

Destination Sustainability, Responsible Tourism, and Life Quality

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Abstract: *In addition to its good economic effects, tourism has a detrimental influence on destinations, influencing the sociocultural and environmental aspects of local populations. Since sustainability principles cover the economic, sociocultural, and environmental facets of tourism development, sustainable tourism should make use of the best available environmental resources, which are essential components of tourism development, preserve significant ecological processes, and aid in the preservation of biodiversity and natural resources. Responsible tourism was created to support the present growth of sustainable tourism in response to a number of sustainability issues. In order to minimize negative consequences, benefit the host community, and positively contribute to the preservation of environment and culture, responsible tourism aims to create a win-win scenario*

Keywords: Community-based tourism, Sustainable travel practices, Tourism ethics.

I. INTRODUCTION

The globalization of capitalism, demographic shifts, and the development of communication and transportation technology all contributed to the growth of tourism in the 20th century. A global phenomenon, tourism is sensitive to culture and environment and reflects the deepest ambitions of all people. In both industrialized and emerging economies, it has also been a significant socioeconomic force. Tourism is a significant component of strategic planning initiatives and has the ability to contribute to economic growth in almost every nation on the planet.

Despite being a significant component of political and socioeconomic growth in many nations, it is unclear whether tourism promotes cultural and socioeconomic success or degrades the environment and causes a loss of local identity. Through a variety of social, economic, and environmental effects, visitors' behaviors and tourism-related company operations affect almost every member of the destination community. The availability and demand for items that are socially, economically, and ecologically responsible are rising as a result of this trend. In order to achieve sustainable development for tourist locations, it is necessary to develop and preserve all resources responsibly, which makes responsible behaviors crucial.

Despite being a well-established area of tourism research and practice, responsible tourism is generally understood to encompass a wide range of visitor interactions with engagement and benefits for local communities in a way that minimizes negative social and environmental impacts. However, the majority of studies on responsible tourism focused solely on visitor or service provider perceptions. Therefore, this paper's goal is to investigate how the local community views sustainable tourism, quality of life in the Cameron Highlands, and responsible tourism.

II. LITERATURE REVIEW

Responsible Tourism: claimed that the notions of the necessity for constant growth and the competitive extraction of maximum profits in the short term are undermined by responsible tourism, such as sustainable tourism. Responding, accepting responsibility, and acting to resolve persistent social, economic, and environmental problems that emerge at the destination are all part of responsible travel. Despite their numerous similarities to eco-tourism, ethical tourism, sustainable tourism, and other socially aware tourist activities, responsible tourism labels are the most often used phrase in the business. Using tourist goods responsibly was the main emphasis of responsible tourism. All of the advantages and

effects of tourism should be considered for the local community and the environment, including social, economic, and environmental aspects.

According to a different researcher, responsible tourism is a tourism initiative that aims to improve vacation experiences, local residents' quality of life, socioeconomic advantages, and the preservation of natural resources in tourist destinations in order to create favorable business opportunities. By improving living circumstances via local economic growth, ethical tourism will indirectly benefit the community. declared that local populations living in tourist locations are evaluated in terms of perceived responsible tourism, and they acknowledge that people engaged in tourism efforts need to integrate ethical and environmental obligations into the administration and operation of their tourism enterprise. Social duty, economic responsibility, environmental responsibility, and cultural responsibility are the four areas into which responsible tourism may be divided.

Destination Sustainability: Because of the influence they provide and the extra tourist infrastructure they have, tourism destinations are bigger integrated spaces that are based on the integrity of tourism in the notion of cumulative attraction. explains that the development of sustainable tourism while maintaining competitiveness is the common objective of all tourist destinations, including in wealthy and developing nations. As said, the growth of tourist destinations has to be sustainable in terms of social, cultural, political, and economic aspects as well as competitiveness.

There have been several sustainability-related problems at the location. Local culture or traditional lifestyle deterioration occurs in places where the consequences of extensive tourism are felt, and historical structures are physically damaged due to traffic. The two main concerns that sustainable development models highlight in this context are resource conservation and future planning that considers the requirements of future generations. The need to promote sustainable tourism in destinations gave rise to the idea of sustainable tourism destinations.

Since every destination has distinct qualities and is distinctive in every sustainable development, there is no universally accepted definition of a sustainable tourist destination. argues, however, that the concept of sustainable tourist destinations is restricted and comprehensive in two ways.

The administration of all resources dedicated to and only engaged in tourism is one example of limited definitions. A more comprehensive awareness of the social, environmental, economic, and cultural markers of tourist destinations and how each contributes to a more sustainable tourism destination may be fostered by the holistic concept of sustainability. All facets of management, operations, and value generation may be impacted by the sustainable development of tourist sites, highlighting the need of implementing market orientation.

Quality of Life: Good living is defined as quality of life. A good life is one that is of high quality. Additionally, quality of life encompasses more than just happiness and includes a number of elements, including success and happiness. added that a variety of viewpoints, including those related to health, needs, happiness vs life satisfaction, and resource management, may be studied in the rich idea of quality of life. Understanding people's contentment with their living conditions is linked to the idea of quality of life. claims that there are several ways that tourism may enhance one's quality of life, including rest, relaxation, enjoyment, learning, and appreciation of beauty, aesthetics, and cultivation. However, the idea of living standards should not be confused with the quality of the notion of life.

Emotional and psychological well-being, material well-being, personal development, physical well-being, self-determination, individual control and decisions, social inclusion, dignity and values and rights, including privacy, are the eight quality of life domains that appear to encompass research bodies, as initially proposed. claims that there are five components that make up quality of life: material well-being, social well-being, emotional and physical well-being, and well-being.

MATERIALS AND METHODS

This research employs a quantitative technique in order to accomplish the goal. A self-completion questionnaire was created and sent to respondents via internet survey in order to gather preliminary findings. Local residents of Cameron Highlands served as the study's respondents. Among Malaysia's highland resorts, Cameron Highlands has the biggest and most comprehensive township network. The study's questionnaire was divided into four sections: section A asked about demographics, section B asked about attitudes toward responsible tourism, section C asked about locals' opinions about

the sustainability of the destination, and section D asked about locals' opinions about quality of life. The survey included closed-ended questions and was available in both Malay and English.

III. RESULTS

Demographic Profile: Table 1 indicates that just 3.3% of respondents were from Ringlet, 23.3% were from Ulu Telum, and 73.3% were from Tanah Rata sub-district. Additionally, Table 1 showed that 40% of respondents were men and 60% were women.

Pearson's Correlation Coefficient: The correlations between the variables were examined in order to determine any possible linkages. One of the crucial tests for determining the linear connection between two variables is the Pearson's Correlation test. Given that the r-square is -0.139, Table 2 showed a correlation between quality of life and responsible tourism. The correlation coefficient's positive and negative signs simply indicate the association between two variables; they do not indicate how strong the relationship is. Thus, it demonstrates that the general standard of living in the Cameron Highlands is predicted by responsible tourist activities.

Table 1: Respondent Profile

Variables	Frequency (n=30)	Percent (%)
Sub District		
Ulu Telum	7	23.3
Tanah Rata	22	73.3
Ringlet	1	3.3
Total	30	100
Gender		
Male	12	40
Female	18	60
Total	30	100

Table 2: Relationship between Responsible Tourism and Quality of Life

Correlations	TRT	TQOL
TRT	1	-0.139
Sig. (2-tailed)	—	0.462
N	30	30
TQOL	-0.139	1
Sig. (2-tailed)	0.462	—
N	30	30

Table 3: Relationship between Destination Sustainability and Quality of Life

	TDS	TQOL
TDS	1	0.647**

Sig. (2-tailed)	—	0
N	30	30
TQOL	0.647**	1
Sig. (2-tailed)	0	—
N	30	30

Quality of life and destination sustainability are positively correlated, according to Table 3's Pearson correlation coefficient. Additionally, the significant value is less than 0.01 ($p < 0.01$). This suggests that locals' quality of life is impacted by destination sustainability.

IV. DISCUSSION

Because quality of life is a result of destination sustainability and responsible tourism activities, this research demonstrates that local communities believe that responsible tourism, destination sustainability, and quality of life are significantly correlated. As previously said, the greatest method to safeguard tourist places from environmental, social, and cultural degradation is to put sustainability principles into practice. As a result, well thought-out tourism-related activities may boost revenue and benefit the neighborhood.

Other than that, a prior study's results show that visitors, local communities, NGOs, and local authorities all mostly agree that agro-ecotourism may contribute to the nation's and the Cameron Highlands' economic sustainability. Environmental sustainability is believed to be harmed by rapid expansion and unrestricted land usage, particularly on the topography and local climates, as shown by increasing temperatures. The findings provide a concise summary of the need of careful planning for Cameron Highlands' success, particularly with relation to decisions about agriculture and tourism.

In order to ensure sustainability in highland development, it is essential that all stakeholders participate in frequent discussions on significant problems. Apart from that, research that looked at the social effects of the agrotourism sector on Cameron Highlands' urban inhabitants reveals that both positive and negative effects are had by urban people on the region's agrotourism and development activities. In order to effectively manage agrotourism and associated development in the Cameron Highlands, appropriate planning and policy are essential. Five major themes emerge from the analysis of a grounded model study that looked into the factors that affect tourists' satisfaction when they visit highland tourist destinations: the impact of tourism development, the impact of sustainable development, the impact on the environment, the impact on education, and the impact on tourist satisfaction.

In addition to mentioning that educational factors are crucial in conserving and preserving the environment through community awareness programs, this study affirms that tourism development, environmental impact, and education factors are significant factors that influence the satisfaction of highland tourists. As a result, appropriate sustainable development via educational institutions will be able to advise visitors before their trip, teaching them to stay away from risky behaviors that might harm the environment.

V. CONCLUSION

In conclusion, Pahang's economic growth depends on the Cameron Highlands' development, particularly in the areas of tourism and agriculture. To reduce the danger of floods, which have destroyed a lot of property and claimed many lives, however, significant thought and effort must be given. As was already established, the growth of agricultural and tourism causes a number of environmental issues. Erosion resulted from the placement of new farms and hotels on steep slopes due to a shortage of land and inadequate management. Therefore, the area need a master plan that will allow for the

growth of tourism, leisure, and agriculture while preserving significant highland characteristics and averting natural calamities.

By designating forests as protected areas, enforcing the law, and raising community awareness of environmental initiatives, environmental authorities should also take part in sustainable development initiatives. Thus, highlands may be conserved and preserved by sustainable agricultural and environmental practices, ensuring that future generations can continue to appreciate their scenic worth. Therefore, it is necessary to employ sustainable practices in order to ensure a high quality of life for the local people.

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