

Sustainable Tourism, Part A

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Sustainable Tourism, Part A: Balancing Conservation and Progress in a Dynamic Industry

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professionals across the country. In addition to her work as a review member for the IJRAR Journal, she is also working as a BOS member in the creation of curriculum for courses at the undergraduate, graduate, postgraduate and MBA levels.

Brij Mohan Singh is a doctoral candidate at the Department of Tourism Management, Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India. He holds a Junior Research Fellowship. His academic background includes a Master's degree in Tourism and Travel from the Indian Institute of Tourism and Travel Management, and he completed his undergraduate studies in Mechanical Engineering at the National Institute of Technology Karnataka, Surathkal, India. Mr Singh has had his research published in esteemed journals listed in UGC CARE and subjected to peer review. He has also presented his research at various conferences and seminars, both at the national and international levels. His research interests encompass a diverse range of topics, including homestay experiences, entrepreneurship, tourists' satisfaction, community-based tourism and sustainable tourism.

Hitesh Tripathi is pursuing a doctorate at the Department of Tourism Management, Indira Gandhi National Tribal University in Amarkantak, Madhya Pradesh, India. He holds a Master's degree in Tourism and Travel obtained from Banaras Hindu University, Varanasi, India. His research findings have been published in reputable journals that undergo rigorous peer review and are indexed in the UGC CARE list. Additionally, he has shared his research insights at multiple international and national conferences and seminars. Mr Tripathi's research interests encompass a diverse range of subjects, including ecotourism, entrepreneurship and sustainable tourism.

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Foreword



Professor Dimitrios Buhalis

I strongly encourage you to delve into ‘Sustainable Tourism: A Comprehensive Multidimensional Perspective’, a meticulously curated volume that distinguishes itself in the academic discourse surrounding responsible tourism. Edited by a team of esteemed scholars, this book explores the intricate dimensions of sustainability within the tourism industry often with the contribution of innovative technologies. Each chapter offers valuable insights into the myriad challenges and opportunities linked to sustainable tourism. Expert contributors conduct thorough analyses on a range of topics, such as the socio-economic effects on local communities and the environmental considerations of tourist destinations. With its technological perspective, this book becomes indispensable for individuals interested in comprehending and championing responsible tourism practices.

Professor Dimitrios Buhalis
International Centre for Tourism and Hospitality Research,
Bournemouth University
Editor in Chief, Tourism Review

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Preface

Sustainable tourism is at the forefront of discussions in the contemporary travel industry, demanding a delicate balance between progress and conservation. The book 'Sustainable Tourism: Balancing Conservation and Progress in a Dynamic Industry' delves into various facets of this critical intersection, presenting a comprehensive exploration of sustainable entrepreneurship, behavioural factors, homestay establishments, economics, digital technologies, smart tourism, internet's role in ecotourism, electric vehicles and more. The collection of chapters brings together diverse perspectives, insightful research and practical implications for industry professionals, policymakers, scholars and enthusiasts seeking to navigate the complex landscape of sustainable tourism.

Chapter 1: Does AI have an Effective Role in Applying Sustainable Entrepreneurship in the Tourism Industry?

The opening chapter by Bassam Samir AL-Romeedy and Shaymaa Abdul-Wahab El-Sisi examines the potential of artificial intelligence (AI) in promoting sustainable entrepreneurship within the tourism sector. By analysing current literature, the study offers valuable insights into utilising AI as a tool for driving sustainable practices and innovation, emphasising responsible and ethical AI implementation.

Chapter 2: Unveiling the Entrepreneurial Mindset: Behavioural Factors and Green Intentions among University Tourism Students

Viana Hassan's chapter delves into the behavioural determinants influencing university-level tourism students in developing economies, particularly India. Using the Theory of Planned Behaviour (TPB), the study sheds light on the role of attitude, subjective norms and perceived behavioural control in shaping entrepreneurial intentions, with a focus on environmentally sustainable practices.

Chapter 3: Homestay Establishments as a Strategic Business Tool for Sustainable Tourism Practices and Community Development

Authored by Brij Mohan Singh, Hitesh Tripathi Gyanendra and B. S. Johri, this chapter explores the significance of homestays in India as a tool for sustainable tourism, community development and cultural immersion. The research emphasises the positive impact of homestays on local communities and advocates for strategic development, supportive policies and awareness campaigns.

Chapter 4: Striking a Balance: Economics and Sustainability for a Prosperous Planet

Suravi Chatterjee, Anand Chatterjee and Disha Sharma analyse the role of sustainable development for a healthy future. This chapter explores the environmental impact of human activities, the relationship between economic growth and sustainability and initiatives taken by the Indian government to promote sustainable development.

Chapter 5: New Opportunities for Sustainable Development in the Tourism Sector with the Use of Disruptive Digital Technologies

This chapter investigates the impact of digital technologies, such as the Internet of Things (IoT), artificial intelligence (AI), cloud computing and big data, on the tourism and hospitality industries. It emphasises the importance of these technologies in achieving sustainability and enhancing customer engagement in the digital realm.

Chapter 6: Smart Tourism and Sustainable Bioeconomy: Designing a Resilient Future

Authored by Sejana Jose V, Sandhya H and Bindi Varghese, this chapter explores the synergy between smart tourism and sustainable bio-economy. It emphasises the role of energy-efficient technologies, green initiatives, investment strategies and agile leadership in creating a resilient and sustainable future for the tourism industry.

Chapter 7: From Pixels to Paradises: The Tourism Industry's Digital Evolution

This chapter, titled 'From Pixels to Paradise: The Tourism Industry's Digital Evolution', explores the transformative impact of digital technology on the tourism industry. Researchers examine how emerging technologies such as virtual reality, augmented reality, artificial intelligence and data analytics are reshaping the tourism landscape.

Chapter 8: Role of Internet in Sustainable Growth of Ecotourism

Authored by Kiran Shashwat, this chapter explores the evolving relationship between ecotourism and the internet. It examines how the internet can be leveraged to promote sustainable practices, facilitate eco-friendly choices and enhance the overall ecotourism experience while addressing potential concerns.

Chapter 9: Factors Affecting the Adoption of Electric Vehicles – Prospects and Challenges – With Special Reference to Maharashtra

Astha Sharma's chapter delves into the factors influencing the adoption of electric vehicles in India, with a focus on Maharashtra. The study evaluates various aspects impacting customer preferences and highlights the challenges and prospects associated with the adoption of electric vehicles in the context of sustainable transportation.

Chapter 10: Sustainable Tourism Practices: Evidence from Global Perspectives to Achieve Development through Economic and Environmental Balance

Pramendra Singh, Disha Sharma and Hamid Abdullah contribute a chapter that explores the intricate relationship between sustainable tourism practices and the pursuit of balanced economic and environmental development on a global scale. The study utilises a mixed-methods approach to investigate the impact of

sustainable tourism initiatives on local economies, cultural preservation, community engagement and environmental conservation.

Chapter 11: Exploring Sustainable Tourism Practices for Fostering Meaningful Travel Experiences: A Global Perspective

Sandeep Paatlan and Jayati Ranga present a qualitative study exploring the connection between sustainable tourism practices and meaningful travel experiences. The chapter delves into the importance of certification programs, environmental impact, community engagement and responsible traveller behaviour, emphasising the role of collaboration among decision-makers, destination managers, tour operators and tourists.

Chapter 12: The Impact of Destination Social Responsibility on Sustainable Development in Coastal Marine Tourism Destinations

Mona Fairuz Ramli, Azizan Marzuki and Nurwati Badarulzaman focus on the intersection of Destination Social Responsibility (DSR) and sustainable development in coastal marine tourism destinations. The chapter utilises qualitative interviews, content analysis of policy documents and quantitative surveys to examine how DSR practices influence environmental conservation efforts, community engagement and visitor satisfaction levels.

Chapter 13: Enhancing Cultural Sensitivity and Safeguarding Heritage Sites

This chapter underscores the significance of cultural sensitivity in heritage site management. It emphasises the need for a respectful approach to maintaining cultural authenticity while ensuring a high-quality traveller experience. Cultural sensitivity is portrayed as a cornerstone in heritage site management, guiding the balance between conservation and providing a memorable visitor experience.

Chapter 14: Reflecting the Unseen World – The Relationship of Photographs in Shaping Tourist Perceptions and Destination Choices

The concluding chapter investigates the components of photographs that shape tourists' perceptions of destinations. Utilising a quantitative approach, the study identifies key components influencing tourists' perceptions and provides insights for photographers and destination marketers to strategically use these components to increase tourism to specific destinations.

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Dr Hamid Abdullah: I dedicate this book to my late father Mr Ghulam Hussain, my mother Mrs Hasim Bibi, my brother Abdul Rahim and my guide Prof. Sunil K. Kabia who have been the force behind me in all my endeavours.

Dr Pramendra Singh: I would like to dedicate this book to my family for their unwavering support and motivation during the creation of this book. I would also like to thank my colleagues and friends for their guidance throughout the editing process.