

A STUDY ON THE SUSTAINABILITY AND COMPETITIVENESS IN TOURISM DEVELOPMENT

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ABSTRACT

Being among the most prospective and active business all over the globe, tourism has considerable importance and it should be developed sustainably with the help of looking for inadequacies in the economic, ecological and societal objectives of the society. It is crucial that sustainable tourism development management has a high satisfaction level of the needs of tourists and ensures that they had a great time. This, in turn, would make them more aware of the problems of sustainability. The paper here researches the importance of sustainable tourism sector development with the aim to empower competitiveness. Because of the Covid19 pandemic going on and the inevitable threats coming up, there have been problems regarding sustainable tourism development, primary issues related to sustainable tourism development are discussed in the paper and there are insights given regarding the reinforcement of competition. This evaluation helps us to set the guidelines for the researches in the time ahead.

Keywords: Sustainability, Competitiveness in tourism development.

INTRODUCTION

Travelling is important for human beings and their lives. There are no pandemics or other world issues such as terrorism that can stop the travelling passion of people. There are nearly 1.4 billion who travelled in 2019 [1]. Tourism does have few economic advantages for the States but along with that, there are a few issues, like increased energy consumption and growing negative environmental impacts like climatic change. Tourism and travel expansion can also leave a negative impact on nature as the tourist destinations experience excessive tourists. This can in turn affect the life quality of the people living in those places. In 2017, the UN WTI named 2017 the Year of Sustainable Tourism, as citizens from all over were encouraged to visit, to reduce the harmful effects of tourism.

The topic of this study is that numerous researchers have seen the extraordinary difficulties for sustainable tourism because of the quick development of tourism administrations; in any case, right now there is a need for supportability as such fast development affects unsustainable arrangements in the tourism area. The critical difficulties of sustainable tourism advancement are tended to and a few thoughts regarding the conceivable union of the intensity in a tourism area and sustainable improvement of tourism objections can be seen here. The exploration depends on a deliberate writing survey to evaluate the ebb and flow level of examination and to convey rule for additional exploration in the sustainable tourism field. Sustainable tourism problems were explored by UNWTO [2], Waseema [3], Pjerotic et al [4]. Mihalič et al [5], Kangwa [6] and so on. The linkages among tourism and sustainable advancement of traveller objections were additionally tended to in different investigations [7] [8]. The intensity

complications in tourism improvement were gathered in a few significant examinations by Croes and Kubickova [9].

SUSTAINABLE TOURISM

Sustainable development is the primary idea of development and tourism has colossal monetary, natural and social effect in the cutting-edge world, hence the development of this area is connected with every one of the three referenced components of maintainability. As the worldwide economy, social and innovative development measures are as yet growing, the examination of new and explicit structures, present in business is fundamental in tourism too to accomplish sustainable development of tourism. One of them includes the bunches, acquiring more noteworthy importance – to situate in one organization topographical organizations and foundations that intently collaborate and that are centred around shared business results and ones that supplement one another. The advancements are required to add to leap forwards at the worldwide level and that may decide organizations' activity under new powerful authoritative structures that sum up thoughts, give some upper hand and open additional opportunities in tourism too [10]. In this manner, sustainable tourism development issues are firmly connected with intensity through expanding advancements in all spaces applicable to business tasks. Moreover, tourism is portrayed as a business, recognized by its incredible assortment, trustworthiness and multi-planning. Correctly, extraordinary interconnection of underlying segments, moulding tourism business, permit assumptions for the organizations, giving tourism administration, to participate in the execution of advancements.

The major financial places in the major nations are known as tourism. Travel & tourism saw 3.9% growth, which outperformed the global economy (3.2%) for the eighth year in a row. Over the past five years, Travel and Tourism have been one of the five roles in the region that made government output the strongest complice. Tourism is hence one of the largest financial sectors in the world serving 1 out of 10 (319 million) jobs worldwide and generating 10.4% of global GDP. Although the tourism sector is dependent on indigenous welfare and habitat, it also has another impact, notwithstanding. The ecological problems of improving tourism need rare attention because such studies have been conducted [11] [12].

Green tourism is primarily related to tourism that discusses environmental problems of the tourism (Lu et al. (2009). 2018 study revealed tourism to have a contributory role in the release of carbon dioxide all across by 8% [13]. Therefore, sustainable tourism holds considerable significance at the moment and thus there have been some guidelines to develop sustainable tourism providing primary environmental indicators for the tourism sector comprising of waste disposal, climate change mitigation, decrease in pollution, use of renewables, etc. [2]. It was stated before as well that innovations, research and technological growth can prove to be the major breakthrough to tackle the ecological issues of tourism development. In the post-Great Crissi period, European Economy is healing but there are some issues related to the world pandemic. During these times, technological development has faced a slowdown which, in turn, poses a risk for the economy and nature as well due to the lack of steps for use of renewables. The utilization of renewables can directly affect climate change mitigation. Consequences of the economic crises in the past are still seen everywhere and with the slowdown of development of

the economies of nations, the European economy does not have many opportunities to become a strong economic force. Investing in innovative advancement is being seen just as a spotlight on friendly issues of maintainability. It is additionally important to specify that on account of improving life quality – tourism is assuming a significant part. Personal satisfaction is quite possibly the main focuses of maintainable improvement likewise pertinent to tourism area as far as offering types of assistance for vacationer just as considering personal satisfaction of inhabitants in traveller locations [14]. Summing up the communicated articulations, the assumptions can be made, for discovering the approaches to amplify the personal satisfaction later on and in like manner to stay away from another monetary emergency all throughout the planet.

The initial phase in looking for the sustainability of the tourism business is recognizing the issues. Perhaps the worst problems of tourism are: non-traditional kinds of tourism, waste disposal and preparation. Different problems – the establishment of a primary steps scheme and a mechanism is essential. The following step for reinforcing sustainable tourism is an additional activity that will include the outcomes achieved by initiating operations and obtaining positive moving performance.

Dissecting logical writing, the accompanying key parts of sustainable tourism advancement can be characterized: the formation of new work environments remembering business openings for tourism objections, safeguarding of the indigenous habitat, environmental change relief, contamination and waste decrease, advancement of green and sustainable utilization rehearses [2]. These impacts show through other social components, like occupant work and joblessness, mental environment, accessibility of social help in vacationer locations and so on Presently, in the tourism area, it is especially fundamental to guarantee socially capable tourism or sustainable tourism to sort squander, protect normal assets and different issues of moral tourism [15].

Many scientists have been focused on the social problems of tourism development at present. Social tourism discussed the issues of socially disadvantaged people. Kakoudakis et al [16] evaluated how social tourism had an economical effect and manifested the life quality regarding socially disadvantaged people. With such an effect caused by the psychological environment, the focus should be on how the unemployed can look for the desired job and vacations impacting the employees. Social tourism has made quite the developments in Europe, providing employment to many people. Tourism is considered to be a social integrity measure as well. As tourism and its popularity is increasing all over, there has been considerable growth in people enjoying their holidays today. People still cannot take vacations because of inadequate resources, a manifestation of social exclusion, the inadequate focus of the public sector, implementation of social resources, etc.

COMPETITIVENESS AND SUSTAINABILITY ISSUES IN TOURISM

As per the research (UNWTO, 2017), the cutting edge economy is recognized by high seriousness in any business field including tourism. To endure, associations are compelled to expand business productivity, execute the most trendsetting innovations, look for the upper hand of items and provided administration, compete for the more noteworthy piece of the pie

and hold the best-trained professionals. The designer [17] emphasises that operating in certain conditions; authentic administration essentially addresses a problem where more improvements are odd and not fascinated by risky properties. The speculation offers an additional hand and an incredible measure of growth to the association. After Smagurauskienė [17], the whole of the EU and major world states promote the improvement of businesses in those systems and provide unbelievable attention to the country's small and medium-sized activities which are suspected of creating financial premises and of being secure. Monetary assistance to some small and medium-sized businesses is the main tool of strategy.

The primary component of the EU was regarded as small and medium-sized businesses. They led to higher income and had a contributory role in the economy. Although, the capability of such enterprises in Lithuania is still not used entirely because of the poor conditions of businesses where the complicated evaluation is going on. The capability of small and medium businesses is related to young people as they are focused on the development of business [18].

As per Jasinskis and Simanavičienė [19] Decision, Rationality and Human Motivation are three primary factors for verification of provision of financial support to SMEs.

- Authors have defined the deciding factor to be a condition where a certain place makes economic decisions but it impacts the decision making of another place.
- Rationality factor. The assistance of European Structural and Investment Funds (ESIF) constitutes 75% of the total assistance received. Therefore, it is not right to avoid it and not use it because financial injections can come into play as well.
- Human Motivation factor. There are many people who would not have faith in State administration anymore if they discussed the pros of EU support and then announced to enter the EU but even its execution could not do much for the business.

When these three factors are taken into the consideration, it is possible to assume that financial support cannot be avoided for the establishment of own business or looking for the pertinent initial funding. It is necessary to look for and choose the most applicable type of financial support wherever possible. As per Smagurauskienė [17], “State to business” and “Business to business” are the two sorts of financial assistance.

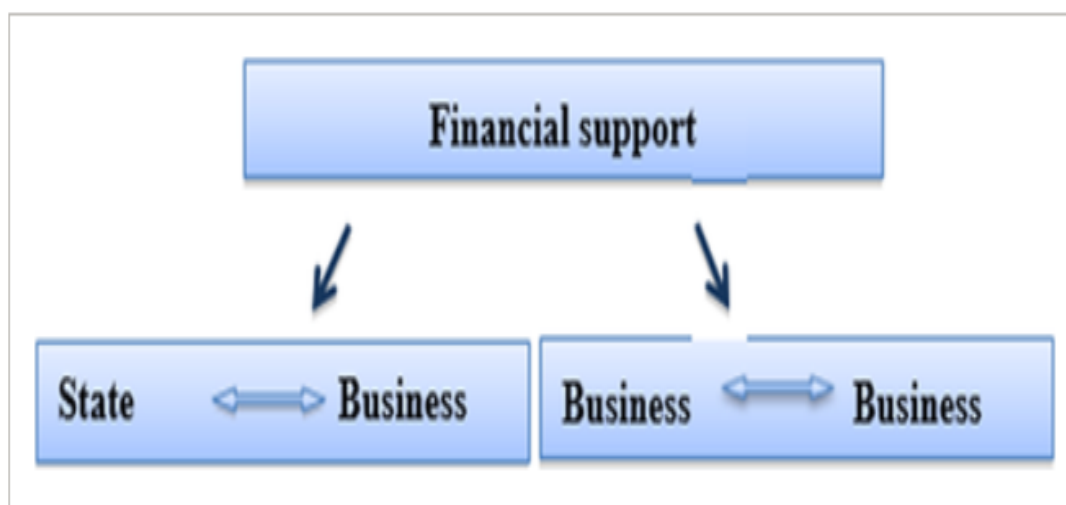


Figure 1: The key categories of Financial support

THE CONSOLIDATION OF COMPETITIVENESS AND SUSTAINABILITY ISSUES IN TOURISM DEVELOPMENT

To consolidate the competitiveness and sustainability problems of tourism, it is important to have the evaluation of tourism products and services along with the needs of consumers. This should consider the present demographic trends all across where a lot of tourists are between the age of 30 to 50 or above 65. These tourists are only going to grow each year and the majority of them will be above 65 to make sure of the competitiveness of the tourism sector.

Implications of an Aging Society on Tourism Development Trends

In developed nations and during the 20th and 21st centuries, this ageing cycle had begun more than 100 years previously. In the near future, the occupying era would probably become the major societal revolution in the 21st century, affecting almost all of the pleasant regions, including job and money markets, products and administrations, transportation and social needs, as well as family design and relationships of different ages. In practise, a section of individuals more developed than 60 años that is faster than one of a certain other gathering is possible in each country following measurement details. Especially in the European Union, this pattern is rapid and creates many serious difficulties. The following figure reveals that eventually, at 65 years of age and more people would double the amount of people in the global population. According to numbers, it is also said that, at the age of 60+, by 2050, the amount of people would double that of 2016. In Japan and created nations, the oldest ones will be available. An especially rapid expansion of the older quantity changes all life cycles. It also shows that the birth rate is decreasing worldwide (UN, 2020). United Nations (2020) indicates that the elder on the planet is prevalent. It cannot be said that the old came suddenly and unexpectedly. They pass through a couple of stages of their life before they reach the final elderly. During human creation, environment perceptions and exercises are extended. At each stage of progression, we choose new alternatives that provide us some opportunities to achieve a normal degree in our daily lives. Next is the natural era, true conditions of character, financial and family standing, as well as social components of the person [20].

Human aging can be influenced by numerous aspects which can impact a person through outside and inside alike. All the aspects have positive and negative factors to them [21]. Aging is a broad theory comprising of various industries such as physiological, psychological, etc. As per Itrat et al [22], Aging is a slow and reformist cycle and as a rule, an issue of capacities, when it is adjusted to pressure and the expanded infection hazard. Be that as it may, as per Flatt [23], the aging – balancing out and adjusting of forces, in view of common determination, to the evolving climate. There are more wide ideas like measure, during which, the quantity of the older is expanding in the overall society. Therefore, the notion of ageing cannot be defined by any one term. In either scenario, it can be finally concluded that ageing affects the whole human race. All-natural creatures are aged and by nature this is common. Human beings are just a typical animal; analogous circumstances are consequently working with them. There are some social metrics that can be used to define age such as the percentage of citizens at an older age, doubled time predictor for a residential senility grade; total resident life span, pyramid of a resident; a gender coefficient; different coefficients of dependence and coefficient of guardians.

In the coming years or decades, it can be predicted that there will be a rise in the older people aging and due to this, working-age people will be reduced considerably. The extended lifespan of a person is an achievement in health because it is possible to have a quality life for a longer period and be on a job for a longer time. Because of resident aging, there are some economic and social issues as well. Demographic changes are known to be a huge issue for European Union and the entire world. As per the UN data (UN, 2020), elderly people above 65 will grow by 16% with regards to resident part till the year 2050. There will soon come a time when there will be more older people in comparison to children who are between 0 to 14 years of age. It has never happened before and thus it will be the first time happening. This kind of huge change is impacting the economy of the world and if it is not seen now, it will be quite apparent soon enough. Considering the growth in the elderly number, there are efforts made so their lifespan can extend. There is a considerable amount of focus given to healthcare and physical activity. When elderly people are healthier for a long time, it is possible for them to have a superior quality of life for a long time, they can be self-reliant and active as well.

Sustainable Development of Tourism Destinations

Tourism is now the fundamental monetary business field and endurance opportunities for some nations. Along these lines, the serious issues of tourism are firmly connected with tending to economical advancement focuses of vacationer locations and giving green tourism administrations which don't adversely affect the climate, guarantee assets reserve funds, assurance of the regular habitat and depends on developments in green administrations improvement, in the event of the vacationer stream increment, these are being set up new organizations that supply convenience cooking, transportation, diversion or different administrations that they explorers need. Žilinskas [24] states that "reinforcing public monetary and social incorporation decides the improvement of territorial tourism that unavoidably is identified with the effect on the economy, socio-cultural climate and nature." "Because of the expanding tourism interest, districts cultivate tourism, hoping to get pay from tourism, to make new working environments and support the advancement of business administration."

For business development, tourism management principles should be enhanced along with the innovations made in the industry. Paulauskienė [25] observed "tourism management is a complicated process – it is, directly and indirectly, related to many fields (accommodation, catering, transport, connections, insurance, etc.), which are intended not only to tourists but for the satisfaction of the local residents' needs. So far there have not been identified how to assure effective management of a tourism sector at national, regional or local municipal levels." "It is one of the most difficult issues, solved in practice that tourism policy formers face in the countries of different economic development level."

Scientists at present are making discussions regarding the communities and to increase the opportunities of public administrative efficiency [26]. Participation of a local community in the development procedure of self-administration might distinguish in the terms of social, political, the satisfaction of individual needs and business growth in a rural area.

For the tourism business development, the most important factor is the employees who interact with the clients one on one and talk about the needs of the local community. As far as the

tourism agencies and experts are concerned, for satisfying the creative interests, recreational interests and leisure interests of the consumers, there should be proper conceptual and methodological awareness along with the skills to know about the interests and requirements of the resident community in various areas of leisure.

CSR initiatives are there along with the corporate governance and the business excellence that may lead to the worthy inputs in sustainable tourism development. It is necessary that they are discussed and solved efficiently by the working organizations in the tourism and other business sectors related to tourism [27] [28].

CONCLUSION

Tourism administrations affect the regions which include the effects on the domestic climate, have networks and business openings advancement, the tourism business has significant ramifications for the economical improvement of tourism objections. Reasonable utilization practices ought to be advanced by the tourism area to add to the maintainable improvement of tourism objections. Seriousness and natural and social issues of supportable tourism advancement can be tended to together by executing developments and encouraging maintainable utilization standards, giving new tourism administrations to handicapped and elderly individuals and accomplishing complete benefit together by adding to government assistance and requirements of domestic networks and managing feasible improvement needs of tourism objections.

This Pandemic of Covid19 can make a considerable impact on the tourism industry which leads to new issues for sustainable tourism development. The organizations of the tourism sector that will go through the pandemic successfully will have to make their services adaptable so they can face any future pandemic if it occurs. The health experts have already warned us about future pandemics and it is important that these companies can adapt to the changes in consumer interests. These changes will also comprise considerable demand for sustainable products. In the post-Covid era, there will be obviously many changes in the travel and tourism industry, which will be determined through numerous consumer choices, destination accessibility and regulatory change. Thus, such problems should be discussed and solved in the time ahead which includes sustainable consumption practices. They must be enhanced and integrated into the tourism sector where global agreements are included regarding the carbon footprint and other restrictions.

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