

Environmental Factors That Influence Tourist Decisions

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Abstract

Consumer comportment is an important aspect to be studied in every marketing activity, therefore in tourism marketing also. Defining and identifying the factors that influence consumers help in understanding individual needs and buying processes in their whole complexity. Consumers have changed their behavior over the last two years because of the instability of the economic environment. The article makes aware of the factors which influence consumer behavior. Survey results are analyzed by implying descriptive statistics, non-parametric tests and factor analysis. Destination amenities, tourism infrastructure, environmental features, human resources and price are the important attributes for local tourists in choosing tourism destination. Study on this topic have only explored the influential factors in a single sector of the tourism industry, such as hotels, or airline service.

Number of factors that impact tourism experience are:

- Physical environment, which are related to physical facilities and surroundings.
- Human interaction environment, which are primarily the interactions between tourists and service providers.
- Individual characteristics, which involve personality type and sensitivity to the environment, influence how tourists perceive the staged services.
- Situational factors are the characteristics that influence the nature of the trip, such as the purpose of a trip and travel companions.

Keywords: Tourism services, tourism products, factors of influence, consumer behavior.

Introduction

Tourism industry play great role in the development of a world and it positively and negatively correlated with the economic growth of the global economy. Seeing to its importance the present study was arranged since 23, March, 2020. The universe of the study was the world. The major

objective of the study was to examine the factors which affect tourism industry positively and negatively while also study its impact on the global economy of the world.

The analysis indicates that tourism industry keep tight correlation with the economic growth of the global economy while there are so many factors which affect the tourism industry positively and negatively which in the long run or short run affect the global economy of the world negatively and positively. Among these factors culture, peace, security, developed infrastructure of the world, visa facilities, natural beautification, attitude of the people, tourist number, Quarantine, World population, Education, Income level, Price level of different commodities in the world, different languages and fare of hotel etc are the well known factors which affect the tourism industry positively and negatively in the world. Similarly on one side these factors push the tourism industry in the short and long run positively and negatively while on the other side affect the economic growth of the global economy of the world negatively and positively.

Tourism form one of the prevalent economic activities across the world. Every year, millions of tourists visit different parts of the world in need of enjoying beautiful natural resources and views such as wildlife and landscapes. However, tourism is widely affected by environmental factors such as pollution, local resources, land degradation, physical impacts, natural resources, and solid waste management. Sustainable tourism development in modern society has prompted a rise in the number of initiatives of promoting friendly environment have been put into place. Previous tourism trends show that environmental factors have been primary in tourism decisions on possible destination areas. Tourists weigh in various environmental features such as landscapes, local resources and wildlife, which can promote maximum nature fulfilment before making their decisions on possible destinations. However, most tourism catchment areas are characterized by both negative and positive features, a factor, that widely determine the number of tourists received in a given area in a specific duration. Decisions on adopting tourism activities in a given area should be based on the corresponding effects associated with the practice in terms of environmental well-being. Thus, environmental considerations widely affect tourism decisions as options should be weighed based on the well-being of natural resources, physical effects and pollution of a given tourism destination area. The stunning scenery and cool atmosphere can have both positive and negative tourism effects.

Natural Resources, Physical Impacts, and Pollution

Tourist decisions are widely influenced by various environmental factors such as natural resources, physical impacts and pollution. Usually, tourist activities have associated impacts on each of these factors

Research Methodology

A qualitative approach was adopted in this study. Focus-group and personal interviews were conducted among travellers with mobility impairments. Major interview questions include: 1) description of a satisfactory or dissatisfactory experience with a hotel, restaurant, transportation

services, and a tourist attraction; 2) explanation of their expectations of these services. Corresponding to the exploratory nature of the study, data was analyzed with thematic analysis by which the researchers recognized the emergent categories and themes.

Finding

The tourism sector now represents over a tenth of the global economy, with correspondingly large environmental impacts. There are ~1,500 publications on tourism and environment, but few of these provide rigor, insight, and significance. Critical impacts include: greenhouse gases for airlines, liquid wastes for cruise ships, water and energy conservation for urban hotels, vegetation clearance and wildlife displacement for rural resorts, and a range of direct and indirect local impacts on plants and animals for nature-based and adventure tourism in parks and wilderness areas. Most environmental technologies used in tourism already exist in other sectors. The most effective means to improve environmental management in tourism is through laws and regulations for development planning, pollution control, and protected areas. The tourism industry's attempts at self-regulation through eco-certification are largely ineffective. Likewise, there is no evidence that taking tourists to areas of high conservation value converts them to conservation advocates. The environmental impacts of tourism have gained increasing attention in recent years. With the rise in sustainable tourism and an increased number of initiatives for being environmentally friendly, tourists and stakeholders alike are now recognising the importance of environmental management in the tourism industry.

Conclusion

Different factors influencing the tourism experience of people with mobility impairments were identified in this study. In particular, convenience, security, efficiency of services, personality type, sensitivity to the environment, and the situational factors were newly-identified factors. In general, when the physical factors fail, human interaction factors in most cases can compensate for it. Thus, human interaction factors should be primarily managed by service providers to assure the delivery of positive tourism experiences. Moreover, individual characteristics and situational factors affected participants' engagement in physical and human interaction environment. Therefore, understanding these individual- and trip-specific factors can help tourism businesses provide customized services and accordingly satisfactory experiences for people with mobility impairments.

Suggestions

Here are a few things to consider:

1. Take Fewer Flights & Reduce Your Creation of Carbon

First of all, travelling & experiencing this world *doesn't* have to mean hopping on a plane across the world. Learning to enjoy where you live like a traveller is an underrated way to experience

this amazing world. My goal is to travel LESS but in a deeper, potentially longer & more intentional way.

If we're flying, we're adding a significant amount of planet-warming gases to the atmosphere — *there's no way around it*. With the aviation industry producing 2% of human-induced carbon dioxide emissions and accounting for 859 million tons of carbon dioxide emissions in one year, one of the best things we can do for the environment is to **start taking fewer flights**. When you do fly, fly direct (non-stop) or with the least amount of stops possible.

Another thing we can do is to consider the carbon footprint of the airlines we are choosing. Instead of choosing the airline with the cheapest fare, opt for an environmentally conscious airline that uses bio fuel, has plastic free flights, etc.

2. Offset Your Carbon

We can calculate the amount of carbon we're creating on our trip (or for our entire year) and then offset that amount (or more) of carbon creation through reliable organizations like **Cool Effect** or **Terrapass**.

These organizations have a variety of ongoing projects (some surprising and unexpected) that reduce the carbon pollution causing climate change. Some examples are: building biogas digesters for farmers in Vietnam, bringing renewable energy sources to Costa Rica, building improved cook stoves in Honduras, restoring & protecting our forests and oceans around the globe.

The first step is reducing our creation of carbon, the second is offsetting the *carbon we do create*. Offset your flights, land transportation & even excursions like helicopter/boat trips.

3. Bring Your Own Waste-Free Tools

The best way to avoid plastic/excessive waste while travelling is coming prepared with waste-free tools! When you have these, it's so much easier to avoid unnecessary waste that we can easily create while travelling. Choose options that are reusable, biodegradable/have biodegradable packaging and EASY! Many of these things you have around the house & just need to *bring with you* – don't fall into the trap that you have to go out and buy all of this new!

4. Use Public Transportation & Walk/Bike

This might seem like an obvious one but it's *so common* for travellers to automatically book a rental car when they're booking a trip! When travelling, use public transportation when possible & as much as possible. Both trains and buses are some of the lowest carbon-emitting modes of transportation (*next to riding a bicycle*) and a great way to see a place like a local! Also, consider using carpooling options like Lyft, Uber or BlaBla Car (in Europe) for short trips around the city.

A lot of places in the US & abroad have awesome bike-sharing programs that will help you reduce your carbon footprint while travelling. And walking is always a wonderful option. It will drastically reduce your carbon emissions & is a lovely way to get some exercise.

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