

## **Essence of Environment on Tourism Management Promotion: Roadway towards Sustainable Development**

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**ABSTRACT:-** Tourism concept has evolved as one of the potential issues in the 21<sup>st</sup> century era. This paper aims to conceptualize the significance on environmental factors for tourism development infrastructure as an important tourism destination in Indian scenario. The objective of the study is to explore and investigate the prominent domains and items that may be considered in line with environmental issues for tourism development worldwide. The five broad domains considered for the study are behavioral pattern, tourism investments, natural calamities, resource conservation with climate change and environmental – tourism friendly urban model. The study is relevant for balancing the demand and supply of tourism for achieving tourism development amidst effective utilization of environmental factors. Tourism is expected to emerge as an important key factor for sustainable human development and the coverage of the paper makes an attempt to reveal the prominent domains and items that may be considered for tourism promotion in the 21<sup>st</sup> century millennium.

**Keywords:** environment, tourism, domain, sustainable, resource

### **I. PRESENT DAY NOTION OF TOURISM & ENVIRONMENT**

During the last decade the world has seen major economic changes. The dynamic and complex nature of current global environment requires flexibility tempo, innovation and continuous improvement. The most vital factor in meeting the challenges of the unpredictable environment is the capacity of exploring the potentials of business opportunities both within and around the spheres of business workspaces. The global Tourism is undergoing complex turbulent, fluctuating uncertainty waves in recent times. Amidst pandemic atmosphere tourism business is dying hard in the present earthly hemisphere. In the hyper competitive business environment, growth and progress of tourism business is one of the modest attempts for global business scenario. Moreover, tourism concept has evolved as one of the potential issues in the 21<sup>st</sup> century era. In general, it may be observed that environment and tourism are interlinked and interwoven phenomenon in tourism industry. The aspect of environment can be truly focused in terms of natural environment involving use of energy & water, availability of natural resources, climate change for tourism friendly business. It has been witnessed that there has been a substantial growing interest in environmental responsibility among tourism practitioners over the past two decades. In the broader management literature, positive co-relation of environmental performance tends to support environmentally sustainable factors conducive for tourism business. The present world is now under the phase of transition triggered by environmental crisis & vulnerabilities and struggling for long time in order to survive on the earth's system. Across the globe, the agenda of "Green Tourism" has been accepted and attained by the tourism fraternity for creating a better platform of tourism industry in the days to come. Studies reveal that tourism is the world's fastest and largest lucrative industry with the prospect of major revenue earners in international arena. This paper aims to conceptualize the significance on environmental factors for tourism development infrastructure of West Bengal as an important tourism destination in Indian scenario. The present study makes a modest attempt to explore the potential & the possibilities of the tourism business worldwide amidst ever changing facets of environment.

### **II. OBJECTIVES OF THE STUDY**

The specific objective of the current paper is to identify and define a set of select domains and items within in tune with the generation of environmental attributes for wider tourism development.

This specific objective of the can be understood in terms of the following detailed objectives of this paper

- (i) To define the domains
- (ii) To define the items relating to each domain on the basis of literature review. This is being done towards preparation of a scale as a research tool in this area.

### **III. LITERATURE REVIEW**

### **Impact of Natural calamities & man-made action on Tourism Development**

Nature based tourism can be coined as tourism that involves visits to natural areas. Scenery, topography, water features, vegetation, wild life, wetland and natural reserves and are of prime interest. Tourism can substantially contribute to environmental protection & conservation and restoration of biological diversity. Land degradation in the form of landslides, increase of construction, use of land for accommodation restricts tourism facilities. Flood, excessive accumulation of water logging, overuse of water resource all lead to diverse impact on tourism promotion. Alteration & destruction of ecosystem in the form of construction of land scape sites, diminishing of green regions, destruction of wildlife habitats, destruction of rare & endangered species, killing & disturbance of breeding deteriorates the ecology and all lead to adverse effect on tourism promotion.

### **Region wise behavioural patterns of nature-based Tourism**

Tourism activities are primarily linked with attitudinal, behavioural and emotional state of affairs of the individuals. Environmentally responsible behaviour (ERB) can be categorised viz ecological behaviour, pro-environmental behaviour, environmental behaviour, sustainable behaviour and environmentally responsible behaviour. It may be noted that in the present scenario environmentally responsible behaviour has been the rising issue in the tourism literature. Studies reveal that for assessing environmentally responsible behaviour, positive effects of behaviour with social desirability are the primary constituent to assess environmentally responsible behaviour. Scholarly literature suggests that perceived value, place attachment, satisfaction, recreation & environment are significantly related to environmentally responsible behaviours. Nature-based destination likely national parks, ecological reserves, isolated island, wetlands all attributes in developing ecological knowledge, natural environment and environmental awareness for environmentally responsible behaviour.

### **Financial & Investment Portfolio in Tourism Sites**

Recognising the prospects of tourism many nations across the globe has begun to invest in the development of new tourist sites along with enhancing the facilities of existing tourist destinations in the form of developing more attractive facilities, building new resorts, sites and many more. Examples can also be cited that some of the countries have invested in developing their tourist sites in the form of islands around them as tourist resorts – all contributing to growth & prosperity enhancing new avenues in the tourism industry. With the changing waves of the new millennium tourist sites are being portrayed and exhibited in varied websites and a steady investment graph can be witnessed through increasing utilisation of fund in developing tourist portals, campaigning & publicity in social networking domains making easier for the consumers to hunt new tourist locations & thereby magnetising the future of tourism business. Investment & budgetary allocation in transport development has improved tremendously with the accelerated development in aviation as with comfort travel accessibility to explore new tourism sites has become feasible in the present environment. Promoting linkage facilities across the world has favoured tourism to develop from domestic to regional and finally reaching the international level.

### **Significance of resource conservation & climate change as areas of concern**

The world is undergoing the stage of transition, environmental crisis and to rethink development initiative for framing green tourism practices in the coming days. Green Tourism aims tourism practices considering mutual needs of ecology, environment, local people, businesses and the tourism business itself. Green Tourism can stand as a rising tool for tourism economy blending both international and domestic arenas and intermingling of people from diverse social and cultural backgrounds for prosperous tourism practices. Following the path of greenery the 20<sup>th</sup> century tourism business steps towards ecological demand and the environmental factors which has gained and shaped global environmental constituents. Eco-tourism can be aptly termed as the ideal proponent of tourism business which comprises natural environment, biological environment and social environment. Ecologically sound and sustainable tourism demands all the 3 elements and their mutual relations for creating avenues and possibilities of tourism development. The sustainability factors of eco-tourism enable to offer a real tourism for future economy managing ecological balance on one hand and framing environmental kits by formulating best practices safeguarding environmental degradation on the other hand.

### **Development of environment with tourism friendly Urban Planning Model**

The thrust for enhancement and attraction of tourism business has left a foot print to improve simple, less costly environmental prone, tourist friendly model leading to an ideal situation of booming tourism industry. Environment not only considered as a natural factor but as an active blending energy, climate, green technological solution for better living and increasing business. Efficient land use through conservation of farms and forests, growth of green town development reducing pollution all contributing to an ideal urban setup for building tourism friendly model planned with urban requirement. It can be characterized that the essential

elements like passive urbanism, not producing energy in remote locations. mix use of urban neighborhood, uses of water for biomass and methane for cooking, low impact development constituents like systems and public transport supporting pedestrian reservation of water ways, big box retailing, marine spatial planning bring new destination closer to home – is the ideal bridgeway between environment and tourist friendly urban planning model.

#### **IV. RESEARCH METHODOLOGY**

The study has been based on secondary literature survey. Based on literature study and understanding, the Broad Domains essentially considered in the paper are Managing Impact of Natural Calamities & Man-Made Action for Tourism Promotion; Identifying Region Wise Behavioural Patterns of Nature-Based Tourism for Tourism Promotion; Managing Financial & Investment Portfolio for Tourism Promotion; Upholding the significance of Resource Conservation & Climate Change for Tourism Promotion; Identifying Development of Environment with Tourism Friendly Urban Planning Model for Tourism Promotion. These would be considered as independent variables and the notion of environmental essence for tourism development as dependent variables. The scale design that is an attempt in this paper revolves around identification of whether the independent variables (Broad Domains) effect the dependent variable i.e. whether  $Y = f(x)$  and to what extent if Y implies Environment Elements and x implies the Broad domains drafted in the scale.

#### **V. FINDINGS AND DISCUSSION**

From the literature explicated in the paper, a clear attempt can be made to identify the items under the broad domains revealed from the study. The five broad domains identified in the areas of Environmental elements for tourism growth may be outlined as:

Domain A: Managing Impact of Natural Calamities & Man-made Action for Tourism Promotion

Domain B: Identifying Region wise Behavioural Patterns of Nature-based Tourism for Tourism Promotion

Domain C: Managing Financial & Investment Portfolio for Tourism Promotion

Domain D: Upholding the Significance of Resource Conservation & Climate Change for Tourism Promotion

Domain E: Identifying Environment & Tourism Friendly Urban Planning Model for Tourism Promotion

Each of the above domains can be independently considered to arrive at a handful of items for the scale. The items have been generated from a detailed literature study which has been a significant part of this paper.

#### **VI. SUMMARY & CONCLUSIONS**

The present paper attempts to examine the environmental attributes and challenges of tourism promotion in the developing economies of the world. The tourism industry is not only dependent on the natural environment but it has a wider consequence on the arena of various tourist destinations which are highly vulnerable to the impacts of climate change. However, the paper suggests a more environmental mechanism through incorporation of eco-tourism initiatives and climate change as the vision and mission for fostering tourism development. It may be noted that in highlighting the major trends affecting the global tourism industry, Asia is likely to emerge as the prominent tourist hub of the world and India is the promising nation to promote and propagate the tourism business in the foreseeable future. The paper elaborates the most significant domains that affect tourism business along with proposals to craft environmental design models that demonstrates quality, simplicity, economic and environmentally tourist friendly attributes. Environment should not only be considered as a means of survival but as a lucrative medium for business growth in general and tourism business in particular worldwide.

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