2011).

Managing a tourism destination involves the challenge of anticipating the future tourism landscapes (Mai & Smith, 2018). Several studies applied scenario planning as a useful framework in developing future tourism landscapes (Yeoman & McMahon-Beattie, 2005). Valum et al. (2011) examined and identified four future scenarios on Portugal's 2020 tourism horizon. A more recent study by Mai and Smith (2018) found that Cat Ba Island tourism development is unsustainable by 2022 due to issues of water shortage, pollution, and overcrowding. Another study on 14 casino players identified the current, ideal and future casino tourism landscape in Montenegro (Yeoman & McMahon-Beattie, 2005). Findings were consistent with literature on economic benefits and social costs of promoting casino tourism. More importantly, it implies gaming tourism destinations should adopt a strategic planning approach in developing sustainable casino tourism development (Greenwood & Dwyer, 2017, Lee & Back, 2003; McCartney, 2015).

Methodology

This study adopted a qualitative focus group methodology (Prendergast et al., 2016; Lee & Murphy, 2017) with the aim of gathering more in-depth perceptions and attitudes of local residents regarding tourism development in Vietnam. Two strategies were employed to recruit potential participants: initial reliance on business associates and personal contacts and a snow-ball technique (i.e., referrals by contacts) (Lee, 2016; Lee & Murphy, 2017). The study acknowledged limitations on the use of personal contacts and snow-balling for sampling. Snowball samples have two limitations of the problems of representativeness and biasness as the sample can be drawn from similar people with similar views (Atkinson & Flint, 2001). The focus group participants were between the age of 18–65 years old and conversant in the English language. A recruitment letter and information sheet are sent to participants prior to the four focus group sessions conducted in May 2017. An external moderator led the focus group sessions on three topics: (a) local residents' perceptions; (b) benefits and costs of casino gambling, and (c) opinions on government measures to curb social costs. The findings of this paper are based on three key questions out of the 13 questions (Appendix); (A) most appealing future tourism landscape for Vietnam, (B) if promoting casino tourism strategy is effective, and (C) what are the benefits and costs of promoting casino tourism? Thirty-two participants comprised of 11 males and 21 females participated in the focus group study. The age group of participants was 20 (21–30), 11 (31–40), and one (51–60). There were 26 singles, four married with children, and two married with no children. There were 14 Buddhists, four Catholics, five 'Other', and nine with no religious groups. The participants hold various occupations such as senior management, professionals, sales/marketing, self-employed, tertiary student, and others (academics, human resource, researchers, bank officer, associate, and officer. Twelve participants had an annual household income of USD1000 and below, and three participants between USD3001-USD5000. All participants were university graduates (Lee, 2016).

Content analysis is used in qualitative research analysts in ensuring validity and reliability (Krippendorff, 2004; Lee, 2016). Content analysis is used to identify the perceptions and attitudes of participants and interpreted the empirical materials through open and reflective coding (Neuman & Kreuger, 2003). Coding systematically reduces the materials collected and analytically categorizes the materials into themes. In open coding – the initial stage – the researcher labels participants' views and compares these to decide which of them belong together (Harry et al., 2005). The investigators used axial coding and adopted thematic analysis in the coding process (Neuman & Kreuger, 2003; Harry et al., 2005). Table 8.2 illustrates the coding process.

Table 8.2 The coding process

Text	Open code	Axial code	Reflective code
“Thailand is doing very well because of its advertising strategy”	Competitor	External factor	Marketing
“Ecotourism. It represents nature, safety and peace”	Tourism landscape	Tourism scenario	Ecotourism
“Promote cultural tourism. Tourists want to experience local culture when they visited Vietnam”	Tourism landscape	Tourism scenario	Culture tourism

Source: Neuman and Kreuger (2003) and Harry et al. (2005)

Results and Discussion

The study revealed factors and challenges faced by Vietnam’s tourism industry, appealing future tourism landscapes Vietnam, effectiveness, and impacts of adopting casino tourism strategy:

Question 1 – The Most Appealing Future Tourism Landscape of Vietnam

Participants were asked to indicate their most appealing tourism landscape among six potential scenarios based on NSTD (S1-Culture/Heritage, S2-Eco/Adventure, S3-Coast/Cruises, S4-City/Sightseeing, S5-MICE/Golf, and S6-Casino tourism for tourists). The study found that the majority of participants preferred Vietnam to be positioned as an appealing ecotourism destination. They perceived that promoting ecotourism is effective in boosting tourism performance as Vietnam has attractive natural attractions that can provide authentic and peaceful tourism experiences for visitors. For example, R2 agreed that natural attraction is one of Vietnam’s key strengths. More importantly, promoting sustainable tourism planning (Wan & Pinheiro, 2014) by educating the locals, including children, on the importance of protecting the natural environment in tourism development (R1, R7, R17, R24). Six participants (R13, R16, R17, R23, R25, R28) perceived that Vietnam should focus on promoting cultural tourism by showcasing its rich cultural heritage to attract foreign visitors. For example, R23 perceived that visitors are attracted to visit Vietnam as they want to be interacting with locals to gain insights and knowledge of local culture (R24). Three participants (R2, R3, R16) argue that Vietnam should promote coastal/cruise tourism for its long coastline and beautiful beaches. Only one participant (R30) preferred city/sightseeing tourism. Participants (R24, R26, R29, R30) expressed their concerns on the social costs of Vietnam promoting

gaming tourism. Tourism destinations should offer a range of different tourism products to diversify risk and to offer superior products to distinguish from competing destinations and to satisfy visitors (Dwyer & Kim, 2003).

Question 2 – Promoting IRs an Effective Tourism Strategy

Findings indicated most of the participants did not view promoting casinos as an effective tourism strategy and generally opposed promoting Vietnam as a gaming destination. Three participants agreed that Grand Ho Tram is an effective tourism strategy as R2 indicated that Grand Ho Tram looks luxurious and can attract visitors. R26 agreed that it looks nice and luxurious that she is excited and keen to visit the IR. R25 added that it is only 90 minutes' drive from Ho Chi Minh city and a great place its amenities on weekends. However, the majority have negative views of Grand Ho Tram as they viewed the IR as unattractive. R2 stated, "the beach is ordinary and less appealing than beaches in Nha Trang and Phu Quoc. Others claimed that it was "boring as it looks like an apartment" (R10), "old style" (R13) and a "lack of human touch" (R16). R28 added that "It is mysterious and not for all visitors".

Question 3 – Benefits and Costs of Promoting Casino Tourism Strategy

The respondents revealed the perceived benefits and costs associated with promoting Grand Ho Tram as its first IR to boost tourism. The three key economic benefits of casino tourism strategy are; increase in tourist arrivals, more employment opportunities, and an increase in casino tax revenue for Vietnam to fund public projects. R11 suggested that additional IRs are needed to boost the tourism sector in Vietnam. R17 agreed that Asian tourists like to gamble, and if there are no casinos in Vietnam, they would prefer to visit other destinations, such as Cambodia (R31). Most of the participants were concerned with social evils associated with casino tourism. Participant (R25) shared her mixed responses. She agreed that the IR in Vietnam would attract more visitors and higher revenue for other facilities such as spa. However, she expressed her concern that those tourists might incur losses when they gambled at the IR. R30 agreed that those who patronize the casinos and lost money are not likely to stop and continued to lose more money. Results suggest consistency with earlier literature (Lee et al., 2020; Lee et al., 2010; Lee & Back, 2003, 2006; Loo et al., 2016; Philander, 2019; Wu & Chen, 2015). Greenwood and Dwyer (2017) highlighted the issues of promoting casino capitalism, environmental concerns, and social concerns faced by the world's leading gambling city – Macau. Macau also faced threats of regional IRs in the Philippines, South Korea and plans

to have more casinos in Japan in the near future, social alienation, and the over-dependence on high rollers from China to gamble in Macau.

Conclusion and Implications

This paper identified three key findings on participants views and concerns towards promoting gaming tourism in Vietnam. Generally, participants were concerned with the effectiveness of promoting casinos as a tourism attraction as negative impacts in social and environmental would outweigh the economic gains of gaming tourism. The study revealed Vietnam should focus on promoting ecotourism and cultural tourism for its natural beauty and rich cultural heritage.

Findings suggest that Vietnam can offer a more diverse tourism product strategy as the country has a rich cultural heritage and beautiful natural attractions and less emphasis on casino tourism. Researchers suggest that it is useful to adopt scenario planning in determining the direction and actions in developing tourism landscapes. This exploratory study indicates that cultural tourism and ecotourism are tourism products worth investigating. It will be useful to do scenario planning for decision-makers and marketers and develop potential landscapes. For example, New Zealand tourism board launched the ‘Tourism 2025 – Growing Value Together/Whakaitipu Uara Nagatahi in four phases; –gather initial inputs, generate “strawman” hypotheses, develop “growth framework” launch and implementation with the aim of uniting the diversified tourism industry. Its goal is to achieve \$41 billion tourism receipts to the economy by 2025 (Wallace & Riley, 2015; Yeoman & McMahon-Beattie, 2005). It is advisable for Vietnam authorities to adopt scenario planning in diversifying tourism products – gaming, ecotourism, and cultural as tourism industry towards 2030. It is useful to adopt a conceptual model (Fig. 8.2) in developing scenario planning of the future tourism landscape in 2030 (Bulatović et al., 2017; Lim, 2016).

Destinations should consider fostering sustainability in promoting hospitality and tourism development. The concept of creativity can help cities to produce sustainable tourism development (Lim, 2016). It will be useful for VNAT to consider

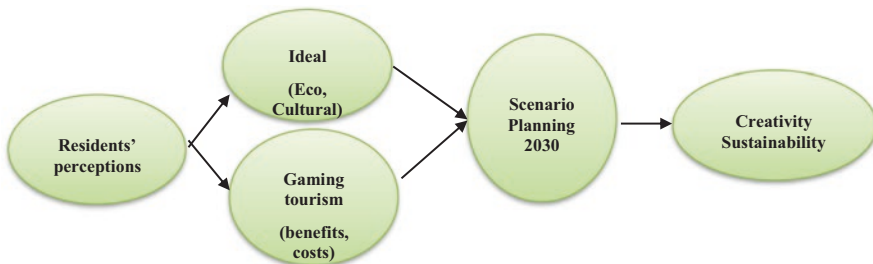


Fig. 8.2 Conceptual model. (Source: adapted from Bulatović et al., 2017; Lim, 2016)

adopting scenario planning and promoting sustainability approach in developing future plans for Vietnam Tourism 2030. This is particularly important as Vietnam has to contend with issues on infrastructure (hotels, restaurants), human resources (academic tourism programs, training, and development), airport capacity, and branding. The limitations of this study are based on the local residents' perceptions of Grand Ho Tram. Future studies should examine other stakeholders such as international visitors, domestic tourists, tourism organizations to develop a more comprehensive approach in understanding stakeholders' views in tourism planning.

Appendix: Strategy in Focus Group Questions

Topic	Questions	Approach
Local residents perception of IRs	<p>Q1) According to VNAT, Vietnam tourism industry is facing challenges in attracting tourist arrivals especially from China, Russia and EU. What were the reasons for fewer tourists to Vietnam recently even with the introduction of Grand Ho Tram, Vietnam's first IR since 2013?</p> <p>Q2) Six future tourism landscape for Vietnam:</p> <p>S1-Culture (Heritage) S2-Eco (Adventure) S3-Coast (Beach, Cruises) S4-City (Sightseeing) S5-Special Interest (MICE, Golf) S6-Casino tourism</p> <p>A discussion will be generated around the perceived attractiveness of each of these alternatives and the likely impacts of each on the wellbeing of residents.</p> <p>S1-Culture (Heritage) *Sapa- https://www.vietnam-travel.org/news/sapa-to-become-an-intl-resort-by-2030.html *Quang Nam-https://www.vietnambreakingnews.com/2017/05/quang-nam-heritage-festival-2017-to-promote-island-and-coastal-heritages/ S2-Eco(Adventure) Danang eco-tourism http://www.furamavietnam.com/en/news/danang-plan-to-become-most-modern-city-in-viet-nam-by-2030.html S3-Coast (Beach, Cruises) Phu Quoc Island 2030 http://en.vietnam.com/news/article/new-master-plan-to-develop-phu-quoc-island-to-2030.html S4-City (Sightseeing) http://www.vietnamtourism.com/en/index.php/tourism S5-Special Interest (MICE, Golf) MICE Tourism in Vinpearl http://www.vietnamgolftourism.com/mice-tourism-a-booming-trend/ S6-Casino Tourism Grand Ho Tram-http://www.thegrandhotram.com/casino/</p>	<p>a) Table 1- Tourist Arrivals (2009-2016) VNAT, 2016. b) Article- 'Vietnam tourism faces challenges' (Vietnamnet, 2015) http://english.vietnamnet.vn/fms/travel/128234/vietnam-tourism-faces-challenges.html Scenario-based questions based on: a) Vietnam Tourism Marketing Strategy: http://www.mekongtourism.org/vietnam-tourism-marketing-strategy-to-2020-action-plan-2013-2015-proposed/; b) Van (2015) Vietnam's Tourism Branding</p>

(continued)

Topic	Questions	Approach
	Q3) Do you think this relaxation in visa policy will attract more Chinese tourists to Vietnam? What other factors can attract more Chinese tourists?	Article- 'Vietnam, Thailand and Malaysia to ease visa rules for Chinese' (China Daily, 2015) http://www.chinadaily.com.cn/world/2015-11/11/content_22426725.htm
	Q4) Do you think the Grand Ho Tram, Vietnam's first Integrated Resorts is an effective tourism strategy?	YouTube video-MGM Grand Ho Tram Fly-Through (2:38min) https://www.youtube.com/watch?v=HwpElvh8sxY
Benefits versus costs of casino gambling	Q5) Has the introduction of the IR's impacted your life or someone that you know? A very powerful anti-gambling ad (38sec). A very powerful anti-gambling ad (38sec)	Narratives as a tool for identifying social representations of gambling *Wagner et al (1999) Theory and Method of Social Representations Video clip- 'Ant-Gambling TVC Sg' https://www.youtube.com/watch?v=chbjc-XDKLw
	Q6) Discuss the benefits and costs of promoting gaming destination? Video clip on 'Social capital' (2min).	
	Social capital: (2min)	Video clip - 'Social capital' https://www.youtube.com/watch?v=fTvbflWVYFE
	Q7) Do you agree the casinos have have enhance residents' quality of life in the community?	In-depth discussion on Putnam (2000) social capital index
	Q8) Do you think the casinos will continue to attract more visitors to Vietnam?	Article- 'Vietnam is betting on more casinos' (Viettonkin, 2016) http://www.viettonkin.com.vn/news/vietnam-betting-on-more-casinos-180/
Measures by government	Government placed restrictions for Vietnamese to enter casinos Minimum 21 years old Minimum income of VND10m (US\$440) Entrance levy - VND1m (24hrs) / VND25m (monthly)	Article- 'Stakes are high' (Talkvietnam.com, 2017) https://www.talkvietnam.com/2017/03/stakes-are-high/
	Q9) Do you think the levy imposed by government has deterred residents from patronizing casino?	

	Q10) Can you think of other measures effective in managing casino gambling?	
	Q11) Do you think if the addictive gamblers will patronize the casino in Vietnam even with all the restrictive measures imposed by the government?	Video clip- 'Safeguards to curb problem gambling' (5:17min)
	Q12) Have you been involved in remote gambling?	
	Q13) Do you agree that the Vietnamese government should ban remote gambling?	Article- 'Singapore and Vietnam remote gambling raids' - (azonlinecasinos.com, 2016) http://www.azonlinecasinos.com/news/20161128/singapore-and-vietnam-remote-gambling-raids/

Appendix was presented on May 28, 2017 to the participants during the Focus Group Study in Vietnam

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Chapter 9

The Application of SERVQUAL Model on Detecting Satisfaction and Behavioral Intention of Eco Tourists: A Study of Sri Lankan Eco Resorts



R. S. S. W. Arachchi

Introduction

Background of the Study

The definition of eco-tourism consists of mainly travelling to untouched areas, admiring nature, conservation of nature, and the well-being of the local community (TIES, 2015). Sri Lanka a unique destination in the world that consists of high biodiversity and cultural richness. Therefore, concepts like eco-tourism can be used to develop the community's living standards and the regional prosperity of the country (SLEF, 2001). When hoteliers practice the eco-tourism concept, it is vital to consider the perceived expectations of the tourists. There, the service quality level of the hotel is a significant component to satisfy the tourists. The smoothness of the processes and procedures of the hotel will determine the customer happiness. The survival of service businesses mainly depends on the service quality level. If the services are not up to the expected level, customers will be disappointed and switch to competitors (Oliver, 1997). When the tourist is satisfied or delighted with the hotel's service, they will become loyal to the hotel and position the name in their mind. Ultimately, it will create a repeat purchasing intention (East, 1997). When hoteliers are playing less attention on service quality dimensions, customer expectations cannot be achieved. It causes dissatisfaction.

R. S. S. W. Arachchi (✉)
Department of Tourism Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka
e-mail: rangana@mgt.sab.ac.lk

Research Issue

Though there is a potential to develop the eco-tourism concept, Sri Lanka is getting very few eco-tourists. Many eco-resorts in Sri Lanka mislead the tourists by pretending them as eco-resorts, but they do not practice the concept according to the internationally accepted methods. It creates a massive problem for the customers who are coming to experience genuine eco-tourism concepts. Since Sri Lanka cannot get a competitive advantage, other competitive destinations are getting more eco-tourists to their destinations. Therefore, it is essential to identify whether the practice of service quality in the eco-resorts influences to satisfy the requirements of eco-tourists and their behavioral intention.

Significance of the Study

As a developing country in Asia, Sri Lanka has to consider the ways of developing the country's economy fast. In that case, it is essential to pay more attention to reaching development targets without harming socio-cultural and environmental values. Hence, proper practice of concepts like eco-tourism helps to give more social and environmental benefits. It is vital to encourage this concept in the hotel sector. The identification of service quality drawbacks in eco-resort will provide an opportunity for the hoteliers to correct them and maintain the standards. Further, this study's results help monitors hotels' bodies to guide hotels on the right track without any service quality standards. Then hoteliers can focus on a better customer-oriented approach.

Research Questions

- What is the effect of service quality of eco-resorts on the satisfaction and behavioral intention of eco-tourists?
- How does the service quality satisfaction of eco-tourists affect their behavioral intention?

Objectives of the Study

- To analyses the effect of service quality of eco-resorts on the satisfaction and behavioral intention of eco-tourists.
- To assess the impact of service quality and satisfaction of eco-tourists on their behavioral intention.

Literature Review

Quality Dimensions and Tourist's Satisfaction

Many works of literature say that the service quality concept varies, and it has a vagueness in evaluating. When the clients get the service provider's expected service, they evaluate the level of service quality (Bolton & Drew, 1991). It is the general idea in society in terms of service quality concept (Bitner et al., 1994) If the expectations of the service quality are met, the customer satisfies with it (Cronin et al., 2000). When a customer receives a better service as per the expectations, the customer impression about the service organisation creates a long-term relationship and loyalty. Usually, the quality features are subjective measurements than objective measurements. Since the hospitality industry is having peak season and off-season, service quality can have deviations and differences. Especially in peak or peak hours, service errors can occur due to the service's business (Sasser et al., 1978). Parasuramans SERVQUAL model is the most popular scale in the research field to measure service quality. According to the model, the customer evaluates an organisation's service based on five dimensions: reliability, responsiveness, empathy, assurance, and tangibles. Satisfied customer is one of the critical elements of promoting revisit intention and repurchase intention (Taylor & Baker, 1994). Positive word of mouth is the most valuable thing that any organisation can have through satisfied customers. Instead, dissatisfaction of the customers will create a negative word of mouth, and it will be harmful for any organisation's reputation and business process. It is easy to identify the satisfied customers from their loyalty level. Especially if a tourist is loyal to a service, they will show the intention of revisiting that particular place or destination (Tribe & Snaith, 1998). In the competitive environment, the best service performances will lead to achieving a competitive advantage for organizations (Vavra, 1997). The service quality of eco-resorts was examined using the service quality scale previously (Bastič & Gojčič, 2012) and found an influence on customer satisfaction. Customer satisfaction was higher in eco-resorts when the quality of the service exceeded expectations. It is the general view of the hospitality sector (Gao & Mattila, 2014).

Models of Service Quality

When the customers are satisfied, they make a positive behavioral intention towards the organization (Rajkumar & Priyanka, 2012). Then customer shows the loyalty as a repeat customer and spreads positive word of mouth. The repeat guest will assure the stability of the business and long term survival in the business (Reichheld & Sasser, 1990). The profitability depends on the arrival of visitors to the organization (Lee et al., 2007). Usually, when any organisation provides high-quality service, the satisfaction of the customers and repeat visit intention can be expected (Tu, 2004).

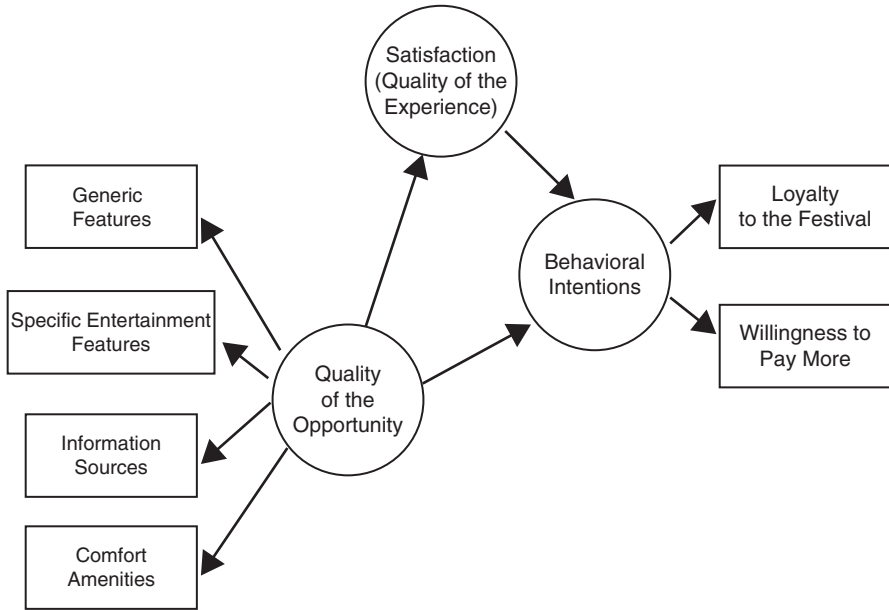


Fig. 9.1 Relationship of quality of the opportunity, satisfaction and behavioral intention. (Source: Baker and Crompton 2000)

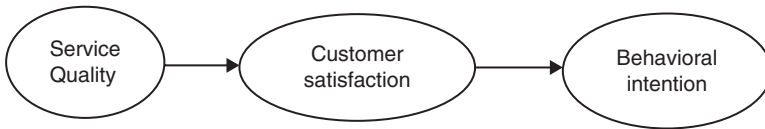


Fig. 9.2 Relationship of service quality, satisfaction and behavioral intention (Source: Dadoa et al. 2012)

Methodology

Conceptualization

Hypothesis

H1: Service quality levels of eco-resorts and behavioral intention of eco-tourists have a relationship.

H2: Service quality levels of eco-resorts and eco-tourists’ satisfaction on service quality have a relationship.



Fig. 9.3 Conceptual model of the study. (Source: adapted from Arachchi et al. 2015 and modified by authors)

H3: Eco-tourists’ satisfaction with service quality mediates the relationship between the service quality level of the eco-resorts and behavioral intention of eco-tourists.

Sample of the Study

Here, the researcher used unknown population formula was used yo identify the sample size. Then the questionnaire was distributed using e-mails and google forms to identified eco-tourists.

$$n_0 = \frac{Z^2 p(1-p)}{e^2} = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 385$$

Data Collection

Collected data from eco-tourists analysed using SPSS statistical tool. Using alpha co-efficient, the researcher checked the sample’s adequacy, and correlation and regression analysis was run to identify the relationship among factors. Further mediation effect of the variable was analysed using the Sobel test.

Results

According to the Table 9.1, tangibles, responsiveness, empathy and accessibility, and flexibility constructs, p-values are less than 0.05. It means four constructs are significant of customer satisfaction on service quality.

According to the below Table 9.2, the adjusted R-Square is 69.5%. It is nearly a 70% variation.

Table 9.1 Regression results of Customer satisfaction of service quality upon tangibles, responsiveness, Empathy, Responsibility and trust, Accessibility and flexibility

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	95.0% confidence interval for B		Collinearity statistics	
	B	Std. error	Beta			Lower bound	Upper bound	Tolerance	VIF
(Constant)	-2.994	.256		-11.672	.000	-3.498	-2.489		
Tangi	1.151	.064	.760	18.037	.000	1.025	1.276	.446	2.240
Respon	.343	.055	.273	6.256	.000	.235	.451	.416	2.405
Emp	-.269	.049	.234	5.513	.000	-.365	-.173	.440	2.274
Trust	.030	.046	-.029	-.646	.519	-.061	.121	.405	2.466
Accflex	.091	.025	.108	3.687	.000	.043	.140	.923	1.083

Table 9.2 Model summary results from stepwise regression of customer satisfaction of service quality upon tangibles, responsiveness, empathy, accessibility and flexibility

Model	R	R square	Adjusted R square	Std. error of the estimate	Change statistics					Durbin-Watson
					R square change	F change	df1	df2	Sig. F change	
1	.784 ^a	.615	.614	.77220	.615	613.985	1	384	.000	
2	.813 ^b	.662	.660	.72509	.046	52.511	1	383	.000	
3	.829 ^c	.687	.684	.69850	.025	30.718	1	382	.000	
4	.836 ^d	.698	.695	.68666	.011	14.293	1	381	.000	1.912

Based on the results, regression equation will be as follows

$$CS = -3.002 + 1.155(\text{tangibles}) + 0.363(\text{responsiveness}) - 0.262(\text{empathy}) + 0.093(\text{accessibility and flexibility}).$$

Regression Results 2

Table 9.4 below depicts that the overall service quality constructs p-value is less than 0.05.

Regression Results 3

Table 9.5 below depicts tangibility, responsiveness, trust and responsibility and accessibility and flexibility constructs p-values are less than 0.05. It means four constructs are significant of the behavioral intention of eco-tourists.

According to the below Table 9.6, the adjusted R-Square is 63%. It shows that 63% of the variation in behavioral intention on service quality components.

Table 9.3 Co-efficient results from stepwise regression of customer satisfaction of service quality upon tangibles, responsiveness, empathy, responsibility and trust, accessibility and flexibility

Model	Unstandardized coefficients		Standardized coefficients		t	Sig.	95.0% confidence interval for b		Collinearity statistics	
	B	Std. error	Beta				lower bound	Upper bound	Tolerance	VIF
1	(Constant)	-2.357	.278		-8.467	.000	-2.905	-1.810		
	Tangi	1.187	.048	.784	24.779	.000	1.093	1.281	1.000	1.000
2	(Constant)	-2.795	.268		-10.417	.000	-3.323	-2.268		
	Tangi	.961	.055	.635	17.557	.000	.853	1.069	.675	1.481
3	Respon	.329	.045	.262	7.246	.000	.240	.418	.675	1.481
	(Constant)	-2.927	.260		-11.275	.000	-3.437	-2.416		
	Tangi	1.166	.064	.771	18.099	.000	1.040	1.293	.452	2.211
	Respon	.396	.045	.316	8.731	.000	.307	.486	.627	1.595
4	Emp	-.268	.048	-.234	-5.542	.000	-.364	-.173	.460	2.174
	(Constant)	-3.002	.256		-11.729	.000	-3.505	-2.499		
	Tangi	1.155	.063	.763	18.214	.000	1.031	1.280	.451	2.216
	Respon	.363	.046	.289	7.975	.000	.273	.452	.603	1.658
	Emp	-.262	.048	-.229	-5.503	.000	-.356	-.169	.459	2.177
	Accflex	.093	.025	.110	3.781	.000	.045	.142	.934	1.071

Table 9.4 Regression results of customer satisfaction of service quality upon overall service quality

Model	Unstandardized coefficients		Std. error	Standardized coefficients		t	Sig.	95.0% confidence interval for B		Collinearity statistics	
	B			Beta				Lower bound	Upper bound	Tolerance	VIF
(Constant)	-1.628		.275			-5.919	.000	-2.169	-1.087		
Servicequality	1.210		.054	.753		22.436	.000	1.104	1.316	1.000	1.000

Dependent variable: service quality satisfaction

Table 9.5 Results of regression of service quality components and behavioral intention

Model	Unstandardized coefficients		Standardized coefficients		t	Sig.	95.0% confidence interval for B		Collinearity statistics	
	B	Std. error	Beta	t			Lower bound	Upper bound	Tolerance	VIF
1	(Constant)	-2.165	.356		-6.089	.000	-2.865	-1.466		
	Tangi	.821	.088	.535	9.283	.000	.647	.995	.446	2.240
	Responsive	.275	.076	.216	3.618	.000	.126	.425	.416	2.405
	Empathy	.014	.068	-.012	-0.202	.840	-.119	.147	.440	2.274
	Trust res	-.175	.064	.165	2.730	.007	-.301	-.049	.405	2.466
	Acc flexibi	.176	.034	.205	5.120	.000	.108	.244	.923	1.083

Table 9.6 Model summary

Model	R	R square	Adjusted R square	Std. error of the estimate	Change statistics					Durbin-Watson
					R square change	F change	df1	df2	Sig. F change	
1	.609 ^a	.571	.569	1.00086	.571	226.019	1	384	.000	
2	.644 ^b	.615	.612	.96628	.044	28.977	1	383	.000	
3	.651 ^c	.624	.620	.95972	.009	6.251	1	382	.013	
4	.660 ^d	.635	.629	.95158	.011	7.566	1	381	.006	2.024

^aPredictors: (Constant), tangi, accflex

^bPredictors: (Constant), tangi, accflex, responsiveness

^cPredictors: (Constant), tangi, accflex, responsiveness, trust & responsiveness

^dDependent variable: behavioural intention

Based on the results, the regression equation will be as follows

$$BI = -2.171 + 0.831(\text{tangibility}) + 0.176(\text{accessibility and flexibility}) + 0.277(\text{responsiveness}) - 0.172(\text{trust and responsibility}).$$

Regression of Behavioral Intention and Overall Service Quality Practices

Results of Mediating Effect (Fig. 9.4)

According to the Sobel analysis results, the significant indirect effect can be identified.

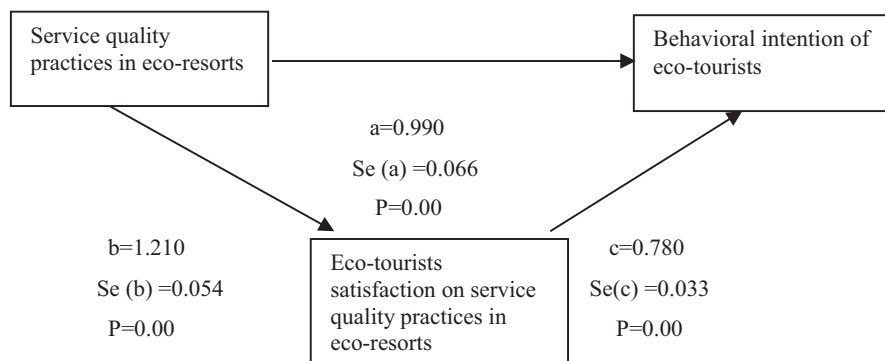


Fig. 9.4 Mediating effect of service quality satisfaction

Table 9.7 Co-efficient results

Model	Unstandardized coefficients		Standardized coefficients		t	Sig.	95,0% confidence interval for B			Collinearity statistics	
	B	Std. error	Beta				Lower bound	Upper bound	Tolerance	VIF	
1	(Constant)	-1.684	.361		-4.668	.000	-2.394	-.975			
	Tangi	.934	.062	.609	15.034	.000	.811	1.056	1.000	1.000	
2	(Constant)	-1.922	.351		-5.473	.000	-2.613	-1.232			
	Tangi	.878	.061	.572	14.429	.000	.758	.997	.971	1.030	
3	Accflex	.183	.034	.214	5.383	.000	.116	.250	.971	1.030	
	(Constant)	-2.105	.356		-5.906	.000	-2.805	-1.404			
4	Tangi	.778	.072	.507	10.727	.000	.635	.920	.675	1.482	
	Accflex	.166	.034	.194	4.836	.000	.099	.234	.935	1.070	
4	Responsive	.153	.061	.120	2.500	.013	.033	.274	.650	1.538	
	(Constant)	-2.171	.354		-6.130	.000	-2.867	-1.475			
4	Tangi	.831	.074	.542	11.162	.000	.685	.977	.629	1.590	
	Accflex	.176	.034	.205	5.123	.000	.108	.243	.926	1.080	
4	Responsive	.277	.076	.218	3.663	.000	.128	.425	.420	2.380	
	Trustresponsi	-.172	.063	-.163	-2.751	.006	-.295	-.049	.424	2.361	

Table 9.8 Results from regression of behavioral intention and overall service quality

Model	Unstandardized coefficients		Standardized coefficients		Sig.	95.0% confidence interval for B		Collinearity statistics	
	B	Std. Error	Beta	t		Lower bound	Upper bound	Tolerance	VIF
1 (Constant)	-1.306	.336		-3.882	.000	-1.967	-.645		
Service quali	.990	.066	.608	15.016	.000	.860	1.119	1.000	1.000

Dependent variable: behavioural intention

Discussion

Relationship Between Service Quality Levels of Eco-resorts and Eco-tourists' Behavioral Intention

According to the five service quality dimensions' analysis, the researcher found a positive relationship between all dimensions and the eco-tourists' behavioral intention. The correlation analysis shows that all the dimensions are correlated with each other, and there is a strong relationship. Further, in regression analysis, there is only one insignificant component. Further, the adjusted R-Squar value is 63%. Finally, the research findings show hypothesis 1 of the research as accepted. Even though the analysis found that empathy is not significant for eco-tourists' behavioral intention, it cannot be underestimated or disregarded because it is an essential factor for eco-tourists' satisfaction. It was proven from this study.

Relationship Between Service Quality Levels of Eco-resorts and Eco-tourists' Satisfaction

Here, the researcher found a positive relationship between all quality dimensions and the eco-tourists' satisfaction. The correlation analysis shows that all the dimensions are correlated with each other. Further, as per the regression analysis, only one component is insignificant. Further, the adjusted R-Squar value is 70%. It shows that 70% of the variation in eco-tourists' satisfaction on service quality components. Finally, the research findings show that hypothesis 2 of the research can be accepted. Even though the analysis found that trust and responsibility were not significant for the satisfaction of eco-tourists on service quality components, it cannot be underestimated or disregarded because it affects the satisfaction of eco-tourists.

The Mediation Role of the Eco-tourists' Satisfaction on Service Quality Practices

The general belief in the current context is a close relationship between customer satisfaction and service quality (Caruana, 2002; Spreng & Chiou, 2002; Woodside et al., 1989). Further, many past studies have proven the effect of satisfaction on behavioral intention (González et al., 2007). Those studies have been conducted for the other industries. Further, some research findings explain that when the behavioral intention of the customers is positive, their loyalty and attachment to the organisation is reinforced (Zeithaml & Bitner, 1996). Also, customer behavioral intentions

can be negative when the service quality is poor. According to the mediation results, this study indicates a partial mediation.

Conclusion and Future of Service Quality Practices

As per the research findings, it is evident that there is an impact of service quality practices of eco-resorts on the visit intention of eco-tourists to the eco-resorts. If any resort cannot practice them as per the expected level of tourists, it will negatively affect their satisfaction and behavioral intention. Then tourists will not revisit the destination as a repeat guest, and also they will not recommend the destination to others. Therefore, positive word of mouth cannot be expected from them. This research shows that the human touch of service is vital in tourism and hospitality industry services. However, the involvement of people in services is doubtful in the current scenario. With the spread of diseases like COVID-19, the industry is now seeking technology to serve guests with minimum contact. The COVID-19 pandemic gives us a clear indication of future tourism practices. There will be a demand for experienced-based responsible tourism in future. Also, technology-oriented service has to be implemented in the hospitality sector. There will be more innovative and creative applications in future. The need for some E-tourism applications such as Artificial Intelligence (AI), robotic technology, Virtual Reality (VR), Mobile apps etc., will be highly emphasised. Since great concern on health guidelines will reduce human contact, the industry will adopt digital applications to serve people. As we all know, machines cannot replace the emotional values of human beings. There will be many challenges in the industry. Further, there is a possibility of losing many employments with replacing technology for the hospitality services. The architectural designs of the eco-resorts have to be developed with more space and distance. With the limited contact with the guests, now hoteliers are trying to provide the service. As a result, in the process of transaction, registration, customer services are encouraged to do through more online systems, computerised technology. It will be the future of service next era. Then they have to face the challenge of maintaining the service quality dimensions. However, it is still arguable whether we can replace the quality of human services with technology.

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Chapter 10

The Effect of Tourism Growth on Local Economic Development: A Conceptual Review of Vietnam Concept



Ravinder Rena and Ifeanyi Mbukanma

Introduction

Tourism has developed effectively over the years, being one of the world's rising and fastest-growing economic sectors. According to UNWTO (2020), tourism has become one of the biggest players in foreign exchange while still serving as one of the key sources of income for several developing and developed nations. It was hypothesized that with adequate implementation, management, and regulation of the tourism industry, economic development, improve education, food security will be boosted and thus lead to poverty alleviation (De Bruyn, 2018; Truong, 2018; Medina-Muñoz et al., 2016). Although some nations around the globe have succeeded in cutting down the level of poverty and unemployment, up to 65% of the global population survives on less than \$2 per individual daily. The advancement of tourism is seen as one solution which has the potential to help disadvantaged communities and citizens resolve this stagnation (Croes & Rivera, 2019; Butler & Rogerson, 2016). Over the years, tourism arrivals have increased tremendously, thereby creating opportunities for the economic improvement of different nations in the globe. United Nations World Tourism Organization (UNWTO) (2020) stated that there were only 25 million tourist arrivals internationally in 1950; and in 2019, this number increased to 1.5 billion international arrivals, making the growth in the tourism industries one of the biggest contributors to economic growth around the globe.

R. Rena · I. Mbukanma (✉)

NWU Business School, Faculty of Economic and Management Sciences, North West University, Potchefstroom, South Africa

Faculty of Business Sciences, Walter Sisulu University, South Africa

e-mail: ravinder.rena@nwu.ac.za

Tourism, however, is seen as all forms of travel which, unlike other economic sectors, infuses communities through its impacts on the environment, employment, land use, and social structures of the communities. Accordingly, in the case of Vietnam, tourist arrival has continued to increase, which implies a continuous attraction of foreign and local revenue to the Vietnam economy. Other sectors that complement the services of tourism industries, such as hospitality, catering, transportation, museum, to mention but few, also have received high patronage as tourist arrival increases in Vietnam (Thang, 2019; Tseng et al., 2018). Accordingly, the economy of Vietnam has received a boost as a result of a reform called “Doi Moi” (Renovation) in 1986. This reform caused a shift in the Vietnam economy from a centralized economy to a mixed economic system; which employed both directive and indicative planning with a cushion of open-market based economy.

This strategic approach to Vietnam’s economy resulted in a rapid economic growth that integrated them into the global space of twenty-first-century economies. Consequently, foreign investment, agricultural exports, and tourism, among other sectors, attracted growth over the years. Among other sectors, tourism was identified as a component of the modern economy in most countries of the world (Truong, 2018; Tseng et al., 2018). Perhaps, UNWTO Secretary-General Zurab Pololikashvili emphasized that tourism maintains a stable economic sector in periods of instability, downgraded global economic perspectives, international trade tensions, social unrest, geopolitical uncertainty, and volatility. To this end, it is obvious that tourism attracts great economic activities, which has engineered this research to reveal the effects of tourism on local economic development with a major focus on Vietnam.

Research Motivation and Objective

Developing local economies is a pragmatic engagement through which local individuals from all micro sector of a region work in harmony to stimulate local businesses, leading to a sustainable and growing local economy. Rogerson (2019) and Mensah et al. (2017) added that local economic development is the partnership between the national government, local government, the community as well as the private businesses, in which they coordinate available resources and create territorial initiatives aimed at boosting the development of economies and job creation. However, it is acknowledged that development and growth in the economy often vary. Growth in the economy (GDP) could be viewed as a growth increase in the national income and national production of a country, while economic development dives further into how the growth influences citizens and their real living standards. To attract this economic development, local economies need to be diversified, which is relevant for micro sectors that rely on few sectors of the economy since these micro sectors are highly sensitive to shocks in the economy and fluctuations within cycles of businesses (Neffke et al., 2018). Tourism has been found to play a significant role in attracting this kind of economic development in a different part of the world.

However, the significance of tourism would naturally vary from country to country depending on a variety of circumstances, such as natural resources, culture, and the socio-economic climate of tourist destinations. Robust research, however, has been conducted to reveal the economic significance of tourism in a different part of the world, which has led to identifying different variables that could be implemented to sustain the growth and development of tourism. On the contrary, limited studies have been conducted in this context to ascertain the effects of tourism on Vietnam's local economic development. Thus, this paper was conducted to reveal the effects of tourism on Vietnam's local economic development. Hence, the objective of this study was to conceptualize the contribution of the tourism industry on the local economic development in Vietnam.

Research Methodology

According to Kumar (2019), research methodology is the techniques and the philosophical theories upon which research is undertaken. It involves the selection of approaches by the researcher to carry out a research project; the approach determines the tools that will be used in the research (Yang & Tate, 2012; Leedy & Ormrod, 2010). The tools include the mechanisms the researcher uses in collecting, analyzing, and interpreting data. Perhaps, this study is a conceptually based research, and according to King and He (2005), several research methods are used in this type of study, which includes narrative review, vote counting, meta-analysis, and descriptive review.

A descriptive literature review was employed for the benefit of this research. Thus, a descriptive literature review primarily summarizes and synthesizes accessible studies on a particular subject area. Also, Bennison et al. (2017) and Burns (2017) emphasized that the descriptive literature review communicates with the readers the findings of other research that are directly linked to the study being carried out. Accordingly, this study conducted a concise review of prior literature with appropriate consultation and acknowledgment of the studies of both local and international scholars in the field of tourism and economic growth and development. Hence, the descriptive literature review method adopted in this study helped in providing comprehensive logical concepts concerning the impact of tourism on local economic development with a major focus on the Vietnam context.

The Growth of Tourism in Vietnam

Tourism is described as a social, cultural, and economic trend that includes migration of people to region or areas beyond their accustomed atmosphere for business, personal or professional purposes (Ngo et al., 2019a; Nguyen, 2019a; Suess et al., 2018; Rasoolimanesh et al., 2017). The traditional purpose of tourism evolution was regarded

as recreational and educational travels, which flourished under the Pharaohs in the ancient era, perhaps much earlier in Egypt. There is evidence in the later stage of the ancient era about travels emanating from a luxury lifestyle and the search for fun, experience, and relaxation. Indeed, the affluent classes of the society were the ones who conducted the first journeys of enjoyment (Santini, 2019; Clavé & Wilson, 2017). However, the opening of the Central European transport network brought about tremendous change as early as the beginning of the nineteenth century, which merits the designation of a revolutionary development (Skripnik, 2017). This advancement increased the flexibility of tourism and produced new growth trends when short-stay and day trips became popular and modern technological developments in travel were used.

The present decade has witnessed rapid growth in the tourism industry, as tourism was identified as an important sector for developing economies. According to UNWTO (2020), growth in international tourism has continued to accelerate and overtaking the world economy, with tourist arrivals reaching 1.5 billion globally in 2019, a 4% increase from the previous year's record. In the case of Vietnam, the country opened to tourism shortly after the 1976 Vietnam War. However, very few tourists visited Vietnam then as the country was poor in the real estate and the tourist infrastructures were virtually non-existent (QUÁT, 2019; Truong & Le, 2017). Although, tourism did not become important in Vietnam's economy until ten years later, from 1986, continuing into the early 90s. Vietnam experienced a key milestone in the arrivals of tourism in 1993, so it was then that it could appropriately say the country was opened to the world. This was attributed to reform in government visa entry criteria that simplified foreign visitors' arrival process. Nevertheless, the economic reform in 1986 gave birth to an industrialized economy, which fueled the growth of tourism for the past 20 years, as showed in Table 10.1 below:

Following the heavy industry and urban development after the 1986 reform, Table 10.1 shows that tourist arrivals recorded a tremendous increase over the years, reaching over 15 million visitors in 2018 and over 18 million in 2019. This growth in tourist arrivals in Vietnam attracted numerous tourism activities, development, and foreign investors. Perhaps most of these foreign investments in Vietnam have been concentrated in tourism, especially in hotel projects, and tourism development

Table 10.1 Growth of tourist arrivals in Vietnam

Year	Tourism arrivals	Percentage change	Year	Tourism arrivals	Percentage change
2019	18,008,591	16.2%	2009	3,772,359	-10.9%
2018	15,497,791	19.9%	2008	4,253,740	0.6%
2017	12,922,151	29.1%	2007	4,171,564	16%
2016	10,012,735	26%	2006	3,583,486	3.0%
2015	7,943,651	0.9%	2005	3,467,757	18.4%
2014	7,874,312	4.0%	2004	2,927,876	20.5%
2013	7,572,352	10.60%	2003	2,429,600	-7.6%
2012	6,847,678	10.8%	2002	2,628,200	12.8%
2011	6,014,032	19.1%	2001	2,330,800	8.9%
2010	5,049,855	34.8%	2000	2,140,100	20.0%

Source: Vietnam National Administration of Tourism (2020)

has been seen as a panacea for Vietnam to reduce its macroeconomic inequalities (Thang, 2019; Trang et al., 2019).

The Role of Government in Vietnam Tourism Growth

Many international organizations, like UNWTO and WTTC, has been advocating tourism as a major component in championing socio-economic development worldwide and particularly for developing countries. Besides, the tourism industry also has environmental impacts for these countries, such as pollution, destruction of natural resources, and environmental and cultural degradation (Hoang et al., 2018; Truong & Le, 2017; Brokaj, 2014). Such inherent adverse externalities are most definitely exacerbated by the lack of sound and inform policies and reforms by the government to handle tourism growth efficiently. Consequently, to sustain tourism growth, governments should be accountable for enforcing legislation, reforms, and social atmosphere under which sustainable growth is possible (World Travel and Tourism Council, 2015).

However, the Vietnam situation is dynamic to an extent as different organizations have, over the years, emanated to support the growth of tourism in Vietnam. Since 1960, The Ministry of Foreign Trade was in charge of tourism in Vietnam. In 1992, the Ministry of Culture, Sport and Tourism (MCST) assumed the responsibility and administration of tourism, which accounted for all local tourism structures such as decrees, local documents, and approval plans (Ngo et al., 2019a; Michaud & Turner, 2017). Accordingly, the Department of Culture, Sport and Tourism (DCST), administers the provincial and district levels of tourism, which are part of the Provincial People Committees (PPC) where decisions concerning both micro and macro levels are made. In the quest to diversify more on Vietnam tourism, Vietnam National Administration of Tourism (VNAT) was founded by MCST to focus on execution and control of four tourism-related institutions namely:

- Tourism Information and Technology Centre,
- Institute of Tourism Development Research (ITDR),
- Vietnam Tourism Review (VTR), and
- Tourism Newspaper.

Consequently, the creation of VNAT led to the Vietnam National Master Plan that spread till 2020 a vision to 2030, which was developed by ITDR. This master plan, however, states the goals for Vietnam national tourism and state management roles in tourism. Similarly, the Vietnam Tourism Association (VITA) coordinates over one thousands tourism enterprises, which deals with accommodation and distribution sector like tour operators and travel agencies. Thus, VITA seeks to foster collaboration, communication, and shared assistance and the benefits of its stakeholders in terms of enhancing the standard of service and sustainable tourism products in a stable dynamic market climate. To this end, the endorsement of these organizations by the government have helped on the long-run to simplify the visa

procedure that encourages visitors to come for shorter visits, as well as enforce laws and regulations for standardizing procedures. There is still a limited budget for strong publicity and advertisement of a tourist destination (Cuong et al., 2016). The government, however, joined the Tourism Advisory Board (TAP) in 2016 in an attempt to build a positive picture for destinations in foreign market placement.

Challenges for Sustainable Tourism Growth in Vietnam

The economic system of Vietnam is still regarded as a developing economy. As such, the concept of sustainability in the tourism sector is yet to be established (Ngo et al., 2019b; Nguyen, 2019b). Secondly, the people of Vietnam are yet to be acquainted with the global growth and development in the tourism industries. A majority of the local population in Vietnam still practice deforestation (Hoang et al., 2018; Vu et al., 2017). Deforestation, among other practices, is a quarrel act of tree cutting for immediate income, which poses challenges to the growth and development of tourism in Vietnam (Hoang et al., 2018; Vu et al., 2017). However, the expectations of tourism experience include but are not limited to multifaceted interaction of personal experience, local personality, symbols, local customs, personal beliefs, cultural heritage, rituals, geographical features, geographic history, local scale, and population diversity. Thus, the act of individuals to make money from illegal sales of any of these tourism features destroys the growth of tourism.

Furthermore, there exists a lack of communication between the government and the local population on how to adapt to sustainable practices. Similarly, there is a lack of standardized regulations and enforcement policies that could help control and regulate the current tourism activities and development in Vietnam (Hoang et al., 2018; Truong & Le, 2017). Perhaps, tourism regulations in other parts of the world have been identified as a variable that enhances practices of standardized and uniform tourism activities. In addition, the advertisement and marketing of destinations in Vietnam have received a negligible contribution from the government. As such, the road to sustainable growth and development in the Vietnam tourism sector will demand both the government and the people of Vietnam play a progressive role with the mind-set of a unified growth.

Relationship Between Economic Development Theories and Tourism

In evaluating the economic effects of tourism on local economic development, it is essential, in the first place, to understand the structure of the research focus involves concerning its several economic sectors, opportunities, locations, and natural environment, in the quest to enhance the efficient application of the theories on

economic development. As such, the overview of the three most relevant growth theories for this paper and how they link with the contribution of tourism growth on local economies are detailed as follows.

The Big Push Theory

Big Push addresses the integration of a central strategy and administrative structures to guide changes in policy, direct investment as well as technical initiatives, and a significant rise in international assistance and the concomitant investment in various economic sectors. Its Rosenstein-Roden's creation, and it's focused on the notion that a substantial amount of capital or investment is needed in infrastructure projects to sustain economic development (Kaya et al., 2019; Currie, 2018). Since the theory focuses on simultaneously developing industries and reducing shortcomings in coordination, forward and backward links play a crucial role in ensuring a Big Push success. A forward linkage can be seen in this instants as one company purchasing goods from another in development building, while a backward link is one when a company purchases products or services from another to be used as their input. As such, in relating this theory on how tourism growth impacts Vietnam's local economic development, simultaneous development of tourism industries and activities should utilize the linkage and services between industries in Vietnam. By employing this theory, a holistic local economic development will be sustained from the engagement and patronage between the tourism industries for a unified growth and development at the national level and also at the local regions.

Porter's Cluster Theory

Porter's Theory of Clusters relates to the competitive advantage of industries and companies in regions, both nationally and locally, where clusters play a significant role (Porter, 2000). Michael Porter is the founder of cluster theory, a competitive advantage hypothesis that is based on his prior research. Porter's cluster theory identifies the regional clusters of producers, interrelated companies, service industries, and affiliated organizations, together interconnected by integration and common interests. However, relating this theory to the growth of local economic development in Vietnam using tourism, it is expected that a cluster of different sectors of industries will create more openings for better industrialization and growth in local economies. Hence, it is recommended that a network of tourism industries and related organizations should be established to sustain the growth of local economic development.

Romer's Endogenous Growth Theory

Romer's endogenous growth theory, often classified as the new growth theory, was created to understand the determinants of technological advancement and its importance for long-term economic growth not explained in traditional neoclassical theories (Dornbusch et al., 2014). The endogenous growth model of Paul Romer tackles the technological spill-over with the industrialization phase, in which capital supplies around the economy have a positive impact on production at the industrial level (Todaro & Smith, 2015). Romer's theory indicates that the spill-over of one industry due to new research and technology contributes to the emergence of new technologies as well as information from other companies, this new technology introduced by one company spreads immediately through the economy. This theory as such could be employed in the Vietnam context, where the development and introduction of new technologies by the bigger firms in the tourism sector could be spread among other industries at the local regions, thereby boosting the growth of local economic development.

Economic Impacts of Tourism on Vietnam Local Economic Development

The tourism industry has expanded significantly over the last few decades, and the sector has also contributed to the economic growth and development of emerging and industrialized countries. However, it is important to remember that there is a distinct variation between economic development and growth, as stated earlier. Economic growth could be seen as a rise in aggregate nation's production (GDP) or per capita real production (the average GDP per person). On the other hand, economic development is generally characterized by changes brought about by economic growth, which affect the social and cultural-natural setting where people stay (Mbukanma & Rena, 2021; Owoye & Onafowora, 2020; Tamura et al., 2019). So it means that economic development addresses how economic growth can improve people's living standards in a country. Thus, the standard of living, in this instance, refers to the level of wealth, comfort, necessities, and consumer goods available to a certain geographic area.

However, Vietnam economic development has been at a progressive rate, as the country shifted from an industrial-based economy to more service-industrial-based after the Đổi Mới reform in 1986 (Taylor & Corey, 2019; Hoang et al., 2018; Nguyen & Pham, 2016). This economic shift enhanced the growth of the tourism industry in Vietnam, as the brain behind the shift was to boost the growth driving sectors of the Vietnam economy. Besides the way Vietnam's cultural, economic, and environmental elements are structured, tourism and development are also multidimensional. It demands an understanding of the communities, government agencies, industry, and tourists' attractions within economies. In other parts of the world, tourism has been

used as a main socio-economic driver, which is capable of encouraging investment in local enterprises, generating job opportunities, growing export income, and supporting infrastructure growth (Santamaria & Filis, 2019; Sokhanvar, 2019).

In the case of Vietnam, tourism has provided an attractive means of export diversification from manufacturing and primary goods. It is a labor-intensive and inclusive sector that tends to employ young people than most other sectors and creates significant opportunities for small and medium-term enterprises (Ba et al., 2020; Mai et al., 2019). Nunkoo et al. (2020) added that tourism could be a tool for expanding remote and lagging areas where prospects for economic growth are sometimes minimal, leading to enhanced mutual prosperity. Inequality persists, however, as one of the major problems confronting policymakers in Vietnam, as the unequal distribution of employment, wealth, education, power, and income still exists. Although the tourism industry in Vietnam is still developing when compared with the international ratings, it has in the past few decades contributed a significant role in the Vietnam local economies (Chuc & Duong, 2019). A conceptual view from previous scholars such as Ba et al. (2020); Nguyen (2019a), and Tuan and Rajagopal (2019) revealed the areas of local economies that have received the positive impact of tourism activities in Vietnam are:

- Attraction of foreign investment;
- Job creation;
- Enhancement of food security;
- Education;
- Poverty alleviation and
- Promotion of cultural heritage of Vietnam.

However, when considering the variables that quantify people's better living standards within a region, the above-mentioned areas must be operationally efficient. Consequently, the 2020 ranking of the world's highest quality standard of living by Social Progress Imperative, revealed that Vietnam was ranked number 74 in the world. This highest quality standard of living comprises of Quality of Life Index, Safety Index, Healthcare Index, Pollution Index, and Climate Index. It was also identified that the growth of Vietnam tourism causes a shift of labor force from the agricultural industries to the service industries, which presents the potentials for higher disposable income and poverty reduction.

The patronage and engagement of hotels, construction, retail sectors, and service-oriented industries that are locally owned and operated businesses can benefit as direct major tourism income to the local economies. Indeed, the growth process of tourism in Vietnam has also accelerated employment growth, which resulted from the expansion of industrialization and other service sectors of tourism, as shown in Fig. 10.1.

Figure 10.1 shows that, between 1982 and 2019, employment in Vietnam averaged 43.27 million, reaching an all-time highest point of 55.03 million in the fourth quarter of 2019 and a landmark low of 23.50 million in the fourth quarter of 1982. Perhaps, Vietnam's employment is expected to hit 56.00 million by the end of 2020, according to global macro models and analyst forecasts from Trading Economics.

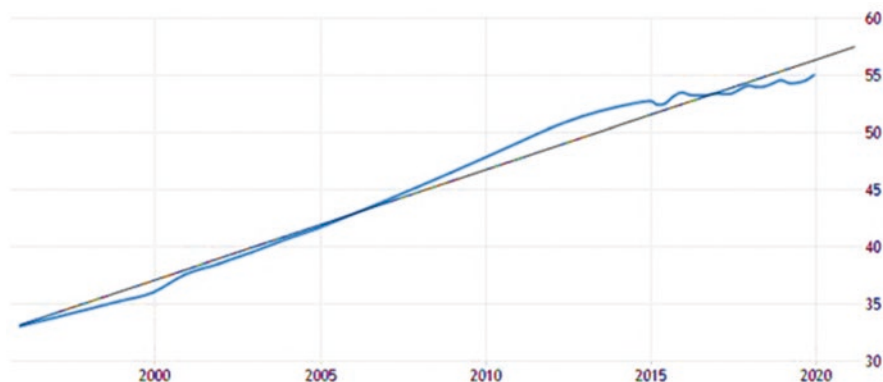


Fig. 10.1 Vietnam Trend of Employment Growth (in millions). (Source: Tradingeconomics.com, 2020)

Although, it is still believed that tourism activities have diluted the preserved long-term culture of Vietnam by the penetration of imported ideas, character, and attributes such as new ideas, illicit drugs, prostitution practices, and communicable diseases (Laplace et al., 2019; Van Dong & Truong, 2019). It is therefore important that standardized tourism legislation is implemented and monitored by both the government and the people of Vietnam to control the excesses and externalities of tourism activities and promote and boost the growth of local economies.

Tourism Policies and Poverty Alleviation in Vietnam

Poverty alleviation results from a consistent growth in economic development, which empowers local economies. Thus, poverty alleviated countries present to their citizens' potentials of income sources that enhance their living standard (Liu et al., 2019; Zhou et al., 2019). Developed and developing economies have not neglected the fight against poverty, as it speaks more of the dividend of economic growth and development. Perhaps, policies to manage and control poverty levels in a country are expected responsibilities of the government. However, in the case of Vietnam, efforts have been made by the government by using policies of different economic sectors to reduce the poverty level in Vietnam and improve the standard of living (Thang, 2019; Tseng et al., 2018).

The tourism sector has been one of the sectors that have been championing the reduction of poverty in Vietnam directly and indirectly by creating employment and boosting the growth of local economies as tourist arrivals increase. On the contrary, most of the tourism policies have been criticized for neglecting the poverty alleviation component in Vietnam tourism policies and reforms. Thus, Table 10.2 shows

Table 10.2 Tourism policies, strategies and plans

Publication	Year of approval	Main objective	Poverty component
Master Plan for Tourism Development 1995–2010	1994	By 2000: 3.5–3.8 million foreign tourists; 11 million local tourists; 2.6 billion US dollars of revenue. By 2010: nine million foreign tourists; 25 million local tourists; 11.8 billion US dollar revenue.	The economic opportunities for deprived regions are emphasized.
Tourism Ordinance	1999	Tourism is regarded as a significant industry that improves intellectual standards, creates job, and contributes to socio-economic development.	Tourism promoted in areas with social and economic backwardness.
National Action Plan for Tourism Development 2002–2005	1999	Make sure tourism is a major sector, and make Vietnam a developed tourist destination by 2005. By 2005, we receive 3–3.5 million international tourists and 15–16 million local tourists.	Sustainable tourism is mentioned. Poverty alleviation neglected.
SEDS 2001–2010	2001	Alleviate Vietnam from the state of underdevelopment, promote better local living standards, and initiate a structure for Vietnam to become an industrialized nation by 2020.	Efforts to develop tourism as a spearhead sector have been promoted. Tightening poverty level neglected.
NSTD 2001–2010	2002	Develop tourism as a premium industry and turn Vietnam into a major tourism destination in Asia.	Efficient use of tourism resources is compelled, but poverty alleviation is not acknowledged.
CPRGS	2003	Raising Vietnam from underdevelopment and setting the groundwork for it to become an industrialized nation by 2020.	Rapid and sustained economic development has been recognized as the fastest path out of poverty.
Law on Tourism	2005	Document policies to guarantee that tourism will become a leading industry.	Tourism promoted hunger reduction in rural areas and limiting poverty.
National Action Plan for Tourism Development 2006–2010	2006	In 2010 make Vietnam an established tourism destination in Asia. Annually, international visitors are rising by around 10–20 percent. The annual rise in domestic tourists is around 15–20 percent.	Poverty alleviation is not discussed.
National Action Plan for Tourism Development 2007–2012	2007	Meet the goal set by NSTD 2001–2010: develop tourism into a flagship industry; obtain 5.5–6 million foreign tourists; and 25 million nearby visitors.	Management of rising tourist arrivals.
NSTD to 2020 (vision 2030)	2011	Affirm tourism as a flagship sector and using overall tourism revenues as a key predictor of the growth of tourism.	Several development measures have been set in motion to accelerate the development of tourism. Just one proposed plan for creation of the PPT.

Source: Tuan and Rajagopal (2019), Truong and Le (2017), and Dao (2013)

the policies initiated by the government of Vietnam to enhance tourist experience and at the same time support the growth of local economic development.

As presented in Table 10.2, policies and strategies to enhance the growth of tourism in Vietnam has been in existence since 1994. It was expected from each of the policies to achieve a stated number of tourist arrivals as well as the establishment of the statutory policy. Although, there has been a weak link from the policies, which have failed to address the concerns of the poverty level in Vietnam. Besides, the growth of tourism in Vietnam on its own has a significant impact on the general population and, most especially the poor, as increase wealth opportunities continue to increase with the growth of tourism (Mai et al., 2019; Truong & Le, 2017). Thus, the National Strategy on Tourism Development (NSTD) approved in 2011 projected a more advanced tourism business, which was expected to boost tourism development in the central and provincial economy. The development of tourism growth and sustainability is thus a continuous effort. As such, potential policies and strategies that can promote both the growth of tourism and the enhancement of peoples' living standards should be encouraged.

Future of Tourism in Vietnam

The expansion of leisure through tourism exploration has become an emerging social activity since after the Second World War. The manner in which the expansion trend will be sustained will majorly depend on the key factors that will continue to support the national and the local tourism environment in the long term. However, Robinson et al. (2019) and Torkington et al. (2020) suggested that, among other factors, technology and infrastructural innovation will be the leading driver in supporting the tourism environment as well as a tourist destination in the future. As mentioned earlier, the challenges of sustainable growth in Vietnam tourism, the prospect of future tourism in Vietnam will depend on the attention and reconciliation given to the present challenges in the tourism sector that have deprived them of ranking top in global tourist destinations. Taking into account its likely development over the coming decades, it is evident that tourism will be transformed by significant social, cultural, political, environmental, and technological changes. Although, the growth of tourism in Vietnam has experienced ups and downs over the years in the strive to attract more tourist arrivals and to compete on the global stage (Mai et al., 2019; Ngo et al., 2019b). On the contrary, the growth of tourism has also brought significant benefits to both the government and the people of Vietnam.

Thus, going by the objectives of NSTD, which projection was for vision 2030, aimed at affirming the tourism sector in Vietnam as the leading sector of their economy. Hence to affirm these objectives, the following policy and managerial factors needs to be considered by the stakeholders in charge of tourism sustainability in Vietnam;

Stakeholders Relation

To sustain a tourism sector that will benefit local economic development, it is necessary to strengthen the relationship between the stakeholders at the national and provincial levels. This relationship will provide the whole tourism industry an informed communication that will enhance growth sustainability at both the national and the local economies;

Destination Planning

The attractions in the tourism industry are on the destination features. However, strategic coordination of tourism destination will enhance the engagement and patronage of the local economies;

Products and Services Diversification

Varieties of products and services will provide potential destination options for tourists. As such local servicing industries and products should be encouraged to boost the local economic development;

Management of Tourist Arrivals

Growth does not come without proper management. Thus, strategic management and coordination of tourist arrivals will reduce tourism externalities but promote growth in the local economies;

Infrastructural Advancement

Infrastructural availability and accessibility boost industrialization. As such, to promote local economic development, infrastructural advancement should be encouraged to support growth sustainability;

Cultural and Environmental Management

Cultural preservation has continually received threats of dilution as tourists migrate from one region to the other. Similarly, effective environmental management helps in promoting diversified tourist destination. As such, policies and legislation should be enforced to reduce the externalities of tourism activities on the people of Vietnam and enforce policies and reforms that would assist in environmental management.

Market Initiatives

Strategic promotion and marketing of tourist destinations promote sustainability of tourism growth. Thus, local economic development will receive a boost as tourism growth is sustained. Hence, the government of Vietnam should focus more on promoting and marketing of Vietnam tourist destination at the global and local market.

Future of Tourism amid COVID-19 Pandemic

Before the fragile travel and hospitality sector, the COVID-19 epidemic raised extraordinary circumstances. The highly contagious novel coronavirus continues to thwart the market, posing critical concerns about the sector's current and future existence. The tourism and hospitality sector relies heavily on visitation patterns, and decision-makers have continually made significant efforts to encourage tourists to sustain the business and increase the industry's multiplier impact. However, travel restrictions are being enforced at national and international levels due to the current crisis. Thus, the travel bans, border closures, cancellations of activities, quarantine conditions, and risk of spreading have raised extreme challenges to the tourism and hospitality sectors (Gössling et al., 2020; Hall et al., 2020). Perhaps, the order of the day in every organization is on the professional development and skill of employees, improved sense of hygiene, sanitation, and associated SOPs, hope for the industry's recovery, position in the media, and need for improved preparedness for emergencies (Prideaux et al., 2020; Jamal & Budke, 2020).

However, in most Asian nations, domestic tourism has returned and is helping to support employment and industries as usual, but full recovery will be possible only when foreign tourism returns. This requires internationally managed risk-based strategies so that it is possible to safely remove travel restrictions. Besides, there are still unclear circumstances and believes among tourists of the possibility to contacting Covid-19 if they travel. Thus, to clear this doubt in the minds of tourists and boost the tourist industry again, some area of policies needs to be addressed by destination nations such as lockdown rules and regulations of destination nations; policies on quarantine and isolation; availability of testing centers and availability

of vaccine for the virus. Gössling et al. (2020); Hall et al. (2020), and Prideaux et al. (2020) suggested key policy priorities during this period of transition, which includes but not limited to:

- Restoring traveler confidence and supporting tourism businesses to adapt and survive,
- Sustaining domestic tourism and support the safe return of international tourism,
- Providing clear information and limiting uncertainty (to the extent possible),
- Evolving response measures to maintain capacity in the sector and address gaps in supports, and
- Implementing policies toward more resilient, sustainable tourism.

Although there are still challenges to the sustainability of businesses in the tourism ecosystem, and minimizing employment losses and promoting recovery is crucial. Especially affected destinations depend heavily on foreign visitors and tourism for business and events, with coastal, regional, and rural areas faring better than city destinations. In view of the interdependent essence of tourism services, the crisis has become a call to action for governments at all levels and for the private sector to respond uniformly. To encourage the tourism industry to survive alongside the virus in the short to medium term, versatile policy solutions are needed. At the same time, it is necessary to take action to learn from the crisis, which has exposed weaknesses in preparedness and response capability in government and business.

Conclusion and Recommendations

This paper aimed to investigate and exploit previous literature to identify the impacts of tourism on local economic development. For this purpose, a concise literature review was conducted, which focus was on the concept of tourism growth, its economic impacts, and the local economic development. However, it was revealed that Vietnam had experienced persistent growth in the tourism industry. Although Vietnam tourism policies and reforms have been criticized for neglecting the inclusion of poverty alleviation components, perhaps, a greater effect was evident on the direct and indirect impact of tourism on the local economic development as jobs and wealth are created. Thus, this paper has succeeded in revealing the role of government in the Vietnam tourism growth. Also, the economic impact of tourism on Vietnam's local economic development was revealed, as there exist a continuous employment level as well as patronage and engagement of local economies. Finally, the future of tourism amid the COVID-19 pandemic was discussed by identifying areas and policies where the government and the private sector should address to reignite the tourism industry. However, it was recommended that to sustain the growth of tourism impact on local economic development, holistic policies and reforms that address tourism growth at both the national and the local regions should be encouraged.

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Part IV
Marketing and Technologies

Chapter 11

Emotional Branding for Tourist Destinations for the Future: A Review of ICT Tools



Amit Singh Rathore and Chetan Sharma

Introduction

It is likely that Indian tourism would be the third-largest industry in the country, employing 10 million people, by the year 2028. Statistics data indicate that the number of international and domestic tourists travelling to destinations has risen significantly. Enhancing economic growth, increasing FDIs, and generating new business avenues would all contribute to the prominence of destination branding, making it a significant part of the marketing for destination locations. This post is based on a substantial amount of study that went into understanding destination image, and a piece has been drawn from the concept of destination branding when it comes to boosting Indian tourism. Concepts and theories have been applied to clarify those locations of significance.

Many people know that India is noted for its diverse culture and rich history. Because of these factors, it is now possible for the individual to traverse the world in a very short time period. The scenic, rich architectural, and monumental grandeur of India is exceptional, but the country's traditional traditions and hospitality also brought in thousands of tourists. India's tagline "Atithi Devo Bhav" is something more than just a promotional technique for the tourism sector; rather, it is an aspect of the country's culture and character. Despite all this, the Indian tourism industry has yet to fully blossom. In this study, we investigate promotional and marketing tactics that can help our Indian tourism business get better results. A wide range of organizations have utilized ICT to increase operational competence, enhance customer experience, and improve service quality.

A. S. Rathore (✉)

Om Kothari Group of Educational Institutes, Kota, Rajasthan, India

C. Sharma

Om Kothari Institute of Management & Research, Kota, Rajasthan, India

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About Emotional Branding

Branding that emotionally engages consumers is the practice of building a relationship between a product or brand and a customer by causing an emotional reaction. When marketers provide material that appeals to the emotional state, ego, desires, and aspirations of their target consumers, they are able to incite strong brand loyalty. Marc Gobé, who published *The New Paradigm for Connecting Brands to People* in 2002, introduced the notion of emotional branding in the early 1980s. The basis of his thinking is that connections between brands and consumers can happen on an emotional level. Human emotions are a way for brands to tap into the subconscious motivations of people, such as their search for love, power, and emotional stability. Using emotionally targeted messaging this strategy can be over 50% more effective than a non-emotionally targeted commercial.

The Concept of Emotional Branding

Pepsi, Oil of Olay, and Mercedes are three rather well-known brands that don't require an introduction. These companies have a wide spectrum of appeal: youthfulness, status, but one thing all their clients have in common is an emotional connection with the brand, which translates into staunch devotion. Emotional branding is another example of how well Apple does at brand recognition. Apple was able to create an intimate connection with its customers by making clear that the brand truly understood their demands. As a matter of fact, the likes of Google and Bing are using an emotional brand-driven strategy as well. Recent Google advertisements depict people discussing the daily issues that we all face, as well as building emotional bonds using Gmail. Bing Originals' new marketing effort puts celebrities down to the level of consumers; in the process of rising and falling, they also recover. When a brand demonstrates that it understands their customers' requirements and motivations, customers feel connected to the brand.

Benefits of Emotional Branding

Credibility and integrity in the branding of Indian tourism attractions is mandatory. Incorporating a good branding strategy into the initial branding process can result in an advantage over competing businesses. An effective and individualized branding strategy is created for tourism in India, one that is effective with regards to tourist branding. Some factors that make emotional branding stand ahead of mere branding are highlighted below:

- With the involvement of emotions in decision making and strategy designing, an emotional and stronger bond is created between you and your customers.

- It differentiates you from your competitors, who contribute towards high profitability.
- Customers relate to your brand as a reflection of their identity.
- The emotional response has a great and long-lasting influence on consumers' minds.
- Linking the features of the product with the emotions of a consumer helps a consumer in better decision making.

ICT and Tourism Branding

New options for design and marketing tactics for destinations are being explored in both physical and virtual contexts due to the fast adoption of information and communication technologies (ICT). Also, in order to better compete with their counterparts, places should focus on developing and improving their strong brands and creating good and memorable experiences. While Destination Marketing Organizations (DMOs) explore new ICT and human interactions for the purpose of producing better destination experiences, new opportunities also arise to allow visitors to contribute to the process of co-creating enhanced destination experiences. The goal of this study is to explore the role of ICT in the marketing and brand creation of destination experiences. As a result, they build a very informative and attractive website and put in place facilities for tourists, in addition to running a well-performing Google AdSense, Facebook, and Twitter marketing campaign. By having an ICT-based system in place, the Indian company is making sure to include emotions as needed to help with branding strategy formulation. Emotional branding is important when you want to connect with both current and potential customers. It is important to note the following points when building emotional branding of tourism:

Now that we have discussed the steps firms go through to show and placing consumers ahead of all other considerations, how do they exhibit this? To pinpoint your audience's emotion, choose which one you want to influence. When it comes to emotional branding, finding out what your target audience's fundamental emotional need is of paramount importance. If you want your message to reach the people you need to connect with, you must transmit it throughout all of your internal and external communications.

When customers have found the required emotional bond, does "I will only buy brand x" encourage them to act? Before doing anything else, start by finding out what your clients' needs are, and finding out what it is they want, need, and aspire to. Wrap communications around clients' emotional needs to improve the quality of communication. Every point of contact should be an expression of the brand's commitment to meeting the emotional requirements of its customers (i.e. customer relations, online content, and social media engagement). Let us make this clear: at such

“moments of truth,” you need to think critically. There are similarities between the strength of a relationship formed with a brand and that of a relationship formed with another person. When starting a new relationship, it becomes difficult for that person to disconnect themselves from one brand and connect with another. Marketing on emotion instead of logic can only be achieved by prioritizing what customers consider to be the most important. Strategies used in emotional branding of tourism destinations in India to make it more friendly, attractive, and informative for the tourists.

Punch Lines

Entire India and its states are having punch lines to promote their business. They are given below:

- Indian Tourism – Atithi Devo Bhava
- Andhra Pradesh – The Essence of Incredible India
- Arunachal Pradesh – The Land of Dawnlit Mountains
- Bihar – Blissful Bihar
- Chhattisgarh – Full of Surprises
- Dadra and Nagar Haveli – The Land of Natural Beauty
- Goa – A Perfect Holiday Destination
- Gujarat – Vibrant Gujarat
- Haryana – A Pioneer in Highway Tourism
- Himachal Pradesh – Unforgettable
- Jammu and Kashmir – Chalo Kashmir
- Jharkhand – A New Experience
- Karnataka – One State. Many Worlds.
- Kerala – God’s Own Country
- Lakshadweep – 99% fun and 1% land
- Madhya Pradesh – The Heart of Incredible India
- Maharashtra – Unlimited
- Manipur – Jewel of India
- Meghalaya – Half Way to Haven
- Nagaland – Land of Festivals
- Orissa – The Soul of Incredible India
- Pondicherry – Give Time a Break
- Punjab – India Begins Here
- Rajasthan – The Incredible State of India
- Sikkim – Small but Beautiful

- Tamil Nadu – Enchanting Tamil Nadu
- Tripura – Visit Agartala
- Uttar Pradesh – Amazing Heritage Grand Experiences
- Uttarakhand – Exploring Uttarakhand
- West Bengal – Beautiful Bengal

The Logos Used by the Various States in India

Rajasthan Tourism

Rajasthan Tourism has changed the tagline from “Jaane Kya Dikh Jaye” to “Padharo Mhare Desh,” which was the state’s former tourism slogan. Additionally, the department’s emblem has included the name of the state of Rajasthan: “Rajasthan - the Incredible State of India.” Deserts, camels, and Rajasthani culture all come from Rajasthan’s rich history, therefore the new tagline and logo symbolize the state’s culture and history.

Logo of Rajasthan Tourism

“Padharo Mhare Desh” (Welcome to my land).



Madhya Pradesh Tourism

The Madhya Pradesh tourism logo has a picture of a tiger on it to reflect the state’s five well-known tiger reserves: Kanha, Pench, Bandhavgarh, Panna, and Satpura. And it is because of this that the state is often referred to as the “Land of Tigers”.

Logo of Madhya Pradesh Tourism

“M.P mein Dil hua Bachhe sa!!” (The Heart of Incredible India).



The heart of
Incredible India

Gujarat Tourism: Vibrant Gujrat

Gujarat's tourism logo features the pride of Gujarat's LION! There are just a few places in India where Asian Lions may be found, and this is one of them.

Logo of Gujarat Tourism



Assam Tourism: Awesome Assam

The logo for Assam Tourism portrays the various attractions of the state. The logo combines the likeness of four important attractions, each of which portrays a different kind of life, as Rhinoceros signifies wildlife, waves signify the flow of the Brahmaputra River, and green leaves depict Assam tea.

Logo of Assam Tourism



Jammu and Kashmir Tourism: Heaven on Earth

Also well-known in the state of Jammu and Kashmir is the Shikara ride, the lovely dal lake, and the scenic peaks. Dal Lake is shown with Shikara and the Himalayas in the Jammu and Kashmir Tourism logo. Explore the blog: Pahalgam, Kashmir’s Treasure.

Logo of J&K Tourism



Uttarakhand Tourism: Simply Heaven

Uttarakhand—a state of wonder in its own right! The Uttarakhand tourist logo consists of one letter, “U (उ)” which has three different hues with diverse meanings.

Logo of Uttarakhand Tourism



Delhi Tourism

In Delhi tourism logo, you will see the letters “D” (for Delhi) merged with the letter “T” (for tourism). Behind these letters are different colored strokes that convey the city’s energy, culture, and vibrancy.

Logo of Delhi Tourism



Kerala Tourism: God’s Own Country

The beach, the coconut palms, and the houseboats of Kerala are amazing attractions in their own right. The Kerala tourism logo features the state’s most popular and appealing attractions, such as the beaches and coconut trees.

Logo of Kerala Tourism



Himachal Tourism: Unforgettable Himachal

The Himachal region’s name translates to “Abode of Snow,” and its tourism emblem features mountains, temples, fir trees, and the splendor of snow (Christmas tree).

Ye Himachal hai... Ye Bemisaal hai!!

Logo of Himachal Tourism



Maharashtra Tourism: Unlimited

In the form of the letter ‘M’ in the Devanagari script, the colorful ‘Visit Maharashtra’ emblem appears. A logo that conveys beach resorts, hill stations, wildlife sanctuaries, natural caves, and waterfalls for forts, festivals, prehistoric pilgrimage memorials, museums, and historical monuments indicates the images that will be depicted on the visuals for the logo.

Logo of Maharashtra Tourism



Arunachal Pradesh: The Land of Dawnlit Mountains

The state of Arunachal is also known as the “Land of the Rising Sun” and is known for its significant cultural legacy, adventure treks, and the India-China border. The new Arunachal Pradesh tourist logo features the sun and the mountains, pictured together in one image.

Logo of Arunachal Pradesh



Punjab Tourism: India Begins Here

Punjab Tourism logo depicts a turban, the style of which is commonly worn by residents of Punjab, but it also reflects Sikh tradition because turbans are sacred to Sikhs.

Logo of Punjab Tourism



Uttar Pradesh Tourism: UP Nahi Dekha to India Nahi Dekha

While compared to others, the Uttar Pradesh tourist logo consists of a couple of fishes, a bow and arrow, and waves, which symbolize Muslim monarchs, Hindu God Shri Ram, and the flow of Ganga and Yamuna.

Logo of Uttar Pradesh Tourism



Chhattisgarh Tourism Logo- Full of Surprises

The shape of the “T” in the tourist logo of Chhattisgarh symbolizes the green and red colors it denotes. The green tint in this logo represents the richness of the state’s biodiversity as Chhattisgarh contains 41.33% of its area covered by forest. Red is a color often associated with Chhattisgarh’s tribal territory, and hence it is featured in the logo's logo design. A third of the population in the state belongs to the tribe. As a result, the tribe’s tourism logo is highlighting Tribal Tourism.



Manipur Tourism- the Jeweled Land Awaits you

Also known as the Manipur brow-antlered deer, the Sangai Deer is a subspecies found exclusively in Manipur, India. To strengthen their claims, the Manipur Tourist Department hosts the Sangai Festival in November every year to showcase Manipur as a great vacation destination.

Logo of Manipur Tourism



Mizoram Tourism

The “Cheraw Dance” is a traditional cultural dance performed in Mizoram” is depicted on the logo of Mizoram Tourism. To dance to this tune, participants are need to use bamboo staves.

Logo of Mizoram Tourism



Nagaland Tourism

Orchids, hills, handicrafts, hand-loom, and the renowned Naga Warriors are present in the logo. Hornbill Festival is celebrated every year from December 1st to 5th to showcase the Naga Culture.

Logo of Nagaland Tourism



Tripura Tourism

The logo of Tripura Tourism features representations of the Temple of Mata Tripura Sundari, as well as the Ancient Places Unkoti, as well as the state fruit, the pineapple.

Tripura Tourism Logo



It is apparent that ICT is capable of helping in the management of tourism destination development in several ways. While acknowledging that destination managers understood the need of implementing ICT in tourism development, it admitted that in practice, implementation was not taking place. This analysis also outlined some new prospects in destination management which involve the use of ICT and new ICT-based tools and apps. It determined that the application of information and communications technology (ICT) for destination development could be a new, innovative way for reducing some of the consequences of tourism. Finally, these data revealed that selection variables exist and that destination managers employ ICT-based tools and applications to select destinations. ICT is suitable for the management of all tourism destination development efforts.

ICT Plays a Critical Role in the Branding of Tourism

The tourist and hospitality business must make extensive use of IT infrastructure and software applications that are both effective and fast. With the help of information and communications technologies (ICTs), customers' relations and supply chain management can be combined into a single source that makes the process of handling different operations – product selection, ordering, fulfilment, tracking, payment, and reporting easy to accomplish. ICTs allow providers to engage the consumer and effect changes to the workforce through the necessity for ICT equipment upkeep. Use of information and communications technologies (ICTs) is widespread in the tourism industry and used for a wide range of functions, such as making online reservations. ICTs development has also had an impact on the supply and demand relationship. In recent years, there has been a higher desire for flexible, customized options and quality of information. This has led to an increase in leisure and tourism behavior. Customers are now able to obtain information on the quality of service and environmental and social conditions at hotels and restaurants as well as information on destinations via new technology and social and economic ratings (e.g., social media platforms like Facebook, Twitter, blogs). Some hotels (for example, the Taj Hotels, Leela Palace, and Oberio) have improved their brand image and use various social media platforms to promote a new package to customers directly. Demand-driven E-Tourism Revolution the Internet empowers both consumers and service providers to be more flexible. Customers have grown increasingly discriminating and knowledgeable. Because of their high levels of service and the increase in the standard of living, they're motivated to do more. To the extent that this is true, tourists today seek high-quality items, and value for money and time. Lack of time reflects this. The criteria by which demanding tourists rely extensively on electronic media is that it provides them with the ability to find out about locations and communicate their demands and wishes to suppliers quickly.

E-Tourism Impacts on Marketing Mix

ICTs provide creative chances for companies to reinvent their tourism products in order to meet customer needs and desire. We're seeing new applications that involve Information and Communication Technologies (ICTs) become integrated into the main offering, especially for business travelers who now demand certain services to be available during their stay. With the advent of the Internet and the World Wide Web, tourism promotion and communication functions have been transformed. ICTs can help cut overall sales commissions. Expedia, eBookers, to come into prominence and claim a dominant market share, prompting a distribution channel re-intermediation. The first time an electronic airline reservation system called SABRE was implemented was in 1962 by the name of American Airlines when they used it in place of manual paper-based reservations in the form of a large screen

with name plates where passengers were listed and travel agencies had to locate the best routes and fares for their customers by using manual and then phone in order to issue a ticket. Travel lodging is the industry's most under-automated sector. The new systems were created to better serve the administrative, sales, planning, and operations responsibilities in the front office. Managing the hotel inventory was done by providing a database containing all reservations, pricing, occupancy, and cancellations. Information systems are being used to improve inventory management, communicate with consumers, and save operational costs for hospitality firms.

E-Hospitality

Information and communications technologies have come to play a huge role in the hospitality industry, making it possible for hotel operations to be overhauled, reshaped, and optimized as well as enhancing client services. Additionally, today's hotel guests expect to have internet access in their rooms, and most rooms have an internet connection via the television set and data ports. The Internet has drastically benefited the hotel's operations by increasing both the volume and quality of hotel representation and reservations. Customers who frequently visit the hotel are happy with web bookings since they give an efficient and effective contact method. This has to do with the amount of processes that can be facilitated with various technologies: The bigger the capacity, number of departments, transactions, arrivals, and departures, and the greater the demand for technology to help these activities. Reduced manpower and faster response time for customers and management demands are two ways that increased integration between PMSs and Hotel CRSs improves efficiency.

E-Tour Operators

Lecturers and tour guides always have to keep up-to-date with partners like hotels and transportation operators. In addition, ICTs help distribute tour operators' packaged tour services. For tour operators, the arrival of the Internet, Intranets, and Extranets has provided several benefits. A fast exchange of information among tour operators enables them to synchronize their activities, manage any potential problems, and guarantee that all requirements from customers are transmitted to all the tourist product providers. ICTs are crucial for travel operators because of their strategic significance. For example, Kuoni gives customers the ability to prolong their stay, change their accommodations, meal plans, and add value-added services such as car rentals and scuba-diving courses, just by making these things feasible online. Yet, it is obvious that tour operators will have to focus their attention on helping with the product and the process instead of information providing and reservation functionality. This

means that tour operators will have to review the values that have guided their company for the past and choose which markets they can fulfil in the future.

Companies Offering Travel E-Services

ICTs have provided significant advances to travel businesses' internal operations. Synergies, efficiency, and cost savings have been found by travel agencies that have integrated their back-office (e.g. accounting, commission monitoring, and personnel) and front-office (customers' history, itinerary development, ticketing, and communication with suppliers) services. Automatic reporting to the head office allows tighter financial control in branch offices. Additional benefits of transactions include the ability to measure market movement and aid in tactical decisions. CRM solutions let agencies keep track of the efficiency, management, and competitiveness of their operations at the individual level. While keeping a data warehouse can help them to develop proactive marketing tools, thus targeting individual customers with specific products and services, increasing the value added services they provide, and defending against disintermediation, it will also aid in the development of long-term strategy for the business. As a result, agencies must match the use of current ICT to that of the suppliers and customers.

E-Destinations

E-Destinations has integrated the complete tourist supply in each location by using the Destination Management System (DMS). As proven by their ability to integrate all stakeholders at destinations and to reach worldwide markets, their contribution to strategic management and marketing is present. Providing innovative information and occasionally reserving hotel rooms, MS is doing some interesting things. DICIRMS facilitates a full spectrum of destinations' and consumers' demands and services, regardless of where they are in the tourist supply chain. Stakeholders such as consumers, owners, distributors, and destination marketing organizations can find the info format provided by DICRIMS useful in communication and business processes.

While the Indian tourism industry is still in the developing stage, it offers a variety of exciting places that will likely attract both local and foreign travelers. More possibility for expansion emerges now that low-cost airplane services have emerged. The satisfaction level of the tourist is not great in terms of information and communications technology (ICT) in India. As a question of competitiveness, the UNWTO has put the Indian tourist industry at 61st place. As a result, the Indian tourism industry has grown in order to attract as many local and international tourists as possible. ICT has a significant role in the development, integration, and maintenance of brand loyalty for Indian tourism in this study. Major contributors to

tourism development are government, entrepreneurs, management, and personnel in the tourist and hospitality business.

Recent Initiatives in Branding and Promotion of Indian Tourism Destinations Taken by Ministry of Tourism in India: Steps towards Emotional Branding

Tourism places with emotional branding can benefit its customers by providing a pleasant emotional connection. The Indian tourist industry offers excellent products that are valuable to clients, along with fantastic customer service for the value added. In the face of the same situation, the Indian Ministry of Tourism has undertaken several measures to ensure that tourists receive the best possible service and a pleasant experience. In other words, if you were to frequently conduct a customer survey regarding various verticals in the tourism sector, you would be able to better comprehend this. It can aid the department by helping them get insight into their customers' feelings (towards the brand). This new understanding of their wants and needs might assist in the building of a thriving brand of Indian tourism destinations that would appeal to them even more. In order to assist and provide training to the country's Tour Facilitators, the Ministry of Tourism has launched the "Incredible India Tourist Facilitators" online Certification Course on World Tourism Day, September 27th, 2018 with the objective of creating an accreditation course and offering it across the country via a centralized PAN India guide e-learning module. Basic, advanced, and language courses for tour facilitation and guiding will be provided via the system. By creating a pool of well-trained and competent Tour Facilitators, it would help to improve the quality of accommodations, transport, and so on. One notable difference is that the Ministry of Tourism's "Incredible India 2.0" campaign differs from the other mass-market campaigns around the world. While addressing the major tourism destinations for India, the Campaign also takes into consideration other emerging sectors with considerable growth potential. Niche products' distinctive thematic creatives are utilized in the campaign.

On June 14th, the Ministry of Tourism released a new Incredible India website (<https://www.incredibleindia.org>). In an effort to present India as a holistic destination, the website focuses on highlighting the many different aspects of the country, such as spirituality, heritage, adventure, culture, yoga, wellness, and much more. The website uses the latest global trends and technologies in order to establish India as a must-visit location for foreign tourists. Incredible India Mobile Application, introduced on September 27, 2018, is a Hybrid Application that is highly-user-friendly for navigation and access to relevant content that is incorporated into mobile applications, such as Maps, emergency response, and popular attractions. The visitor will receive information about upcoming events, which helps keep them up to date while they are on the go. The government launched the new website, indiathelandofbuddha.in, at the conclusion of the first day of the conclave of

Buddhist leaders on August 23rd, 2018. Buddha's footsteps, Heritage locations, and Buddhist monasteries were emphasized on the website.

The Ministry of Tourism brought together an International Buddhist Conclave on the theme of Buddha Path—The Living Heritage. The event was held in collaboration with the states of Maharashtra, Bihar, and Uttar Pradesh and took place between August 23rd and 26th, 2018 in New Delhi, in Ajanta (Maharashtra) and then on to the sites of Rajgir, Nalanda, and Bodhgaya (Bihar) (Uttar Pradesh). The 'Partner Country for IBC-2018 was Japan. International Day of Yoga is celebrated on June 21 by the Ministry of Tourism. On June 21, 2018, the fourth edition of Foreign Day of Yoga was conducted at the iconic Qutab Minar complex in Delhi, where 33 international visitors of the media were present. After this program, a FAM tour took place which included visits to Delhi, Pune, and Lonavala. 1.30 The various Central Ministries, Indian Tourism Offices, Hotel Management Institutes, State Governments / Union Territory Administrations, etc. were all involved in the "Paryatan Parv – 2018" project, which was carried out from September 16th to September 27th, 2018, involving over 3150 events in 32 States / Union Territories. A prestigious national award, the National Tourism Award, is presented to states annually by the Ministry of Tourism for their work in the field of tourism. On September 27, 2018, the National Tourism Award ceremony was held in Vigyan Bhawan in New Delhi, and coincided with World Tourism Day.

To make Swachhta an important part of the tourism sector, the Ministry has established the "Swachhta Action Plan" which incorporates three distinct activities: motivating people to practice Swachhta, educating people about Swachhta, and developing Swachhta-centric amenities. In order to keep national tourist locations clean, the Ministry for Tourism has also introduced a new award category called Swachhta award, which encourages State Governments to preserve the tourist places clean. To bring awareness to the importance of social media as a tool for destination branding and marketing, the Ministry of Tourism brought a campaign together with blog influencers from all over the world called the "Great Indian Blog Train" in February 2018. These influencers were brought to destinations all over the country on luxury trains operating in different states. 1.34 Tourism promotion is being prioritized in the North East area and Jammu & Kashmir for the year ahead. The North East Region has tremendous untapped tourism potential, which the International Tourism Mart aims to highlight, and the goal is to grow tourism in the region. International Tourism Mart, an annual trade show for the travel industry, took place from November 22nd to 24th, 2018 in Agartala, India. Yoga, Ayurveda, and wellness have gained popularity over the last years in the print, electronic, Internet, and outdoor medium through the "Incredible India Campaign" which is run by the Ministry of Tourism.

The Electronic Tourist Visa (e-T Visa) was released in September 2014 for 46 nations. Only nationals of 12 countries were allowed to use the e-TV service prior to the debut of the new program. India's newly created e-Visa Scheme follows the recent Cabinet decision on November 30, 2016, which was approved for the new nomenclature of the e-Visa Scheme. The activities allowed for an e-conference visa holder are attending a conference or seminar organized by a ministry or department

of the Indian government, state government, or an administrative unit of a state or a unit of a state administration and subordinate or attached organizations and public sector entities, and the activities allowed for an e-medical attendant visa holder are assisting the visa holder with his or her medical needs. 166 country nationals can now apply for an E-Visa. Iran, Kyrgyzstan, and Qatar are the newest countries to join the ranks of the other three countries. 28 e-Visas are valid for entries into five designated seaports (i.e., Ahmedabad, Amritsar, Bagdogra, Bengaluru, and Calicut) (i.e. Mumbai, Cochin, Mormugao, Chennai and New Mangalore). The government now exempts those cruise passengers coming with an e-visa from the necessity of having their fingerprints enrolled in the bio-metric system. However, foreign citizens can access any of the ICIs (Immigration Check Posts) designated by the government.

New Tourism Products (Niche Tourism)

Identification, diversification, development, and promotion of niche tourism products in the country is the Ministry's initiative to overcome the phenomenon of "seasonality" and to help increase India's share of the global tourist market by marketing the country as a travel destination 365 days a year, focusing on specific interests, and strengthening return visits for India's unique products. Because of this, new items will be implemented in due course. To promote the three golfing, wellness, and adventure tourism ministries, the government has formed Task Forces and Committees. Guidelines for golf, polo, medical and wellness tourism have also been created by the Ministry. With this in mind, the following proposed-oriented niche products have been recognized by the Ministry of Tourism: Cruise, Adventure, Medical, Wellness, Golf, Polo, MICE, Eco-tourism, Film Tourism, and Sustainable Tourism. Advantages of cruise tourism growth are being pursued using the following measures:

- The agencies have created SOPs for handling cruise ships to be followed. Since operationalized at all major ports, the SOPs have been amended.
- To passengers arriving at the seaports of Mumbai, Mormugao, Mangalore, Kochi, and Chennai, the opportunity for e-tourist visa has been expanded, and immigration counters have been put up at five major cruise ship ports, for facilitating cruise passengers' arrivals.
- The Home Affairs Ministry has granted waivers for the use of biometrics for three years for travelers who arrive on an e-visa on a cruise (i.e., up to 31.12.2020). This approach is making it easier for cruise guests to cross immigration quickly using e-visas, so they can spend more time ashore. The cruise line's decision to include a destination in the itinerary can be impacted by whether or not they allow biometrics at the port of arrival.
- "Port Level Committees" have been established at the various chairmen of the major ports to help coordinate the handling of cruise ships and passengers at ports, addressing staffing, coordination, and logistical concerns.

- Director General of Shipping announced that vessels registered outside of India will be able to visit Indian ports for a period of 10 years, effective from February 6, 2009, without the need for a license. The additional length of time for this location is for the next five years (i.e. up to 5th February, 2024).
- FTAs in January 2020 increased by 1.3% from January 2019.
- As the fifteen most important countries for Foreign Tourist Arrivals in India in January 2020, the share of Bangladesh was 18.68%, followed by the United States (15.34%), the United Kingdom (9.68%), Canada (4.51%), Australia (4.01%), Russia's Federal Reserve (3.75%), Malaysia (2.89%), China (2.86%), France (2.54%), Germany (2.37%), Sri Lanka (2.24%), Japan (2.06%), Thailand (1.52%), and Nepal (1.47%).
- At the top 15 airports in India during January 2020, 27.39% of the total Foreign Tourist Arrivals arrived at Delhi Airport, while 15.58% arrived at Mumbai Airport, 7.81% arrived at Haridaspur Land Check Post, 7.13% arrived at Chennai Airport, 5.71% arrived at Bengaluru Airport, 4.74% arrived at Goa Airport, 3.79% arrived at Cochin Airport, 3.34% arrived at Ahmedabad Airport, 2.90% arrived at Hyderabad Airport, 2.05% arrived at Gede Rail Land Check Post, 1.41% arrived at Ghojadanga Land Check Post, and 0.43% arrived at Trivandrum Airport (1.22 percent).
- Indian tourism is projected to generate \$492.21 billion USD in 2028.
- Medical tourism in India is growing as a result of the large number of foreign tourists who came to India in 2017.
- The travel and tourism industry will add around 20,000 jobs by the year 2028. The number of jobs in the US is expected to increase by 52.3 million by the year 2028. As of January 2017, it has already generated 25.9 million jobs in India.
- The techniques such as "Incredible India!" and "Athiti Devo Bhava" used by the Indian government to promote tourism are extremely successful, and it is expected that there will be 20 million foreign tourists by 2020. Increased tourists' experiences with the launch of the "Incredible India" smartphone app.
- The advent of the M-visa (medical visa) has caused an enormous rise in medical tourism in India. Between April 2000 and June 2018, a staggering increase in Foreign Direct Investment of \$11.39 billion was observed. Between April 2000 and June 2018, a staggering increase in Foreign Direct Investment of \$11.39 billion was observed.

From the Statistics Sources, It Has Been Found That

- FTAs in January 2020 were 11,18,150 as compared to 11,03,380 in January 2019 registering a growth of 1.3%.
- The percentage share of Foreign Tourist Arrivals in India during January 2020 among the top 15 source countries was highest from Bangladesh (18.68%) followed by USA (15.34%), UK (9.68%), Canada (4.51%), Australia (4.01%), Russian Fed (3.75%), Malaysia (2.89%), China (2.86%), France (2.54%), Germany (2.37%), Sri Lanka (2.24%), Japan (2.06%), Thailand (1.52%), Rep. of Korea (1.47%) and Nepal (1.41%).

- The percentage share of Foreign Tourist Arrivals in India during January 2020 among the top 15 ports was highest at Delhi Airport (27.39%) followed by Mumbai Airport (15.58%), Haridaspur Land Check Post (7.81%), Chennai Airport (7.13%), Bengaluru Airport (5.71%), Goa Airport (4.74%), Kolkata Airport (4.58%), Cochin Airport (3.79%), Ahmedabad Airport (3.34%), Hyderabad Airport (2.90%), Gede Rail Land Check Post (2.05%), Ghojadanga Land Check Post (1.41%), Trivandrum Airport (1.30%), Amritsar Airport (1.23%) and Tiruchirappalli Airport (1.22%).
- Indian tourism is expected to contribute 32.05 (US\$ 492.21 billion) to GDP in 2028
- Indian tourism has been ranked 7th among 184 countries
- Tourism has been considered as the largest forex earner for India
- With the arrival of many foreign tourists (495,056 in 2017), medical tourism in India is expanding and creating a competitive edge.
- In terms of accessibility, e-visa arrivals have been increased 49.5% year-on-year to 1.43 million between January and August 2018
- Tourism industry will boost up employment opportunities by 2028. It is predicted to rise 52.3 million jobs in 2028. It has already created 25.9 million jobs in India in 2017.
- Indian Government expects 20 million foreign tourists' arrivals by 2020
- Government of India's strategies such as "Incredible India!" and "Athiti Devo Bhava" are very successful and promote Indian Tourism Launch of "Incredible India" mobile app enhanced tourists experience
- Advent of M-visa (medical visa) has increased medical tourism in India dramatically.
- A huge increase in Foreign Direct Investment (US\$ 11.39 billion) has been witnessed between April 2000 and June 2018.

Effect of COVID-19 on Tourism

Perhaps, the travel, tourist, and hospitality sectors have felt the impact of the coronavirus epidemic the most. This is why, if compliances and safety and sanitization requirements are met, these sectors should now reopen. This is a good time to recover because the recuperation period is almost done. The cybernetic idol, known as COVID-19, took over the travel business all over the world. Tourists from around the world arrived in India, however owing to safety concerns, transportation and travel services were halted, and the people were afraid to travel.

Tourism and travel in particular is in shambles worldwide. The boundaries have been locked. Cities are frozen in place. All flights are cancelled. Cruise ships are moored in port. It is impossible to move trains. All buses are currently unavailable. Hospitals are closed. All the restaurants are closed. There is no known cure for the virus, and no vaccine is on the horizon. People are confined to their houses in the face of the infection. The new mantra is social separation. Safety equipment such as

masks and gloves is the new normal for performers. There's no time to think about the holidays, and even if there was, no one would be planning for one. As a result, the impact of tourism on GDP for the country disappears. However, the increase in COVID-19 levels will only be transitory, and the entire world believes that the solution for it will be found shortly. In a year or two, the tourism industry will be back to normal.

Future of Tourism

Tourism is a booming sector in India. The Ministry of Tourism of India is putting all its efforts to improve the business of tourism in India. Tourism is also promoted by the governments of the states also. Easy visa processing, better lodging and boarding facilities are being ensured by the tourism sector in India. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$8–9 billion by 2022.

Medical tourism is a growing sector in India. In mid-2020, India's medical tourism sector was estimated to be worth US\$ 5–6 billion. In 2017, 495,056 patients visited India to seek medical care. Nearly half a million people travelled to India in 2017 to seek medical care. Ernst & Young has reported that as of 2019, more than 70% of medical tourists who came to India were citizens of Southeast Asia, the Middle East, Africa, and the South Asian region. A substantial number of Australian, Canadian, Chinese, Russian, British, and American medical tourists visit India as well. Chennai has become renowned as the healthcare capital of India because of its large number of medical facilities.

Now that the UDAN program has proven to be a resounding success, the next step for the government is to focus on implementing the plans to launch 100 tourism-oriented trains. Working on bettering the country's infrastructure is also a benefit of these projects, such as the Bharatmala and Sagarmala projects. Additional airport capacity and regional linkages have also been improved. Estimates put the expected capital expenditures of the Airports Authority of India at more than 20,000 crore rupees by 2022, and they believe that there are 70 underutilized regional airports that might be improved.

This policy of the Holistic Island Development focuses on the Andaman and Nicobar Islands and Lakshadweep. It helps develop local jobs and promote connection by means of tourism-based ventures and important infrastructural projects.

Also, the government is doing many other measures to support tourism in India. While the pandemic has halted the advance, it has merely shifted the tide, not halted it completely. When the moment is right, an immediate and responsible recovery is assured. The industry will have a favorable impact all the way down the supply chain and all the way up the distribution chain.

Conclusion

The emotional branding for India's tourism destinations is done by ICT, Ministry of Tourism and Industry people by adding more value to services and facilities to the prospective tourists visiting Indian tourism destinations from outside or within India. The statistics reveal that more and more tourists are not getting attracting by adding and promoting the services on the Internet and various social platforms.

To support their promotion of tourism in India, the Ministry of Tourism is collaborating with other ministries and departments. ICT, which is a separate department within the company, is putting in place a number of electronic services and marketing that draw people in and increase their use. This will have a positive impact on the tourism industry in India, and it will also have a significant effect on the country's overall economy. Updating, upgrading, and seamless integration of the newest information and communications technology are critical to tourism industry operations. Tourism service providers and clients can profit from the integration of ICT, bringing together the whole industry on a unified platform for emotive branding of India's tourist attractions. An information communications technology (ICT) tool that properly fits client requirements in conjunction with service offerings is vital to selection. As technology continues to proliferate throughout the tourism distribution channels and professionals use the new tools to find out information, identify appropriate items, and make bookings, technology is providing them with information, products, and assistance. ICT integration is a significant instrument that enables tourism promoters and organizations to benefit and strengthen the business. Connecting with customers more than ever is possible for brands today. A firm can put a concentrated effort on connecting with its customers through social media, websites, and so on. It is important to talk about why your connections with others are positive and how they can trust and grow with you. In addition to our ICT and Ministry of Tourism performing all the activities required for emotional branding of Tourism Destinations in India, we are also doing all the actions which are required in this process.

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Chapter 12

Understanding Psychographics in Tourism: A Tool for Segmenting Tourists



Sumedha Agarwal and Priya Singh

Introduction

Marketing is not merely concerned with the selling of products or services; instead, it is much more beyond that, and customer satisfaction stands as the prime objective of the marketing process. The success of any product or service is realized until it reaches the right market. The need for making the right product available to different types of customers led to the emergence of market segmentation. The term “Market Segmentation” was first coined by Wendell R. Smith in 1956 in his publication “Product Differentiation and Market Segmentation as Alternative Marketing Strategies”. The advancement in technology increased social mobility, and the ongoing demands of consumers led to the segmentation process (Crimp, 1985). Market segmentation helps the organization in dividing its customers into smaller groups based on various characteristics like age, income, personality traits, and behavior. This segmentation later helps to reach out to the right audience, customize the products as per the types of consumers. In a nutshell, market segmentation is an organizational practice of dividing the target market into approachable groups.

Market segmentation makes it convenient to subset the market based on demography, psychographic, or any other behavioral criteria, which gives a better understanding of the target audience. Over the years, market segmentation has gained due importance as it makes it easier to design and execute the marketing strategies with undivided attention to cater to the right audience and thus achieving the business goals. The potential benefits of market segmentation can only be realized when the management accepts the concept of segmentation and conducts an empirical study before its implementation. Wind (1978) states that “most segmentation studies have been conducted for consumer goods”. The segmentation process applies to consumers as well as corporates. Market segmentation broadly depends on product type, the

S. Agarwal (✉) · P. Singh

Department of Tourism and Hospitality, Jamia Millia Islamia, New Delhi, India

nature of demand, distribution channels, advertising and publicity, and, nevertheless, the motivation of buyers (Tynan & Drayton, 1987).

Market Segmentation in Tourism

All tourists are different and have his /her fascinations and are attracted to different destinations. The interest of one tourist may vary with that of the other and may have their unique plans of reaching out to their dream destinations. It is important to note that few tourists can be segmented into one group based on their common interests. Some may enjoy culture tourism, few may love to engage in adventure tourism, and others may enjoy the calmness and serenity of nature. The tourism industry acknowledges the differences of each tourist but finds it challenging to cater to each individual separately, and thus the concept of market segmentation comes into the picture.

Smith (1956) states that “Market segmentation consists of viewing a heterogeneous market (characterized by divergent demand) as several smaller homogeneous markets”. While segmenting a tourism market, tourists with similar interests or characteristics are grouped. The standard criteria of segmentation include bases like socio-demographics, behavioral variables, or psychographic variables. Market segmentation is useful to all the operational units of the tourism industry like hotels, travel agencies, tourist destinations, restaurants, etc.

The implications of market segmentation for tourism are broad. The destinations market themselves as unique and gain a competitive advantage. The clarity on the type of tourist visiting the destination helps in focused development of the destination, rather than being messed with what to offer and what not to offer. Different marketing strategies can be developed to cater to the targeted segment as a way of convincing different segments may vary from each other. The pre-known expectations of the tourists may help to customized services, leading to satisfactory experiences and positive word of mouth publicity among the like-minded people. Thus, it is apparent that exercising market segmentation leads to well-defined segmentation and effective market positioning.

The process of market segmentation requires much rigor, and much research is being carried out for its effective execution. The broad segmentation criteria are as follows:

Geographical Segmentation

It includes geographical factors, such as country of origin.

Socio-economic Segmentation

It segments the markets employing socio-economic variables such as occupation, income, and standard of living.

Demographic Segmentation

It subdivides the consumers on the basis of variables like age, gender, family life-cycle, and nationality.

Psychographic Segmentation

It is done based on the lifestyle, activities, opinions, behavior, and personality of the consumers.

Behavioral Segmentation

It divides the consumers based on their relationship or their behavior towards a particular destination, such as ecotourism experiences, motivation, benefits sought, user status (first and repeat visitors), information seeking and planning styles, satisfaction, consumers' spending, and travel activities.

Understanding Psychographics

As per the Dictionary of Marketing Research, psychographics is described as an explanation of consumer groups that describe the consumer beyond their details like age, gender, etc., and includes psychological traits like activities, interests, and opinions.

Psychographics is the field of study that helps in understanding the consumers based on their activities, personality, interests, values, lifestyle, and opinions (Schewe & Calantone, 1978). It is a qualitative method to study consumers and uses their psychological traits and characteristics. Earlier psychographics was merged with demographic data such as age, gender, or ethnicity while studying consumers. However, over time, it has evolved as a discipline that helps marketers analyze the cognitive forces that affect the behavior of the consumers. Psychographics include the emotional responses and motivations of a consumer along with political values,

ethical issues, inherent attitudes, and prejudices. By gathering analyzing using the psychographic data, a marketer or a researcher can create psychographic profiles of the target audience (Hafner & Grabler, 2015). These profiles are further used to create relevant advertising campaigns for the targeted segments. Psychographics is also essential as it tells a marketer why a consumer buys a specific product, whereas the demographics merely explains who the consumer is. This is important to study because the consumers might belong to the same demographic profiles, but there might be other significant variances amongst various individuals. For example, even if consumers belong to the same age group or have the same income brackets, it would not mean that they share the same views when it comes to politics and society. The study of the psychographic aspect of consumers enables a market to design more accurate marketing strategies.

Plog's Psychographics Model

Stanley's Plog model of psychographic analysis of tourists was introduced in the year 1967. It has been widely appreciated and accepted by academicians, researchers, and marketers in the travel industry. Plog was the first person to introduce a model based on consumer psychographics. Plog's model mostly talks about how the personality characteristics of tourists become the determinant of travel preferences and patterns. The model explains what type of people prefer which type of destination based on their psychographic personality. The five segments of the tourists based on their personalities are- psychocentric, near psychocentric, mid-centric, near allocentric, and allocentric (Jeong-Yeol & Sha, 2013). The general characteristics of psychocentric tourists are that they are less adventurous, cautious, and conservative. They mostly prefer well-known places and brands and have a high tendency to revisit intentions once they are satisfied with the experience.

On the contrary, allocentric tourists are more curious; they make decisions quickly and are ready to spend more money at the destination. They look for newer experiences. Allocentrics prefer to choose unique experiences and are continuously looking for new destinations. Midcentric tourists fall in between these two categories and have some traits from both of them.

The main contribution of Plog's model was that it helped in understanding that the personality traits of the consumers help to explain the popularity of destinations increases and decreases with time. It revealed that the personality of tourists determines their travel preferences and patterns. Hence, the study of psychographics has been given an essential place in the tourism industry as it serves as an essential means of providing information about consumers that is beyond demographic details (Fig. 12.1).

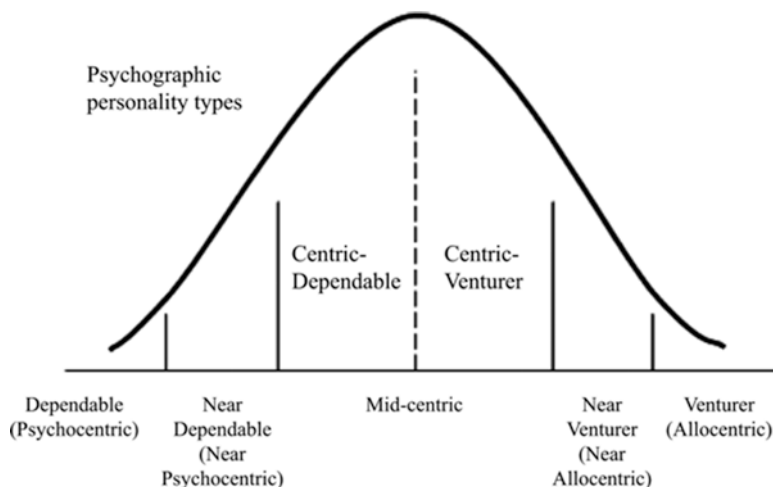


Fig. 12.1 Psychographic personality types. (Source: adopter from Plog, 2001)

Psychographic Segmentation

The blend of personality and motivation led to the use of psychographic segmentation by the researchers. Psychographic segmentation is much beyond demographics as it is more related to consumers' interests, opinions, attitudes, and lifestyles. Wells (1975) has defined psychographic research as "quantitative research designed to place consumers on psychology as distinguished from demographic dimensions". This segmentation divides the market under various heads of the lifestyle of the consumers, and the product which fits in most has a higher value for the consumer. Wells (1968) referred to psychographic segmentation as "backward segmentation" as first the consumers are grouped based on their common behavioral characteristics and correlate it later. This helps to capture the behavior of the buyer at a very early stage and thus makes the analysis more convenient and advanced.

Psychographic profile of a consumer broadly comprises consumers' activities, interests, and opinions (AIOs). The construction of consumer psychographic profiles keeps into account the activities in which the consumer is involved, the interests of the consumers, and also the opinions on any particular issues. AIO based psychographic research often use a cluster of responses together referred to develop a 'psychographic inventory', which highlights consumers' personality, buying intentions, interests, and attitudes.

Tipton (1972) highlighted various uses of psychographic segmentation, apart from market segmentation. He used new product development through the identification of "gap" of unfulfilled needs, and the new product fulfills the gap. Apart from this, the selection of media can be made more appropriately as the knowledge of the psychographic profiles of the consumers facilitates the selection of the most economical and useful media tools to connect to the right audience. Consumer

perception helps in designing creative campaigns and project the products/ services in the most appealing ways.

Importance of Psychographic Segmentation

Psychographic segmentation is beneficial if it is implemented appropriately in the research. It is beneficial to marketers and advertisers in developing marketing strategies to reach the potential target segment. It helps to determine the potential promotional activities to influence or capture the specific consumers in the market. The researchers have stated that marketing strategies will reach the target market effectively only if the personality traits and interests of customers are known, like their lifestyle, interests, and opinions. The main aim is to recognize the segment of consumers that have similar behavioral traits and share the same lifestyle. Psychographic research can be done in several ways, like through in-depth interviews, focus groups, projective techniques, and psychological testing methods. Hence, psychographic research is called qualitative as it measures attitudes and feelings.

Psychographic segmentation has a special place in the tourism industry as the tourism industry deals mostly with tourists' feelings (Silent et al., 2018). The market researchers in the area of tourism make efforts to understand the mindset of tourists so that they can predict their future travel decisions. Psychosocial research helps the marketing managers in building up detailed profiles of consumers, which assist in visualizing various aspects of consumers, like why some of the consumers decide to travel whereas the others do not make a similar decision. In addition to this, it also helps in determining their preferences when it comes to the choice of destinations and desires to visit while on holiday.

Psychographic Segmentation and Activities, Interests and Opinions (AIO)

Psychographic market segmentation needs to be critically done and requires special attention. Every individual differs in their choices and opinions. While conducting psychographic segmentation, brands should have a clear insight based on psychographics too.

Psychographic segmentation, often termed lifestyle segmentation, has a close linkage with activities, interests, and opinions (AIO) (Sarli & Huam, 2011). The AIO is the characteristics of tourists that help in defining psychographic profiles for research. The researchers asked the respondents to mark their preferences and disagreements during a survey that pertain to their lifestyles, entertainment choices, and fashion preferences. Psychographic data becomes useful when used in conjunction with the demographics of the consumers.

AIO Segments

- *Activities*

Activities are essential because they explain the consumers' routine and hobbies. Activities are actions that are expressed by a consumer in various ways like entertainment, shopping, social events, and sports. Activities are described as how consumers like to spend time. Activities are essential in analyzing the preferences of tourists as people belonging. Depending upon the activities of a person, a marketer can predict his traveling habits and working habits. People belonging to different styles of personality, different occupations, or different demographics would prefer doing different kinds of activities while traveling. For example, a youth would prefer adventure sports activities while the CEO of an organization may choose more leisurely activities like spa or meditation to calm themselves.

- *Interests*

Interests tell about the ideals of a person and what drives their passion and desires. The interests of each person may differ as every consumer might be interested in different activities. He may choose the final product or service based on his hobby or interests. For example, a youth may prefer to travel to an offbeat destination as per his choice, whereas a family with kids would be more interested in places that have more facilities and options available for children. So we can say that interests also include hobbies of a person along with his/her affiliation. In general, a person can have various interests like collecting souvenirs, adventure activities, gardening, and sports. If an organization is aware of the interests of the target consumer, they can have better plans to attract them.

- *Opinions*

In today's world, everyone's opinion is considered necessary. Be it marketer, service provider, or consumer. Marketers should know the opinion of the consumers before coming up with a plan—for example, the opinion of consumers towards movies, actors, television shows. In tourism, the opinion may also include the content shared through electronic word of mouth, blogs, reviews, etc. The marketers should be aware of what people think about brands, service providers, products, and services. All this will help in creating a psychographic profile of the consumer and will enhance the success rate of advertising campaigns.

- *Personality*

Personality broadly refers to the individual differences in characteristics of the consumers, including their thoughts, behavior, and feelings. There are various kinds of personalities like emotional, creative, social, extrovert, and introvert. Marketers can form homogenous groups of consumers who share similar personality traits. Based on these homogenous groups, new products and services can be launched in the market. These products and services can be customized as per the personality traits of the consumers. It has been established that there is a robust linkage between

the personality of the consumers and their purchasing habits. Many tour companies customize tour packages based on the personality of the consumers, and they are very successful in the market.

Psychographic Segmentation and Its Relationship to Tourism Marketing

Psychographic segmentation provides a unique and essential view of the tourism market. Psychographic segmentation is mostly related to ways in which consumers live, spend their money and time and which is reflected in their activities, interests, and opinions (AIO). Psychographic segmentation is more associated with people instead of products and services. It classifies the lifestyle of people based on activities, interests, and opinions. In tourism research, AIO measurements have been used to study the relationship between the lifestyle of consumers and their vacation behavior (Liu et al., 2019). It has been suggested that psychographics hugely reflect the consumer choice about vacation behavior, and the lifestyle differences are very influential as a determinant of vacation choice decisions. The researchers have found various travel segments based on AIO like budget travelers, leisure travelers, adventure travelers, etc. The psychographic segmentation also helps in predicting the choice of consumers. Psychographics, combined with values, vacation style, and benefits, help in determining the patterns of choice of consumers (Magnini et al., 2011). Thus we can say that lifestyle or psychographic is a very valuable variable for tourism marketers as it not only classifies consumers, it also predicts tourist consumption patterns and examines the differences between the various traveler segments. It also predicts the travel demand and needs by studying the heterogeneity and homogeneity of the consumers.

Customer Delight and Market Segmentation

In tourism research, customer delight has been related to customer satisfaction. Customer delight is a distinct construct that is different from customer satisfaction. While customer satisfaction is a result of the fulfillment of expectations, customer delight emphasizes providing a customer with positive surprises that go beyond his expectations (Torres et al., 2014). Customer delight is achieved when the actual experience exceeds the expectations of the consumer. As per the research, there are two ways through which the expectations can be exceeded— firstly, the level of exceeding satisfaction falls within a reasonable range so that the consumer would construe the experience as better than expected, but not surprisingly so, and secondly, the level of performance is surprisingly upbeat— spawning customer delight. The difference between delight and satisfaction is the element of surprise. Delight s

often related to various other emotional elements like joy, pleasure, and excitement (Ma et al., 2013). This is because all these emotions relate themselves to surprise, and surprise intensifies these emotions. The delightful experiences are known for being more memorable than mere satisfactory experiences as the level of surprise is more significant and is coupled with emotional responses (Füller & Matzler, 2008).

The psychographic market segment relates itself to the lifestyle, activities, opinions, behaviors, and personality of the consumer. Lifestyle amongst these forms is the most effective and important base for segmentation (Füller & Matzler, 2008). It has been researched that lifestyle characteristics tend to provide more relevant information in comparison to demographic variables that help in a better understanding of tourists. The research has shown that lifestyle segments differ a lot in the style of vacation, the importance placed on attributes of the destination, consumer loyalty, and word of mouth publicity. Hence lifestyle segment helps in studying different roles related to the satisfaction factors in tourism.

Psychographics of Future Tourists

The tourism and hospitality industry is dynamic and has continuously changed in due course of time. Nevertheless, the psychographics of future tourists have also been changed, and they can be segmented as follows:

The Health Seeker

The health seeker has emerged as a mass segment in post-modern times. This segment looks for experiences that can enrich their physical and mental well-being. It comprises both young and old age group people who have a common interest in maintaining proper diet and fitness. The developments of spa hotels like 'The Anandas' by the hospitality sector have been the best example of catering to such a niche segment of tourists. The prospect of these tourists is also likely to increase in the near future.

The Environmentalist

This segment has brought together the tourists who have a common interest in environment-based activities. This segment is no more a niche segment now, as many tourists have been seen traveling as responsible tourists and indulging in sustainable practices while traveling. The trend of returning to the local products and services has been the environmentalist tourist's main objective. Tourism and hospitality organizations have responded in various ways to suit the requirements of such segments of tourists.

The Techno- Freak

This segment comprises the young tourists who rely on technology as the means of their entertainment. This market segment is growing globally with the advancement in technology. All they need is regular internet access and are tuned with the latest technology trends. This class mostly includes business tourists and youngsters. The developments in technology in the MICE sector and hospitality sector are taking place rapidly. In amidst times of the ongoing pandemic role of technology in the industry has gained prominence and has come up with the latest technology-aided solutions.

The Style Guru

This segment is attributed to the post-modern era. This group of tourists looks for style and uniqueness while traveling to destinations. The designer and fashionable products and services are a critical part of their lifestyles. They are more into exclusiveness and do not mind spending high amounts to experience the class and the luxury. The development of boutique hotels is one of the most suitable examples catering to such a segment of tourists.

The Effect of Pandemic and the Road Ahead

The current COVID-19 crisis is just the latest of several threats faced in recent years by the tourism industry. The recent COVID-19 crisis has thrown every sector—from travel to retail to financial services—into chaos, and marketers are struggling to grasp the new reality and adjust to constant new knowledge. As per the research, the consumers are more inclined towards domestic travel and prefer destinations that can provide isolation and peace of mind, along with safety and security. The travel trend is shifting towards new forms of travel such as spiritual tourism, well-being tourism, and community-based tourism. These forms of tourism have been given preference as they help the consumers recover from the traumatic phase they went through because of nation-wide lockdown and work from home. The psychological health of consumers was also affected by the continuous worry of getting infected by the virus and losing loved ones. The travelers are more oriented towards the betterment of their mental and physical health and hence are preferring places that can offer them a rejuvenating and detoxing experience. We could definitely see a return to spirituality in a longer-term change in psychography, or at least to the notion that the world is all in this together. The travelers also prefer the tourist activities and destinations that can bring direct benefit to the host community, and that is the reason that community-based tourism has become popular and is one of the most preferred choices for remote work locations for the generation of millennials.

Conclusion

Segmenting, targeting and positioning are the central elements of any marketing plans. The success of a marketer's efforts relies upon his ability to identify and choose relevant segments to target. From a marketer's perspective, psychographic segmentation is considered a significant asset as it provides valuable insights into consumer behavior and tells about the motives, needs, and wants of consumers. This information is essential for marketers to target consumers in a better way. Suppose we observe the current trends in the consumers. In that case, it is very evident that the present-day consumer is undergoing profound changes, and the consumers nowadays prefer personalization and customization in the way the services are consumed. Hence a mix of demographic and psychographic variables when segmenting a market becomes essential.

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Chapter 13

Family Tourism and It's Future in the Post-COVID-19 Era



Azizul Hassan

Introduction

The family is the basis of all forms of entertainment among humans. Children learn the meaning of entertainment in the family environment. Thus, the family is the primary ground of tourism activities that allows members of a family to get involved with leisure and tourism. This implies that the family is important in terms of creating interest in tourism-related activities and tourism promotion, especially when the participation of the family in tourism is higher. The involvement of the family in tourism is becoming more participatory than ever before and in more meaningful ways. As a learning process, family tourism allows the betterment of its members' lifestyle, that puts tourism on the bucket list for most of them. Conceptually, there are huge differences between earlier tourism and in the present day. Of course, tourism in recent times has better capacities and resources, mainly as a result of advances in technology and transportation. Although differences persist between tourism of these two stages, with the latter being relatively stronger, the forms and features of families remain the same. Members of families have more capacities these days, supporting their ability to engage in tourism and related activities (Pomfret, 2019). This is one reason why family tourism is arguably seen as more promising and rewarding than other types of tourism. This study considers family tourism as an arrangement of the post-COVID-19 period that helps family members engage in tourism activities more actively and suggests its association with social media marketing on the grounds of humanistic management approaches. Family tourism is beneficial for engaging wider tourist segments, as most of them originate and represent a family.

A. Hassan (✉)

Tourism Consultants Network, The Tourism Society, London, UK

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Family Tourism

Family tourism as a concept is concerned with tourism activities contained within a family. This type of tourism can become popular in societies where the family structure remains strong, and family bonding becomes tighter (Jamal et al., 2019). Family tourism is a notion that combines the concept of a family with tourism activities (Bronner & Hoog, 2008). This form of tourism is normally supported and developed by the family itself. Thus, in family tourism, almost all aspects of the family structure remain visible. The advanced form of development and industrial growth have altered existing family norms and structures with a more industrial focus. This becomes evident from diverse examples, as supported by family patterns in developed societies; for example, the possibility of forming a family without any formal ties such as marriage. Still, these social units are families and relevant to tourism, for the clear reason that human nature aims at traveling (Backer & Schänzel, 2013).

Family tourism is becoming more advanced with the introduction and access to technologies according to the family members' demands (Bronner & Hoog, 2008); the very basic reason is that technologies are specifically updated to address family members' continued requirements. This becomes evident from numerous examples where family tourism is recognized by stakeholders involved in tourism and related activities. There is extensive scope to help family tourism to reach a position from which it can be promising and rewarding for others. Family tourism can be an essential element of tourism promotion (Backer & Schänzel, 2013). Many relevant factors influence this and it is obvious that tourism will shortly have wider platforms to incorporate family structures. This will also support members of a family to become more active and allow them to function more independently. Family tourism is thus a form that encourages tourism through a family structure, leading a general tourist to become involved with family norms, values, and structures (Obrador, 2012).

Family tourism is becoming more dependent on innovative technologies and acting as an important facilitator for human societal development. There is a general understanding that tourism patterns and typologies change on a constant basis. This happens mainly to tourists' critical nature, with their demands changing from time to time depending on specific circumstances (Lehto et al., 2017). Factors related to family tourism also become modified and developed in line with technological development. As technologies become more advanced, family tourism patterns and tourist preferences change, accordingly (Lehto et al., 2009). Tourism is important as an element of business enterprises, and family tourism is an important consideration as an essential part of social development.

Family Tourism and Social Media Marketing

Family tourism and social media marketing of family tourism can be interrelated. The family as an important element of tourism can have wider significance. Family tourism is necessarily included among different tourist types, and the family's relevance as the core of social structure embraces tourism (Li et al., 2019).

However, certain changes can occur in a family setting in relation to the demands of the tourist market. It is natural that, as a concept, family tourism needs to evolve and develop in relation to market demands. This becomes more acute when the family members become more interested in moving from traditional views towards less conventional approaches. Social media marketing helps in this regard (Li et al., 2019). The characteristics of family tourism rely on many different aspects and can have more influence and wider acceptance when merged with tourists' specific demands from all over the world.

The most influential factor in family tourism is the capacity to spend in order to access the desired tourism products or services (Schänzel & Yeoman, 2015). This tourism type also depends on variables such as increased family earnings and the availability of desired tourism products or services (Schänzel et al., 2005). Most importantly, social media's wider availability helps family tourists purchase the desired type of products or services through experience sharing, advertisement and marketing (Janson, 2018). Thus, it is common that family tourism is gaining importance in years to come, relying on the expansion of social media marketing (Schänzel et al., 2005).

In a family, there are possibly several members with differing opinions and capacities to influence (Schänzel et al., 2005). Decision-making in a family environment relies on diverse factors, such as the influences of age or spending capacities (Schänzel & Yeoman, 2015). In a traditional family context, with unreliable data sources and information, family members can hardly enjoy freedom and decision-making. However, as long as members of a family stay on the platform, there is a possibility that specific decisions to access certain types of tourism products or services can be achieved. Social media marketing helps in this regard.

Many variables remain active in family tourism, while family integrity and family sentiments remain the most basic components. Without integration, there is almost no chance to form a family in a certain society (Schänzel & Yeoman, 2015). Also, without having family sentiments, there is a very low possibility that the family members can influence tourism as a priority (Schänzel et al., 2005). The relationship between family and tourism is becoming more convinced about social media marketing (Janson, 2018). A family's capacities to make positive decisions are powerful, though tourists often do not appreciate the role of a family in accessing tourism product and service offers and promoting tourism values and activities (Schänzel et al., 2005).

Social media marketing of family tourism relies on certain parameters covering the formation and growth of families. With the support of social media marketing, the idea can be widely promoted that tourism is a necessity (Janson, 2018).

Social media is a key platform of communication for families in the present times. At the same time, social media has helped many forms of tourism to reach a competitive and more challenging position (Zeng and Gerritsen, 2014).

The role of social media is becoming more important day by day. Social media helps to attain positive tourism-related decisions through branding, reviews, and experience sharing (Zeng & Gerritsen, 2014). Tourism is an important element of modern-day lives in the developed countries (Dumon, 1997) and it is very unlikely that family members can live without engaging in leisure and tourism-related activities. Tourism, in general, has many types of applications in almost all areas of human lives and its importance is increasing over the years with numerous added factors, such as technology and people's mobility (Kallmuenzer & Peters, 2018).

Social media supports tourism business initiatives, while tourism is an important part of present-day families (Schänzel & Smith, 2014). Social media and many tourism businesses, including family tourism, have a close association (Li et al., 2019). Social media influences family tourism product or service purchase decisions (Zeng & Gerritsen, 2014). Therefore, specific family-oriented tourist destinations demand the involvement of social media.

The demand and appeal of tourism and leisure-related activities are universal (Shaw & Dawson, 2001). However, members of the family cannot move without a joint decision on a place where they want to go. This is where the importance and usefulness of social media lie. Social media offers added data and information covering leisure and related tourism activities (Euromonitor, 2010; 2013). These have an influence on the essential nature and importance of family tourism. Family tourism is also supported by multiple factors (Janson, 2018), almost all of which derive from basic human demands for recreational activities in the family context. Thus, family tourism and modern-day family livelihood are interrelated. There are also indications that family tourism, as a crucial part of a social system, benefits from innovative technology engagement supported by social media coverage (Larsen, 2005). The generic characteristics of family tourism for recreational activities also need to cover marketing and tourism services or product consumption, as there is a constant demand for family members to get engaged in tourism and related activities.

The family has a strong base in a society where traditional values and sentiments of people remain important. The traditional features of families in many societies remain almost the same and continue to be conventional (Schänzel & Smith, 2011).

Humanistic Management Approach, Family Tourism, and Social Media Marketing

The approach of humanistic management explanation appears relevant in this research into family tourism and social media marketing. The humanistic management approach comes from the field of organizational management, emphasizing interpersonal relationships (Christou et al., 2019). In theory, humanistic

management, as a part of scientific management, with its focus on productivity and cost reduction, develops efficiency standards on the basis of time and motion studies (Ewin et al., 2017).

Critics of this humanistic management approach emphasize standards and quotas that remain equal for all employees (Xu & Cheng, 2019). Some research studies have been conducted covering quotas set for employees (Christou et al., 2019), which are rather unreasonable as the employees can possibly be lose their jobs as a result; a general concern was outlined by workers complaining about poor workmanship standards and wages under what was termed the set-piece (or piece-work) system (Ewin et al., 2017). Labor unions across the world were focused on increasing the employees' fear that all but the elites would stay out of work. Even many governments across the world were also involved in conflicting relationships between the employees and the managers. This was because a relatively newer management theory would evolve that would examine social, rather than economic, factors. The humanistic approach concentrates on individual employees and group dynamics for effective control, rather than on authoritative managers (Christou et al., 2019).

According to Xu and Cheng (2019), Mary Parker Follett is acknowledged as the modern management pioneer. The teachings of Follett, with her published research works, were popular with the relevant business entities at that time, but Follett was ignored in male-dominated academic establishments even, after teaching and researching in some of the most reputed academic institutions. Follett's seminal works have been rediscovered in recent years, turning her into the leading figure in management research. A good number of concepts that were developed by Follett are still used in management and business research.

Humanistic management is understood as an approach to management theory on the basis of human needs and human values (Xu & Cheng, 2019). In such management, employees are regarded, not merely as economic assets regarded basically for their productivity, but also as people having complex demands and a desire for varied and meaningful daily tasks (Xu & Cheng, 2019). Although the implementation of humanistic management ideas is rather difficult for complex human behavior and ethical questions (Ewin et al., 2017), these are all attempted.

Humanistic management approaches were first developed in the twentieth century in response to previous scientific management theories that prioritized profit and productivity as the superior and most relevant concerns (Xu & Cheng, 2019). According to Xu and Cheng (2019), following the Humanistic Management Centre, a management approach needs to have three major dimensions to be judged as humanistic. The first approach respects the employees' primary dignity and humanity, as well as customers and any other people who may be affected by the actions of the company. The second is that all decisions made in a business need to be subjected to considerable ethical analysis. The third is that a business decision needs to be made through dialogue with all the parties expected to be affected.

Human dignity is given importance. Respect for the employees' inherent dignity is a constant, as one of the definable features of humanistic management. According to Xu and Cheng (2019), such respect is passed on through the reorganization of the

company's management structure and processes to offer workers the highest possible level of autonomy and control over their own work (Ewin et al., 2017). One of the leading challenges of such an approach is that this can appear to enhance employee job satisfaction when the actual goal is to improve productivity. If employees perceive that new structures and processes are actually intended for manipulating them, they may respond with resentment or passive resistance (Xu & Cheng, 2019). Business owners who tend to implement humanistic principles should not do so with an ulterior motive; employees need to respond positively to such a management style when the company owners actually concern themselves with the employees' well-being (Ewin et al., 2017).

In this regard, ethical complexities become evident. The humanistic management approach primarily focuses on the relationship between the company and its employees and between employees and their work (Xu & Cheng, 2019). In a more recent move, business ethics and corporate social responsibility have been included in such a concept. The main challenges in any form of business remain ethical decisions are complicated and confusing. Philosophers have been debating ethical questions for several thousand years without reaching any firm conclusion on many different issues (Ewin et al., 2017). Even having the best possible intentions, it remains tough for a business owner to consistently know the best possible ethical choice in a given situation. To address such a question, a businessperson with an interest in humanistic management can research diverse business philosophies of business ethics and adopt them as reliable guidelines for decision-making (Carr, 2006).

The identification of stakeholders is essential. Humanistic management approaches involve the concept that decisions in business need to be made in line with stakeholder consultation (Xu & Cheng, 2019). A stakeholder is a person or group of people that will be affected by the decisions of a business. Two challenges arise from such a concept. First, it is not always easy to identify all stakeholders, and the other is that stakeholders can possibly have demands and priorities that are conflicting. For example, a development project that takes jobs that are much in demand by one particular stakeholder group may either displace another group from their home or raise environmental sustainability issues (Ewin et al., 2017). Thus, ensuring a balance in conflicting stakeholders' demands remains a major challenge in humanistic management.

The family is the core of human societal structure, and its importance has always been recognized in human civilizations. In coming years, family tourism can become an effective platform as long as the continual support from social media marketing remains active (Carr, 2006). The family is an essential support that helps children grow and move within their familiar societal structure systems. It is most unlikely that an individual can survive in this world without family support, where the attachment between individuals is eternal and very strong. Families can be of multiple types, where people can have diverse interests to get served, informed, and thus provide the highest offerings to others (Shaw et al., 2008). It is thus natural that people will pay increased attention to their expectations. The family is the basis of human existence, allowing them to get involved with many actions and activities

(Schänzel et al., 2005). The role of the family in promoting, supporting, and encouraging leisure-related activities is simply unprecedented. It is also crucial that families play a part in helping to get to arrange leisure activities for their members. This is essential for the entire social system to follow and act accordingly (Schänzel et al., 2005). Thus, families' role is significant and very wide to get people involved in leisure and related activities at the highest level.

COVID-19 Induced Travel Behavior

COVID-19 has brought global tourism to a grinding halt; thousands of people in quarantine have concentrated outside their homes on social and travel experiences (De Hass et al., 2020). The pandemic's social impacts are severe, as are the measures that seek to mitigate its expansion. The situation leads to a peculiar circumstance in which individuals have had to change their daily lives drastically, frequently for days, weeks, and longer. Three elements of daily life that have changed significantly are the patterns of people's behavior, how they work, and how they travel. From the perspective of both research and policy, it is important to examine how individuals respond to these externally induced changes and how immediate impacts can contribute to long-term changes in travel behavior. According to Goodell (2020), all sectors were affected during this era of the pandemic, but for some sectors, such as travel and tourism, the effect is even more extreme (Gossling et al., 2020).

Travel behavior and, in particular, improvements in post-disaster decision-making are not new concepts in the tourism industry and have been increasingly significant over the past two decades, as the industry has experienced a number of disasters in many regions of the world, from natural disasters to terrorist attacks. However, the COVID-19 pandemic is a global crisis that affects virtually every area and industry (Brouder, 2020). There is no uniformity in the propagation of the disease or prevention efforts, further complicating matters; as one nation seems to be recovering, the pandemic hits a peak somewhere else. The tourism industry must consider the connections between travel history, destination choices and travel behavior in this context.

As far as the "Modern Standard" is concerned, the whole travel system has always been subject to adaptation to new conditions (Gossling et al., 2020). Therefore, De Vos (2020) was of the opinion that the current modifications take on different constraints and incorporate new travel characteristics and habits that will affect the environment of future travel.

Extensive work has been done to explain the relationship between individuals' attitudes and travel behavior; however, it has been shown that this way of thinking can and does play an important role in consumer behavior patterns (Paulssen et al., 2014). It would encourage destination management organizations to frame more successful post-COVID-19 marketing strategies in recognition of tourists' patterns of decision-making and destination selection after a crisis. The pandemic of COVID-19 is special in several ways, as reported by Gossling et al. (2020). In

tourism studies, ambiguities abound across the spectrum; the cause of the pandemic, ongoing medical trials, and multi-layered implications become the leading research domains. To this end, it is important to consider developments on the demand side, taking into account the future of tourism. This is vital at the current juncture in the pandemic; though many tourist destinations have managed to ease travel bans, how and why the outbreak has impacted travelers and the status of their up-to-the-minute travel plans seem to be critical questions that need to be answered (Kourgiantakis et al., 2020).

Since it is highly vulnerable and affected by external factors, the tourism sector has often experienced various crises. Regardless of the nature (whether human-made or natural) or scale (regional or global) of the crisis, tourism often suffers downtime. However, the current coronavirus (COVID-19) has led to an unprecedented situation that has brought the entire world to a standstill. The consequences of this pandemic remain unknown and are expected to have a long-term impact (Gossling et al. 2020).

Regardless of the crisis, the tourism industry is renowned for its recovery and resilience (Ritchie et al., 2014). Each upheaval, however, leaves a trend that may be destination-oriented, visitor-oriented, or behavioral. Such drifts may be either temporary or permanent. For example, the attack in September 2001 triggered a short-term recession and undermined transitory international visits to the USA. On the other hand, a long-term, persistent drop in travel has been generated by political instability in the Egyptian region (Ritchie & Jiang, 2019). The new COVID-19 pandemic condition, however, is not the same as any previous disruptions. Health marketing communications and interventions (physical distancing, prohibitions on passage and movement, group shutdowns, household promotions, self- or compulsory isolation,) prevented international travel, tourism, and leisure (Sigala, 2020). Tourism has been used to adapting to recovery, as an extremely sensitive business to various environmental, political, and socio-economic challenges. Because of the pervasive, far-stretching effect of COVID-19, however, how individuals plan to make trips and their behavioral intentions are critical to making the industry resilient. The relation between the demand crisis and tourism has also received significant attention, as Polyzos et al. (2020) currently believe, making the public more aware of the risks of global terrorism or a financial recession. Emergencies of this kind may undoubtedly have a noticeable effect on the value and quantity of inbound tourism between the regions of origin and destination.

According to Wen et al. (2020), the effect of pandemics on the tourism sector is often unavoidable, whether regional or global. The literature has addressed the risk-related connection with both pandemics and tourism in recent years. Many pandemic and tourism studies are framed around particular destinations; tourism in the Gambia after Ebola, for example (Novelli et al. 2018); swine flu and the UK (Page et al. 2011); and countries affected by SARS (Kuo et al., 2008).

COVID-19 is expected to have far-reaching effects on travelers' marketing behavior. These impacts are independent of individuals' cultural backgrounds. The investigated background examines the influence of COVID-19 on lifestyle preferences and China's attitudes and desires in post-disaster periods (Hoque et al., 2020).

These findings are significant as Chinese tourists are one of the predominant markets for many countries.

Ivanova et al. (2020) analyzed inbound potential tourists to Bulgaria and found that the majority of respondents were prepared to travel to the area within two months. Individuals would make domestic trips with their family. A major determinant in passenger choices would be sanitation, infection prevention, and a stable healthcare system. There are higher public-safety standards for children and older respondents than for men and younger respondents.

Özdemir and Yildiz (2020) researched Turkey and found that COVID-19 negatively impacts visitors both economically and mentally. The results showed that the outbreak of COVID-19 altered the travel opinions of tourists unfavorably, based on feelings of uncertainty, fear, repercussions, risk, lack of trust and unpleasantness.

Visitor trust in tourism firms has been slightly altered. Six months later, travelers mostly feel that they have to fly long after the symptoms of a pandemic have managed to stop. As a perception-driven market, post-pandemic tourism will be defined by one main factor: the prestige and image of the destination (host and guest), as suggested by Hoque et al. (2020). By emphasizing China as an example, they further explain these observations, as the source country of COVID-19 and as a major market for many other destinations, such as Japan, South Korea, and Australia.

Notably, all these studies concentrate on visitation patterns and travel plans to particular destinations, with a more systematic structure introduced by the COVID-19 pandemic. People's ways of living are profoundly distinctive, originating from their environment's history, customs, infrastructure, and other features. Thus, a general framework of travel intentions post-COVID-19 is difficult to find. Nevertheless, it might be more fitting to examine it across travel history and psychological variables more broadly.

Family Tourism and the Promotion of Social Media Marketing in the Future

Tourism and leisure are involved with the well-being of the beneficiaries. There is a distinction between tourism and leisure, while, from a generic perspective, they have some similarities (Shaw & Dawson, 2001). Tourism is a set of activities featuring mostly shared and supportive socio-economic well-being. Tourism is an element of a comprehensive leisure activity model, where people tend to stay longer than usual. The activities and interests relevant to tourism are more likely to be supported by a group of like-minded people (Shaw et al., 2008). This becomes more realistic when they become more interested in serving leisure-related activities (Shaw & Dawson, 2001).

Tourism is mostly a shared type of activity resulting from an interaction between members of a societal system. Tourism is part of a wider social system that allows people to be entertained through diversity. The forms and types of such

entertainment have different features. The most common and generic feature of tourism is that tourism creates platforms that generate employment, and promote economic development (Lehto et al., 2009). This helps tourism to advance the inter-societal communication paradigm of development and promotion. The access and use of tourism as a basic element of socio-economic advancement becomes more rewarding according to the set guidelines of a complex social system (Gram, 2005). Tourism acts as a driving force and thus helps in advancing the development of the social system. This also helps to keep all the actors in a social system active and functional.

The characteristics of family tourism are constantly being changed or modified through the intervention of technologies that act to some extent as facilitators of tourism activities (Haldrup & Larsen, 2003). Technology that supports social media marketing also acts as the main facilitator for the tourism business and the consumption of tourism products or services (Hassan and Dadwal, 2016). There can hardly be any reason that can delay the process of technology adoption in family tourism. Innovative technology-supported social media has been playing an influential role in helping evolve family-based tourism, helping to offer better capacities for family tourism. This also pushes the boundaries of family tourism (Schänzel et al., 2012). Technology and family tourism marketing are interrelated and support each other continuously. This allows them to become closer to each other by sharing features and accessibilities. Technology applications in family tourism marketing help individual consumers of tourism products or services and business enterprises reach a certain level of advancement (Kallmuenzer & Peters, 2018). Family tourism is advancing with the adoption of technologies that appear in diverse forms like social media. As long as such technological innovations incorporate family-based tourism, this relationship will continue to develop (Schänzel et al., 2012).

The accessibility and acceptance of family in promoting tourism are enormous; it is very unlikely that anyone can ignore the importance of family in tourism and related activities. From any perspective, the family can act as both beneficiary and supporter of tourism development in a more systematic way (Durko & Petrick, 2013). However, it is a fundamental requirement that tourism attains a certain stage of development. This is also essential because tourism helps develop the basic aspects of a family pattern and supports in uniting them within a given framework. This needs to be the basic feature and role of tourism in a family system. Conversely, the family can also help support the spread of tourism among members of the social system (Yeoman et al., 2012). This is crucial because the importance and acceptability of tourism have to be realized to create an interrelationship between these two parameters. The basic aspect and functionality of family to help advance tourism and leisure related activities can be phenomenal (Shaw & Dawson, 2001). Thus, both family demands and the effective utilization of tourism's capacity have to be ensured.

The family's role in adding value to a specific service or product is evident (Fu et al., 2014) from its group function and its role in influencing. This can act as an essential element to help to promote a positive decision-making process. It is also reasonable to consider a family's roles as convincing family members to take positive decisions to make use of any identified tourism product or service (Fu &

Lehto, 2018). The family acts as the nucleus of a decision-making system, making the family an important element of decision making for the future. Thus, the family also remains the basis of a society that helps in generating positive decisions. In any service or business industry, positive decisions are crucial to overcome policy and application-related barriers. The necessary adjustments that a decision-making system demands rely on positive and beneficial tourism products and service availability. These normally appear in the form of a family structure that also becomes accountable to help many institutions, both in and outside society (Fu & Lehto, 2018). This is normal because family tourism depends on many factors, with age, choice, preference or access appearing as significant elements of decision making.

Hence, it is relevant that humans living within families are conscious of the common well-being (Durko & Petrick, 2013). In a family's given context, the age range of members can increase, which ensures that family tourism can gain more importance in coming years. Also, the access and capacities of families are increasing considerably. All of these factors influences members of a family to purchase tourism products or services. It is generally understood that tourism relies on specific factors to reach a level of well-being (Smith et al., 2009). This is also crucial because it can help accelerate related activities where family members will enjoy more assurance of well-being to get access to tourism products or services.

Many factors are influencing changes in the patterns of family tourism. The most recent COVID-19 pandemic has brought some issues and concerns to the tourism and hospitality industry (Uğur & Akbıyık, 2020). This depends on certain contexts where each family relies on a different type of socio-economic system. Family structures are changing due to factors related to technology, such as social media marketing (Schänzel and Yeoman, 2015). Still, the family acts as the basic unit of human survival. Increased pressure from factors related to technological development and market forces lead to some specific changes in family settings. It is relevant that families act as the basis of human existence with their important roles in advancing human civilization. The influencing factors that help in accelerating this changing process are multi-fold, and increasing on a continuous basis. Family structures are being influenced by newer factors over the years, including the ability of tourism to act as a powerful element of social and communal advancement (Fu et al., 2014).

The reasons that act as catalysts to help advance tourism in a family can take many shapes and patterns. Children and families form the nearest and most significant emotional connection among people. This connection is what drives society and community and places the family at the center of human life (Yeoman, 2008). As a result, family tourism is one of the tourism industry's largest and most consistent segments, but tourism research has rarely taken account of families' holiday experiences (Carr, 2011; Obrador, 2012). The emphasis here is on "Western" family tourism, while acknowledging that emerging family markets, such as Asia, need more attention, as non-Western tourists have largely been ignored by tourism scholars (Mura & Tavakoli, 2014). However, the advancement of technologies in social media marketing is considered the prime area for promoting tourism and, in particular, family-based tourism, and very specifically in the post-COVID-19 era.

Conclusion

This study considers family tourism as a platform of the future for family members to get involved in tourism, followed by its association with social media marketing on the basis of humanistic management approaches. Family tourism is supportive for tourists and can be so in the future. This research defines family tourism as the tourism type generated in a family surrounding and continues to be a focus of social media marketing. Family tourism is identified as a possible element having possibilities for marketing by social media. Humanistic management approaches are possible in social media marketing of family tourism, where elements of family tourism marketing are viewed as promoting dignity and the intrinsic value of human and all life. The promotion of well-being (common good) in the theoretical background is also immense. Thus, this study has been able to reach the conclusion that the social media marketing of family tourism is a reality and can achieve the desired output in a social system where families are given adequate emphasis. The social media marketing of family tourism thus continues as a reality. Tourism involves multiple stakeholders and parties to engage in leisure and tourism activities. Tourism thus moves within a given framework of enjoying leisure times to the maximum level with social media marketing support in the post-COVID-19 era.

Tourism is a fast-growing industry involving the participation of diverse groups of peoples. Tourism is a shared activity as part of a far wider system, and it is evident that tourism must comply with the set legislative and policy frameworks. This is how tourism, the humanistic management approach and social media marketing of family tourism are interrelated. This research follows up conceptualization and understanding of related aspects, concentrating on family tourism's social media marketing because of emerging tourism market trends and the strength of family bonding. The study contributes to the limited knowledge of family tourism and its association with social media marketing and humanistic management. Social media is an established and solid platform to shape marketing channels. This is also relevant to meet the diversity of demands of potential consumers where the choices alter frequently. This research involved humanistic management approaches to arguments and explanations. Family tourism marketing on social media can benefit from this approach. With the introduction of useful technology and modern ideas, social media can possibly bring changes to family tourism. This is, however, conceptual research rather than practical, and this is somewhat of a limitation. Future research studies need to focus on exploring diverse aspects of family tourism, as well as its roots in social media marketing and humanistic management approaches.

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Part V

Challenges

Chapter 14

Overtourism: Striking a Balance Between Delimiting and Managing Tourism Growth in Asia



Snigdha Kainthola, Pinaz Tiwari, and Nimit Chowdhary

Introduction

The tourism industry has witnessed an enormous growth in the last few decades owing to the development of information and communication technology (Tscheu & Buhalis, 2016), political support (By & Dale, 2008), innovative marketing strategies (Ionid et al., 2015; Peng & Lin, 2016), increase in average disposable income (Martín et al., 2018) and consumers' preference for traveling to different destinations in the world (Dichter & Gloria, 2017; Goodwin, 2017). Gradually, the success of the industry started to be represented in terms of increasing footfalls, contribution to the countries' GDP, and market dominance in the world. However, growth in the number of tourist footfalls is not necessarily an indicator of its sustainability (Benner, 2019). Tourism being the fourth largest industry in the world, the sector began to face the aftermath of excessive tourist-centered activities, which led to a decline in the quality of resources at a destination and affecting the locals' lives (Milano et al., 2019; UNWTO et al., 2018). Often considered as a flaw in the management destinations (UNWTO et al., 2018), the term overtourism dominated the academic discourses from 2017 to 2019.

Several developing economies like India and Thailand promote tourism as it generates employment opportunities as well as contributes significantly to the revenue and GDP of the countries (WTTC, 2019). Tourism indeed brings social and economic viability in countries (Zaidan & Kovacs, 2017); however, to achieve long-term sustainability from the tourism sector, it is crucial to managing the supply and demand of its activities (Dwyer et al., 2009). The imbalance between the aggregate demand and supply of a destination may lead to the issue of overtourism (Seraphin

S. Kainthola · P. Tiwari · N. Chowdhary (✉)

Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi, India
e-mail: nchowdhary@jmi.ac.in

& Ivanov, 2020). The issues of overcrowding and overtourism have gained impetus in major European cities like Venice, Barcelona, Berlin, Dubrovnik, and Amsterdam. Though media have reported cases of environmental degradation and congestion in Thailand and the Philippines (Bangkok Post, 2019; CNN Travel, 2018), the academic discourses are still inadequate. Nilsson (2020) mentioned the underlying complexities in decoding the concept of over-tourism, primarily because excessive tourism activities and their impacts are perceived differently in different countries. The concept of overtourism is not novel (Capocchi et al., 2019) as the negative impact of tourism and exceeding carrying capacity constraints have been prominently discussed in the past studies (Butler, 1996; Canestrelli & Costa, 1991; O'Reilly, 1986). Though the term emerged rapidly in academic discourses and media in the past few years, studies have broadly discussed residents' perception of tourism impacts (Gutiérrez-Taño et al., 2019; Kuščer & Mihalič, 2019; Zhu et al., 2017) or ill-effects of cruise tourism (Sanz-Blas et al., 2019; Trancoso González, 2018), or analysis of tourists' perception and determinants (Li et al., 2017; Padrón-Ávila & Hernández-Martín, 2019; Szromek et al., 2019) or contribution of Airbnb and other sharing accommodations platforms towards overtourism conflicts (Arias Sans & Quaglieri Domínguez, 2016; Cesarani & Nechita, 2017; Renau, 2018) or analyzing destination performance indicators to control the problem (Liberatore et al., 2019; Oklevik et al., 2019) or conceptual described the effect of overtourism on specific tourist cities (Hughes, 2018; Kraus, 2018; Seraphin et al., 2018). The majority of the present studies are related to the European cities although, there is a dearth of literature on overtourism from the Asian perspective.

The study highlights the adverse effects of overtourism phenomenon in Asian countries and how the situation varied from the western countries, which reported several incidents of antitourism movements and tourismphobia at popular tourist destinations (Alexis, 2017; Seraphin et al., 2018). According to Stanford (2020), de-growth is an ideal strategy to spread the benefits of tourism to less explored destinations or destinations facing undertourism. Therefore, the authors have also attempted to offer managerial as well as delimiting strategies to combat the problem of overcrowding and overtourism in the Asian context. The descriptive analysis of overtourism conflicts amongst residents and tourists indicate that the situation in Asian countries is majorly associated with environmental damage and the problem of overcrowding.

The chapter is divided into five sections, namely- Introduction, background study which gives details of existing literature on over-tourism, the difference between over-tourism in Western and Asian context and antecedents of the phenomenon, followed by negative effects of over-tourism with specific examples from Thailand, India, Philippines, China, and Japan. The fourth section discusses the strategies to overcome the phenomena by taking examples from western countries that have managed to curb over-tourism to a certain degree. Lastly, the future of tourism in Asia after the outbreak of COVID-19 is discussed in brief.

Overtourism and Overcrowding

Overtourism is a recent topic though it captures the fundamental issues of negative tourism impacts (Nilsson, 2020). Different authors have defined over-tourism in their way such as Goodwin (2017) and UNWTO (2018a, b) identifies “number of tourists” as a cause for the decline in the quality of tourists’ experience and quality of life of locals. In contrast, Peeters et al. (2018) defined overtourism within the realm of exceeding carrying capacity thresholds. For Plichta (2019), overtourism is merely a consequence of mismanagement of resources and market failure. Further, the phenomena are often associated with gentrification, touristification, and the negative impacts caused due to the expansion of sharing accommodation platforms (Dolnicar, 2019). In the milieu of residents’ perspective, Goodwin (2017) mentions that overtourism is defined by the rebellion of local people, which is somewhat associated with the last stage of antagonism represented in the famous Doxey’s (1975) Irritation Index model. A recent definition of overtourism is provided by Nilsson (2020) which incorporates the supply and demand perspectives of tourist activities. From all the definitions, it can be concluded that overtourism is fundamentally qualitative as it deals with the experiences of tourists and local community at a tourist destination (Nilsson, 2020). It is subjective and mainly based on the individual’s perception of impact of tourism at a destination. For instance, generation Z does not find overtourism of much concern and mainly travel for their own hedonic experiences, instead of having sympathetic feelings for the local community (Szromek et al., 2019). Thus, overtourism perceptions and policy implication may vary from one destination to another, and no single solution be adopted to prevent the adversities caused by the issue (UNWTO, 2018b).

Moreover, the lack of appropriate management strategies amidst the expansion of tourism activities is mainly a precursor of the overtourism phenomena (UNWTO et al., 2018). Due to the complexity of the notion, various authors use the terms overcrowding and overtourism synonymously, although they are different (Wolfgang Georg, 2018). Nilsson (2020) emphasized that crowding is one of the most discussed and reported aspects of over-tourism. It is majorly described as a negative evaluation of density levels (Mehta et al., 2013), which is perceived differently by diverse types of tourists at different destinations (Kalisch & Klaphake, 2007). Li et al. (2009) discussed the two dimensions of crowding, (i.e., human crowding and spatial crowding). Spatial crowding denotes the restricted movement due to physical space limitations, whereas human crowding denotes restricted movement due to the presence of other humans at a specific place. The instances of spatial congestion at popular hotspots caused inconvenience to the locals, and this further aggravated the antitourism sentiments at Berlin, Venice, and Barcelona. On the contrary, human crowding is generally perceived as a positive feeling for tourists (Popp, 2012).

Overcrowding also denotes the presence of “too many” tourists at famous destinations. Alonso-Almeida et al. (2019) reported that Barcelona is one of the desired destinations, and thus is included in almost all the tour packages. If “too many”

tourists want to visit the same destination at the same time, there could be different reasons such as the popularity of the destination, favorable weather conditions, discounted prices, etc. However, this leads to two different types of overcrowding. The first category of overcrowding is perceived amongst visitors mutually (i.e. one visitor is feeling crowded due to the presence of another visitor). In comparison, the second category is perceived between visitors and the local community (i.e. locals could feel overcrowded due to the presence of tourists around them) (Neuts & Nijkamp, 2012). The definition of over-tourism is much more inclined towards the second type of overcrowding. Although, the concept of overcrowding is criticized by Basterretxea-Iribar et al. (2019), who stated that overcrowding is not a challenge. Instead, the problem lies with the size of the place visited since larger and spatial places are not evaluated as crowded. Though over-tourism is associated with the notion of crowding and spatial conflicts, the fundamentals still lack clarity (Nilsson, 2020).

How Overtourism in Asia Is Different from the Rest of the World?

The Asian countries are different from western countries in terms of nationality, cultural and social norms, habits, preferences, lifestyle, average disposable income, traveling motivations, etc. Thus, it is likely that the difference in views concerning overtourism may emerge, although it lacks empirical grounding. As the majority of studies and social media articles on overcrowding, antitourism movements, touristification, and over-tourism centers around famous European tourist cities (Hughes, 2018; Martins & Martins, 2018; Renau, 2018), the situation in Asian countries are less acknowledged. In the pioneer study of overtourism, Goodwin (2017) presented a list of destinations facing the phenomena, and only two destinations from Asia, namely China and Mount Everest have raised the related concern while the list includes about 90% European destinations.

In Asia, most of the reported cases are either related to congestion/crowding problems or environmental concerns. For instance, the issue of overcrowding in one of the most popular cultural sites in China was seen in the Forbidden City, located in Beijing. In 2015, the museum authorities imposed a limit on the number of visitors, with a maximum of 80 k in a day. Also, the number of accessible areas within the museum have been increased to disperse the tourists at a specific time (Center for Responsible Tourism, 2018). Similarly, the Thai authorities temporarily closed down the Maya Bay beach in March 2018 owing to the damage caused to the coral reefs by boat anchors and excessive tourists' footfalls. However, when the beach re-opened for tourist activities, a cap on the number of tourists to a maximum of 2000 each day and limited the access of boats to cross the shallow reef was

implemented (BBC, 2018). Thus, it can be concluded that the Asians' perception of overtourism and overcrowding differ from the rest of the world, especially Europeans. Based on the difference in socio-cultural norms, the tolerance for the crowd, the comparative popularity of European destinations is more than the destination in Asia, and the ideologies of developed and developing nations (Jin et al., 2016; Sun & Budruk, 2017; Zaidan & Kovacs, 2017).

Table 14.1 summarizes the issues raised related to excessive tourism activities and measures undertaken by the official or administrative authorities at various Asian destinations.

Table 14.1 Issues related to overtourism

Overtourism affected destination	Issue reported or related to	Steps were undertaken by authorities
Bora Cay Island, Philippines	Crowding, environmental issue, damage to coral reefs	Beach cleaning, capping on the number of tourists, banning single-use plastic
Maya Bay, Thailand	Crowding, environmental issue, damage to coral reefs	Temporarily closed down the beach, capping on the number of tourists
Bali, Indonesia	Garbage emergency declared, inappropriate behavior by tourists, spatial congestion, shortage of water	Plastic ban, implementation of tourist tax (US\$10)
Kyoto, Japan	Irresponsible tourist behavior; illegal sharing accommodation practices	Promotion of sustainable and responsible practices; charging high accommodation taxes on tourists
Mount Everest, Nepal	Crowding and littering	Plastic ban, foreign climbers to compulsorily go with a guide
The Great Wall of China, China	Crowding	No steps are taken yet
Forbidden City, China	Crowding	Capping on number of tourists
Taj Mahal, India	Crowding, damage to the monument	Increase in the ticket prices, dropping the monument from state tourism's brochure
Nainital, India	Crowding, spatial congestion, lack of parking space	Restricted the entry of tourists in the case of overcrowding
Shimla and Manali, India	Crowding, spatial congestion, shortage of water resources, non-availability in hotels, lack of parking space	No steps are taken yet

Sources: Schwankert (2017), CNN Travel (2018), Bangkok Post (2019), The Invisible Tourist (2020), Johnny Jet (2018), CNN Travel (2019), Senger (2019), Das (2014), and Silas (2019)

Antecedents of Overtourism

Excessive tourism activities at popular destinations increase due to multiple reasons such as favorable geographical conditions, easy accessibility, lesser cost of the tour package, popularity on social media platforms, and seasonality factor. The demography of the destination, acceptance of diverse cultures of the tourists, the sharing of limited natural resources among different stakeholders, along with the managerial policies employed to maneuver the consequences of tourism on a destination. Thus, apart from poor management, the following are a few causes that lead to overtourism broadly at a destination:

Easy Accessibility and Cheap Accommodation

The issue of touristification, inappropriate tourists' behavior, nightlife economy, etc., have escalated due to the improved accessibility and supply of cost-effective accommodation. The peer-to-peer or sharing accommodation platforms is also one of the vital driving force of growth in urban tourism sector (Nilsson, 2020). Improved accessibility implies improved egress leading to a lesser number of night stays at a destination (Goodwin, 2017).

Internet and Technological Advancements

The advanced technologies and smartphone applications have allowed potential travelers to co-create the experience. The increasing number of online travel platforms have intrigued tourists to make bookings on their own at a much lower transaction cost (Nilsson, 2020). Social media has also played a crucial role as a significant pull factor in creating demand for a destination. Alonso-Almeida et al. (2019) mentioned that the national tourism authority of Spain opened an account on Chinese local social media platforms and promoted their festivals, monuments, beaches, etc., to create demand amongst Chinese tourists. The social media platform also creates opportunities to engage in the production as well as consumption of traveling experiences for tourists, generally called prosumers (Sigala et al., 2012).

Inadequate Destination Management

The tourism industry's growth was unprecedented in the year 2018 (WTTC, 2019). However, due to the absence of proper destination management strategies, the concept of overtourism emerged rapidly in the media (Goodwin, 2017). For example, in

Venice and Barcelona, locals had to displace due to increasing cost of living, rental prices, and crowding concerns in their city (Gutiérrez et al., 2017; Seraphin et al., 2018).

Tourists' Ignorance

It was found that popular attractions are preferred by Chinese tourists as they are more interested in taking pictures and be shown on social media platforms rather than appreciating the intrinsic elements of the site (Liu et al., 2019). When tourists are not sensitive towards the local community, the locals develop a negative disposition for tourism.

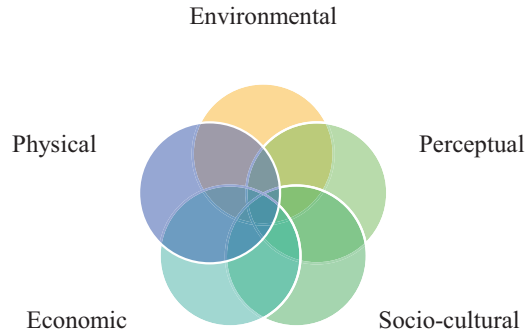
Negative Effects of Overtourism

Overtourism itself is a negative phenomenon related to the excess of tourism activities at a destination. The rapid spread of this topic indicates the transition in the urban tourism realm (Nilsson, 2020). Szromek et al. (2019) mentioned some of the adverse effects of overtourism which are explicitly evident at a popular tourist destination, such as deterioration of the ecological environment, overpopulation, increasing economic dependence on tourism, damaging places which are of tourists' interests due to excess tourists flow, seasonal influence, and inconvenience to the host population. The adverse effects of overtourism phenomenon are majorly classified into three categories by Peeters et al. (2018), namely- economic, social, and environmental. As the concept of overtourism is closely related to carrying capacity (Richard William Butler, 2019; Nilsson, 2020; Wall, 2020), the authors in this chapter have categorized the negative impacts of overtourism into five areas, namely- environmental, perceptual, socio-cultural, economic, and physical (Fig. 14.1).

Environmental Impact

The environmental impact of overtourism relates to the ill-effects of tourism on the ecological components of a destination, such as an increase in pollution level, deterioration of water quality, litter and noise, etc. Due to increased tourist visits to Koh Khai islands in Thailand, approximately 80% of the coral reefs are damaged, resulting in the closure of three islands by the government (Dichter & Guevera Manzo, 2017). Similarly, the world's famous Boracay Island in the Philippines was also temporarily closed down for tourists and non-residents due to environmental damage (CNN Travel, 2018).

Fig. 14.1 Categorization of negative impacts of overtourism based on carrying capacity thresholds. (Source: developed by the authors, 2020)



Perceptual Impact

The perceptual impact relates to the quality of tourists' experience, which starts declining because of overtourism issues such as long queues, obstructed views, lack of authentic experience, avoidance to visit an overcrowded destination, etc. As overtourism is considered as a subjective issue (Tiwari et al., 2020), it is perceived differently by different types of tourists at different destinations. For example, travelers from Generation Z are less indifferent to the phenomenon of overtourism; some tourists enjoy the presence of the crowd at some places. Popp (2012) mentioned the term 'good crowding' for denoting the positive feelings that tourists experience at a destination. Also, nationality impacts the perception of crowding and overtourism at a place, and Asians are found to be more tolerant of crowds than Europeans (Sun & Budruk, 2017).

Socio-cultural Impact

Socio-cultural impact of overtourism related to the limit of societal tolerance to changes in social and cultural paradigms at a destination such as locals complaining about irresponsible behavior by tourists, gentrification, conflicts leading to anti-tourism sentiments, etc. For instance, the issue of overtourism is generally considered as tourism pollution in Japan wherein the locals get annoyed by misconduct by tourists such as changing clothes in public, prolonged photoshoots, etc. Rasoolimanesh and Seyfi (2020) emphasized the need to analyze the residents' perception and attitude towards emerging topics like overtourism and gentrification for better management of tourism destinations.

Economic Impact

The economic impact of overtourism related to the limit above which the economic costs are borne by residents exceeds the benefits extracted from tourism, such as an increase in the prices of land and property, rise in the cost of living, hike in rental

prices, etc. The increasing shift in the establishment of sharing accommodation has also contributed to the adverse economic impacts for residents in cities like Barcelona (Arias Sans & Quagliari Domínguez, 2016), and Venice (Renau, 2018), which led to the displacement of locals. In Asia, the economic impacts in terms of the high cost of living can be seen in Singapore and Hong Kong.

Physical Impact

The physical impact of overtourism relates to the issue of ‘too many’ tourists at a destination in a way that exceeds the actual capacity of the place to accommodate tourists. This situation essentially leads to spatial and human crowding, overburden on local resources, causing damage to the infrastructure of a site, etc. For instance, Taj Mahal in India attracts millions of tourists annually, which led to the issue of crowding, and even some parts of the monument had to renovate due to damage (Carolina Sparavigna, 2013).

In some cases, the media plays an ambidextrous role in overtourism. The media reported the cases of overtourism and exaggerating the adversities caused by excessive tourism activities often harms the destination image in the short-run (Séraphin et al., 2019). On the other hand, it contributes to the phenomenon through blog marketing, Instagrammable destinations, and creating the fear of missing out (FOMO) amongst the young generation. For instance, while studying the social media analysis of Barcelona, Alonso-Almeida et al. (2019) reported that due to the increase in social media promotion as a marketing tool, Chinese tourists are likely to contribute to the phenomenon in the city. Therefore, the adverse effects are many and require tailor-made solutions for destinations facing a specific class of conflicts.

Overcoming the Problem of Overtourism in Asia

Even after several academic discourses and studies, the concept of overtourism lacks clarity (Namberger et al., 2019), and there are various dimensions that are yet to be acknowledged (Nilsson, 2020). The adversities caused by the phenomenon is widely reported in European cities. However, not much has been talked about concerning Asian countries. According to Namberger et al. (2019), the emerging issues of overtourism, fear of tourism, overcrowding, tourism phobia, or overexploitation may become the evolving phase of perceiving tourism. The evolution in the perception of overtourism may seem likely to happen as there will be a shift in tourists typology and behavior patterns (Szromek et al., 2019). Overtourism is not only a concern for destinations and locals residing in those destinations but also for tourism businesses because if tourists start perceiving the overcrowded destinations as inauthentic and try to adopt coping strategies, the destination may enter the decline stage. These circumstances would cause a loss for business stakeholders in the

long-term (Center for Responsible Tourism, 2018). Therefore, it is imperative to frame long-term strategies considering the multi-stakeholder approach to address future challenges in the industry (Perkumienė & Pranskūnienė, 2019).

As overtourism is a perception based issue, it requires specific solutions in different situations. Seraphin et al. (2018) call for an ambidextrous approach for managing destinations so as to combat the negative impacts caused by overtourism. Essentially, sustainability in tourism can be achieved through local community engagement, decreasing seasonality aspect, crowding management, product diversification, and planning for capacity constraints at a destination (UNWTO et al., 2018). As responsible tourism is the anti-thesis of overtourism (Goodwin, 2017), it is essential to include all the practices which are responsible and lead to a sustainable tourism system in Asian countries.

Demarketing

Demarketing could be a first step towards preventing overtourism at popular hotspots. The strategy is used by various destinations to monitor the demand to reduce the pressure on overcrowded destinations. According to Tiwari et al. (2020), the demarketing framework can be prepared in consideration with the elements of the marketing mix for managing destinations. For example, Taj Mahal in India implemented a product demarketing strategy by removing the monument from the state tourism's brochure to disperse tourists to other sites within the state which are less-explored. Demarketing can be an effective technique to manage seasonality issues at famous destinations to combat crowding.

Re-think and Re-innovate

With the transition in the travelers' choice and preferences for tourism product emerges, tour operators should reinvent their tour packages. The tourists' demand for authenticity at destinations (Jin et al., 2016), and desire to co-create the experiences with the help of technology (Tscheu & Buhalis, 2016) is a pre-dominant shift that requires tourism suppliers to re-innovate the existing services.

Stakeholder's Education and Engagement

It is imperative to sensitize the local community and business stakeholders to the adverse effects of overtourism for the long-term sustainability of destinations (Chowdhary et al., 2020). Several initiatives related to enhancing resilience (Gretzel & Scarpino-Johns, 2018), awareness of climate change (Aall & Koens, 2019), and

education concerning cultural and environmental preservation (Cole, 2005) are required. For instance, the Regional Education and Awareness Campaign were introduced by the Cyprus Tourism Organization (Center for Responsible Tourism, 2018). In Asian countries, education related to tourism and hospitality is majorly a discipline in various management institutions (Chaisawat, 2005; Gu et al., 2007). However, the community's awareness of tourism is equally needed for engaging them in the management of destination effectively.

PPP Model

The tourism industry is primarily controlled by the contemporary notions of capitalism (Burrai et al., 2019), due to which sustainability parameters are overruled by the desire to earn huge profits. Nevertheless, various studies acknowledge that As overtourism is not only a tourism-related problem (Kuščer & Mihalič, 2019; UNWTO, 2011), and different sectors and stakeholders of an economy should come together and cooperate to resolve the conflicts. According to Butler (1980), coordinated efforts of both private and public sectors can rejuvenate a destination that is in its declining stage.

Technological Aspect

Utilizing the social-media technology to create travel opinion influencers may lead to transitions in the potential tourists' attitude, and consequently to the perception of overtourism and crowding (Perkumienė & Pranskūnienė, 2019). Technology or smart solutions can help increase the capacity of a destination (UNWTO, 2018a). Similarly, dispersing tourists with the help of technology may be an effective short-term strategy. Still, once tourists start discovering unexplored places, social media has the potential to transform them into cool places in a short time (Alonso-Almeida et al., 2019).

Management

Overtourism is a management issue. The world-famous Cinque Terre used a smart application to track the real-time tourists and sends a red signal when the path towards the site is overcrowded. The authorities also encourage visitors to purchase a Cinque Terre Card for easy access to public transport (BBC, 2018). As Amsterdam was losing its competitiveness due to overtourism, the government decided to impose higher tourist taxes, strict rules for Airbnb and other sharing accommodation platforms, and restrictions on the night-time economy (Licheva, 2018).

New Market Segments

According to Sustainable Travel International (2017), millennials are an expansive market segment and look for transformational experiences while traveling to a destination. They are socially conscious and want to give back to the places they care for. Offering niche tourism activities may also resolve the issue of concentrated tourist activities at popular destinations (Wall, 2020). Framing and implementation of tourism strategies can be helpful, as Dai et al. (2019) mentioned that the new tourism strategy of Amsterdam city focuses on attracting higher-paying cultural tourists as a means to promote quality tourism.

Quality Tourism

According to Goodwin (2017), the yield from tourism should be an ideal indicator for managing tourism activities. In Mexico, a Beaches Operator entity was created in 2018 for the Mazatlán destination, which aimed at achieving Mexican national certifications clean beaches and sustainable tourism practices (Center for Responsible Tourism, 2018). The concept of certifications for responsible and sustainable tourism practices can help the destinations to combat overtourism to a certain extent. In Bhutan, tourists are required to pay a mandatory (TTR Weekly, 2019) sustainable development fee, which ranges between US\$ 200 to 250 for good quality accommodation and tour guides who ensures valuable tourists' experience in the country.

The questions raised in the context of the over-tourism issue need to be answered in future studies, such as how to ensure a balance between supply and demand of tourism activities (Wall, 2020) or whether the issue of touristification is a consequence of increasing tourist footfalls or it is a long-term transformation of socio-demographic and cultural paradigms (Nilsson, 2020). The tourism sector is unregulated, which acts as a challenge for the implementation of strict managing policies for destinations.

COVID-19 and Future of Tourism in Asia

The outbreak of COVID-19 in the year 2020 had a catastrophic effect on the global travel and tourism industry. Reported to be originated from China as an epidemic in December 2019, the COVID-19 spread widely to the world at the beginning of the year 2020. Declared as a pandemic by the WHO in March 2020, the government of different countries imposed restrictions on the movement of transport and people to curtail the spread of the deadly coronavirus. Subsequently, the situation of overtourism vanished from the face of the planet. Instead, a more serious concern of

zero-tourism has taken place post-COVID-19. However, as the borders are set to re-open, and restrictions on traveling are emancipating, the tourism sector is set to take baby steps to meet travelers' demand in Asian countries. The immobility of people, sudden halt of tourism activities, and prevalence of social distancing measures have manifested themselves in a dilemma for the world seen in the desire to "go back to normal" while rejecting the probable "new normal". Consequently, several tourism organizations have started issuing vouchers for future travel, and price drop deals would be recurring in the short-term. The Chinese government decided to promote "revenge tourism" in their country to boost domestic traveling (Kuo, 2020). This would also result in accelerating the growth of the tourism industry in China after a country-wide lockdown of 6 months. Surprisingly, the spread of COVID-19 couldn't curtail the traveling desires of millions of Asians, and the desire to go back to old practices would be widely prevalent once the vaccine is discovered. Certainly, the critical obstacle in the sustainable growth of tourism is the short-term vision of making economic benefits, which blurs the long-term desire for sustainable development.

Indeed, the tourism sector in Asia is far from perfect as evidence of increasing pollution, economic costs on the host community, and deterioration of sites are prevalent, but it also brings enjoyment and transformative experiences for tourists and economic benefits for the society (Butler, 2020). Thereby, a balanced approach is a pre-requisite to combat the unsustainable practices to re-emerge in the industry while ensuring that travel rights do not get unnoticed in the future. Furthermore, it would be a million-dollar question that whether the notions like revenge tourism is a road to recovery for tourism or a mere indication of going back to unsustainable tourism practices in the world (Fig. 14.2).



Fig. 14.2 Chinese tourists in Beijing during the 8-day National Day and Mid-autumn festival holidays. (Source: Global Times, 2020)

Conclusion

The phenomenon of overtourism and overcrowding are reported widely and discussed in the studies from the western countries' perspective as mainly European cities faced the adversities of tourism impacts. The Asian countries, although demographically more crowded than the Western world, didn't report many instances of overtourism and crowding. The chapter highlighted that factors like social and cultural norms related to tolerance for crowding could be one of the driving forces in creating the difference in perceiving the negative impacts of the issue. Also, a majority of the Asians prefer to visit the European countries for their vacations; it is equally crucial to assume that the preferences of tourists contribute towards the excessive tourism activities concentrated to few popular destinations in the world. Nevertheless, overtourism and overcrowding arise owing to the expansive growth in tourism activities, which goes unmonitored and unmanaged by the official authorities responsible for sustainable management of destinations. The imbalance between the aggregate demand for tourism and the supply of tourism activities could be resolved by adopting delimiting the activities and better management at destinations. As Asian countries are less affected, it is suitable to carry out the strategies at an early stage before the situation gets worse. Demarketing in the marketing mix framework, community engagement and imparting fundamental tourism education, issuing certifications to the environmental-sensitive destinations, promoting quality tourism to preserve the sites, innovation, re-packaging & including the less-explored destinations, and in-depth understanding of transitions in tourists' behavior are inevitable to prevent the challenges of overtourism.

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Chapter 15

Challenges and Future of Tourism Research in China: From the Prolificacy to the Tourism Indiscipline



Korstanje E. Maximiliano

Introduction

The growth of China, in recent years, was based on a combination of multiple factors which ranged from technological advances to substantial regulations and changes in the local economy (Jackson, 2006; Li et al., 2008). In 2018 its economy grew to 6.6% leading this country to a position as the second economic power of the world. It is important to say that science went in the same direction. To put the same in other terms, China strategically orchestrated a net of financial resources to stimulate scientific knowledge production as never before, displacing other countries such as Japan, Germany and England. At a closer look, Scimago (SJR) International Science Ranking places China as the second country in the number of publications from 1996 to 2017 (<https://www.scimagojr.com/countryrank.php>). In this period, China produced 5.133.194 documents, followed by the United Kingdom, and Germany. This Asian giant concentrates 5.052.579 citations situating as the fourth country on the list. However, almost half of these citations are self-citations (2.831.514 – 43%). At the time of sorting the ranking by the H-index record, which combines self-citation and citations, China is dropped out to the 13 positions just below Spain. This point suggests two significant assumptions. On the one hand, China followed a great prolificacy supported by the financial aid of the government in the long-run. On another, despite this increasing growth, the citation volume or the impact of Chinese research in tourism fields go on a snail pace. Let's clarify that the H-index reflects the interplay between citations and the number of published works. The number of indexed documents seems to be particularly amazing though it is not fully backed by the number of citations (McKercher, 2008).

In the mid of this promising scenario, the present chapter explores not only the strengths and weaknesses of tourism Research in China but also the methodological

K. E. Maximiliano (✉)
University of Palermo, Buenos Aires, Argentina

vices borrowed from English Speaking countries. Although theoretical in nature, the current chapter exhibits the impossibilities of China Tourism research to deal with what John Tribe (1997) dubbed as “the indiscipline of tourism” which shows an expanding dissociation between the Academy and the net of professional researchers. Based strictly on an economic-centered paradigm, China was certainly indifferent to the epistemological issues of tourism research.

Over recent years, China admirably amounted to a great portion of the publisher papers in the top-tiered journals. Some of the most-cited scholars in tourism and hospitality have Chinese nationality. In fact, China exhibits a fertile ground –besides the language barriers- to export professional education worldwide without mentioning the fact that in the last years, there was a multiplication of post-graduate, master, and doctorate courses that situated China as a leading country (Lam & Xiao, 2000; Lew et al., 2003; Xiao, 2000; Du, 2003; Guangrui, 2003; Zhang & Fan, 2006; Huang & Hsu, 2008). However, a recent virus outbreak known as COVID-19 not only stopped the global commerce between Western countries and China but also placed tourism research in jeopardy. The reactions of nations to the dissemination of COVID-19 were oriented to cancel international flights, close borders, and the airspace. The tourism industry, at least as we know it, as some experts infer, seems to be in the bias of disappearance. What are the challenges of tourism research in China in the days post COVID-19?, may be tourism research possible in a world without tourism?

Preliminary Discussion

From its inception, tourism research revolved around the etymology and the nature of tourism (Towner & Wall, 1991; Korstanje & Busby, 2010). As Neil Leiper (1983) puts it, the etymology of tourism seems to be far from being clear as well as its historical evolution. Countless academic schools interrogated and confronted about the nature of tourism though there is still a great discrepancy to date (Korstanje, 2007). To some extent, social scientists, who were interested in the study of tourism, pointed out that tourism should be defined as a modern and global phenomenon derived from the WWII end and the industrial revolution. The tourism industry expanded through a combination of technological breakthroughs in mobilities and new policies, which gradually recognized the working conditions of the industrial society (MacCannell, 1973, 1976, 2001; Meethan, 2001; Urry, 1992; Urry & Larsen, 2011). Nonetheless, this original position was never investigated beyond the borders of the Middle Age. To be exact, they overlooked ancient empires where tourism and holidays were a common practice. Civilizations as Romans, Sumerians, and Babylonians developed a similarly-based form of tourism as today. Somehow, historians focused their attention on the Middle Age a period which is characterized by a great dispersion caused by the collapse of the Roman Empire as well as a low degree of mobility. This aspect led them to speculate that tourism associates strictly with modernity (for further details in this discussion, see Korstanje et al., 2016).

As the previous argument is given, the evolution of tourism-research centered on two contrasting academic waves. Some voices devoted efforts and resources to study tourism as an industry laying the foundations to the construction of tourism-management. This academic strand prioritized the well-functioning of the tourist system as well as the organic image of the tourist destination (Ryan, 1991; Pearce & Butler, 1993). For the exegetes of tourism-management, the voices of tourists and what they feel or think is the main source of knowledge researchers should look for. Rather, other scholars ventured to research tourism as something more sophisticated than a global industry. In some respect, these researchers adopted the sociological theory to understand tourism as a modern issue that is enrooted in the culture of consumption (Cohen, 1988; MacCannell, 1976; Higgins-Desbiolles, 2006). While the former signaled to the role of marketing-related specialists to develop all-pervading models of prediction and simulation, the latter paradoxically introduced a pejorative viewpoint of tourism (which is widely treated as a mechanism of discipline or indoctrination) (Korstanje & Seraphin, 2017). Doubtless, there was no other recognized academic like Jafar Jafari who notably gravitated in the constellations of China Tourism research. Having said this, Jafari (1990) toyed with the idea that tourism-research would invariably face through four different platforms (advocacy, precautionary, adapting, and knowledge-based platform). Drawing a historical continuum that oscillates from a clear description of the tourism industry evolution to its impacts on the organization of the territory, Jafari timely introduced an evolutionary viewpoint of tourism as it has never been discussed (Jafari & Ritchie, 1981). At a closer look, the advocacy platform valorizes the positive effects of tourism at the designation, such as substantial improvement in the infrastructure, preservation of culture, as well as a direct contribution to the rise of employment and multiplying factor (to name a few). But as Jafari notes, the activity generates some unseen costs, most of them related to environmental degradation. The negative impacts of tourism open the doors for the emergence of the precautionary platform. The mix-balance between both positions leads Jafari to the adapting platform. Finally, the knowledge-based platform, as he overly writes, represents the future of tourism-research simply because it will provide scholars with a solid basis to orchestrate a more objective form of understanding of the issue (Jafari, 1990, 2001). He occupied important positions during his career without mentioning he was editor in Chief of *Annals of Tourism Research*, a moment when he meets one of the authoritative voices in China: Honggen Xiao, who is marveled by Jafari's genius (Xiao, 2013). *Annals* indisputably situated as a leading journal which not only concentrated high-quality papers (interested by epistemology and tourism research) but also acted as a source of consult for Chinese scholars. At a first glimpse, Jafari never said that the maturation of the discipline would be strictly associated with the number of publications in the strict sense of the word. Rather, he strongly believed that researchers should find a shared background towards a firm epistemology in order for tourism to consolidate as a serious discipline. For some reason, Jafari's followers –if not exegetes– misunderstood this conception, alluding to the volume of books, PhD dissertations, and conferences as valid indicators that speak of the maturation of tourism-research (Thirkettle & Korstanje, 2013). The concerns for the protection of the environment,

adjoined to the needs of measuring research production, were enrooted in the development of the discipline from its outset. The lack of an epistemology that helped researchers to understand the complexity of tourism, as well the indifference of the Academy of what has been produced, resulted in what John Tribe called “the indiscipline of tourism”. Although paradoxically, a great volume of bibliographic production has encroached the top-ranked journals, no less true is that a great dispersion of the produced knowledge led researchers towards an anarchical state that fostered a climate of mutually-disconnected (academic) islands worldwide (Tribe, 1997, 2009, 2010). Echoing Tribe, the Academy has not historically functioned as a net of experts setting the agenda of tourism-led researchers nor worked to reach a consensus about what tourism means. In consequence, Tribe criticizes the position of the economic-based paradigm, which prioritized the commercial nature of the tourism industry to other academic stances (Tribe, 1997, 2010).

As the previous argument is given, Airey et al. coin the term the “managerial gaze” to denote the adoption of dominant and a standardized managerial perspective, which prioritized the quantitative metric for educating pre and postgraduate students over other methodologies. This new academic wave over-valorized the production and the impact of scholars as two clear signs of research maturation. The study in question involves a qualitative interpretation of the areas of production of Australia, the UK, and China. Per their findings, though there are several educational institutions designed to regulate education quality, the concept is essentially very hard to grasp. The problem aggravates when it is approached by the pragmatist view of the managerial gaze, a concept that will be debated in the paper. This managerial gaze conceptualizes the notion of education in view of the potential business as dialectically opposed to the autonomous knowledge. The managerial gaze is systematically standardized and imposed in the most significant universities that teach tourism and hospitality worldwide. Besides, once graduated students in Australia and the UK came across many problems to be recruited by tourist organizations or companies representing more than 30% of unemployment (Airey et al., 2015).

In his book *Philosophical issues in Tourism*, Tribe laments that the applied-research not only received support but was unilaterally monopolized by marketing and the managerial disciplines, which led to an irreversible dispersion. Citing Giddens, he coins the term “run-away tourism” to appeal to the conceptual limitations of tourism-management. More interested in protecting the profits of a tourist destination than understanding tourism as a social fact, the epistemological debates revolving around its origin were left to the interpretation of each academic school (island). In a nutshell, the definition of tourism not only rests on a great fragmentation, but social sciences separately developed their own conceptual definitions, which paradoxically were adopted by tourism scholars later (Tribe, 2009). Meanwhile, and what is equally important, applied-research over valorizes what tourists often think as the only valid source to reach the truth. The application of open or ended-led questionnaires is often administered at bus stations or even airports. What fieldworkers ignore is the dissociation between what people say and finally do. This means that sometimes lay-people lie to protect their interests or simply are incognizant with their inner-most feelings. The economic-based

paradigm enthusiastically embraces quantitative methods while other methodologies are systematically overlooked. Beyond the veil of objectivity is the need to gather vital information for the elaboration of marketing plans. Since the employed methods are obtrusive, respecting the subjectivity of interviewees, the obtained outcome are redundant, leading to confusing and miscarried interpretations. Another additional problem appears to be the role played by English as a lingua franca in the fields of business and management. As Graham Dann brilliantly remarks, adopting English as the only valid language of the Academy implies that other languages and forms of knowledge are unfortunately hidden (Dann, 2011). Like the subordination in the colonial period, now a days there is a center-periphery dependency which is marked by the language (Korstanje, 2010).

Last but not least, Chambers and Rakic (2015) recapitulate on the efforts to place tourism-management under the critical lens of scrutiny but taking special attention to the grounds of discipline. Though they acknowledge tourism research experienced a serious crisis, not everything is lost. After all, fieldworkers face new challenges and problems which need immediate scrutiny. Chambers and Rakic introduces the notion of “frontier” as a fringe between the known and the unknown. At the time, an object is illuminated, or simply academicians shed light on a certain aspect of their object, other open questions surfaced. Far from being a problem, as many colleagues preclude, this is the essence of scientific paradigms. The legitimacy of academic disciplines centers on its capacity to explain facts or giving the underlying background to gain purchase in the explanatory capacity. In recent years, these frontiers have taken mutable and negotiable forms, which crystallized in the maturation of the discipline. Here is where “we go again!”. Despite the volume of published works, tourism is having some epistemological problems to be consolidated as a matured option as the founding parents envisioned. The economic-centered paradigm is stronger in China. Such a dominant discourse marks tourism as a growing industry that is ideologically designed to boost the local economy. In this way, tourism serves a double purpose. On the one hand, it politically democratizes undemocratic cultures laying the foundations for free-trade and culture of liberal thinking. On another, the tourism industry introduces the necessary change to enhance the economic production towards a developed form.

In a recently-published book, Huang and Chen (2015) offer a selective list of the themes as well as most important works published in tourism and hospitality. They acknowledge that though the Chinese academic community seems to be larger than others, no less true is that only a small portion of them are able to publish their advances in English. At a first glimpse, many of the published works are in Chinese remaining unfamiliar to the international community. Secondly and most important, while tourism researchers in China access to papers written in English, the contrary is seldom. Many scholars outside China cannot access what is being published in Chinese journals. In view of this, Huang & Chen intend to fulfill the gap by giving an interesting discussion about tourism research in China. Doubtless, the sense of attractiveness is the major theme investigated by Chinese scholars in their insights, followed by public management and heritage consumption. The used methodologies, in many cases, do not reflect a rigorist development, justification, or

explanation, in which case one might speculate that vague quantitative methods are prioritized by fieldworkers. Although a minority of scholars have the opportunities to develop an illustrative philosophical model to understand tourism (beyond the hegemony of Western discursivity) as was the example of Xie Yanjun (Professor at Dongbei University), no less true is that rarely these approaches are translated to English. Inversely, those researchers who have fluency in English and read the top-tiered journals engage with an international discourse that is centered on management and the profit-oriented discourse that today dominates tourism academy in English-speaking countries.

Tourism Research in China

Although the epistemological debate occupied a central position in the West (Botterill, 2001; Coles et al., 2006; Holden, 2004), less attention was paid in China. Tourism-research, needless to say, followed the same economic-based dynamic. The efforts of field workers were given to mitigating the negative effects of external events over the tourist destination. Most probably echoing Jafari China developed the advocacy, precautionary, and adapting platforms (Huang & Hsu, 2008). Not surprisingly, Honggen Xiao one of the authoritative voices of Hong Kong publishes a tribute dedicated to Jafari, which entitles “Jafar Jafari: the platform builder”. Because of the familiarity with English in a post-colonial landscape, Hong Kong witnessed the rise and expansion of many professional researchers in tourism and hospitality. With a strong imprint enrooted in the colonial past, researchers adopted a materialist definition of tourism. As Xiao observes, the evolutionary nature of tourism plays a crucial role in configuring a multiple-leveled activity that today takes different shapes and forms. For Xiao, Jafari gave an all-embracing theory that describes the functionality of the tourist system on many levels.

“Building on and extending this holistic approach, Jafar’s evolutionary account of advocacy, cautionary, adapting, knowledge-based, and public platforms have added texture and historical depth to our understanding of tourism in terms of the policy, development, and industry practices. In particular, his elaboration of a “public platform” for tourism calls for “the formation of a badly needed public standing that will help it assume its legitimate position—side by side with other industries and institutions, in both local and global circles—and enjoy the support it deserves ...” Notably, his holistic approach and evolutionary account have in turn served as platforms for tourism education, research, and knowledge advancement” (Xiao, 2013: 292).

Such an instrumental viewpoint not only cemented the academic position of Chinese scholars for years but also impeded the rise of a critical turn that directly confronts the materialist paradigm. In a more than interesting paper, Zhang Guanrui exerts a radical criticism to the socio-cultural background in China, which blurred the epistemological borders of the discipline, confusing management with scientific reasoning. In this vein, the multiplicity of tourism as an object of

study demanded an interdisciplinary call. As a late-comer in the global arena, China enthusiastically embraced tourism as “a profitable activity” that molds and fosters the local economies. As he cites, the pioneering experiences in the research were based on the action of public institutions such as The Economic Development Research Centre under the auspices of CASS and CNTA. Since China is situated as an economic power worldwide, tourism would serve as a strategy to contribute to GDP. The countrywide tourism increasing demand captivated the attention of professional fieldworkers who introduce the development theory as a chief model. In consequence, researchers involved rapidly not only in applied research but in concrete plans to mitigate the negative aftermaths of tourism. From 1995 onwards, diverse argumentations revolving around the costs and gains of tourism to promote the development of agrarian zones were of paramount importance in the dissemination of knowledge. The premise of development theory explains that tourism helps non-industrial towns in poverty relief. Rural tourism gives the opportunity of locals to abandon the state of pauperization at the time new lifestyles coming from modernity are widely adopted (Su, 2011; Bowden, 2005; Zeng & Ryan, 2012). This was widely noted by Emanuel de Kadt, who argued that tourism globally acted as a vehicle to development in those cultures which kept an autonomous spirit. Per de Kadt’s argument, those cultures which had a tragic experience with colonialism have serious problems to implement tourism as a successful option.

As the previous argument is given, Sofield and Li (1998) alert that Communism (after Mao’s revolution) silenced the critical voices, even sociology, in which case, social sciences have no the leading role than in Western countries. Based on a totalitarian atmosphere, policy-makers developed a static heritage that repressed the political discontent. Today, the Chinese culture remains static, dotted by specific “aesthetics” that are enrooted in the communist ideology. For this reason, heritage tourism in China moved by paths that were unknown to other countries. Paradoxically, communism confronted against the materialist nature of capitalism while laid the foundations to adopt an economic-centered paradigm of tourism strictly. In this respect, Xu et al. (2008) argue convincingly that the most appropriate way to understand the case of China lies in the fact that the western theories were unilaterally adopted without a previous and rigorist discussion. The lack of critical thinking -as the obsession for heritage studies- played a crucial role in the configuration of tourism research. China offered a vast ethical landscape that was open to embracing the international academic world. The rich heritage of this country in the fields of arts and science was singled out to two main outcomes: tourism development and tourism cultural studies. The knowledge produced in the US was uncritically accepted by Chinese researchers. In fact, China was self-oriented to employ tourism as a dynamic vehicle towards economic development while the epistemological discussion was dropped to a secondary or tertiary position. Huang and Hsu (2008) review more than 500 papers published from 2000 to 2005. It is important to find that though China is situated as an economic power, professional research remains in its infancy. In view of this, researchers are reluctant to deal with critical issues in tourism fields. Rather these authors prefer to explore questions mainly associated with attractiveness, development, profitability, and the organic image of the tourist

destinations. Tourism education in China was notably influenced by the theory of development and tourism management. This invariably led scholars to prioritize quantitative-led methods over other forms of knowledge.

Ultimately, Bao et al. (2014) claim that the progress of China in tourism fields depended on the economic reform dated in 1978 wedded to an idiosyncratic opening to West. Today, the number of tourism institutions reaches 1.115 records while the tourism-career students are circa 599.880. Such a rapid expansion does not reflect in a fluid dialogue between Chinese scholars and colleagues in western cultures. The most influential theoretical frame coined by Chinese counterparts comes from former colonies as Hong Kong or from scholars living in English speaking cultures. Besides, the most important Chinese tourism journals cover themes associated with visitor or tourist behavior, which is followed by marketing, destination, and tourism planning. This is directly found as a result of the influence of western educational institutions, which developed an economic-centered paradigm exerting a heavy influence in tourism research in China. Tsang and Hsu (2011) remind how after more than three decades of publications and hard-work, the global scholars are not familiarized with China tourism research. Since 1978, a vast range of publications focused only on tourism behavior. This topic gained extreme popularity and traction in China for some reason, which is very hard to precise. Adopting the method of fragmentary authorship, which looks at the association with other authors, Tsang & Hsu strongly believe that Chinese scholars are being strategically placed as authoritative voices in the discipline (displacing Japan).

As stated above, China cultivated a specific aesthetic reflexivity which was oriented to mimicry with Occident. Hence, citation impact and the bibliometric methodologies not only captivated the Academy but also marked the ideological discourse of scholarship in China (Xiao & Smith, 2006). To put the same in bluntly, the same academic vices of English speaking nations –far from being solved- were replicated in China tourism research. It is safe to admit that China is gradually replacing the US in the production of knowledge, as well as higher education programs, which led this country to a leading position in the international rankings. The Polytechnic University of Hong Kong was recently ranked as a leading educational institution in the fields of leisure and tourism (per QS ranking). At the same time, China systematically invested financial resources to support the scientific community and academia. Unlike Latin America where “the indiscipline of tourism” and the epistemological debates have gained further prominence among scholars, in China, the subject revolves around the bibliometric approaches. This may represent a problem for applied-research since the significant issues of epistemology are not fully assessed. Here two assumptions should be done.

In the last decades, epistemologists in tourism fields alerted on the problem of knowledge fragmentation as well as the lack of autonomy of a discipline that failed to agree on an all-encompassing definition of what tourism means. On the one hand, this thorny question remains open to date. No less true was that China has grown over the recent decades to become an economic power, for some analysts, even displacing the US from its hegemonic place. Chinese universities have situated at the top of already established academic ranking such as a QS or higher education.

In this vein, tourism seems not to be an exemption. On another, this chapter discusses the rise and expansion of Chinese scholars in tourism-related studies as well as their main limitations at the time of conducting applied-research. This chapter discusses to what extent Chinese academicians echoed the original vices Westerners failed to resolve. At the same time, we lay the foundations for a new epistemology of tourism in Asia. The dissociation between the Academy and (echoing John Tribe) the dispersion of knowledge has not been assessed by Chinese scholars. To some extent, such an omission replicates the same vices of tourism-research in English speaking countries. I am not Asian nor Chinese. So to speak, I would not be an authoritative voice in these types of themes. However, as anthropology historically showed, the ethnic and linguistic difference allows the ethnographer to focus on the problem with a fresh new perspective the native overlooked.

The Future of Tourism Research in China in Post-COVID-19 Context

As discussed, the current chapter does not represent an attack on China tourism research, instead, it focuses on the indiscipline of tourism as a barrier towards the maturation of the discipline. What is important, westerners and easterners failed to develop an all-encompassing epistemological model to frame the methodological borders of tourism research. This question remains open to date. This problem adds the advance of COVID-19 and the bankruptcy of countless enterprises and establishments in the tourism and hospitality industries.

The recent virus outbreak of COVID-19 (SARS-COV2), a new virus of the Coronavirus family, has brought indescribable consequences for global commerce, mobilities, and even for the industry of tourism. To some extent, some voices were alerted on the idea probably tourism would be radically shifted, or scholars would witness the end of tourism as we know it earlier COVID-19. Most certainly, several studies will be published in the next years revolving around the effects of this virus in the tourism and hospitality industry. The end of this paper, rather, is aimed at exploring the changes and challenges of tourism research and epistemology in the years to come. Today's tourism research is based on the needs of asking (interviewing tourists) to validate previous operational hypotheses. From this viewpoint, the tourist seems to be the main source of information towards the consolidation of tourism research. Of course, the lack of activity and the cancellations of flights and bookings, following this reasoning, entail the end of tourism research. But is really tourism in bias of a final collapse?

Here three main assumptions should be done. First and foremost, tourists are only a part of the tourist system, and of course, there are many other stakeholders who are systematically overlooked by professional researchers. The classic literature suggests that there is no tourism without tourists, who are represented as the quintessential feature of the activity. At a closer look, there many other actors such

as front desk staff, house-keepers, policy-makers, or even authorities who may be a source of information for applied research. The second point of interest seems to be linked to the idea that tourism research is based on tourism activity, and without activity, there is no research. This is the second fallacy promoted by the economic-based paradigm. Of course, COVID-19 accelerated a crisis for the tourism industry, which started just after 2001 or the stock and market crisis in 2008. But this foundational event will open the doors to new forms of tourism. Researchers should focus on virtual tourism, a new type of segment that interrogates further the nature of the industry. Probably, some later day we would not need to move to make tourism. Another interesting point of convergence is the application of digital technology, Artificial intelligence, and humanoids to assist tourists. Third, the new forms of tourism would create the conditions for the emerging of new techniques and methodologies in tourism research. Basically, China goes through a severe crisis that may affect its relationship with West, but tourism far from disappearing will be mutating in new recycled shapes that will align with novel methodologies. Having said this and likely, the knowledge fragmentation –denounced by Tribe– would engender an all-catch concept of tourism that leaves behind old stereotypes and misconceptions. The economic-based paradigm not only failed to homogenize a definition or description of tourism –beyond the mandate of the market or what tourists demand– but also rests on the belief there is no research without commercial activity. For them, the decline of global tourism suggests an inevitable end for tourism research. However, tourism research may be applied to some innovative ways revolving around digital technologies, virtual tourism, robot tourism, or even investigating the psychological effects of those who are stranded at airports or bus stations without possibilities to return to their homes.

Conclusion

In his seminal book, *Culture and Imperialism* Edward Said (1993) explained that empires evolve and expand to the world through the combination of two main factors: science and arts. The cultivation of arts and knowledge were historically orchestrated to mature the technological background, which facilitated a military expansion with the end of indexing new overseas territories. Given the problem in these terms, the center-periphery dependency is symbolically legitimated by an epistemological subordination. Empire develops the conceptual background, which is passively adopted by the subjugated colonies. While the industry of travel often draws the geographical borders between the exemplary center and its profane periphery, science ideologically dictates how the world should be understood (a great narrative). As Yan and Santos (2009) put it, the process of post-colonialism and the derived “de-colonization” never reversed the material inequalities accelerated by the arrival of European powers but mutated to a new subtle narrative where the Otherness is essentialized –if not commoditized–. The western-produced representations entangle with a long-dormant Orientalism where China is presented as a

static, feminized, and nostalgic nation. This paves the way for the surfacing of an ideological discourse that portrays China as a subordinated culture to Western rationality. Based on Said's theory on Orientalism, Yan and Santos (2009) describe how the power of military-forces that characterized the cold war era sets the pace to a new mandate where cultural consumption regulates the relations between the center and its periphery. Orientalism is decisively aimed at creating a biased image of the East to be packaged and internalized by easterners. Following Said, they write:

Said suggests that to represent The Orient is to construct or invent it, and thus to eventually exercise power over it. Specifically, in Western discourse, the East is constructed as an Other in opposition to the West; if the West is culturally, politically, and economically speaking at the center of the world, the East is undeniably positioned at the periphery. (Yan & Santos, 2008: 296)

It is important not to lose sight of the fact that the theory is created in the global North whereas South provides the empirical basis for the "great narrative" to be tested and consequently confirmed. What is equally important, one imperial power may be very well replaced by others in the threshold of time, but its own ideological touchstone survives. Today, China disputes the US the monopoly of global trades, and the tourism industry of course, is not an exception. China has rapidly positioned as a leading country in the production of knowledge in tourism and hospitality fields. Lew et al. (2003) observe that China bet strategically to the development of tourism as a strategic piece of the economy. From the 1990s onwards, over two-third of provincial governments campaigned to make from tourism industry one of their main industries. These steps were associated with national campaigns that operated simultaneously at the local and national levels.

So far, we have discussed the open questions respecting the maturation of tourism. Interested in developing the applied-research, our Chinese colleagues introduced the economic-based paradigm in tourism and hospitality. As a result of this, they overlooked the major limitations and problems that place the epistemology of tourism in the foreground. One might speculate that tourism research faces a serious crisis. Over the years, a considerable volume of books, publications, and works saw the light of publicity. However, far from materializing in an all-encompassing model or organized knowledge platform, the discipline evolved towards a dispersed corpus where the emerging paradigms experienced a great fragmentation. This happens because tourism certainly lacks a clear and shared epistemology and a clear-cut methodology. Some voices admit this is a question of time since tourism is a young discipline. Let's remind readers that Psychoanalysis became a scientific discipline for almost 10 years. Freud not only provided a clear epistemology about his theory of self, but his followers cemented a methodology that passed the proof of time. The indiscipline of tourism, citing Tribe, shows the indifference of the academia for what is being produced in another continent, as well as the barriers erected by English for non-English native speakers. In this token, the same methodological limitations of tourism research which is based on a materialist conception, were replicated in China. The question of whether the number of publications was valorized as a sign of maturation for tourism in the past for Anglo-Saxon, today has

changed to the elaboration of academic rankings. The bibliometric studies which focus on the citation impact and the publication play a leading role in the imagination of academics and staff faculty members. The lack of a “critical approach” threatens China to repeat the same errors of the past. Today, SARS-COV2 (known as Coronavirus disease) places not only the industry of tourism in jeopardy but interrogates furtherly on the vices of the economic-based paradigm, which punctuates there is no research without tourism activity. What is more important, the crisis accelerated by this virus reminds not only the essential nature of tourism, as a rite of passage intended to alleviate psychological frustrations, but also opens the doors to new innovative methodologies and techniques to approach new forms of tourism in Asia and elsewhere.

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Part VI

Emerging Trends

Chapter 16

A New Favorite for Tourists: Halal Tourism in Future



Huseyin Pamukcu and Canan Tanrisever

Introduction

People have been traveling since the early ages for different purposes. Today's sense of traveling has started to evolve since the 1950s. The number of people taking part in tourism has increased drastically, especially starting from the 1970s with the improvements in communication channels, the need for vacation becoming widespread, convenient accommodation and travel. As people discussed whether or not tourism was a blessing or a disaster by the 1980s, it has become one of the world's largest sectors. Increased yield in agriculture, the Industrial Revolution, and the resulting reduced need for employment have led to the rise of many new sectors. As one of the most important resources-creating jobs, the tourism sector has become prominent (Pamukcu et al., 2015).

The tourism sector has gradually developed the foundation of diversification of touristic products as the World's tourism approach, traditional tourist types, and their expectations have changed. With the increasing free time and income, advancements in social, cultural, and political fields, and the rapidly developing technology, touristic demands have found new directions, which have resulted in new trends in the country, region, and destination tourism.

One of the new directions, Halal tourism emerging as a tourism activity which especially devout tourists want to carry out in compliance with Islamic rules and beliefs, has recently started to take its place in the tourism industry (Tekin, 2014, 2016; Pamukcu & Sariisik, 2020).

H. Pamukcu (✉)

Department of Tourism Hospitality, Afyon Kocatepe University, Kastamonu, Turkey
e-mail: pamukcuhuseyin@gmail.com

C. Tanrisever

Department of Tourism Guidance, Kastamonu University, Kastamonu, Turkey

This study aims to explain the emergence and conceptual framework of Halal tourism, address its market potential, and make associations about the relationship between Islam and Halal tourism from the Islamic point of view. With respect to this purpose, the literature on Halal tourism was reviewed, and the concept of Halal tourism, its scope, its reasons behind its emergence, its market potential, and its relationship with Islam are explored. Thus, the importance Islam lays on tourism is investigated as part of this study in the light of verses and hadiths, and it has been revealed that Islam clearly promotes tourism.

The data constituting the content of the study was gathered by document analysis technique, one of the qualitative research methods. The process with the purpose of revealing perceptions and events in a realistic and holistic manner was followed. The main approach of the study is the inductive one of the qualitative research methods.

The Emergence of Halal Tourism

Today's sense of tourism has started to shape in the twentieth century. Although at first tourism was considered as accommodation, dining, and transportation; it becomes to have a comprehensive identity covering concepts such as sports, health, recreation, entertainment, business, congress, world heritage, sightseeing, and visiting family and friends when living abroad, physical and psychological recharging (Tanrisever et al., 2016: 57). The interest of devout people who do not possess a cultivated sense of tourism, which are not very wealthy and especially concerned about not fulfilling their religious obligations under traditional tourism conditions in the tourism sector, started to grow relatively later when compared to the West. Therefore, devout tourists did not participate in the tourism movement known to have started in the nineteenth century until very recently in the twenty-first century.

Accordingly, being offered for long years to only non-Muslim tourists, traditional tourism started to change its approach. With the recently increasing wealth level of the devout segment and cultivation of tourism, tourism has become a sector attractive for the Muslim population both domestically and internationally. This has given way to the emergence of businesses offering services suitable for the religious rules and beliefs attracting Muslims. Also attractive for investors, this new market received several projects in many states. Along with states having Muslim-majority populations such as Turkey, Malaysia, UAE (Dubai), Indonesia, many countries with very small Muslim communities such as the UK, Singapore, Thailand, Japan, Philippines have started to develop strategies for this segment.

The number of businesses focusing on traditional tourists' needs and the number of businesses adopting the Halal tourism concept (i.e. accommodation businesses, travel agencies, diners, guiding services, transportation services, etc.) allows both local and international devout tourists to fulfill their religious obligations are increased. This has sophisticated benefits. It is believed that the following phenomena will prevail as Halal tourism activities are increased in volume:

- It is expected that the touristic activities will gain momentum with the number of facilities which can meet the travel needs of devout tourists' increase.
- It is expected that a reliable environment in which more than 2 billion Muslims (URL-1) living on earth can fulfill their religious obligations will contribute to the tourism volume.
- It is expected that through such facilities, the sense of hospitality that Islam promotes will correspond to the obligations of the belief.
- It is expected that Halal tourism facilities' market share will grow rapidly as the rapidly growing number of devout middle-class tourists prefer Halal tourism.
- It is expected that several product combinations will emerge, and service fields will grow.
- It is expected that tourists will travel more and more, which in return result in increased Muslim participation in social activities.
- It is expected that domestic and international marketing activities will seek to study researches on Islam.
- It is expected that services focusing on Muslim lifestyle, belief, and emotions will be created, which in return contribute to the knowledge and manners of this segment.
- Countries with Muslim-majority populations may have better international relationships. Nevertheless, it is expected that countries with Muslim-majority populations and those with small Muslim communities develop better international relationships thanks to the feeling of unity and peace tourism activities offer.

Many of the above items show that tourism will further grow with the number of businesses offering the right conditions for Muslims to observe their religious obligations increase. It is already a normal practice to benefit from the social advantages of tourism in the light of rules and restrictions of the religion.

Tourism has social, cultural, political, environmental aspects as much as it has economic ones. Supporting such an important sector merely for its foreign exchange production capacity, planning all the strategies and policies with the sole purpose of generating economic income are obstacles before the actual benefits of tourism. Especially with sociocultural contributions, it is expected that nations, regions, and cultures will get to know each other improving their communication networks and reinforcing the sense of unity. Laying the foundations for such important sociocultural phenomena, tourism activities, when performed in a way complying with Islamic rules and beliefs, have led to the emergence of the concept of Halal tourism.

As the Muslim communities grew stronger, wealthier, and gained a sense of tourism, Halal tourism is developing every other day. Having been discussed as a result of the hardship Muslims experienced as they tried to participate in touristic activities, Halal tourism is utterly pleasing for devout Muslim tourists who have previously experienced such problems.

Conceptual Framework of Halal Tourism

Currently, tourism is most commonly addressed from a material point of view. To see the Great Pyramids, to visit the Eiffel Tower, to be on top of the Statue of Liberty are only some of the prominent considerations. Our curious nature motivates us to explore such places. However, there are the works of Allah to be explored in addition to those which are manmade.

The foundation of Halal tourism's concept is built on the notion of traveling to works of Allah or works of men and having needs such as accommodation, dining, and transportation met in accordance with the rules and beliefs of Islam during this travel. It is expected the devout tourist traveling as part of Halal tourism to be trying to see the works of Allah admiringly and to observe their surroundings in order to draw lessons. The reason behind this is the fact that Halal tourism is a practice based on Quran and Sunnah, and the traveling culture developed around these two fundamentals.

With Halal tourism, individuals travel adopting Allah's sake as their purpose and practice Islam's fundamentals throughout their touristic activities. A devout tourist traveling as part of Halal tourism will act in compliance with the rules and beliefs of Islam in any kind of touristic activity that follows. Therefore, the touristic profile, expectations, traveling style, attitudes, consumption behaviors, sense of entertainment, and touristic tendencies, in general, of this segment differs from others (Din, 1989: 552; Tsalikis & Lassar, 2009: 91; Eum, 2009: 4; Bhuiyan et al., 2011: 1333–1334; Laderlah et al., 2011: 187; Mohani et al., 2011: 125; Schneider et al., 2011: 320–321; Adnan, 2011: 160; Ghadami, 2012: 11205; Tajzadeh, 2013: 1253; Sandıkcı & Jafari, 2013: 416; Özdemir, 2015: 56–57; Tekin, 2014: 755).

For this reason, Halal tourism is a large market which is a result of mutual interaction of products such as accommodation businesses, transportation agencies, travel agencies, entertainment businesses, dining businesses, hostels, etc. developed with respect to this distinct tourist profile.

Market Potential of Halal Tourism in Future

In the globalizing world, developing tourism tendencies are attracting devout tourists who travel often, who are well-versed in information technologies, who are at least bilingual, curious about different cultures and overseas attractions, and are demanding to be offered the exact equivalent of their money and time. Becoming more sensitive about social, cultural and environmental issues with ever-increasing expectations, devout tourists are sensitive and well-informed in world information travels with the speed of light. Access to information is easier every day thanks to the opportunities IT and the Internet bring.

According to the data obtained from Facebook and Instagram, Muslims are also candid followers of social media, and they interact regularly. This paves the way to

marketing and promotions targeting Muslims on social media platforms. In this context, any business that wants to play to the Halal tourism sector will need to emphasize social media.

Nevertheless, to improve the quality of Halal tourism practices, which are custom-designed for devout tourists and born with the mutual interaction of demand and supply, the following are of importance:

- Economic sustainability;
- Employment quality;
- Social justice;
- Guest satisfaction;
- Local control;
- Physical unity;
- Efficient use of resources.

While there were 160 million travelers in 2020, 230 million travelers are expected in 2026. It is foreseen that the Halal tourism market will reach 300 million dollars in 2026, and 280 million dollars of this number will be spent by direct online travel (CrescentRating, 2020).

Growth of the Muslim travel market contributes to the increased demand in accommodation, dining, shopping, and other relevant sectors. According to the report titled “Global Muslim Lifestyle Tourism Market” issued by Dinarstandard and Crescentrating (2012), two companies, the international tourism market, have grown 3.8% while the Halal tourism market has grown 4.8%. The same report notes that the Halal tourism market’s growth rate will be larger than that of the international market until the year 2020.

With widespread recognition of freedom of travel, flexible research hours, convenience in visa procedures, increased level of culture and education, developments in communication technologies, developing a sense of the market, and improving the sense of tourism, it is expected that the tourism market continues to develop and grow (DinarStandard & CrescentRating, 2012; Zulkharnain & Jamal, 2012: 338; MÜSİAD, 2014; Boğan et al., 2016; TekinveYılmaz, 2016; Pamukcu & Saruşik, 2017: 89; MasterCard & CrescentRating, 2019b).

The Perspective of Islamic Tourists to Halal Tourism

Shaping the individual and communal lifestyle and forming social life dynamics, Islam belief has an important function in individuals’ lives. According to sociologists’ studies, religious experiences in any period of one’s life affect the decisions made in the future. In this context, ever-present in any aspect of life, religion’s phenomenon has an important impact on especially the communal mindset, behaviors, and attitudes (Walter, 2005). Such an impact, of course, finds its reflection of one’s travel decisions.

The Islamic religion does not reject recreation and entertainment as these are humane needs. Regulating any aspect of life, Islamic rules and beliefs are for earthly existence. These rules and beliefs, in a way, allow individuals to hang on to their lives and to take lessons from their experiences. An individual with a hectic working schedule will be relieved and refreshed for a new working season if he/she complies with the rules of Islam and goes on a vacation.

Muslim travelers embarked on travels for different reasons. Among these reasons were commercial purposes, learning sciences, fulfilling obligations such as pilgrimage, to visit important historical personalities and learning from them or to visit the tombs of such personalities. Traveling is a phenomenon that offers individuals and communities numerous benefits in fields such as sociology, psychology, economy, and medicine. Rather than being merely an economic endeavor, it acts as a bridge between nations and people, leading to long-lasting and solid connections.

Good deeds of those who spread Islam's word and reflect the Islamic lifestyle being in the center of attention are more than those who live a reclusive life. Islam has defined a materially and immaterially clean and comfortable journey as a blessing and encouraged the people to be grateful for this blessing. Throughout history, Muslim lands have been the safest and cleanest places where people have the right of passage without regards to their race and religion (Baysal, 1988: 15; Aceur, 1995; Tozduman, 1991: 280; Akpınar, 1998: 110).

Halal Tourism in Asia Now and Future

Asia has wide geography in Halal tourism. With its tropical beaches, fascinating islands, enormous cosmopolitan cities, rich traditional cuisines, and an extremely deep cultural heritage, the Asian continent is the rising star of tourism in accordance with Islamic rules, meeting all the needs of Muslim tourists. Home to the world's largest Muslim population and the largest economy in Southeast Asia, Indonesia is one of the best Muslim-friendly tourist destinations for Muslim travelers globally (Palupivd., 2020). In addition to Malaysia, which has proved the importance of the Halal tourism market to the world, Singapore and Thailand are among the leading countries of Halal tourism in Asia, which is one of the leading non-Muslim countries that Muslims travel to, and has done many studies for the Muslim-friendly travel market (Vargas-Sánchez & Moral-Moral, 2019). On the other hand, as a tool of economic development, Japan and South Korea are the leading countries that invest the most for Muslim tourists globally (Han et al., 2019).

As one of the most versatile travel destinations globally, China focuses on Islamic heritage tours, while Russia, one of the important countries for Islamic history, sets standards for providing Halal services in hotels and other accommodation establishments. Kazakhstan and Uzbekistan, which are among the leading countries of Islamic and Turkish heritage, are prominent in Halal food products since they are Muslim countries (Samorivd., 2016). One of the potential supply countries is India. India has more Muslim populations than many Islamic countries. With increasing

awareness of tourism and continuing prosperity, it is expected that the Halal tourism market will be more popular in India as in every market (URL-1).

Halal honeymoon tourism also plays an important role in making Asia one of the most visited Muslim-friendly continents. Besides Indonesia and Thailand, the Philippines, Maldives, and Sri Lanka are among the most preferred honeymoon destinations for Muslim couples. Asia is one of the most important regions for the global Muslim travel market, nurtured by a young and dynamic population, to grow worldwide. For Muslim tourists who want to travel the world according to their beliefs, whether for business or leisure, the Asian continent is a perfect Halal travel destination in every way market (Vargas-Sánchez & Moral-Moral, 2019).

During the past 10 years, Muslim tourists; In the world travel market it started to be accepted as a specific segment with unique needs and exhibiting touristic behaviors within this framework. Especially in the last few years, we can define as “Halal Travel 1.0”; we have observed that new destinations and businesses are wishing to exist in this market and are exploring how they can better meet Muslim tourists’ needs. Today, we can say that the stage named “Halal Travel 2.0” has started. At this stage, we see that Halal tourism and technology will be combined, and especially artificial intelligence, augmented reality, and virtual reality technologies will affect the Halal tourism field. In recent years, the Halal tourism market has undergone a rapid change. The main reasons for this change are (CrescentRating, 2019a, b):

- Rapidly developing technology,
- Social activism (interaction), especially in the field of social media,
- Rapidly changing demography (generations, education level, income level).

These components of change forced and will force tourism businesses to reshape themselves. Muslim tourists will reach a higher awareness of their social responsibilities with the basic rules of Islamic belief and the effects of the development of sustainability worldwide. New travel motivations will emerge in order to contribute to social difficulties and environmentally friendly initiatives in the destination (Like charity/volunteer themed tours). With the development of artificial intelligence technologies, Muslim tourists will be able to make their holiday preferences using more information and more accurately. Digital guides and assistants can answer people’s questions with superhuman detail and speed. These technologies will affect the Muslim travel market fundamentally soon. With the support of augmented reality and artificial intelligence technologies, it can be understood whether the restaurants and hotels provide Halal service and the product/service contents will be controlled (CrescentRating, 2019a, b).

Today, many Muslim tourists want to regain access to today’s tourist experiences and destinations with Islamic heritage. Information about heritage in these destinations is only available on websites or brochures or limited to the regional guides’ transfers. However, with augmented reality technologies, it is possible to carry Islamic culture’s heritage to the present and transfer it more effectively by establishing a bridge from past to present. Today, many destinations are suitable for touring with augmented reality guides. Demand for the Muslim travel market will increase

investments in this segment in the near future, leading to the development of new business ideas, products and services, and global brands' creation.

Many non-Muslim countries are realizing the power of the Muslim travel market and are making remarkable efforts to get more shares from this market. These efforts and competition will create new opportunities for Muslims to receive better service. Especially in this regard, Singapore, South Africa, Japan, Taiwan, and South Korea have innovative efforts.

Young tourists, especially when they have the opportunity, go on short-term and economical trips in an improved manner with instant decisions. Sudden discounts and low season prices of airline companies and hotels are effective in the formation of these trips. In this respect, it is also possible to call these kinds of trips "instant opportunity travels". Digital solutions that follow instant discounts only in airlines and hotels will allow the development of a new market and marketing technique in this regard. The area where Halal product/service perception has become widespread worldwide is Halal food field. This area was followed by restaurants and airports over time (CrescentRating, 2019a, b).

With the developments in the Muslim travel market, the understanding of Halal products/services has started to attract attention in the hotel industry as well. In Muslim societies, women are now more involved in education and labor. This increases the impact of women on their travel plans. This is also an important factor in shaping Halal tourism products and services according to women's expectations and evaluations. Muslim communities may consist of different cultures and identities in places. This is a distinct wealth and attraction value for destinations. These communities, united in the same common denominator but with differences in nuance, are an attraction for the Muslim travel market. These differences should be evaluated well in terms of tourism.

The destinations where Islamophobic views are prominent negatively affect the demands of Muslim tourists. In the past, the negative attitudes of destinations towards Muslims were not very important, but over time, awareness of Muslim societies developed in this regard. This creates an advantage for destinations with a Muslim-friendly atmosphere (CrescentRating, 2019a, b).

Businesses that want to take a share from the Muslim travel market globally should constantly update their talents according to this market's changing dynamics. In order to adapt to the developments in the market faster, they need to switch to the concept of "lifelong learning".

In recent years, a tremendous amount of information has been created on the Internet regarding Muslim-friendly tourism. Tourism companies, especially, need to filter very carefully to read and understand this information stack correctly. As smartphones and various social media channels continue, the accumulation of knowledge in this area will increase at the same speed. However, businesses that read and analyze the correct information correctly will benefit from this process.

Conclusion

As found in the academic tourism studies, religion has been almost always noted in segments such as diversification of tourism, types of tourism, the factors leading people to travel, and the fact that people are motivated by religion. Religious beliefs offer a purpose and a meaning for the lives of people, and as a cultural factor, it has a significant impact on the values, habits, attitudes, and lifestyles of people. The selection of hotels offering services in compliance with Islamic rules and beliefs is important for devout tourists who participate in the tourism movement. This is what determines the purchasing process and purchasing behavior of the consumers of the tourism movement. In fact, religion designs life and not the afterlife. All the orders of religion aim to organize worldly affairs. Religion shapes the culture and values of society. Islam is not merely a religion but a lifestyle. Awareness of this fact may lead to the solution of many problems pestering the Islam world. Religious rules and beliefs are not interrupted, no matter the location and setting. Islam religion offers a number of warrants to travelers considering the hardship of travel and turns it into an activity deeply connected with faith. Thus, it advises people to travel with such a mind-set.

Now that religion is a factor in people's decision to participate in touristic activities, it is more than normal to observe Islamic rules and beliefs from the accommodation, travel, dining, and transportation businesses. Referred to as devout tourists, these people would like to be able to observe their religious obligations whether they are traveling as part of faith tourism, culture tourism, or sun and sea tourism. Moreover, the boundaries set in compliance with one's religious sensitivities will encourage that person to travel.

Indeed, Islam does not order for an ordinary, unplanned trip, but it offers a set of rules and advice which Muslims must observe from the beginning to the end. Traveling manners must be observed in order for the safe, efficient, and beneficial completion of the travel, while rules and restrictions must be observed when needs are satisfied. The intention, the basic code of Muslim lifestyle, also applies to travel. No matter what the intention behind the travel, scientific, religious, commercial, military, or humane, the first measure is the Allah's sake. Any travel which will lead to sinning or harm to one's faith, life, and belongings are not welcomed.

Muslim traveling has distinctive properties. Among these properties are observing daily religious obligations, custom dressing, positions differentiating by gender, and Halal food. When the traveling tendencies of Muslims are analyzed, it can be seen that they are not only motivated by religious purposes, and they travel to destinations such as European countries with small Muslim population. And during their visits, they require their needs, such as Halal food, space for religious observation, etc., to be met.

Halal tourism, the focus of this study, is beyond to be an activity peculiar to wealthy Arabic tourists but a practice covering all the Muslims. At times, it is preferred by non-Muslim tourists as Halal food is served.

The definition of Halal tourism is broad, including faith tourism, too. Devout tourists who travel as part of faith tourism would also need services such as accommodation, travel, dining, and transportation. The fact that they meet these needs in compliance with Islamic rules and beliefs shows its direct connection with Halal tourism.

Halal tourism offers advantages such as the intention to serve Muslims, increasing the number of Muslim tourists, increasing the number of facilities, improving touristic diversity, improving country's promotion, providing new opportunities for investment, its contribution to the tourism target for 2023, and increasing the employment.

A type of tourism performed in compliance with Islamic rules and restrictions, Halal tourism is expected to boost the domestic tourism income and the international tourism income leading to the creation of a large tourism market considering the tourists coming from Muslim countries. Significant economic profits are possible if investors focus on this market. Furthermore, it may be possible to meet the travel needs of people with religious sensitivities within the country. As the establishment of a sufficient amount of facilities will be a sign of respect for this group, it may contribute to societal tolerance.

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Chapter 17

Sustainable Transport and Mobility for Future Tourism: A Futuristic Outlook for India



Sharad Kumar Kulshreshtha

Introduction

India has a huge diversity in terms of physical and human geography. Physical geography deals with landforms, plains, mountains, hills, gorges, lakes, rivers, deserts, forests, coastal areas, valleys, etc., and human geography deals with the demography profile of the nation (i.e., population and density of population per square kilometer). At present, in India, 35% population is living in urban areas and 65% in rural settings. Still, several issues and challenges are going on to meet out the need for convenient and comfortable transport mobility in the country as a whole. The above-mentioned diversities and complexities of India, but in prospects, will look forward to the most suitable and sustainable transport mobility options with a judicious combination of green & clean engineering processes and innovative and advanced automation technologies. In this context, the Government policies involvements for sustainable mobility and transport infrastructure and operations can improve socio-economic growth and development in the country. The focus of sustainability issues in transport mobility will completely impact the environment and enhance the quality of life of the society. Transport is a necessary part of our life, while other peoples' transport is a troubling effect at the same time (CEU).

The focus of sustainability centric practices in economic, social, environmental fields was the outcome of the United Nations General Assembly (1987) Report of the World Commission on Environment and Development. Our Common Future. 'Sustainable Development' is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development refers to the holistic approach and temporal processes that lead us to the endpoint of sustainability (Shaker, 2015). In the mobility

S. K. Kulshreshtha (✉)

Department of Tourism and Hotel Management, North-Eastern Hill University,
Shillong, Meghalaya, India

sector, the term sustainability is quite popular, and many innovations and transformations are taking place throughout the world. These developments are sustainable transport, green technology, renewable energy, urban transport planning, and sustainable cities, etc. Mobility creates dynamics and essential process in the movement of the ow of goods includes raw materials, durable, semi-finished, finished products, perishable and non-perishable and services includes health education, banking, sanitation, insurance, public distribution system, warehousing, travel, and tourism, hospitality and entertainments, mass media communication, security and security, law and order, public welfare, vote in the election, governance, etc. In 2005, tourism was responsible for around 5% of all CO₂ emissions, of which 75% were caused by passenger transport, given the rapid growth in tourism, with 1.6 billion international tourist arrivals predicted by 2020 (Dubois et al., 2009). There is a need to evaluate their present transport systems by using criteria such as levels of CO₂, VOC, NOX and PM emissions, noise levels, and land use occupied by transport infrastructure (Latinopoulou et al., 2006).

Tourist mobility accounts for a substantial share of transport. It includes domestic- and international-, leisure- and business travel involving at least one overnight stay. Globally, emissions from tourism have been estimated to account for about 5% of overall CO₂ emissions, with three-quarters of these being a result of tourist mobility,

Reasons and requirements for Sustainable Transport Mobility:

- Challenge to meet increasing demand due to the rise in population, industrialization, and urbanization.
- Rise in the emerging middle class with higher disposable income, the standard of living, quality of life
- Easy and accessible vehicle financing options in the market
- New entrants in the automobiles sector and empower automobile marketing
- Rising energy consumption and other resources
- Growing air and noise pollution, emission of Green House Gases (GHGs), encroached urban space problem
- Adverse health and social impacts
- The growing rate of accidents and need to focus on transport safety
- Rapidly increasing transport connectivity (road, rail, air, water)
- Mass migration of human resource for business, employment, and services
- Rural and Agro-based Marketing
- Essential services, health and medicals, education, municipal services, defense, Police force, governance, and social work.
- Emergency Services and disaster management: natural calamities (Table 17.1)

Table 17.1 15 E's for sustainable transportation

Evolutionary	Environment friendly	Experimental
Essential	Empowered technology	Escalation
Efficient	Experiential	Emission
Economy	Earning	Excellent
Energy efficient	Electronic	Expertise

Source: Compiled by author

Sustainable passenger transport is based on four dimensions: safeguarding long-term ecological sustainability, satisfying basic transport needs, promoting infra, and intergenerational equity (Holden et al., 2013). Mobility will play a very crucial and significant role in exploring future tourism for instant travel and low carbon holidays, non-flight travel, through sustainable transportation.

During the 1990 and 1994, the Organisation for Economic Co-operation and Development (OECD), the International Energy Agency (IEA) and the European Conference of Ministers of Transport (ECMT) and other agencies and governments have organized a series of six meetings that focus on:

- Low-consumption, Low-emission Automobile (1990)
- Toward Clean and Fuel-efficient Automobiles (1991)
- Policy Instruments and Measures for the Promotion of the Fuel-efficient and Clean Vehicle (1992)
- The Urban Electric Vehicle (1994)
- Towards Clean Transport (1994)
- Reconciling Transportation, Environmental, and Energy Issues
- Source: OECD Proceedings 'Towards Sustainable Transportation' The Vancouver Conference, British Columbia 24–27 March 1996

Transportation Profile of India

In terms of the geographical area in the world, India ranks 7th largest area (3,287,263 Km square) and third-largest country in Asia, and the largest country in South Asia. India comprises 28 States and 8 Union Territories. It extends 3,214 km from north to south and 2,933 km from east to west. It has a land frontier of about 15,200 km. The total length of the coastline of the mainland, Lakshadweep Islands, and Andaman & Nicobar Islands are 7,516.6 km. It shares international borders with China, Pakistan, Afghanistan, Nepal, Bangladesh, Bhutan, and Myanmar. According to Census 2011, India's population as of 1 March 2011 stood at 1,210,193,422. India is the fastest-growing and major emerging economy in the world. It ranks the fourth-largest automobile market in the world. The mobility, connectivity, and transport governance of such a vast country manage and control by specific union ministries, Government of India (Table 17.2).

Review of Literature

The role of transport in sustainable development was first recognized at the 1992 United Nations Earth Summit and reinforced in its outcome document – Agenda 21 (UN-SDGs). Sustainable Transport is sometimes known as Green Transport, and it is any form of transport that does not use or rely on dwindling natural resources.

Table 17.2 Transportation profile of India

Mode of transportation	Concerned ministries	Functions
Surface Transport	Ministry of Road Transport and Highways	Development regulations and policy framework for the road network and highways in the country
	Ministry of Railways	Operate and manage passengers and freight rail operations in the country
Air Transport	Ministry of Civil Aviation	Responsible for the formulation of national policies and programs for the development and regulation of the Civil Aviation sector in the country
Water Transport	Ministry of Shipping	Looking trans-nationals oceanic shipping for cargo, oil vessel, passenger ships to Adman, Lakshadweep island operations worldwide.
	Inland Water Authority of India	Development and regulation of inland waterways for shipping and navigation
Urban Transport	Ministry of Housing and Urban Affairs Metro Rail	Make provision for urban mobility
State Transport	State Transport Development Corporations	Each state of India has operated public transport mobility through state transport corporation, DTC, BEST,

Source: 1. Official websites of respective transport ministries, Government of India: www.morth.nic.in, 2. www.indianrailways.gov.in, 3. www.civilaviation.gov.in, 4. www.shipmin.gov.in, 5. www.iwai.nic.in, 6. mohua.gov.in, 7. www.delhimetrorail.com, 8. www.dtc.nic.in, 9. www.best-undertaking.com

Instead, it relies on renewable or regenerated energy rather than fossil fuels that have a finite life expectancy. Walking, cycling and sailing are excellent examples of sustainable transport. Many sustainable transport strategies to reduce climate change risks have large, immediate health benefits for the majority of the world's population and large equity benefits for vulnerable groups. These same strategies can also reduce emissions of carbon dioxide as well as short-lived climate pollutants such as black carbon – a major air pollutant (World Health Organisation). The World Summit on Sustainable Development (2002) – the Johannesburg Plan of Implementation (JPOI). JPOI provided multiple anchor points for sustainable transport, in the context of infrastructure, public transport systems, goods delivery networks, affordability, efficiency, and convenience of transportation, as well as improving urban air quality and health, and reduce greenhouse gas emissions. Sustainable transport systems meet all the main principles of sustainable development: protection of public health and environmental quality, respect of the ecosystems, limitation of emissions, sustainable use of renewable resources, and minimum use of non-renewable resources (Latinopoulou et al., 2006). Avoid Shift Improve Approach (ASIA) fits in well with the theme of green economy and can ensure progress in all three pillars of sustainable development (economic, social, and environmental) UNCS D Secretariat and the Partnership for Sustainable, Low Carbon Transport (SLoCaT) March 2012. According to Kevin Roberts, Automotive &

Transportation Senior Analyst at EY put it: "Future mobility is about striving towards environment-friendly, integrated, automated and personalized travel on-demand". The first Global Mobility Summit – MOVE organized by NITI AAYOG was inaugurated by the Prime Minister of India Shri Narendra Modi, who outlined the vision for the future of mobility in India based on 7 C's – Common, Connected, Convenient, Congestion-free, Charged, Clean and Cutting-edge.

Objectives

The purpose of this chapter to two of the following key objectives:

- *To review the transport mobility for future tourism and travel purposes.*
- *To explore innovative and sustainable transport practices for green mobility in India*

Methodology

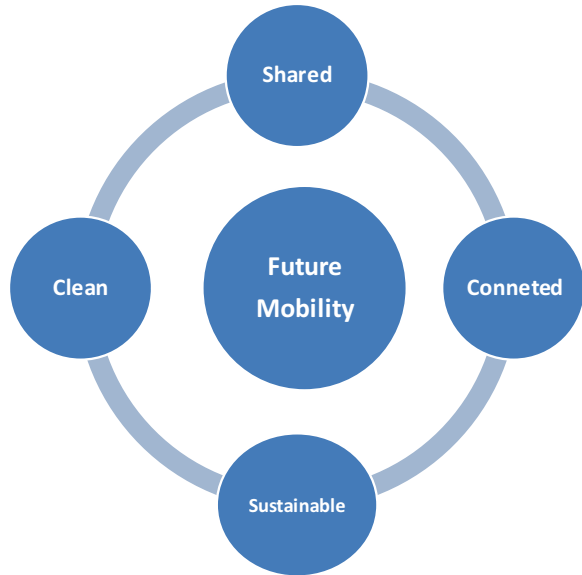
The methodology of this chapter based on the explorative techniques in this regard in-depth and extensive review of journals, book, and national and international published reports from various agencies, ministries, transport associations, official websites.

Transport and Mobility for Future Tourism

The words "transport" and "transportation" are mostly interchangeable. "Transportation" is more often used to refer to the conveyance of people and goods in general terms. Transport and mobility are to be considered as a catalyst for the economy. Mobility is the most dynamic feature or state of being mobile or movable. The first known use of mobility was in the fifteenth century (Merriam Webster Dictionary). It supports people to move ahead together, save time and energy, profitability, and optimize efficiency. It is the most significant tool to achieve the goals of an individual and giant organization. Mobility reflects a motion to move ahead for some specific purpose, which may be economic and non-economic activities (Fig. 17.1).

The future of tourism is also change due to the change of mobility pattern and behavior of tourists to explore various destinations for various motivations. Connectivity and development of transport infrastructure and innovations of new means of transportation will accelerate the growth of tourism worldwide. In this regard in India is looking forward to new opportunities by exploring new airport

Fig. 17.1 Future mobility.
 (Source: Hyundai Motor India: Future of Mobility, <https://www.hyundai.com/in/en/hyundai-story/hyundai-motor-india/future-of-mobility>)



pocket and regional connectivity, especially the north-eastern part of India, operation in non-metro second-tier cities, development of high-speed rail corridor, mobilizing, and encouraging river transport to tap the potentials inland waterways. In this context, it will open new avenues for river cruising, riverfront tourism, water sports activities, floating restaurants and hotels, houseboats, other water bodies that can be the best option for innovative and economical means of air transport (i.e. Seaplane which capable of taking off and landing on water). Apart from this Andhra Pradesh tourism as launched a hovercraft project to promote water tourism and will planning to extend in Goa in and hydrofoils like the Maldives. In India, the government is very enthusiastic and keen to start seaplane mobility in these six cities (i) Guwahati riverfront, (ii) Umrangso reservoir and Kaziranga National Park in Assam, (iii) NagarjunaSagar (Andhra Pradesh-Telangana), (iv) Sabarmati riverfront, (v) Shatrunjay Dam, (vi) Statue of Unity at SardarSarovar Dam in Gujarat.

It is important to achieve sustainable development goals, especially SDG-11, which focuses on making cities and human settlements inclusive, safe, resilient, and sustainable, and also be important to integrate transport to unlock new opportunities for funding. The government aims to “Make in India” to self-reliance in transport mobility needs with innovations and e-mobility targets through manufacturing electric vehicles. The first electric rickshaws were launched in Delhi’s streets in 2010. A unique example of indigenous innovation in local terminology called ‘Jugaad’ reflects e-mobility revolution at local mobility (Table 17.3).

The outcomes all these global conferences indicate and alarm to global society to encounter the environmental challenges in the form of ‘Global Warming’ and ‘Climate Change’ directly and indirectly impacting the average temperature of the earth, rapid increasing may cause of great havoc for human beings and their

Table 17.3 Policies and frameworks for sustainable transportation

Global Conferences called by International Organisation/ Agencies/Associations	Focus on Sustainable Transportation
Organisation for Economic Co-operation and Development (OECD) Conference for Sustainable Transport (Vancouver, 1996)	Develop a vision of – and chart a course towards – sustainable transport.
United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) Transport Division	Efficient, Economy, Environment-Friendly transportation system in Asia and Pacific Region
World Summit on Sustainable Development (2002)	WSSD focus on using sustainable transport and low carbon emission and reduce CO ₂ level in the environment
United Nations Conference on Sustainable Development (Rio +20)	Rio conference focuses on global warming and its impacts on climate change on the earth and reduction of GHGs which cover transport emission and sustainable transportation.
United Nation's Sustainable Development Goals (SDGs)	Sustainable transport is mainstreamed across several SDGs and targets, especially those related to food security, health, energy, economic growth, infrastructure, and cities and human settlements
European Union Transport Policies	The EU has promoted low-carbon fuels through its Renewable Energy Directive (RED) and Fuel Quality Directive (FQD). Standards are enforceable throughout Europe
The World Business Council on Sustainable Development	Sustainable Mobility Project, which was first presented in 2002.
European Transport Policy for (2010)	This policy restoring the balance between modes of transport and developing inter modal, combining congestion and putting safety and the quality of services
European Conference of Ministers of Transport	Environmental issues, Social Issue, Traffic issues.
Bogotá Declaration on Sustainable Transport Objectives (2011)	Sustainable transportation, review best practices, challenges, trends, and innovations in the promotion of sustainable transport in the region, provide secure, reliable, economical, efficient, equitable, and affordable access to all
European Green Deal for the European Union (EU) and its citizens.	Accelerating the shift to sustainable and smart mobility
WBCSD (2004)	Focus on transport emission minimize by 2035 worldwide It focuses on seven goals are proposed by Mobility 2030 that would improve the prospects for sustainable mobility substantially

Source: Compiled by Author with respective official websites of various conference

civilization, living creatures, biodiversity, ecology, climate and weather, agriculture productivity, and outbreaks of diseases and health hazards, etc. In this context, transportation fueled by diesel and petrol and fuel consumption and emissions by these vehicles major source of CO₂, nitrous oxide, and methane – greenhouse gasses that affect the respiratory system and cause severe diseases. The mantra of ‘Sustainable Transportation’ and ‘Green & Environment Friendly’ practices can lead towards sustainable mobility in the future for trade and tourism able to save the natural resources for next-generation and encourage to the adoption of sustainable environmental practices by everyone in this globe (Table 17.4).

Issues Related to Future Mobility Towards Sustainable

Sustainable Holistic Mobility Framework

The purpose of this ‘Sustainable Holistic Mobility Framework’ to review the existing and futuristic outlook of transport mobility strengths, strategies, and solutions for the adoption of sustainable transport mobility in India to develop next-generation transport systems.

The main focus of Sustainable Holistic Mobility Framework:

- Strengthen mobility through connectivity to Integrate local, regional, national, and international transportation services by adopting sustainable and environmentally friendly practices.
- Formulation and best implementation of national and international agendas and policies for sustainable and zero carbon emission mobility especially for travel & tourism services.
- Promote research and development, innovations, cutting edge technologies for future sustainability.
- Shifting towards renewable energy and explore alternate green automation (Table 17.5)

Green and Electric Transport System in India

Indian cities are now home to millions of vehicles, including domestic or commercial, two-wheelers, three-wheelers, buses, and locally modified electric vehicles used to ferry goods and passengers within the city. Together, these contribute to traffic and parking congestion as well as air pollution, thereby raising health and safety issues. There is an urgent need to address the country’s road transport sector’s

Table 17.4 Conferences of sustainable transport & mobility in India

Conferences/Expos	Focus areas
Urban Mobility, New Delhi (2008)	Focus on the development of efficient and effective, economic, convenient, less pollution, public transport system.
Sustainable Urban Transport, New Delhi (2009)	Focuses on encouraging various stakeholders to develop and use sustainable means of transport in a responsible manner.
Sustainable Mobility, New Delhi (2011)	Focus creates environment-friendly practices to implement sustainable mobility.
Transforming Cities with Transportation, New Delhi (2013)	Focus on congenial transport models as per the changing pattern of urbanization.
Sustainable Transport for Sustainable Cities, New Delhi (2014)	Focus on sustainable means of transport for making pollution free atmosphere by reducing CO ₂ level, clean technology, etc.
Transforming Mobility, New for Live ability Delhi (2015)	Focus on encourage urban mobility planning in an integrated manner for the 100 cities taken up under smart city missions and 500 cities under AMRUT.
Planning Mobility for City's Sustainability, Mahatma Mandir Gandhinagar, Gujarat 2016	Focus on discussing issues, challenges, and solutions related to transport and mobility in the cities and towns.
Intelligent, Inclusive & Sustainable Mobility, Hyderabad Telangana (2017)	Focus on discussing issues, challenges, and solutions related to transport and mobility in the cities and towns.
Green Urban Mobility, Nagpur, Maharashtra (2018)	Focus on the sustainable transport solution, cheaper, easier public transport system with end to end integration.
Sustainable Public Transport at 8th Edition of Bus World Conference, Bengaluru on 30 August 2018.	Focus on electrification of public transport, digital transaction towards efficient public transport systems, and accessible public transport for People with Disabilities (PWD).
MOVE: Global Mobility Summit (2018)	This summit focuses on transforming the mobility paradigm in India through the creation of shared, connected, and zero-emission mobility systems.
Conference on Integrated Sustainable Transport for Smart and Resilient Cities (2019)	Focus on improving the urban mobility, inter-linked and mutually-reinforcing 2030 Agenda, Paris Agreement, New Urban Agenda, Nairobi Mandate, and the Addis Ababa Action Agenda.
Webinar on Low Carbon and Sustainability Mobility (Decarbonizing Indian Transport Sector) June 23, 2020	This webinar focuses on how India, following the Paris Accords to reduce the carbon emission and sustainable mobility of the Indian transport sector through innovation, cost-effective-solutions, changing regulations, clean technology, and promotion of electric vehicles, public transport.

Source: Compiled Author with mentioned web references

Table 17.5 Future tourist's transportation mobility in India

1. Rural Mobility	Presently, 65% of the population lives in rural India. This mobility includes Carts, Chariots, bullock carts, Tractor, Indigenous transport (In India "Jugaad"), Emergency Transport Ambulance, Fire Brigade Truck, Transport for Disabled, local passenger rail, Intercity bus, boat & ferries, auto-rickshaw, two-wheelers, cycles, etc.
2. Urban Mobility	SUMP=Sustainable Urban Mobility Plans and their use/adaptation problems in specific cities (Arsenio et al., 2016). They can be managed through intelligent-transportation systems, real-time analytics for traffic control, strengthen public transport, Mobile App-based taxi services, e-hailing, carpooling, electric vehicles (EVs), cycling, and walking, etc.
3. Hilly & Terrain Mobility	Ropeway, Cable Car, Gondola ride, Mountain bikes, Terrain SUVs, cycling, walking, tracking are some innovative sustainable mobility practices
4. Mobility in Forest	Walking and cycling are the most preferred mobility within natural areas and the use of information technologies, GPS, real-time transport tracking, electric safaris, etc.
5. Mobility in Rivers and Canals	This mobility comes under water-driven transport systems, including boats, ferries, narrowboats, river cruisers, and wide beam boats, electric boat yachts, hovercraft, hydrofoils, etc.
6. Air Mobility	Future danced and innovative air mobility are space tours, electrical vertical take-off and landing quadcopters, unmanned aircraft, drones, artificial intelligence; biometrics; robotics; block chain; alternative fuels and electric aircraft, etc.
7. National Mobility & International Cross Borders Mobility	Future national mobility will depend on the research and development, and technological Future national mobility will depend on research and development, technological advancement of transport services, systems, routes, and changing customer expectations with experience of all modes of transportation. Act East Policy will connect India with South East Asia in future International mobility through Myanmar with Kaladan Multi-Model Transit Transport Project network to strengthen trade and tourism.
8. Space Mobility	Gaganyaan, the ISRO's planned mission to take humans to space tourism, and will open huge commercial opportunities in the space sector (isro.gov.in).
9. Accessible Mobility	Accessible mobility refers to universal, equitable, accessible mobility to rural and urban areas, carrying goods and delivering services for all irrespective of their race, income, gender, age, physical ability, or social status.
10. Emergency Mobility	The provision of this type of mobility is essential for the most urgent and necessary cause of most critical situations, health medical, organ transplant, before during and after any disaster, calamities, rescue operation management fire, earthquakes, cyclone, flood, pandemics and maintaining law & order, border safety purposes.

Source: Compiled by author with various mentioned web references

challenges, including inadequate public transportation, road safety, traffic management, parking infrastructure, etc. Thus, future mobility is about endeavoring towards protecting the environment of this earth, combined with the promotion of automation, green transport practices, and more focus on personalized travel mobility for

various tourism activities. The shift from BS-IV to BS-VI emission norms by April 1, 2020, is the most significant move to follow the Paris Agreement.

The major initiatives have been taken to encourage smart transportation solutions, including:

- • Emphasis on electric vehicle and alternate fuels vehicles, connected and autonomous vehicles
- • High quality storage batteries
- • Strengthen public transportation at the local level
- • Promotion on mass rapid transit system
- • Urban mobility through Metro rail, Hyperloop, etc.
- • Smart parking system
- • Seamless traffic control systems
- • Smart digital transport system
- • Efficient traffic control systems (safety, security, and surveillance), etc.

Indigenously, the Indian mobility industry has been witnessing a silent revolution since electric rickshaws were first spotted in Delhi in 2010. The Indian automotive industry is the 4th largest industry in the world. The government of India allows 100% FDI under the automatic route and has taken several initiatives to maintain global standards of mobility in the future. In this regard north-eastern states altogether have 2.7 million registered vehicles. The explosive increase in vehicle numbers and growing congestion is crippling cities in hills.

The recent initiatives for the promotion of electric mobility:

- The Electric Vehicle Policy 2019
- National Electric Mobility Mission Plan (NEMMP) – 2020.
- Start-ups for EV space
- Private charging stations,
- FASTag, at toll
- Promote sustainable mobility.

Innovations in Transport Systems Operations

The transformation in transportation system is a continuous phenomenon based on future consumer needs, including convenience, cost, cutting edge technology, clean energy, competitive market price, etc. Innovations are the key of these changes to better understand transport need through constant research and development process (Table 17.6).

Table 17.6 Futuristic innovation in transport and mobility

Driverless Car: In 2008, Google began researching its driverless car to “help prevent traffic accidents, free up people’s time and reduce carbon emissions by fundamentally changing car use”
Computer-controlled cars: Audi, Ford, and Volvo have also been experimenting with computer-controlled cars, and General Motors’s has developed a future car (i.e. “Pod Car”)
Hyperloop: The founder of Tesla Motors and SpaceX, Elon Musk has conceived the new transportation concept of Hyperloop
Space Tourism: Virgin Galactic, SpaceX, Blue Origin, Orion Span, and Boeing are emerging space tourism companies
Service Delivery Drones: Drones are using by companies like Amazon, Domino’s Pizza, UPS, DHL, etc. are using drones for the fast delivery to their clients
Flying cars/ taxi- Uber has developed Uber air, Ubercopter as flying taxi
Robotic Transport:
Electric Vehicle (EV) and Elevators: Battery driven bus, cars, carts, auto-rickshaw(tuk-tuk) bikes and elevated roads, skyscraper’s elevators, escalators, Jet bridge,
Bicycle share Programs: India smart cities, there is future provision for bicycle sharing
Walking Tours: City tours, heritage walk, food trails, local market experiences through pedestrians

Source: Compiled by author with mentioned web sources

Value Addition and the Possibility of Future Tourism

In travel and tourism activities, transport system plays a very crucial and prominent role in terms of time-saving, cost-efficient, comfort, accessibility. The luxury with smart technology features (including e-taxi, luxury trains, and luxury cruises, new ultramodern aircraft etc. create unique value addition and experience to connect various local, regional, national and international destinations. The travelers always look forward to such experiential opportunities such as modern transportation with innovations and transformative transportation technologies at affordable prices.

A Futuristic Outlook for India

India is firm to follow Paris Accords to mitigate carbon emission as per international guidelines. In pursuance to cop up with future market requirements, the government has already promoted the research and development in the field of transport mobility and also re-define and re-design innovative transport mobility with the best alternative options (Table 17.7).

Table 17.7 15' S framework of future transport mobility

Smart	The future transport mobility with smart technologies (AI, IoT, Block chain Big data) Hyperloop, automatic cars, e-cars, e-bikes, service drones, and flying cars are useful.
Special	The future mobility should have inbuilt utility enable features on particular specifications, and cater the need of various customers like business, medical travelers
Silence	The future mobility more focused on noiseless, smart digital responses through electric signals low buzzing sound or tune as well as walking and cycling
Seamless	Seamless transport is an influential and innovative solution flawless connectivity for future transport systems and seamless service saves time, money, and the environment..
Systematic	The main focus of the systematic transport system creates good coordination among urban and suburban, rural transport, with efficient governance, well connected, timely, cost-effective, less CO ₂ emission, avoid traffic jams clean and public convenient.
Speedy	The transport mobility should faster, speedy in terms of well-developed infrastructure, well defines routes, effective traffic control, and follow on strict rules and regulations.
Suitable	The future transport mobility should lead the purpose of inclusive suitability in terms of comfort, cost, convenience, customers as well as stakeholders, tourists, visitors, business travelers, tour operators, transport operators, travel agents, etc.
Safety	Safety should prime concern for safe travel by any mode of transport operation..
Space	Future transport should spacious in terms of space design and utility well define for the futuristic traveling needs.
Subsidies	These futuristic e-vehicles should be subsidies for producers and consumers for the adoption of green transport mode.
Self-Driving	Self-driving cars with GPS enabled system and anti-collision braking system.
Stylish	The look should be elegant, fashionable, trendy, most suited to the next generation.
Shared	Bicycle sharing, bike sharing, carpooling, shared taxi and coach transport services
Sanctioned	The futuristic mobility projects should be sanctioned or approved, or patented by authorized on the basis of the quality and performance of the vehicle.
Sustainable	This type of model approach focuses on transport focus Low carbon emission, shared mobility, well connected public transportation system, Green transport practice.

Source: Compiled by author

Conclusion

The future mobility and connectivity will change the global scenario and create a new experience in mobility for travelers. This change will exhibit through automation, intelligent transportation systems, traffic management, and shared mobility. The rapid growth of the population may also force urban space to innovate sustainable mobility, faster connectivity, and a convenient mode transport system for all.

Research and developments have already taken place in seamless urban mobility, and sustainable mobility (i.e. car-sharing and ride-hailing) have already in practice in these cities globally. The cutting-edge technological advancements focus on artificial intelligence, the internet of things, block chain, and big data analytics, smart applications have developed futuristic mobility options like Robo-taxi, Hyperloop, service robots, and drones, flying car, elevated transport system, etc. In context India, such seamless connected shared, and sustainable mobility with shared autonomous vehicles. Self-driving cars, electric powertrains, ride-hailing, connectivity, micro-mobility, and offered a faster, cheaper, cleaner, safer, and more accessible, inclusive mobility system for society. The recent consumer mobility behavior in India, especially millennials, reflects the ability to pay for seamless mobility features like smart mobility applications, sustainable green, and electric mobility options, safe and comfortable travel, road safety, instant traffic congestion solution, GPS tracking, clean, and hygiene transportation system. Future tourism will flourish with such sustainable, seamless, smart mobility options to provide faster connectivity, the confidence of traveling, comfortable experience to explore local to global destinations.

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Part VII
The Way Ahead

Chapter 18

Introspecting the New Normalities of the Post-COVID-19 Era in the Asian Tourism Industry



Anila Thomas

Introduction

Tourism, regarded as a means of social connectivity, cultural transition, and economic development is one of the biggest sectors, creates employment to millions of people around the globe, much-needed export earnings, and economic expansion to nations, with some nations focusing their entire tourism initiatives on tourism (Mason, 2012). The tourism sector in the ASEAN (Association of Southeast Asian Nations) region has expanded at an astonishing scale, closely mirroring the exponential rise of the region's businesses operating. Up until the end of 2019, cities in Asia were experiencing record growth in the case of Tourism industry's turn over (United Nations, 2019). During the initial phase of the COVID-19 pandemic, particularly in the early 2020s, most of Asia's major cities faced an uncertain situation (Kaushal & Srivastava, 2021). Though the coming years will provide more opportunities for regional growth, the areas will be more vulnerable to major adversities. This is particularly apparent in the South Asian Association of Regional Cooperation (SAARC) and ASEAN Unions. ASEAN, for example, has set up a socially responsible tourism marketing campaign and developed performance ethics for tourism. Enhanced regional business coordination can also benefit smoother cross-border movements.

The infection rate of COVID-19 has gone up very fast in a vulnerable way, risking the safety and lives of citizens worldwide. With higher occurrence of cluster centres between several urban areas in East Asia, Europe, and North America, many societies, including affluent and educated, have been deprived of many opportunities and mistreated. Eventually, the transmission of the epidemic was a significant threat to marginalized societies in the Global South (World Tourism Organization,

A. Thomas (✉)

Department of Tourism and Travel Management, Jyoti Nivas College Autonomous,
Bangalore, Karnataka, India
e-mail: anilathomas@jyotinivas.in

2020a, b). As a consequence, so many regions' hospitality and tourism operations have been majorly shut down, and foreign (and, in some cases, domestic) journeys has mostly stopped. Undoubtedly, air and marine transport have been identified as one of the critical indicators of the accelerated and worldwide transmission of the pandemic. The freedom to fly and appreciate the facilities of tourism and hospitality industry service providers has been limited in an unparalleled manner, even during the interwar period of the twentieth century. The current study investigates the exact attributes in which COVID-19 has transformed certain employment options to conduct business, as well as concerns about what it truly implies for the sustainability of the hospitality business.

Recognizing the rationale behind COVID-19 outbreak, from a wellness perspective, may provide a fundamental understanding of how the ASEAN countries deal with and overcome spread of the virus. As revealed by the various genetic variants of COVID-19, the main feature of existing cross-border prevention initiatives will allow healthcare providers, medical professionals, and key stakeholders to start planning in-depth how to manage the dissemination of the virus in relation to changing variants of COVID-19 genetic differences (World Health Organization, 2020a). Specifics such as visitor travel history will add to the information base in ASEAN in the battle against COVID-19 before the virus has been completely eradicated.

Epidemiologists have attributed many insights on how epidemics impact nation-states across borders since initial periods, and these studies have ignited interest among scholars on the topic of human welfare (Black & Dietz, 2012). The global pandemic, COVID-19, which has spread at a faster rate from China to ASEAN countries, has raised significant concerns about how the country is dealing with a disease outbreak (World Health Organization, 2020b). Intricacies and issues resulting from differences in financial, social, and social variables have made it much harder for ASEAN countries to progress beyond this critical phase.

COVID-19 is a highly contagious disease transmitted by the SARS-CoV-2 virus (Ankadala, 2021). It was noticed for perhaps the first time at the end of 2019 in Wuhan, Hubei Province, China (Saxena, 2020). Considering its rapid spread, the World Health Organization declared a health emergency on 30 January 2020; a month and a half later, on 11 March, when the disease had exceeded the epidemic stage, it was declared as a pandemic situation (World Health Organization, 2020c).

The growth of outbound tourism from Asia is a major part of the global contact which Asian countries had with the Europeans. Asia is just one of those regions around the world where a dual process exists: tourism is a critical component of the economic growth of the country as well as its infrastructural development. Because of this dual scenario, Asian destinations are directly impacted by the pandemic caused by COVID-19, and it is extremely crucial to have an appropriate strategic plan aimed specifically toward this sector and its enterprises (MacKenzie, 2020). Till now, there has been very little research into the implications of earlier disaster situations, and prior studies on certain epidemics that have particularly based on Asia.

The new statistics, based on WTTC's most recent economic data, examines the devastation caused by COVID-19, as well as domestic and international travel constraints, on the travel and tourism industry. If the new restrictions on international travel continue to exist until the end of 2020, likely to result in a relatively insignificant upswing, the consequences would be disastrous, with up to 174 million jobs being lost globally (World Travel & Tourism Council, 2020a). Tourism infrastructure and economy have experienced nearly INR15,000 crores in foreign exchange losses (i.e., including hotels, aviation and associated travel service providers). The industry was anticipated to occur throughout ubiquitous restrictions and postponements by overseas tourists (Indian Association of Tour Operators, 2020). Instead, the present study explores current literature relevant to understanding host-guest contact in pandemic circumstances and its potential effects on travel intentions among tourists in Asia. Indeed, environmental growth cannot be said to be possible in places where communities have pessimistic views and unfriendly actions towards visitors (Beeton, 2006).

The COVID-19 Pandemic: A Comprehensive Review of Worldwide Scenario

Corona virus was recorded on 31 December 2019 in Wuhan City, Hubei Province, China. Over the past few months, the number of reported cases has significantly risen to 4000 in Wuhan City itself (Yuan et al., 2020). The disease outbreak was not limited to Wuhan City or Hubei Province or China, but has expanded globally since every continent (except Antarctica) has reported COVID-19 instances.

The epidemic of COVID-19 not just led to an increase in the number of death rate, but rather significantly impacted a variety of industries. Although the epidemic of COVID-19 is highly linked to contaminated travelers flying abroad, the hospitality industry has become one of the most affected industries. This has attributed to travel bans on limiting the spread of the virus. Many countries fear travel risks for contaminated travelers and conduct airport health checks (Brands & Gavin, 2020). With regional integration effectively communicating and synchronizing individuals, firms, and countries, multiple sectors are intertwined and mutually reinforcing. Consequently, an epidemic involving a single sector can often have a serious effect on other similar industries. During this study, the researcher has recognized certain sectors such as the tourism business, hospitality and leisure (sector), infotainment, the travel trade, and the mainstream media. The epidemic can have a major impact on both of these sectors. The analysis can also be helpful in anticipating what other sectors that are linked to the industries taken into account may have an effect on potential studies.

International tourism, notably in Asian countries such as China and South Korea, might decline more with the outbreak of the Coronavirus (Normile, 2020).

Authorities are getting stressed quarantining and vaccinating cities and communities and ceasing transport services. Travel alerts could be given to those planning to enter those regions which have registered a number of COVID-19 reports, which may place passengers on a high alert, and some even might not want to travel. As the corona outbreak has expanded all over the globe, the profits of tourism resorts throughout the world may indeed be severely affected.

North America, Europe, and East Asian countries, including China, are the three regions most severely impacted by the epidemic of COVID-19. Owing to the outbreak of COVID-19, global sales for the travel and tourism sector are diminishing (Allam, 2020). The results are based on the IATA estimation for the total impact of COVID-19 on the aviation industry. When demand for flights continued to decrease, the proportion of leisure travelers also decreased, leading to a decrease in sales.

As being one of the leading businesses in the world, the tourism industry has also been significantly damaged by travel bans and interrupted vacations by both leisure and business travelers. The airlines reportedly reduced the vast majority of flights as a result of the coronavirus border controls. Airlines also give away alteration and cancellation costs on some routes due to medical reasons. The effect of the epidemic of COVID-19 observed shifts in the number of flights around the globe (Mazareanu, 2020).

Impact of COVID-19 Pandemic on the Asian Tourism Industry

Human societies across the globe are currently undergoing an unprecedented period in which the clinical and public health crisis and its ramifications on economic growth and social development have disturbed the competitive advantages for tourism turnover. Undoubtedly, the COVID-19 pandemic has made the world less responsive and (ever more) highly volatile and complex, widening the discrepancy amongst nations and cultures. Almost at the same time furthermore, it stressed the general stability of the world and the tremendous interdependence of nations, increasing questions about the need for collective action in response to both existing and inevitable social problems. The enforcement of travel bans, the closure of national borders, intense levels of uncertainty, the suspension of major businesses (during the lock-down phase), all of these happenings have made tourism one of the most affected service segments of the COVID-19 chaos. For example, the United Nations World Tourism Organization (UNWTO) forecasts that international arrivals will fall from 58% to around 80% by 2020 compared to 2019, based on the relaxation of travel bans (United Nations World Tourism Organization, 2020a, b).

Being one of the world's rich and powerful regions with a highly diverse population, Asia has the potency to combat the transmission of COVID-19 and serves as a model for the mitigation of infectious diseases in so many other rich economies and countries around the world. In particular, some of the efforts that have been taken

were shown to be very effective than others, such as the measures that Malaysia has taken to reduce the distress that people may encounter through the changes of the Movement Restriction Order (MRO) (Baker Mckenzie, 2020). The comprehensive tests carried out by Port of Singapore to eliminate contaminants among its residents (Gordon & Young, 2020), especially those coming from foreign countries, have shown Singapore to have a high degree of surveillance. ASEAN member countries can also stimulate their data and knowledge processing network by the use of an integrated solution that can be used by the public network. This portal could be in the sequence of a virtual database that ASEAN communities can legally access and update. Encouraging a new media network will serve as a powerful platform for people to obtain first-hand experience (Fauzi, 2019). As businesses and day-to-day operating operations are required to go forward, this information sharing process is considered to have a significant role to play in defining the feasibility of the social and economic interventions in the region.

Data indicates that the disease outbreak of COVID-19 is a substantial threat to the development of tourist destinations (Nhamo et al., 2020). In addition to the repercussions of this very global economic crisis, all territories encounter serious financial loss and work opportunities, particularly those optimized production processes that are heavily open to foreign investment or those that are exceptionally vulnerable to risks, including women, girls, individuals with disabilities, the marginalized and isolated. As illustrated by the United Nations Environment Program (UNEP), the stagnation has already shown that prevailing poverty reduction, poor nutrition, healthy lifestyle, and well-being can have multiple adverse consequences (United Nations, 2020).

The rapidly growing global epidemic scenario owing to COVID-19 has indeed affected social interactions, and furthermore community and commute activities around the world, thus trying to deprive tourists (notably those who might be on the transition) of services and even trying to make them look for dreadful alternative options. Any such circumstance might have had a long-term influence on the guest-host relationship, while villagers' attitude often reflects dissatisfaction toward tourists. Such interactions shape vacationers' impressions and perspectives of the destination and its services, lowering their compassion and acceptance of tourism and travel operations (McCool & Moisey, 2008).

The experience acquired by visiting tourism destinations has been seen as the product of encounters between visitors and hosts and the external stimuli of the location. Vacationers understand and accept when they are in a hospitable environment and admire the compassionate and sincere care of local residents who communicate in the public spaces, instead of just planned interactions for routine trading networks. Obviously, the consideration for health and safety amidst the corona warnings has led to the emergence of social distances (Riegelman, 2020), which have raised too many xenophobic ideas in terms of tourist activities.

In an environment where only a healthy partnership is the basis for the sustainable growth of tourism, certain experiences lead to the understanding and impression of tourists regarding the current destination and its amenities, thus impacting their level of inclusiveness for tourism and recreational activities to that specific

destination. This will, however, be a misconception to address visitor satisfaction solely by contemplating the encounters/interactions they have had while recognizing the broader scope or contexts in which those interactions take place in order to handle and monitor the occurrence of controversies. Hence it is important to identify and discuss the mechanisms from which guest-host encounters actually happen and how they affect visitors with regard to their on-site perceptions, attitudes, and assessments, which are crucial factors in deciding the proper preparation and strategic planning of the destination. Countries and vacation spots are expected to determine the impacts of COVID-19 not only on monetary and non-monetary indicators but also on social resistance alterations (Gössling et al., 2021).

Post-COVID-19 Era in the Asian Tourism Industry

COVID-19 has generated many socio-cultural, economic, and psychological detrimental effects on the tourism industry. This research offers insights into a need to accelerate existing disaster preparedness efforts and to reinvigorate the pandemic ability to restore tourist attractions in Asian countries. Asian countries' governing regimes are coordinated to propose new organizational guidelines and requirements to shield workers from unequal socio-economic practices and to ensure social distances and encourage basic health and hygiene standards.

The post-Second World War era contributed to a substantial rise in the tourism industry globally and has witnessed major changes in the service sector in Asian countries. There have been changes not only in the amount of non-Asian tourists but also in the number of Asian travelers in Asia. The Japanese are very influential and effective travelers in Asia, especially among the nations of South-East Asia (Harrison et al., 2018). Both Hong Kong and Singapore have massive trading activities and also draw a substantial number of tourists because they have been duty-free ports. The relaxation of travel restrictions in the 1970s brought substantial growth in the number of holidaymakers visiting China (Hall & Page, 2017).

Since the twentieth century, there had been several tremendous transformations, both in mythology and rituals, as well as in the practices of cultures in Asia. Innumerable minor ethnic groups have encountered problems with their self-government. However, the physical position or even the trade and financial activities of many Asian locations across the globe have brought them together into broader social, political, and economic groups. Even countries like the former Soviet Union and China had established their economic and political influence over Siberia and Central Asia (Barisitz, 2017). The imperial areas of South Asia had become sovereign states, and the provinces of the ancient Ottoman Empire (Bose & Jalal, 2004) had been transformed into the industrial nations of Southwest Asia. In the meantime, many technical advances have taken the infrastructure structures, connectivity networks, and monetary ties of the Asian countries to the fore; they have all helped to turn and unite former inaccessible territories into major economic centers. Gradually, many minor ethnic groups were fully immersed in country-state

communities, especially ancient ethnicities were dropped significantly, and numerous indigenous lifestyles persevered as relics.

Socio – economic and political pervasiveness in almost every latest or enlarged region rest in the hands with one or more ethnic communities of the region. The creation of prevalent ethnic divisions has constantly restricted the region to more developed, more transparent social orders, and current monetary maneuvers have effectively superseded earlier practice.

Consistent development in the regional economy, intensive agricultural resourcefulness, and social system has improved numerous countries in Asia. A great deal of opportunity for public-private collaborations, as such projects will bring more benefit to the hospitality sector than to the government. With the assistance of the local community, a diverse natural, opulent ecosystem will offer enough opportunities for tourists to develop a healthier relationship with nature and better-quality facilities. There is a strong increase in tourism traffic, particularly from both international and intra-regional markets. Interestingly, the preferences and consumption habits of travelers and their inclinations are diverse and steadily evolving. While technological advances have really helped the digitalization of the tourism and hospitality industry, due to the prevailing socio-political difficulties confronting the Asian region, there is still a need to upgrade the skills needed in terms of human resource growth.

Destination characteristics are valuable for the appeal of the destination and the decision-making phase of travel. Tourists typically have little knowledge of the destinations they have not visited and often select their destinations based on information from the Internet, online forums, or other outlets. It is also necessary to clarify situations where climate and weather become significant to some of the tourists when it comes to their travel decisions. The understanding of environmental problems, such as climate change and global warming, has contributed to changes in the actions of visitors. Tourists with a rich understanding of the atmosphere and climate change concerns have demonstrated stronger regard for the environment of the places visited.

A significant link has been established between the advent of contagious diseases and the travel trade. When the transmission of epidemics continues, state governments actually prevent recreational activities and limit interaction with social groups and avoid contaminants. This tends to result in less movement and relatively low disease progression. However, after the infection rate is regulated, people start recreational practices that create a time for a new epidemic. In order to monitor the disease, dissemination must be reduced, although traveling is attempted. This study examined the influence of the travel industry in the management of epidemics and the effects of prevention methods on the travel sector in the context of factual evidence. Obviously, the advent of all infectious diseases indicates consistent reactions among people. However, COVID-19 is perhaps the most studied pandemic in the twenty-first century (Horton, 2020).

There is an influential link between the mobility of people and chronic diseases that can help to forecast the contamination (World Health Organization, 2018). It was noticed that air traffic bans, for regional as well as domestic and international

flight journeys, are impactful if they are enforced at an early stage of the outbreak. At a later point, travel bans became less successful, and behavioral improvements are becoming more common in the prevention of the epidemic. Furthermore, travel bans at the root of the epidemic are helping to postpone international dissemination. The prevention mechanisms introduced to transport modes have been shown to be unsuccessful and have produced fewer results. Moreover, diseases propagate quickly during everyday needs tasks and leisure activities relative to activities at home, at work or at school. Often, weekend events and school holidays have exacerbated the outbreak. Lastly, mitigation strategies should be designed in such a manner that the least healthy elderly people, becoming more sensitive, have minimal interaction, and the active groups possess maximum connectivity to minimize dissemination. This tends to result in less movement and lowered infection rates. Additionally, until the frequency of contamination is regulated, folks begin recreational practices that cause a risk of a new epidemic (World Health Organization, 2018). In order to monitor the disease, the spread has to be reduced even though travel is undertaken. This study investigated the role of the transport industry in the management of infectious diseases and the effects of prevention methods on the transport sector on the basis of empirical evidence. Surprisingly, the prevalence of all infectious diseases revealed greater reactions in humans.

Taking into account the corrective and preventive actions of the region and their usefulness, individuals are inspired and motivated by having a great rational decision by choosing it as a prospective tourist destination they would like to visit in the post-COVID-19 period. Prevention steps to take control of adequate sanitation services persist in the next phase of the process. The tourism sector, along with World Travels & Tourism Council (WTTC) has developed a series of recommendations (World Travels & Tourism Council, 2020b) to restart safe travel around the world, and the guidelines to be introduced in hotel chains have already been published by the end of May 2020. The recommended service industry security mechanisms were assessed with the help of reviews from prominent service companies specifically rather than from the critical statements on the safe, durable and conscientious relaunching of hotels to the public. The Guidelines also incorporate the instructions of the World Health Organisation (WHO) and the United States Centers for Disease Control and Prevention (CDC). The focus is to guarantee that assistance is beneficial for all relevant positions, with an expanded focus on well-being, protection, and social isolation guidance that travelers really need and foresee (World Travels & Tourism Council, 2020b).

The observations and literary sources revealed that the pandemic situation has a substantial negative influence on the culture of the society and the destination. Most travellers revealed that they were perfectly alright with adhering to the rules and respecting local culture, but that they expected assistance from the local community in times of need.

Recovery Strategies

The control mechanism is marked by the convergence of industries. This was split into current, and long restoration initiatives as suggested by the TDMF (Hall et al., 2003), and these strategies aim to meet the very acute issues and aspirations of the organization in the wake of the pandemic, with a view to a rapid reinstatement of normal life. As research is undertaken and investigated during the intense period of the pandemic, it is important to stress that the mitigation and recovery approaches generated from the study were not specific, rather well before to what the technicians might do at those times. It was indeed important to recognize the initial and long rehabilitation steps that companies were contemplating during the pandemic. They would also allow the government and other state agencies to consider the needs of small enterprises in this aspect and what should be done to promote their efforts.

Respective governments and regional organizations throughout the world have announced their obligation to help corporations (Gilfillan, 2018), in particular, small and medium-sized enterprises, through budgetary subsidies such as tax waivers and deferred payments. There were also many other government welfare measures such as deductions and decreases in health insurance premiums, skills enhancement, and business revitalization measures. Across most of Asian region, such welfare systems, although beneficial, are indeed frequently prevalent with corruption and incompetence, even though skilled and experienced benefactors must have a powerful strategic inclination before receiving such help (Chrysostome, 2019). However, operators hoped that these support packages would be beneficial for attempting to revive their companies after the pandemic unless there are fair opportunities – without political preferences and extortion.

Present issues and shifts in the habits of tourism are attributed to two prime reasons: prohibitions on transport and apprehension of future visitors and destination hosts of infections. The condition is potentially susceptible, shifting long-established adaptive responses and the implications of tourism on markets, societies, and the environment. The future of tourism is viewed as relatively promising in the long run, but agents of transition contrary to existing practices of tourism will create a negative climate that could bring significant damage to the business and its clients unless tourism exhibits commitment and determination to fix historically unacceptable ways of working. However, almost all countries have placed travel bans, both inside their own territories, impacting domestic tourism and at their national boundaries, restricting or banning tourist arrivals. In all instances, those limitations were deemed to be seasonal and assumed to be removed until the potential risk of contamination has ended.

Major measures have been proposed to overcome the ambiguity generated by COVID-19 that has been implemented at a global scale. Primarily efforts are of a monetary and fiscal type (World Travels & Tourism Council, 2020b) in which there was a need to collaborate together and in a coordinated fashion across the globe, supportive organizational steps to establish healthy destinations that would improve

the tourism industry. In other words, the G20 aims to lead to a vigorous renaissance of the tourism industry worldwide, provided that the G20 Member States have tourism operations accounting for far more than three-quarters of world tourism GDP (Dupeyras et al., 2020).

Even though countries all over the world had already taken unprecedented measures to address the epidemic, travel bans, corporate practices, and human interactions have forced the tourist industry to a complete halt. Members of the government welcomed statutory provisions to resolve the socio-economic repercussions of the outbreak at the Extraordinary Virtual Meeting of the Group of Twenty (G20) Tourism Ministers convened on 23 April 2020 (Kirton et al., 2020) and resolved to collaborate diligently to ensure a sustained and inclusive recovery of the tourism sector.

If the COVID-19 pandemic continues, policymakers are trying to reduce the severity of the epidemic to hinder legal rights and harmful economic impacts. Substantial exponential and monetary and fiscal policy mechanisms are planned to counter the potential global economic crisis. In order to make good use of public emergency spending, it is important to analyze in-depth which sectors are the most impacted by the epidemic and are already in need of any assistance. The COVID-19 epidemic has had a significant effect on customer behaviors and social systems when they participate in less physical exercise and workouts as a preventative measure and comply with government recommendations on regulated movements (World Health Organization, 2020d). On the other hand, the outbreaks have resulted in a major decrease in mobility, a shift in relatively high traffic habits, and an increase in road safety. The proportion of public transit has fallen significantly as people have favored vehicles and active modes of travel. These policies have shown positive effects on air pollution and water pollution. In addition, it has been reported that the field of air travel and tourism is the most severely affected and will continue to recover.

Overcrowding at certain tourism attractions and destinations in Asia is already a significant issue (Dolezal et al., 2020). There can be no doubt that officials of prominent tourism destinations of Asia must pay greater attention to visitor management systems through smart destination applications. COVID-19 triggered instability and significant shifts in the different sectors of operation, but it has created an impetus for us to focus on a new approach for the governance of tourism destinations (Sigala, 2020). Having reached this stage, the global tourism industry will decide from two significant instances: waiting for the right time to come back to their pre-pandemic status; or embracing the chance to work towards some kind of new development paradigm, an optimistic touristic paradigm in which locations are more genuine and resilient while following a healthy approach to sustainability. It further must also include regard for the social and economic legitimacy of populations, assurances for the societal well-being and financial prosperity of native populations, along with the fair use of natural capital and the protection of biodiversity – all the necessary foundations of a modern tourism paradigm. The introduction of such a model must reflect a firm belief in mobilizing a destination dedicated to growth, territorial and social harmony, creativity, and reverence for people. Driving the future of tourism

means announcing destinations to be creative markets that are welcoming and competent.

- Perhaps as a result of the new reality, Asian destinations need to implement reform process in an attempt to lessen their overreliance on international trade and foreign direct destination marketing and to reinforce the regional businesses, with an increasing focus on endurance, in line with the ideology of the Sufficiency Economy Philosophy (Macdonald, 2019).
- In trying to rehabilitate the local businesses, the Asian countries should contribute to the growing sectors in which it has financial benefits, such as sustainable farming, rising horticulture, agrarian warehousing, food production, regional accommodation units, nature-based tourism, and the various primary sectors of the region. Community enterprises and initiatives should also generate more interest.
- Depending on the particular country's development plans, socio-economic structural integrity should be modified to allow them to scale with the uncertainties of the international economy. In addition to food safety, there is also a need to improve biomedical, power generation, technological and logistical data protection.
- Focus also must be put on fiscal restructuring, based on the ideals of the theory of an adequate economy. As far as people are concerned, training and expertise must be offered in order to respond to workforce demand in the future.
- The young peer group of community members can focus on the rapidly growing phenomenon of social entrepreneurship (SE), and start-ups (Sheldon & Daniele, 2016) should also be motivated to relocate to their homeland to start enterprises and help grow locally.

Concluding Thoughts: The Looming New Normalized Post-COVID-19 Era of Asian Tourism Industry

National tourist organisations that promote tourism across the country, as well as stakeholders on the supply side of the tourism industry, must be more proactive than ever before. These organisations should provide assistance and support to tourists who are stranded due to pandemic travel bans so that they feel safe and cared for. Such gestures may increase positive travel intention to revisit just after the pandemic (Horner & Swarbrooke, 2016), as well as willingness to recommend about the destination. Furthermore, the private sector's role in the industry extends far beyond as they must show their concern for the travellers who have reserved through their portals, actually results in not only greater positive associations with the travellers but also more market opportunities, loyalty, and better market share in the future both in India and in many other nations.

The study points out that many Asian countries and European countries have the highest cases of COVID-19. The new work not only focused on taking observations

from diagrams but also addressed the global impacts of the pandemic. The disease has not only destroyed lives but has also impacted a variety of businesses across the globe. Several sectors could suffer as a result of the outbreak of COVID-19, which may potentially impact the global economy. Although the businesses are intertwined and interdependent, it is important to consider the effect of a pandemic on one sector in order to foresee which other sectors will also be impacted. In the future, there is a need to perform a risk assessment for the COVID-19 outbreak (Ramraj, 2020). The majority of international tourist arrivals in Asian countries are from other neighboring countries. The growth of Low-Cost Carriers (LCC) has been one of the factors fueling regional tourism expansion. Furthermore, in the aftermath of COVID-19, it was obvious that even greater focus would be put on closer – to – home tourism markets (Dixit, 2020).

Accommodation is an enterprise with long-standing expertise in managing the impact of unreliable resources through accelerated training and development and retraining of personnel, the exploitation of fewer employees to tasks, and uncertain employment terms. So, in several other ways, what we encountered within the first few months of COVID-19 was activation of traditional practice, seldom unusual, except in the frequency of its implementation. These services are presented in a manner that affects a large number of hospitality employees due to the terms of their job arrangements, the regulatory framework under which those contracts exist, or the amount of time they have served for their current business. These indices of social deprivation are exacerbated by the reality that many hospitality employees come from social demographics (i.e., poor, minority, women, unregistered migrants) that have, to present, suffered overwhelmingly from specific healthcare and broader social impacts of COVID-19 and do not have the means or standing to obtain support when they really need it most desperately.

Effective management of and resilience to the epidemic should be conducted in a safe manner. In the meanwhile, each government in the world has taken precautionary measures ahead. Relatively speaking, each ASEAN country has suggested an acceptable stimulus package to help improve local manufacturing and to evaluate the viability of the region's economy. Required incremental mitigation expenses will be borne even if the economic recovery stalls. These preventive expenses should protect all areas of health care, the environment and the well-being of the communities. Many countries had also spent too much money on their budgets by making investments more than expected, and some have projected a budget deficit in 2020 to cover COVID-19 pandemic, which also included importing extra medical supplies from neighbouring countries and providing financial support to regional small-scale enterprises (International Monetary Fund, 2021). Regaining control of the medical emergency on a national scale will ensure that daily life returns to normal. As long as the fundamental question of social wellbeing is fully protected, productivity development will be self-sustaining.

Rapid development in the first several months of the COVID-19 pandemic could include a strange feeling as to whether the outbreak could unravel in the work environment. Increasing assumptions of a renewed crisis and great recession, occasions like this demand for proactive and powerful governance in healthcare, industry,

administration and the broader community. This research paper analyzed the increased effect of the virus on Asian tourism. Extremely rapid mitigation strategies need to be enforced and tailored to any that can slip through loopholes. The transitional and bigger strategy is essential to restructure and re-energize the financial system as a result of this catastrophe (McKinsey & Company, 2020). A comprehensive socio-economic development agenda, incorporating sector-by-sector strategies and an infrastructure that promotes entrepreneurship such that those with strong and viable marketing strategies will prosper. It is wise that policymakers and investment firms continually carefully consider and evaluate the current state of affairs and making sure that the 'whatever takes' pledge is appropriately managed.

This empirical work has indeed revealed the tremendous destruction the outbreak has brought to the economies of the nation and the world at the very same time. It is felt that the effect will persist for even more time, and it seems more of a problem in modern times. The travel companies are often seen to have an effect on COVID-19 as the lock-down condition has been created by the regimes for restricting the dissemination of COVID-19 (Rahman, 2020). The Coronavirus has also allowed the tourism industry to face both the big challenge and the economic recession. That is why it is seen to have an effect on the local economy. While the observations have been taken, they are never shown to be effective in combating the transmission of Coronavirus. The influence is also seen on turnover and even on significant achievements. For this cause, the service provider and other tourism operations may not have the potential to absolutely interrupt the operations. Because of this, there is a risk that the epidemic will multiply ever more around the globe.

The tourism and hospitality sector will likely re-emerge from the impact of the disease outbreak over quite a significant amount of time and at differing rates in various countries. In most places, access to domestic routes, possibly driven by meeting friends and family-induced location awareness, is likely to contribute the direction, eventually, to overseas travel as countries relaxed their border security and encouraged commercial flights (Baer, 2020). It is also possible that the opportunity to move and the privilege to produce jobs in the hospitality and tourism sector will remain to be restricted wholly or partially continuation for certain subsequent quarters. However thoroughly those protections will be restored to us continues to be out there.

Initiatives like branding, productivity improvements, industry asset allocation, dependency on legislation, and ethical choices have been tactics used by businesses across industries (Eagle et al., 2020). With respect to brand management as a proactive mechanism, the use of digital marketing has proven to be widespread in nearly all of the distributors consulted. As regards the use of "operational efficiencies" as a mitigation mechanism (Wu & Olson, 2020), the choice of retailers to retain certain workers or decrease the compensation packages of the workforce at the detriment of their company maintains a constant Corporate Social Initiative (CSI) directed at grappling with the issues that may emerge from the complete lay-off of their employees (Reeves et al., 2020).

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