



A STUDY OF SUSTAINABLE TOURISM DEVELOPMENT FOR DESTINATION BRAND BUILDING

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Abstract

This study aims to learn how sustainable development initiatives may improve visitor experiences in a selected travel location. The present planning framework employed by locals and visitors was compared to the Sustainable Tourism Development destination brand development program. All of this adds up to a massive responsibility for all individuals who have educated themselves in the tourist industry to value the relevance of long-term sustainability. The potential for tourism to succeed is enormous. However, it may also serve as a conduit for demands that threaten the resources upon which it relies. If tourism is developed without concern for its long-term viability, it will not only harm local communities and the environment, but it may also be doomed to fail from the start. Governments may control the powers arising due of the segment's energetic growth in an idealistic manner via tourist plans that are intertwined with economic, social, and cultural concerns and which are crafted with an understanding of the potential for damage and good. Tolerating this responsibility for the tourism industry is not only about being a good citizen, but also about being mindful of the fact that any damage done to the economic, cultural, or social environment of destinations can result in the destinations' complete destruction or loss of value as a tourism product. The viability of an economy depends on "the suitability of endeavors and actions furthermore their aptitude to be maintained over time," and sustainability may ensure this crucial component. A appropriate dependability must be established among the environmental, economic, and socio-cultural aspects of tourist development to ensure its long-term viability, as referred to by sustainability ethics.

KEYWORDS: Tourism Development, Brand Building, tourism industry, socio-cultural aspects

INTRODUCTION

Strong political administration is required to guarantee wide involvement and harmony building, and sustainable tourism development requires up-to-date contributions from all significant players. Reaching the goal of sustainable tourism is an ongoing process that requires constant monitoring of impacts and the presentation of basic preventative and corrective steps as needed. The goal of sustainable tourism is to increase knowledge of sustainability issues and spread sustainable habits among

tourists, all while maintaining a high level of pleasure among visitors. Furthermore, sustainable tourism should not be interpreted as implying a restricted level of travel. It has been argued, in fact, that sustainable tourism development is an endless pursuit of perfection and that tourism may never be completely sustainable. In certain countries, the term 'ecotourism' has been used interchangeably with 'sustainable tourism,' leading to confusion regarding the true relevance of the former. Ecotourism is founded on



sustainable principles, but it also plainly hints to a commercial niche. It's a kind of tourism that takes place in public spaces and often involves an interpretive experience of natural and cultural heritage, is managed by conservation and local organizations (if it exists), and is written for small groups of persons. As described in the Quebec Declaration on Ecotourism (2002), the growth of ecotourism may easily serve as a helpful tool within more comprehensive brand development approaches in the direction of more sustainable tourism. The assessment, development, and process of tourism may be made more sustainable if these consequences and requirements are taken into account. It's a predictable pattern of development that's been realized in tourist destinations as varied as cities, resorts, rural areas, coastal regions, mountain ranges, and fortified areas. It is easy to see how this may be used to any kind of business or leisure travel.

DEVELOPMENT IN CONNECTION WITH SUSTAINABILITY OF TOURISM

European tourist strategy now prioritizes sustainability. The European Union's Fifth Environment Action Program, themed "Towards Sustainability" (CEC, 1993), emphasized the role of tourism in achieving sustainable development goals. After this research came out, sustainable tourism became the subject of reasoned debate, which in turn spawned a proliferation of definitions and characterizations. The World Tourism Organization (WTO) provides the most widely cited definition of sustainable tourism, which states that such an industry must meet the following criteria:

1) Maximize the use of environmental resources that are integral to the growth of the tourism industry while also maintaining basic biological processes and helping to preserve the shared cultural and natural heritage that visitors bring with them.

2) Respect the social and cultural legitimacy of local communities in the targeted travel areas, safeguard their cultural heritage and traditional values, and strengthen intercultural sensitivity and open-mindedness.

3) Achievable, long-term economic operations that provide modestly-coursed socio-economic benefits to all stakeholders, such as steady job and wage-earning opportunities, social services to local groups at the destinations, and reductions in poverty (WTO-UNEP, 2005).

This concept naturally encompasses the three crucial pillars of sustainable development, namely the social, cultural, and economic aspects. Many experts in the field of tourism recognize and support this approach. An excellent summary of many definitions of sustainable tourism is provided by Coccossis' (1996) classification. In the introduction, he discusses how tourism may be sustained financially, opening the door to the commercial potential of travelers' activities. Second, he spoke about how people see things, mostly from a sociocultural and political standpoint, that emphasizes the need for ecotourism. He said that understanding the necessity to monitor certain areas of the environment to maintain long-term economic intensity is what drives the sustainable tourism development (STD) strategy that has been established. Finally, he presented an other



viewpoint, arguing that tourism is vital to sustainable development policies. This acknowledges that safeguarding the environment, fostering economic growth, and promoting social justice are all crucial. This unified approach is in charge of the present investigation into the legal dispute surrounding tourism (Coccosis, 1996). Within this framework of environmental, economic, and social-cultural concerns, the World Tourism Organization (WTO) developed a set of twelve guiding principles to encourage responsible travel. The following are associated:

- 1) **Economic Common sense:** In order to guarantee the viability and long-term success of tourist hotspots and related enterprises, it is necessary to ensure their competitiveness and cost-effectiveness.
- 2) To maximize one's share of the host community's wealth resulting from tourism-related activities, such as visitors' spending money at locally owned businesses.
- 3) **Economic Value Added:** Creating and strengthening more local trades via tourism, with a focus on increasing their competitiveness in terms of remuneration, working conditions, and access for people of all backgrounds and abilities.
- 4) The fourth principle, "social decency," calls for an examination of ways to ensure that the economic and social benefits of tourism are fairly distributed among the communities that stand to gain from them.
- 5) **Traveler Success:** Making sure all visitors, regardless of sexual orientation, ethnicity, ability, or

cultural background, have a positive experience.

6) **Community control:** Facilitate communication between and approval from host communities for matters pertaining to tourist management and future growth in the area.

7) **Goal:** Preserve and strengthen the unique contentment of local communities by safeguarding social institutions and ensuring that all members have access to the resources they need to avoid social deprivation and abuse.

8) cultural success entails appreciating and bolstering local communities' unique customs, customary practices, and storied histories.

9) **Environmental Integrity:** Preserve and increase open spaces in cities and rural areas without compromising their natural beauty or bringing shame to their surroundings.

10) **Tenth, Biological Diversity:** Managing the conservation and preservation of natural habitats and native species.

11) **Resourcefulness:** cutting down on the use of finite and nonrenewable resources.

12) The role of electronic assets in the formation and operation of tourist bureaus and services.

13) **Environmental Cleanliness:** Decreasing Air, Water, and Land Pollution, as well as Waste Produced by Tourism Businesses and Visitors. (WHO-UNEP, 2005)

DESTINATION AND BRAND

A place has no say in determining its true identity as a brand. The consumers



themselves choose the winning brand. Finally, this gives patrons' opinions serious weight. Several aspects of brands are quantifiable.

The following may be included in many crucial examination strategies:

- 1) Reviewing the present brand's worth,
- 2) determining how visitors and locals alike see the location,
- 3) choosing and testing new slogans and logos,
- 4) keeping an eye on brand quality and execution,
- 5) and monitoring the brand's aggression are all steps in the process.

On the other hand, secondary research is reliable and may save time and money since it is easier to gather.

The secondary analysis may include:

- 1) Growth on a micro, meso and macro scale;
- 2) Appropriate research and assumptions that may be available through media partners
- 3) Social media and user-generated content sites (Baker, 2012).

A place should be representing something. According to Fabricius (2006), a brand's core values should clearly express a vision that is shared by stakeholders and prospective customers. Ooi (2003) emphasized the need of observation, evaluation, and audit in helping the destination convey an incontestable oneness, reliability, and limiting brand distinctiveness. In light of this, it is imperative that destinations go above and beyond brands in order to develop "trust denote," a name or logo that expressly links a location with emotions and, by extension, the hopes and dreams of its visitors (Morgan et al., 2002), therefore

generating "love-marks." Launching the location's core measures, which should be long-lasting, important, and exceptional for the possible visitor, is the first step in building or reviving a destination brand throughout time (Heath, 2007). The characteristics should also connote deliverable, distinct, and driving concerns that connect with customers (Morgan et al., 2004).

The desire to become a famous landmark is a good marketing indicator (Kotler et al., 2006). Tourists today are increasingly looking for lifestyle satisfaction, and they are seeing—rather than perceiving—discrimination in the more substantial components of the destination product, such as lodging and attractions (Morgan et al., 2004), making branding arguably the most definitive marketing weapon available to current destination marketers. According to studies (Ritchie and Hunch, 2003; Blain et al., 2005; Knapp and Sherwin, 2005), successful destination brands aim to convey the promise of a meaningful trip experience unique to that location.

BRANDING ADVANTAGES

The benefits of brands are twofold: first, they differentiate products and services, and second, they reassure customers that they will get high-quality goods or services (Kotler & Gartner, 2002).

Clarke (2000) has highlighted six primary benefits of branding associated with tourist destinations and their associated products:

Branding has four main benefits:

- (i) it reduces the likelihood of a consumer having to make a decision;
- (ii) it helps reduce the influence of insignificance;



- (iii) it conveys consistent quality across channels and over time; and
- (iv) it can mitigate the risk premium associated with making decisions about special events.

It helps people work together towards the same goal by doing the following:

- v. encouraging precise segmentation,
- vi. providing a point of convergence for the merging of maker attempts.

Advantages of branding of local groups overall:

- Establishes a unified hub for the benefit of all governmental, commercial, and non-profit sector organizations that rely on the area's reputation and appeal.
- Increasing acclaim, respect, loyalty, and status as a symbol.
- Corrects out-of-date, sloppy, or aggravated assumptions.
- Increases sales, profits, and lodging fee earnings; recoups compensation of partners.
- Improving the system's ability to tax, recruit, and shield competent people.
- Increases approval and support in metropolitan areas.
- Instead of depending on costs to accept their offer, this method:
 - increases the size of the "pie" for stakeholders, allowing them to negotiate a higher price.

SUSTAINABILITY SCENARIO IN JAMMU AND KASHMIR

Jammu and Kashmir (J&K) is a state in India with a distinct and remarkable cultural logic of its own. This state is strategically located on the international frontier shared by China and Pakistan. In addition, there are snow-capped mountains, enormous, regular lakes, forests, streams, and springs that add to the beauty. Jammu and Kashmir, along with Ladakh, are three of the most populous and culturally significant areas included. Kashmir has eight locales (including two areas of Ladakh region), whereas Jammu has six regions; these divisions are used for administrative reasons. Jammu and Kashmir's overall development trend is not encouraging. At present prices, it lags behind the majority of other states in terms of growth in Net State Household Product (NSDP). Jammu and Kashmir (J&K) has made some minor progress over the last several years, and this may be attributed to a number of different causes. The most important factor has been Kashmir's climate of supported militancy during the last decade. Low crop yields in farming and its supporting industries have affected employment and income opportunities. It's hardly unexpected that the travel and tourism sector, which oversaw 25 million jobs in 2012 and whose tourism subsector accounted for 4.9% of the nation's total activity in that year, will generate 31 million jobs by 2023. Since (Rathore et al., n.d.). The mechanical section is still in its infancy since it has been denied a contemporary basis and the atmosphere for speculation has cooled. The probable regions have not had a suitable structure



for achieving greater economic growth. Poor economic growth in J&K may also be attributed to a lack of competent leadership and mismanagement.

As far as J&K tourism is concerned, Kashmir is universally recognized as the 'Paradise on Earth,' because to its never-ending supply of breathtaking landscapes and top-notch sights. Places of worship, shrines, caves, and monasteries are another important factor in the tourist potential of the three areas. The tourist industry may have both positive and negative effects on the economy of the state and the country at large, with regards to both wages and employment. At the moment, local transportation services are below par in comparison to those offered elsewhere. The once-steadfast tourism industry is showing signs of weakness due to a large range of challenges. As a result of armed insurgency in the region during the last decade, the number of visitors visiting the Kashmir valley has dropped significantly. This has had a profound effect on the economy. Over the last several decades, the importance of tourism to the economy of Jammu and Kashmir (J&K) has been well recognized, and the role it has played in economic growth has had far-reaching policy implications. According to the Ministry of Tourism, Government of India (2012), Andhra Pradesh is the most popular tourist destination in India, with over 13 million visitors in 2012, while Jammu and Kashmir ranked 17th.

SUSTAINABILITY SCENARIO IN HIMACHAL PRADESH

Naturally beautiful Himachal Pradesh (H.P.), with its charming landscapes, snowy peaks, verdant valleys, cool temperature, and tolerant locals, is a

popular tourist destination. It is located in the bosom of breathtaking nature. It is thus a fact that Himachal Pradesh has enormous tourist potential, which it must influence and keep. Considering its location in the delicate western Himalayan area, it has embarked on the path of green growth and sustainable development (Climate Himalaya, 2014). This entails embracing progress without upsetting the fragile ecological equilibrium.

Himachal Pradesh should capitalize on the benefits of tourism while avoiding the drawbacks that come along with it. Himachal Pradesh must promote itself and learn about the needs, perceptions, preferences, and satisfaction of visitors in order to have an impact on this tourism boom. Himachal Pradesh offers a limited number of distinctive offerings, but the region isn't prepared to capitalize on them due to a scarcity of amenities. In general, visitors' expectations were satisfied, but in certain circumstances, visitors were left wanting since they had counted on the provision of excellent requirements like luxury, sustenance, and water as well as acceptable infrastructure advancements like lodging, transportation, availability, etc. Many of those who participated in the survey expressed optimism that they will return to Himachal because of its natural beauty, which not only attracts tourists but also provides the state with essential services that are now lacking. Tourists said Himachal Pradesh has the potential to become one of the world's top tourist destinations if it can overcome its weaknesses and promote itself effectively to establish a distinct identity in the minds of travelers. It was suggested that Himachal should invest in the long-term growth of its administrative institutions



and consumer bases. It needs to discover new environmental potential and unlock its uncharted territories.

In the future, Himachal Pradesh will have a different kind of development link, one that may shake the foundations of the state's social and administrative structures. This is because transitions often produce winners and losers, or provide permanently superior methods that might disrupt established order. Massive investments in infrastructure, especially the electricity sector, together with tourism and agro-business, are predicted to contribute to future economic growth. To ensure steady growth in the pivotal sector, the state government is also investing in a variety of provincial improvement projects, including as community-based watershed administration. Furthermore, Himachal Pradesh's previous successes might give birth to new challenges of social consideration and of social avoidance. For instance, even while the task of basic education looks to be almost complete, it is (and will continue to be) a fundamental approach concern to ensure that the large young membership has enough skills for employment.

CONCLUSION

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. Consistent with the preceding sections and the aforementioned literature analysis, this study also concludes that the profits made via STD are often modest and earned in a direct manner. However, STD investments in J&K and H.P were also modest, thus no losses can be attributed to these states. Thus, it is reasonable to expect that STD pursuits will provide financial returns in the not-too-distant future. The lack of public knowledge about STDs and their relationship with mass tourism is a defining characteristic of the disease. Similarly, travel agencies and trip operators have only a tangential relationship with STD activities and other brand promotion tactics. Aside from the fact that people have a hard time saying they don't want to participate, it's unclear how successful these techniques will be if they don't have any ties to conventional tourism.

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