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## A STUDY OF TOURISTS REGARDING BRAND BUILDING STRATEGIES THROUGH SUSTAINABLE DEVELOPMENT

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### ABSTRACT

The tourist industry has grown by around 25% during the last decade. At now, it is the primary source of new jobs and accounts for more than 10% of the global financial system. However, it does have certain fundamental effects on the everyday (natural and man-made) surrounds, as well as on the habits of nearby locals and visiting visitors. However, the concept of sustainable tourist development (STD) has roots that can be traced back to the 1980s, and has recently gained widespread acceptance as a means to a better future. One of the world's most valuable service industries, tourism has also been one of the most harmful individual acts in terms of environmental degradation in recent years. Despite this, the emerging urge for tourism to seek more sustainable paths of growth in cultural, economic, and social elements puts pressure on the occurrence of pure environment. Potentially harmful to the environment, society, and the economy, cultural pathways might limit exposure to other ways of life. To ensure a long-term perspective of cultural pathways, there is a rational desire to investigate sustainability indicators. In recent years, there has been a lot of talk on whether or not ecotourism and other forms of responsible travel might help mitigate the negative effects of mass tourism on the ecosystem and ultimately lead to greater long-term sustainability.

**KEYWORDS:** Tourists Regarding, Brand Building Strategies, Sustainable Development, tourist industry

### INTRODUCTION

A lot of attention has been paid in recent years to the question of certification in the tourist industry, and whether or not to favor sustainable tourism or conventional tourism. While the concept of sustainable tourist development is gaining momentum, there is still considerable doubt about the concrete benefits that certification may provide. While there has been progress toward more sustainable tourism development within individual locations, the question of how to get to and from these areas in a way that is not too taxing on the environment still has to be solved. Therefore, this is a very important issue

that goes much beyond the scope of this paper.

Especially in less developed countries, tourism is seen as a multi-sector economic stimulant that may help spur development and generate revenue. Recently, however, the tourist sector has been met with a number of challenges and worries, most of which center on the business's potential negative effects on local ecosystems and communities. There was a time when tourism was thought of as a "smokeless industry," but now we know better to ask about its potentially negative effects on the environment and society. There has also been a rise in consciousness about

sustainability as it relates to the expansion of the tourist industry. The concept of STD has arisen to investigate development that seeks to contribute to environmental sustainability, sociocultural enrichment, and overall socioeconomic enhancement (McCool, 1996; Neto, 2003). The fragility and helplessness of mountain ecosystems makes them vulnerable to deprivation (Price, 1992; Colin and Inbakaran, 2002), making sustainability a particularly important consideration in the development of mountain tourism. As a result of the rapid growth in tourism, the mountain regions are home to disadvantaged people who are especially vulnerable to its effects and transformations. One of the fastest-growing industries in a lot of countries is the tourism industry. As a key driver of national economies, tourism has received increased focus from governments throughout the world in recent years.

The following have benefited from tourism (Lao People's Democratic Republic policy, 2006-2020):

1. Tourism has generated foreign currency for the country directly;
2. Tourism supports linked investments like hotels, restaurants, and transportation companies;
3. Tourism creates jobs in the service and production sectors, like the export of raw materials; and
4. Tourism contributes to foreign currency accumulations and facilitates household financial liquidity and also distributes income to rural isolated areas.

With the publication of 'Our Common Future' by the World Commission on the Environment and Development (WCED) in the 1980s (WCED, 1987), the concept

of sustainable development (SD) became widely accepted as a framework for ecological administration, and since then, a growing body of tourism research literature has focused on the ideology and practices of STD. Sustainable tourism has come to represent and include several principles, guidelines for planning, and methods of management (Hunter, 1997). English Tourist Board (1991), Globe (1991), D'Amore (1992), Owen et al. (1993), and Harris and Leiper (1995) are only a few examples of the literature in this area that have originated in emerging countries, which is fascinating to notice. Therefore, without even considering the situations in the developing world, a few number of dominant STD ideas have emerged and gained recognition among urbanized nations. Due to constraints arising from the make-up of developing nations and the global tourist infrastructure, they are unable to provide an intangible medium for strategy formation to advance STD in those countries.

## **INTERFACE LINKING TOURISM AND ENVIRONMENT**

While tourism may be a boon to economies in many different places, it also has the potential to cause environmental harm and cultural friction if it expands too quickly. Most tourist-heavy areas experience serious disruptions due to the depletion of natural resources and the pollution that tourism activities generate. For developing nations and regions without the proper means for protecting their natural assets and neighboring networks, mass tourism poses a particularly severe problem because most visitors prefer to maintain their relatively

high patterns of usage (and waste production) once they arrive at their destinations.

The environmental effects of tourism mostly manifest in two areas: ecological damage and strain on natural resources. Not only is it well known that unchecked tourist growth is likely to accompany environmental deprivation, but it is also widely known that environmental deprivation, in turn, provides a strong warning to tourism activities.

### **STRESS ON NATURAL ASSETS**

The key natural assets at risk from tourist expansion include ground, freshwater, and aquatic assets because of the strain on accessibility and prices of resources prompted by local inhabitants, such as electricity, food, and essential uncooked goods. Rapid tourist growth, for instance, may exacerbate competition for land resources with other users, as well as hasten the rise in land value and increase the pressure to build on undeveloped land if careful land use planning is not first undertaken.

Intense tourist growth may also put stress on ecosystems, which are already vulnerable due to factors including habitat loss, deforestation, and soil erosion. Because it may lead to sand mining, beach erosion, and other forms of land deprivation, tourist development, particularly in coastal locations, is routinely a subject of increased worry across the world. One of the most pressing issues in natural resource conservation in a growing number of countries and regions is the availability of clean water for a wide variety of demanding undeveloped, commercial, home, and other applications. Increased tourist growth, which is

notoriously water-intensive, may easily exacerbate this problem by placing enormous strain on inadequate water supplies in a variety of locales. Since many coastal areas are made up of low-lying and tiny islands, with limited sources of surface water and ground water that might be damaged due to salt water invasion, a lack of water can easily produce a serious constraint to future tourist growth. Overuse of infrastructure by vacationers, especially at large hotels and golf courses, may reduce the amount of water available to farmers and residents in water-scarce areas, leading to severe shortages and price increases. Furthermore, local deficits might be exacerbated by the pollution of existing fresh water supplies, some of which may be related to tourism-related activities. Fisheries and other aquatic assets are vulnerable to the onslaught of rapidly expanding coastal and marine tourist activities including snorkeling, scuba diving, and sport fishing. Accurate use of adventure craft, such as jet skis, popular boat excursions, and boat anchoring, may potentially cause disruptions to marine ecology. As the number of small boats and large cruise ships that travel the area's waters increases, anchor damage to the region's coral reefs has emerged as a major and serious threat to the region's marine life (Michael, 2001). Damage to coral reefs and other aquatic assets may hurt local fisheries in addition to discouraging tourists and raising expectations for similar businesses in other regions.

## **BULLYING BY ENVIRONMENT TOWARDS TOURISM**

You can't deny that humans have had a significant negative impact on the natural world. Many groups concerned with environmental issues recognize the need of constantly reminding people of the world's natural wonders and working to preserve them. However, according to Nature World News (2015), this kind of "eco-tourism" may really be contributing to environmental degradation. Coastal locations, tiny islands, and other environmentally vulnerable sites are popular tourist attractions in many mountain regions, but there is growing concern that these areas may be negatively impacted by visitors. It's safe to assume that the destructive impact of excessive tourist activities on the ecological perfection of beaches, rivers, mountains, woods, and other ecosystems also negotiates the likelihood of commerce in these areas. The 'life cycle' of a tourist destination is well documented at this point, from its inception through its expansion and eventual demise due to overcrowding and a decline in its original allure. Most developing and wealthy countries have a problem: tourist hotspots that have become so popular that the damage to the environment and the subsequent loss of revenue due to a decline in visitors has become irreversible. In addition, external environmental concerns, especially the possible warning of global warming and increase in sea level, may pose a significant threat to tourism in many locations. Extreme sea level rise has the potential to severely impact many aspects of the tourist industry, especially in low-lying coastal

areas. Intense weather events, such as humid wind storms, related storm courses, and coastal flooding, could be easily warned against due to global warming, which widens climate inequality and disturbs changes in the regularity and passion of such dealings (United Nations, 2001b).

## **SUSTAINABLE DEVELOPMENT**

As per Mi (2014), While "development" is at its core, sustainable development also requires strict population control in order to reclaim supremacy, protect the environment, and promote economic and social progress via the efficient use of scarce resources. Individuals, along with development, are crucial to the success of any effort to achieve sustainable development.

Many countries and tourist hotspots have been more concerned about environmental degradation and the social and cultural problems that come with irresponsible tourism. As a result, there is growing consensus on the need to promote STD in order to lessen its negative impact on the environment and maximize the social and economic benefits it brings to popular tourist spots. According to the United Nations' sustainable development process, which was developed with the help of the World Tourism Organization (WTO), the concept of sustainable tourism refers to tourist actions that lead to the management of entire assets in such a way that economic, social, and cultural needs are met without compromising cultural authenticity, vital ecological procedures, natural diversity, or life-supporting systems (United Nations).

When it comes to urbanized and rising regions (Mitchell and Hall, 2005;

Swarbrooke and Horner, 2004), the main goal of sustainable tourism is to beat the stability while conserving the environment, nourishing cultural reliability, introducing social objectivity, and cheering economic paybacks, gathering the desires of the residents in context to existing superior values both in the short and long term (Liu et al., 2013).

The essence of development and the necessary conditions for sustainability are at the heart of SD's explanations (Miltin, 1992). In a broad sense, development refers to a process that creates an effort to restore people's current circumstances (Bartelmus, 1986). Expanded affluence isn't the main goal of growth, according to Dudley (1993); development also means revolution, both in terms of concrete actions and one's worldview. The growth of the economy is not synonymous with progress alone. Personal and institutional transformation, in addition to economic expansion, are all intrinsic to development. Concerns regarding the value of one's life in the grand scheme of things are included in this category (Pearce et al., 1990). Some examples include worries about one's own or one's child's death, one's capacity to get an education, one's right to use things, the independence one needs, and one's religious well-being. Stiefel and Wolfe, in 1994, argued that greater attention should be paid to historical, economic, political, cultural, and social realities in addition to the technical engineering that goes into development. One of the key goals of SD, according to the Department of Environment in 1989, Pearce et al. in 1990, and WCED in 1987, is to deliver future accomplishments in development in a way that future age groups would not be

damaged. Similarly, the United Nations World Commission on Environment and Development (WCED, 1987) defines SD as a development that meets the needs of the present without compromising the ability of future generations to accumulate their own needs. Pearce et al. (1990) cited Repetto's work, which described SD in a broader context: "a developmental approach that administers all resources, natural possessions, manmade possessions, along with fiscal and bodily possessions for upgrading continuing prosperity and happiness" (emphasis added). By reducing the dynamic stance that incorporates natural assets, sustainable development reduces the opportunities for future periods and increases the challenges they face in comparison to our own. Taking a step back to examine SD from a bird's-eye view reveals some useful pointers. To begin, SD is largely evaluated as a long-term strategy to protect the environment; yet, the present is still not abused. Second, it provides a nonjudgmental vantage point on health across generations. Third, the advice is assumed to be universally applicable, meaning that it is applicable regardless of a country's level of development, culture, or prejudice.

## **SUSTAINABLE TOURISM DEVELOPMENT (STD)**

Sustainable tourism (SD) can be defined as "tourism that accompanies to the supervision of all resources in such a way that social, economic, and cultural needs can be satisfied while enriched cultural truthfulness, necessary biological development, biological diversity, and livelihood sustaining systems are preserved" (Crest, 2015). Because of its role as an adaptable concept and a

foundational element of the historical impressions of development and SD, sustainable tourist development (STD) aims to donate the goals of SD and development in common by establishing specific ethics in the context of these historical impressions. STD can be defined as "any tourism development that makes a significant contribution to or, at the very least, does not oppose the upholding regarding the ethics of growth in an imprecise period that excludes negotiating the capability of future generations to assure their wishes and requirements" (Tosun, 1998a). Equally important in merging parental notions of STD with the concept of STD itself is Butler's (1993) description of STD. Reiterating his earlier point, Butler in this same context suggested that SD could be occupied in the context of tourism as follows: tourism that is urbanized and sustained in a society in such a way and at this level, it remains feasible over an uncertain era and does not demean the atmosphere whether it be individual or bodily in which it prevails to such an extent that it forbids the victorious development and happiness of other deeds and procedures. Of course, this is not the same thing as sustainable tourism, which is essentially a concept of tourism that is mapped out in a way that allows it to maintain its practicality in the area for an indefinite amount of time. It's important to note that Butler has drawn a distinct line between STD and sustainable tourism. This difference, however, seems not to be typically predicted; rather, it is crucial. Many experts in the field have conducted thorough assessments of STD, including Bramwell and Lane (1993), Owen et al.

(1993), Murphy (1994), Harris and Leiper (1995), Tosun (1996), Mowforth and Munt (1998), Tosun (1998a), etc. Taking into account conceptual judgements for development, SD, and STD, this might be utilized to identify a few essential beliefs of STD. The following are some possible names for such theories:

- STD should contribute to the appearance of essential situations at tourist places that would direct host individuals to attain self-confidence and feel free from the harms regarding desire, lack of knowledge, and unpleasantness (Goulet, 1971; Thirlwall, 1989);
- STD should lessen dissimilarity and complete poverty in local tourist places. To assist local communities break free of their dependence on life, ignorance, other people, sadness, and dogmatic ideas, STD is proposed as a means to this end (Todaro, 1994).
- STD is expected to boost regional and neighboring economic development in addition to national financial expansion. This expansion has to be fairly unified across all socioeconomic strata.
- STD must persuade the aforementioned goals in an imprecise period apart from bargaining the competence of possible creators to fulfill their individual needs.

## **INTERNATIONAL HARD WORKS TO ENCOURAGE SUSTAINABLE TOURISM DEVELOPMENT**

"The General Assembly of the United Nations (UN) voted in favor of declaring

2017 the International Year of Sustainable Tourism for Development. The decision, approved on December 4th, recognizes the importance of international tourism and, more broadly, portraying an international year of sustainable tourism for development, in promoting greater understanding among peoples worldwide, in eliciting a more notable awareness of the rich legacy of various civic establishments, and in realizing an improved appreciation for the innate valuations of different cultures.

While tourism was not given a lot of attention in Agenda 21, the international action plan for SD adopted at the 1992 Earth Summit in Rio de Janeiro (Brazil), it has been increasingly integrated into the plan as a result of its growing economic importance, extensive use of distinctive assets, and natural impact. 'Agenda 21 for the Travel and Tourism Trade,' an inaction arrangement for practical tourism development pushed via WTO in a joint effort with two trade relationship in 1996 (World Tourism Organization, 2001f), was the first genuine sectoral activity arranges rising up of the expanding participation among the tourism trade and legislative organizations. At its special session to review the first five years of Agenda 21's implementation, the United Nations General Assembly decided in 1997 that it was important to recognize the significance of tourism in this context and to create a globally coordinated system of action on sustainable tourism (United Nations, 1998). The United Nations Commission on Sustainable Development (CSD) recognized a worldwide work program on STD and measured tourism as an economic component during its seventh

annual meeting in New York in 1999 (United Nations, 1999c). The Conference on Biological Diversity is committed to developing universal guidelines for sustainable tourism via its best-practice follow-up exercises to the CSD global work program in this area. "for being sustainable, tourism ought to handle the carrying capacity as well as breaking points of every biological community and region" (UNEP, 2002a) is a key tenet of worldwide policies. The World tourist Organization (WTO) was applauded at the CSD's seventh conference for lending support to the organization's proposed global code of ethics, which was developed in consultation with the tourist industry over the course of the previous two years. The 'Global Code of Ethics for Tourism,' issued by theta in 1999, elucidated the direction for responsible and SD international tourism (World Tourism Organization, 2001f, Appendix I). There are nine elements in all, each of which illustrates one of a small number of key requirements for governments, tour operators, travel agents, representatives, hosts, and guests.

## **DESTINATION IN CONNECTION WITH ITS PRODUCT/SERVICE CHARACTERISTICS**

The unique attributes of a tourist product/service and the challenges they cause for tourism advertising must be carefully considered before settling on a marketing strategy. Tourists have been observed to identify a location even though it functions as a product and their understanding of its qualities is based on a subjective and emotionally charged assumption (Boo et al., 2009). advertising



a location is quite different from advertising a consumer good. At its core, a tourist destination is a composite of several goods (Boo et al., 2009; Morgan & al., 2002), making it substantially more complex than a consumer decent. We've been staying in hotels, eating at restaurants, going to sights, and working out at gyms as part of our vacation. We'll talk to the locals and investigate the landscape, geology, and hygiene. These elements, taken together, form the destination's product and contribute to the overall experience a visitor has there, whether positive or unfavorable. Given the many moving parts, the tourist product has a highly functional personality, but the specifics each customer needs to know will vary. Nonetheless, it would be difficult for a tourism advertiser (resident/tourist) to carry a destination brand's guarantee and accomplish security, from consumer to consumer or stopover to stopover, given that the two product components of the destination are independent works outside their unwavering charge and each have their own goals and inspirations (Gartner et al., 2011).

The bulk of a tourist product's characteristics are, by and large, outside the purview of an advertisement. The natural features, climate, and societal/demographic makeup of a region's population are all examples of the established cluster of benefits that make up a destination and cannot be altered to better suit consumer demand. However, under normal promotional conditions, businesses will distribute their goods and services with the intention of satisfying the needs the company has identified.

Tourists help improve the product, and the promoter then works to match the dynamic demand with the association's supply. However, destination marketers have no such safety net; they are effectively victimized by the status quo. They need to acknowledge these constraints, operate within them, and direct their efforts toward the audiences most likely to be interested in what they have to give. However, after some time, the properties of the destination may change or be impacted by random aspects of the surroundings, making product consistency a potential worry for destination's marketers as well (Gartner et al., 2011).

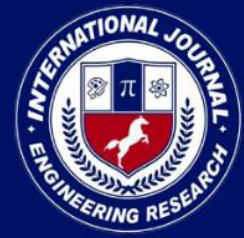
## CONCLUSION

Modern tourism contributes not only to the economy but also to cultural understanding and individual well-being. There is an increasing number of people in local communities and among tourists who are able to participate in tourism since it is no longer an exclusive activity. While tourism helps the economy and helps preserve cultures, unchecked growth can harm both the economy and local communities, as well as lead to social and cultural inconsistencies that undermine the very purpose of travel. This thesis concludes that STD is an effort to minimize negative effects on host communities, cultural traditions, and visitors, all while fostering a positive future for future generations. Despite the fact that the number of people living in and visiting the designated regions has increased rapidly over the last decade, most of the people who were surveyed knew very little about the initiatives under way to improve the area for future

generations. In addition, locals and visitors who have more knowledge and understand the whole significance of STD were predicted to have more optimistic opinions. Visitors and locals who see themselves as beneficiaries of STD are more likely to be enthusiastic supporters of the program. In this situation, only a small fraction of the local population actively participates and, as a result, contributes to the development of different brand building techniques. Sustainable tourist development (STD) is the focus of this thesis, which aimed to evaluate and identify the role of respondents' perspective and willingness in STD and to create brand building strategies in context with STD. Five research goals were established to gain insight into how a local community views and participates in the STD process and how different brand building techniques may be constructed to enable answering these issues and the reimagined notion of STD.

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