



SUSTAINABLE TOURISM



PART B

A Comprehensive
Multidimensional Perspective

Edited by
DISHA SHARMA
HAMID ABDULLAH
PRAMENDRA SINGH

Sustainable Tourism, Part B

This page intentionally left blank

Editorial Advisory Board

Dr Archi Dubey, ICFAI University, Raipur
Dr Arun Bhatia, Central University of Himachal Pradesh
Dr Astha Sharma, Narsee Monjee Institute of Management Studies
Dr Kiran Shashwat, Chandigarh University
Dr Pooja Pandey, Atal Bihari Bajpayee University Bilaspur
Dr Rekha Maitra, Hospitality and Tourism Training Professional, G.D.
Goenka Public School
Dr Shilpi Gupta, Amity University Chhattisgarh
Dr Shivam Bhartiya, Jain (Deemed-to-be University)
Dr Sumona Bhhattacharya, Atal Bihari Bajpayee University Bilaspur
Dr Susobhan Maiti, Jain (Deemed-to-be University)
Dr Vaibhav Bhatt, Central University of Tamil Nadu
Dr Viana Hassan, University of Malta
Javier Martínez Falcó, University of Alicante
Mr Tinashe A Kodzanai, Department of Tourism & Hospitality Management,
Harare Polytechnic

This page intentionally left blank

Sustainable Tourism, Part B: A Comprehensive Multidimensional Perspective

EDITED BY

DISHA SHARMA

Amity University Chhattisgarh, India

HAMID ABDULLAH

Atal Bihari Vajpayee Vishwavidyalaya, India

AND

PRAMENDRA SINGH

Lovely Professional University, India



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Editorial matter and selection © 2024 Disha Sharma, Hamid Abdullah and Pramendra Singh.
Individual chapters © 2024 The authors.
Published under exclusive licence by Emerald Publishing Limited.

Reprints and permissions service

Contact: www.copyright.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-83608-327-6 (Print)

ISBN: 978-1-83608-326-9 (Online)

ISBN: 978-1-83608-328-3 (Epub)



INVESTOR IN PEOPLE

Contents

| | |
|--|--------------|
| About the Editors | <i>xi</i> |
| About the Contributors | <i>xiii</i> |
| Foreword | <i>xxi</i> |
| Preface | <i>xxiii</i> |
| Acknowledgements | <i>xxvii</i> |
| | |
| Chapter 1 Sustainability at the Crossroads of Global Showcases: Balancing Economic Progress and Environmental Conservation in Expo 2020 Dubai | 1 |
| <i>Anushka Lydia Issac</i> | |
| | |
| Chapter 2 Ecotourism in Zimbabwe: The Challenges of Balancing Social, Economic and Environmental Goals | 19 |
| <i>Providence Warinda, Livingstone Mhonda, Tinashe A Kodzanai, Tarisai Gundiwa and Anita Rinomhota</i> | |
| | |
| Chapter 3 Carrying Capacity Studies for Sustainable Tourism: A Science-Based Management Approach to Sustainable Manta Ray Tourism in Raja Ampat, West Papua – Indonesia | 45 |
| <i>Maulita Sari Hani and Syafri Tuharea</i> | |
| | |
| Chapter 4 The Transformative Aspects of Green Tourism: A Himalayan Perspective | 67 |
| <i>Arun Bhatia, Aditi Sharma and Ruchi Sharma</i> | |

| | |
|--|-----|
| Chapter 5 Sustainability and Innovation in the Wine Tourism Industry: The Case of Bodegas Franco-Españolas | 85 |
| <i>Javier Martínez-Falcó, Eduardo Sánchez-García, Bartolomé Marco-Lajara and Joaquín Martínez-Falcó</i> | |
| Chapter 6 Reducing Carbon Footprints Through Green Technology in the Tourism Industry: A Review of Selected Hotels in Delhi | 105 |
| <i>Rekha Maitra</i> | |
| Chapter 7 Sustainable Tourism Initiatives for Tribal Community Development in India | 123 |
| <i>Vipin Singh and Jyoti Prakash</i> | |
| Chapter 8 Vibrant Village Programme Performance Measurement: The Relationships Among Event Performance, Tourist Revisit Intention and Word of Mouth | 135 |
| <i>Rajinder Kumar, Hamid Abdullah and Tsering Chusket</i> | |
| Chapter 9 Examining the Impact of Social Media Communication on Visitor's Loyalty: A Case of Sustainable Tourism | 165 |
| <i>Farah S. Choudhary and Najma Khatoon</i> | |
| Chapter 10 Tourism Operation in Kumbakarai Waterfalls: An Analytical Study | 181 |
| <i>S. Kumaran, B. Latha Lavanya and T. Milton</i> | |
| Chapter 11 Solar Brilliance: Illuminating the Modhera Sun Temple With Sustainable Energy | 193 |
| <i>Kingshuk Biswas</i> | |
| Chapter 12 The Role of Tourism in the Economic Development of Jammu and Kashmir Region | 209 |
| <i>Raushan Kumar, Niranjan Deo Pathak and Shiv Swaroop Jha</i> | |
| Chapter 13 Development of Ecotourism in Himachal Pradesh: A Case Study of Spiti Valley | 223 |
| <i>Alka Maheshwari and Aruditya Jasrotia</i> | |

**Chapter 14 Subsidy as a Means to Promote Sustainable Tourism for
the Development of Economic Growth: A Critical Study** 233

Parikshita Khatua and Liji Panda

**Chapter 15 Catalysing Destination Sustainability: Role of Self-Help
Groups** 251

Shreeansh Mishra, Jitendra Mohan Mishra and Vaibhav Bhatt

This page intentionally left blank

About the Editors

Dr Disha Sharma is part of the Finance Faculty, currently working as an Assistant Professor at Amity Business School, Amity University Chhattisgarh. She is a qualified UGC-NET & SET, did Master's in three subjects and completed her PhD from Pt. Ravi Shankar Shukla University. She has 6 years of teaching experience. She has published 10 Scopus and four peer-reviewed papers. She has also written seven book chapters in international and Scopus-indexed books. She has successfully edited three books under reputed journals and is currently editing two books on sustainability in tourism with Emerald Publishing. She also has experience as a Co-Principal Investigator in ICSSR and UNICEF Project and is currently working on another project as the Principal Director. She has presented nine research papers at national and international conferences. She is a lifetime member of the Indian Commerce Association and Indian Accounting Association.

Dr Hamid Abdullah, an accomplished academician with over 15 years of experience in academia and industry, currently serves as an Assistant Professor and the Head of the Department of Hotel Management and Hospitality at Atal Bihari Vajpayee University Bilaspur (formerly Bilaspur University) in Bilaspur, Chhattisgarh, India. He holds a PhD from the Institute of Tourism and Hotel Management (ITHM), Bundelkhand University Jhansi, UP India, an MBA specialising in HR and Marketing from the Business School, University of Jammu, and an MTM from Indira Gandhi National Open University. Additionally, he holds a BSc in Hospitality and Hotel Administration from the Institute of Hotel Management (IHM) Srinagar. Dr Abdullah is a qualified UGC NET JRF in Tourism Administration and Management and actively contributes to academia through research papers published in national and international journals, as well as book chapters in edited books. He has also participated in various national and international conferences.

Dr Pramendra Singh completed PhD in tourism and travel management and is currently working as an Assistant Professor in School of Hotel Management and Tourism, Lovely Professional University, India. He has more than 10 years of teaching and research experience. His research area includes heritage tourism, sustainable tourism, tourism and technology and tourism education. He has published more than 25 research papers and book chapters with reputed international and Indian publishers. He is currently editing two books on sustainability in tourism with Emerald Publishing and CABI. He has also been a key resource person for many academic conferences and guest lectures.

This page intentionally left blank

About the Contributors

Arun Bhatia received his PhD degree in Travel and Tourism from Central University of Himachal Pradesh, India, in the year 2020. He is currently working as an Assistant Professor in the Department of Travel and Tourism. His research interest area is ICT and Tourism and Gender discourse in Travel and Tourism. He has published many research articles in marketing management in various national and international journals and presented research papers in national and international conferences.

Vaibhav Bhatt is an Assistant Professor in the Department of Tourism and Hospitality Management, Central University of Tamil Nadu, Tiruvarur, Tamil Nadu, India. His research work focuses on formulating sustainable approaches to enhance the tourism sector and aims to bridge the divergence between theoretical concepts and real-world implementation. He has more than 10 years of industry, research and teaching experience and has published over 10 research articles in journals of international/national repute. He is a reviewer of many national/international journals and has also delivered lectures in academic conferences and faculty development programmes.

Kingshuk Biswas is currently employed with the Gujarat State Government, and he looks after renewable energy projects in the State. Earlier, he had an extensive two-decade background with the State Tourism Board, and thus, his passion for tourism remains. Having postgraduate degrees in Economics and Management, he is upbeat about gaining knowledge and experience in the renewable energy sector. Sustainable tourism, policymaking and destination marketing are his key areas of interest.

Farah S. Choudhary is currently working as an Assistant Professor, The Business School, University of Jammu since 2011. PhD in Digital Marketing. Having teaching and research experience of more than 10 years. Area of Interest includes management, tourism, retailing, behaviour finance, portfolio management and digital marketing. Papers published with internationally reputed publishers like Taylor & Francis, IGI Global, Edward Elgar Publishing, ABDC listed, peer-reviewed journals. Attended international/national conferences across the country.

Tsering Chusket is pursuing Master of Travel and Tourism Management (third semester) at Department of Travel and Tourism Management, University of

Ladakh, India. She has been an active member of high-altitude sports organiser for 5 years. Her area of research interest is event planning, event performance measurement and event operation.

Niranjan Deo Pathak is currently an Assistant Professor at Amity Business School, Amity University, Raipur, Chhattisgarh. He is pursuing his PhD (pre-submission completed) from Central University of Jharkhand, Ranchi, Jharkhand. He has completed postgraduation from Vellore Institute of Technology and graduation from Garden City College, Bangalore University. He has authored three research papers in national and international journals and attended four national and international conferences. His area of interest is in tourism, generational study and consumer decision-making.

Tarisai Gundiwa is a tourism and hospitality management principal lecturer in the Department of Tourism and Hospitality Management, Harare Polytechnic College in Zimbabwe. Gundiwa is a holder of BSc and MSc degrees in Tourism and Hospitality Management with University of Zimbabwe. His current research interests focus on sustainable township tourism development, rural tourism development and stakeholder collaboration in sustainable tourism development. He is a member of Tourism Researchers Association of Zimbabwe (TERAZ). Gundiwa worked extensively with Higher Education Examination Council, Zimbabwe, as a tourism and hospitality module developer and a chief examiner.

Maulita Sari Hani specialises in shark and ray conservation and tourism in Indonesia. Her primary focus is on advancing sustainable and inclusive tourism. Her efforts merge scientific expertise, policy implementation and collaborative engagement with diverse stakeholders, strongly emphasising community-based management strategies. Her objective is to protect wildlife, elevating its importance for conservation while simultaneously making it a key tourist attraction, all aimed at enhancing the resilience of local livelihoods. Her research and publications are mainly on manta rays and whale shark tourism.

Anushka Lydia Issac has a background in Engineering [Hons.] and an MBA. Anushka Lydia Issac brings a unique perspective. Holding prestigious credentials such as an FHEA and a Lead IQA Certificate, she possesses the skills and knowledge to design, deliver and assess high-quality learning experiences in higher education. Her passion for understanding people and their personalities has propelled her to excel in communications and public speaking at an international level. As an Associate Faculty and Programme Leader at Westford University College, she actively contributes to the development of students. Her PhD research from the University of Plymouth, UK, focuses on flexible work arrangement.

Aruditya Jasrotia is working as an Assistant Professor in Amity Institute of Travel and Tourism, Amity University Uttar Pradesh. He completed his PhD and MPhil from Central University of Jammu. He has published 13 Scopus publications, 2 patents and 23 publications in total including research papers and book chapters. His broad research areas of interest are smart tourism, tourism

marketing, sustainable tourism, tourism policy and planning, tourism products and services. He is also associated as a reviewer for various Scopus-Indexed and ABDC-listed international journals like *International Journal of Tourism Cities*, *Journal of Hospitality, Leisure, Sport & Tourism Education*, *International Journal of Tourism Policy* and *Kybernetes*. Associate Editor of *ESTEEM Journal of Social Sciences and Humanities*.

Shiv Swaroop Jha is currently serving as the Head of Department and Programme Coordinator in Amity College of Commerce, Amity University, Haryana. He has completed his MBA in Financial Management and International Business from Mahamaya Technical University, Noida (2012), and is going to complete his PhD in Management from Bhim Rao Ambedkar Bihar University, Muzaffarpur, Bihar, in 2023. He is the alumni of one of India's most reputed universities, Banaras Hindu University (BHU) Varanasi and Institute of Chartered Accountant of India (ICAI). He joined academia in the year 2012 as a Lecturer in Amity Business School (ABS), Amity University, Haryana. In 2013, he established the Amity College of Commerce. Before this, he has served many reputed consultancy and audit firms as an Auditor and Audit Manager in Kanpur and Delhi, NCR region. He has 20+ publications (peer-reviewed papers and book chapters/articles) to his credit. He has very rich experience in international taxation, auditing, accounting and financial management. He has performed various statutory, tax, bank and internal audit in the prestigious organisations like Reserve Bank of India, Punjab National Bank, National Highway Authority of India, Indian Oil Corporation Ltd, Dharampal Satyapal Group, Asahi India Glass Ltd (AIS), PepsiCo, Reebok, Tata Motors and The Oberoi Group.

Najma Khatoon has been a research scholar at The Business School, University of Jammu since 2020. Pursuing PhD in Marketing. Attended workshops and conferences across the country. She has published two papers in reputed journals, one in *European Economic Letters* and another in *Business Strategy and Development*.

Parikshita Khatua, Assistant Professor in KISS DU, Odisha, India, has 20 years of teaching experience in UG and PG level. He has published 20 research articles in both national and international journals and guided research scholars, and two of them have been awarded by the KIIT University. He has published a book and is teaching research methodology, statistics for decision-making to PG and PhD students. He is also associated with NSS activities as a programme officer in KISS DU.

Tinashe Abraham Kodzanai has BSc and MSc degrees in Tourism and Hospitality Management from the University of Zimbabwe. He is a Principal Lecturer in the Department of Hospitality and Tourism at Harare Polytechnic College, Zimbabwe. He is a member of Tourism Researchers Association of Zimbabwe (TERAZ). His teaching areas include tourism economics, tourism accounting, hospitality computing and travel. His current research interest focuses on women in tourism, rural tourism, community-based tourism and ICT in tourism.

Rajinder Kumar is an Assistant Professor at the Department of Travel and Tourism Management, University of Ladakh, India. For 8 years, Dr Kumar is teaching at the undergraduate and postgraduate levels. His area of research interest is destination performance analysis, tourism education, workations, geotourism and event performance measurement.

Raushan Kumar is currently an Assistant Professor at Amity College of Commerce Haryana, Amity University. He is pursuing his PhD (pre-submission stage) from Mahatma Gandhi Central University, Bihar. He has completed post-graduation from National PG College Lucknow and graduation from Sri Aurobindo College, Delhi University. He has authored more than 10 research papers, articles and edited books in national and international journals and websites. He is a life member of All India Accounting Association. He has experience in many nation-building organisational and development sectors. His area of interest is in finance and financial inclusion.

S. Kumaran is working as a Professor in Alliance School of Business, Alliance University, Bangalore. He has a total of 30 years of experience (14 years in the industry and another 16 years in teaching and research), and he has published five books and more than 60 research papers in journals and conferences. Till now, two PhDs have been awarded under his guidance, and six more scholars are pursuing PhDs under his guidance. His objectives, education, experience and accomplishments, are briefly given for your kind perusal and consideration. Worked as a Business Development Coordinator in Texmo Industries, Coimbatore, and organised more than 500 business development programmes for 1,200 dealers across the country. Worked as a Coordinator for NGO networks in Tamil Nadu, Andhra Pradesh and Karnataka states and facilitated them in planning, funding, monitoring and evaluation of resource management projects. Organised and conducted more than 100 training programmes for developmental activists.

B. Latha Lavanya has 19 years of experience. She has been a Senior Human Resources Manager for about 7 years, full-time PhD (research fellowship awarded by UGC) candidate from the University of Madras. Her accolades include Best Faculty in Management Award in the year 2014 from Education Today, Research Excellence Award in the year 2017 by Indo Global Education and Award for Teaching Excellence by GMRAF Awards in the year 2019. Best women researcher Award of the year 2020. She has been associated with educational institutions for the past 11 years. She has done her postgraduate degree in MHRM and MBA. She holds University of Madras PhD Guide Ship. She is the author of over 50 research papers which were published in various UGC Care and Scopus, Web of Science and ABDC journals. She is currently an Editor for MIMIJMR. She is the first faculty credited to receive a funded internship from Reserve Bank of India and received a grant from ICSSR to conduct a national conference in MIM. Her expertise comprises quantitative techniques, HRD, HRM, innovation, entrepreneurship, logistics and SCM, marketing management, hospital management and knowledge management.

Alka Maheshwari has over 30 years of experience in academics. She had worked for 17 years in South Delhi Polytechnic for Women. Dr Alka started her journey as a Lecturer and finally reached the designation of Head of the Department. In her sojourn, she was fortunate to represent the institute at Lancashire University, Blackburn as a team member for UKIERI. She joined Amity University in 2008 as an Assistant Director, Amity Polytechnic for Women, and is working as an Associate Professor in Amity Institute of Travel and Tourism. She has a Master's degree in English Literature and Tourism, and her PhD is in Community-Based Tourism. She has publications in various national and international journals.

Rekha Maitra is a Seasoned Academician with a Doctor of Philosophy in Tourism and Hospitality (PHDTS). She is a Hotel Management professional, having 23 years of experience with extensive knowledge. Her area of expertise is travel and tourism, housekeeping and front office. Currently, she is working with GD Goenka Public School, East Delhi. Dr Rekha has more than 30 publications to her credit. She has made publications in journals, books and magazines. She is on the Editorial Board of the *International Journal of Social Media and Online Communities* (IJSMOC), the *International Journal of Research in Tourism and Hospitality* (IJRTH) and the *Asian Mirror International Research Journal*. She was associated with several publication houses as a Book Reviewer. Dr Rekha is a recipient of the Best Teacher Award for Travel and Tourism Management by IHMS, Kotdwar (2022) and Indian Hospitality Congress Award, i.e. Aspiring Researcher of Tourism and Hospitality Award (2014).

Bartolomé Marco-Lajara (PhD) is a Professor at the University of Alicante. His research interests are strategic management and tourism management. He is the author of several books, book chapters and international articles related to the areas mentioned above. He is a member of the Tourism Research Institute at the University of Alicante since its foundation and the main researcher of the European Project 'Next Tourism Generation Alliance' at his University, as well as of the public competitive project for the creation of the Tourist Observatory of the Valencian Community (Spain). He has taken part in other public and private projects, such as the development of the strategic plan of the Alicante province for the period 2010–2020. He is the Head of the Department of Management at the University of Alicante and previously was the Assistant Dean of the Economics Faculty for the Business Degree.

Javier Martínez-Falcó (PhD) is an Assistant Professor at the Management Department of the University of Alicante and a Research Fellow at Stellenbosch University. In the field of research, he focuses his interest in the wine business, specifically in the areas of wine tourism and wineries' intellectual capital, on which he has written hundreds of publications in the form of articles, book chapters and contributions to conferences. He has also participated in several national and international research projects, being a Lecturer of Strategic Management in the economics and business degrees of the University of Alicante.

Joaquín Martínez-Falcó holds a degree in History from the University of Alicante. He has a Master's degree in Contemporary History from the

Autonomous University of Madrid and a Master's degree in Secondary Education from the University of Alicante. He has completed a mobility grant at the Andrés Bello University in Chile. He works as a History Teacher in secondary education and is currently a PhD student at the University of Alicante on the relationship between the wine industry and historical heritage.

Livingstone Mhonda is a PhD candidate in Tourism and Hospitality Management with the University of Zimbabwe. He has a BSc degree in Tourism and Hospitality Management (2003) and an MSc degree in Tourism and Hospitality Management (2020). His research involves the interrogation of ecotourism framework to reconcile the rhetoric, narratives and discourse of ecotourism with the practice in Zimbabwe. Mr Mhonda is a founding member of the Tourism Researchers Association of Zimbabwe (TERAZ). He currently works as a Lecturer in the Department of Tourism and Hospitality Management at the University of Zimbabwe, Harare, Zimbabwe.

T. Milton is currently working as Dean, Tourism and Hospitality Management, Bharath Institute of Higher Education & Research, Chennai. He has more than 31 years of experience in the hotel industry as well as hospitality teaching. He completed his PhD in Tourism Management. Dr T. Milton has published 95 articles in Web of Science, Scopus, UGC Care listed journals and authored six books in Tourism and Management topics. He has presented several research papers in international/national conferences and won several prizes in paper presentations. He has received various awards such as the Best Tourism Professor Award in Hotel Management by Society of Hospitality Educators, Outstanding Teacher Award from Research India Foundation and Best Dean Award from International Award Ceremony on Star Achievers in Engineering, Management, Arts and Science (SAEMAS - 2022), Knowledge Research Academy. He has travelled to several countries such as Malaysia, Sri Lanka, Uzbekistan, Myanmar and Singapore.

Jitendra Mohan Mishra is an accomplished academician with 18 years of teaching experience. He currently serves as the Dean of the School of Management Studies and is the Head of the Department of Tourism and Hospitality Management at Central Tribal University of Andhra Pradesh. His contributions include 8 completed and 5 ongoing PhD studies, 60 paper presentations and leadership in major research projects. Prof Mishra's passion for outdoor activities, including trekking and yoga, complements his academic pursuits. He has authored 40 research articles and five books including the one, *Tourism Principles and Practices*, published by Oxford University Press.

Shreeansh Mishra is working as an Assistant Professor of Tourism in Central University of Tamil Nadu, India. His research highlights the transformative role of self-help groups, microfinance and community readiness in advancing community-based tourism and fostering sustainable development. His work examines factors that synergise marginalised communities and foster sustainable development. With a commitment to global collaboration and continuous efforts, Shreeansh Mishra continues his mission to create a more inclusive and equitable

tourism landscape, where gender disparities are addressed and women's empowerment takes centre stage, catalysing a brighter future for all.

Liji Panda, Assistant Professor in KISS DU, Odisha, India, was a very good student which led her to receive the award of Gold Medallist in her Bachelor's in Commerce. She has 15 years of experience in teaching and has been actively involved in the presentation of papers in various international and national seminars and conferences. She further has 20 research papers published in various reputed journals to her credit. Her areas of interest include finance and accounting.

Jyoti Prakash, MSc, harmonises 8+ years of industry mastery with academia at The Lalit Suri Hospitality School, Faridabad. An expert in gastronomy and hospitality, holds various publications in UGC, WoS and other related journals and moulds future leaders, dedicated to advancing hospitality management through inventive academic and professional insights.

Anita Rinomhota is a PhD candidate in Economics and Business Management in the faculty of Management and Entrepreneurial Science of Women's University in Africa. She has a BCom Hons degree in Tourism and Hospitality Management (2006) and an MSc degree in Tourism and Hospitality Management (2013). Her research involves the interrogation of an agritourism framework for empowering women. She currently works as a Junior Lecturer in the Department of Tourism and Hospitality Management at the University of Zimbabwe, Harare, Zimbabwe.

Eduardo Sánchez-García (PhD) is an Assistant Professor in the Department of Business Organization at the University of Alicante (Spain). His research is in the field of strategic management of the company. Specifically, he focuses on the study of the territorial agglomeration of companies in clusters and the absorptive capacity, and its influence on the innovative performance and entrepreneurial orientation of companies. He is the co-author of several papers presented at conferences, both national and international, as well as several articles and book chapters related to his field of research.

Aditi Sharma holds a PhD in Management from Panjab University, Chandigarh, and an MBA from Himachal Pradesh University, Shimla. Her doctoral thesis, titled 'An Empirical Study on Organizational Culture and its Impact on the Leadership Styles and Organizational Effectiveness of the Textile Industry in Himachal Pradesh and Punjab', reflects her deep-seated interest in understanding the dynamics of organisations culture and leadership. With over a decade of teaching experience, Dr Sharma has been instrumental in shaping the minds of future business leaders. As an Assistant Professor in HPKV Business School, School of Commerce and Management Studies, Central University of Himachal Pradesh, her career has been marked by a commitment to excellence in both teaching and research.

Ruchi Sharma received her PhD in Management from Himachal Pradesh University Shimla. She is working as an Assistant Professor in HPKV Business School, SCMS, Central University of Himachal Pradesh, India. Her research

interest area is consumer behaviour and general management. She has published many research articles in marketing in various national and international journals and presented research papers in the field of consumer behaviour in national and international conferences.

Vipin Singh, PhD, harmonises 12+ years of industry mastery with academia at VIT University. A vanguard in hospitality, celebrated for Scopus-indexed publications and moulding future leaders, dedicated to advancing hospitality management through inventive education and industry insights.

Syafri Tuharea is the Head of the Public Service Agency – Regional Technical Implementation Unit (BLUD UPTD) for Marine Protected Area Management in Raja Ampat, Indonesia. In this role, he supervises the Marine Protected Area (MPA) administration, acting as an extension of the Marine and Fisheries Service (DKP) under the West Papua Provincial Government. His responsibilities include overseeing regulatory compliance within the MPA zones, promoting conservation awareness among the public, fostering sustainable tourism practices and enhancing the economic advantages of conservation initiatives for the local communities.

Providence Warinda holds a Bachelor's degree in Tourism and Hospitality and a Master of Science degree in Social Ecology. She is currently final year PhD student at the University of Pretoria. She is a highly organised and insatiably curious lady with an interdisciplinary approach to research. Ms Warinda enjoys research and has more than 8 years of research experience specialising in creating data collection tools using ODK, Kobo collect and CSPro software. She also has strong qualitative and quantitative data analysis skills using NVivo, Atlas TI, SPSS and STATA. Her research interests are in ecotourism, tourism development, community development, community-based tourism, rural livelihoods and climate change.

Foreword



*Prof. Gauri Dutt Sharma
President, AIU, New Delhi
Vice Chancellor, University of Science and Technology*

It gives me immense pleasure that a book on ‘Sustainable Tourism: A Comprehensive Multidimensional Perspective’ has been compiled by Dr Disha Sharma, Dr Pramendra Singh and Dr Hamid Abdullah.

The world of tourism is undergoing a significant transformation, driven by a growing awareness of the need for sustainability and responsible practices. In this evolving landscape, the concept of sustainable tourism has emerged as a crucial focal point, encapsulating the delicate balance between economic progress, environmental conservation and social development. I am sure that book on, ‘Sustainable Tourism: A Comprehensive Multidimensional Perspective’, probes into the multifaceted dimensions of sustainable tourism, exploring various case studies, research findings and insights from experts across the globe.

The intersection of economic progress and environmental conservation within the context of hosting extensive international events, with a spotlight on Expo 2020 Dubai. Prof Anushka Lydia Issac offers a comprehensive analysis of Expo 2020 Dubai’s sustainability framework, showcasing how the event navigates the challenges of sustaining a global showcase while upholding environmental stewardship.

The challenges faced by ecotourism establishments in Zimbabwe provide valuable insights into the factors affecting the potential for sustainable ecotourism

in the region. This highlights the importance of effective marketing, collaboration, and community involvement, as well as the economic, social, and environmental aspects of managing tourist influx. The collaboration between stakeholders and conservation initiatives is crucial in this context.

The new transformative aspects of green tourism in the Himalayan region have created profound revolution in the lives of local communities; on the other hand, Spain's wine tourism industry, focusing on economic, social and environmental benefits of wine tourism, is offering insights for industry leaders and policy-makers. The Vibrant Village Programme in Ladakh, India, has significant socio-economic impacts and promotes sustainable tourism. Tourism has played an important role in the economic development of the Jammu and Kashmir region, indicating its potential to drive economic growth and regional advancement.

The book has been divided into 15 chapters. The contributors have been selected both from India and foreign institutes. This gives an idea of fast-growing tourism industry both at national and international levels. It is influencing the economy of the country and bringing new opportunities to the youth.

The comprehensive exploration of sustainable tourism from diverse perspectives – spanning environmental conservation, community development, economic growth, and cultural preservation – makes this book a valuable resource for researchers, policymakers, industry practitioners, and students interested in advancing sustainable tourism practices globally. I congratulate the editors for their committed efforts for editing new knowledge and new approach for sustainable tourism industry creating academic and industry linkages.

Preface

The world of tourism is undergoing a significant transformation, driven by a growing awareness of the need for sustainability and responsible practices. In this evolving landscape, the concept of sustainable tourism has emerged as a crucial focal point, encapsulating the delicate balance between economic progress, environmental conservation and social development. This book, 'Sustainable Tourism: A Comprehensive Multidimensional Perspective', probes into the multifaceted dimensions of sustainable tourism, exploring various case studies, research findings and insights from experts across the globe.

Chapter 1 sets the stage by examining the intersection of economic progress and environmental conservation within the context of hosting extensive international events, with a spotlight on Expo 2020 Dubai. Prof Anushka Lydia Issac offers a comprehensive analysis of Expo 2020 Dubai's sustainability framework, showcasing how the event navigates the challenges of sustaining a global showcase while upholding environmental stewardship.

In Chapter 2, Mr Livingstone Mhonda and colleagues shed light on the challenges faced by ecotourism establishments in Zimbabwe, emphasising the need for a balance between social, economic and environmental goals. The chapter provides valuable insights into the factors affecting the potential for sustainable ecotourism in the region, highlighting the importance of effective marketing, collaboration and community involvement.

Moving on to Chapter 3, Maulita Sari Hani and Syafri Tuharea present a case study of manta ray tourism in Raja Ampat, Indonesia, examining the economic, social and environmental aspects of managing tourist influx. The chapter offers recommendations for sustainable tourism practices, emphasising the importance of collaboration between stakeholders and conservation initiatives.

Chapter 4, authored by Dr Arun Bhatia, Dr Aditi Sharma and Dr Ruchi Sharma, explores the transformative aspects of green tourism in the Himalayan region. The authors delve into the case studies of green entrepreneurs, illustrating how their initiatives have brought about a profound revolution in the lives of local communities.

In Chapter 5, Javier Martínez-Falcó, Eduardo Sánchez-García, Bartolomé Marco-Lajara and Joaquín Martínez-Falcó take us on a journey through Spain's wine tourism industry, focusing on the sustainable practices adopted by Bodegas Franco-Españolas. The chapter highlights the economic, social and environmental benefits of wine tourism, offering insights for industry leaders and policymakers.

Chapter 6, authored by Dr Rekha Maitra, explores the role of green technology in reducing carbon footprints in the tourism industry, focusing on selected hotels in Delhi. The chapter investigates existing sustainable practices and their impact on carbon footprints, highlighting the need for resource optimisation and environmental compliance.

In Chapter 7, Dr Vipin Singh and Jyoti Prakash examine sustainable tourism initiatives for tribal community development in India, emphasising the potential of tourism to drive economic empowerment and environmental sustainability in tribal regions.

Chapter 8, authored by Dr Rajinder Kumar, Dr Hamid Abdullah and Tsering Chusket, presents a case study of the Vibrant Village Programme in Ladakh, India, evaluating its performance and socio-economic impacts. The chapter provides valuable insights for destination management and event planners.

Chapter 9, authored by Dr Farah S. Choudhary and Najma Khatoun, explores the impact of digital content on destination loyalty, focusing on Ladakh tourism. The chapter examines the correlation between social media activity and visitor loyalty, offering insights for tourism marketers and destination managers.

In Chapter 10, Dr S. Kumaran, Dr B. Latha and Dr T. Milton present an analytical study of tourist visits to Kumbakarai Waterfalls, highlighting the importance of tourism facilities and transportation infrastructure in enhancing tourist experiences.

Chapter 11, authored by Kingshuk Biswas, showcases the solarisation of Modhera Sun Temple in Gujarat, India, as a sustainable energy initiative. The chapter explores the integration of solar energy with historical heritage, offering a model for rural electrification and sustainable tourism.

Chapter 12, authored by Mr Raushan Kumar, Mr Niranjana Deo Pathak and Shiv Swaroop Jha, examines the role of tourism in the economic development of the Jammu and Kashmir region, emphasising the potential of tourism to drive economic growth and regional advancement.

Chapter 13, authored by Dr Alka Maheshwari and Dr Aruditya Jasrotia, focuses on the development of ecotourism in Himachal Pradesh, India, with a case study of Spiti Valley. The chapter explores the economic and environmental benefits of ecotourism, highlighting its potential for sustainable tourism development.

In Chapter 14, Parikshita Khatua and Liji Panda critically examine the role of subsidies in promoting sustainable tourism and economic growth. The chapter offers insights into the strengths and weaknesses of subsidy programmes, providing recommendations for policymakers and stakeholders.

Chapter 15, authored by Shreeansh Mishra, Jitendra Mohan Mishra and Vaibhav Bhatt, explores the role of self-help groups in promoting destination sustainability. The chapter examines the impact of Self Help Groups (SHGs) on economic empowerment, cultural preservation and environmental conservation, offering valuable insights for sustainable tourism development.

Collectively, these chapters offer a comprehensive exploration of sustainable tourism from diverse perspectives, spanning environmental conservation, community development, economic growth and cultural preservation. We hope that this book serves as a valuable resource for researchers, policymakers, industry practitioners and students interested in advancing sustainable tourism practices globally.

This page intentionally left blank

Acknowledgements

Dr Disha Sharma: I would like to express heartfelt gratitude to my parents, Mr Sharad Sharma and Mrs Bina Sharma, and my husband Dr Ashish Singh, for their unwavering support, understanding and motivation throughout the journey of this book. I would like to dedicate this book to my Head Prof (Dr) Sumita Dave for her constant guidance and motivation.

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.

This page intentionally left blank

Chapter 1

Sustainability at the Crossroads of Global Showcases: Balancing Economic Progress and Environmental Conservation in Expo 2020 Dubai

*Anushka Lydia Issac*¹

Westford University College, UAE

Abstract

In an era where exceptional exhibitions and mega-events garner global attention, the association between economic advancement and environmental conservation grabs focus. This has never been more apparent than at Expo 2020 Dubai, a global event that incorporated progress, innovation and culture (Haneef & Ansari, 2019). This chapter aims to explore the relationship between sustainability, economic progress and environmental conservation through the lens of Expo 2020 Dubai. The research approach relies on prominent case studies, accentuating the contribution of Expo 2020 Dubai towards the global discussion on sustainable event management. This chapter dives into the sustainability framework, exploring strategies including eco-friendly infrastructure, energy efficiency, waste management and community engagement. It demonstrates Expo 2020 Dubai's proactive approach in addressing the challenges of hosting mega-scale events sustainably. This chapter also adds value by elucidating the parallel sustainability journey, that is otherwise, often overshadowed by the economic aspects of global events (AML Gomba et al., 2018). On the whole, this chapter significantly contributes towards the understanding of sustainable event management by accentuating Expo 2020 Dubai. It highlights the event's role in driving environmental awareness and innovation, demonstrating how such mega-scale events can inspire future sustainable practices (Cull, 2022).

¹<https://orcid.org/0000-0002-1493-1047>

Keywords: Sustainability; economic progress; environmental conservation; Expo 2020 Dubai; global showcases; green initiatives; eco-friendly technologies; Sustainable Development Goals; biodiversity conservation; innovation in sustainability

1. Introduction

The UAE is striving to develop and boost its rich resources and expertise in the international energy markets and enhance its leading role as a world center for renewable energy research and development. His Highness Sheikh Khalifa bin Zayed Al Nahyan, The President of the UAE (Weatherby et al., 2023).

Travel and tourism, one of the major global economic sectors, boosts exports, produces jobs and spreads wealth globally. The United Nations declared the year 2017 as the International Year of Sustainable Tourism for Development (UNESCO), aimed at offering a chance to highlight the sector's immense potential contributions to the economy, society, culture, environment and heritage year (Haneef et al., 2019). While the idea of tourism as a novel human endeavour with a variety of implications developed gradually, the earliest attempts to characterise it appeared throughout the 19th and 20th century transition (Cunha, 2012). The educational aspects of travel were highlighted by philosophers like Montaigne (1942), prior to this; writers only afterwards focused on the economic benefits of travel. This is the case with the French writer Stendhal (1995), who is credited with coining the term 'touriste', and the Portuguese writer Herculano (1838), who almost simultaneously emphasised the benefits the country gained from foreign visitors who came to indulge in the landscapes or the heritage.

Sustainable tourism, often hailed as the responsible alternative to traditional mass tourism, has garnered significant attention in recent years due to its purported commitment to environmental conservation, social responsibility and economic development (Cull, 2022). The principle behind sustainable tourism is to maximise the positive effects of travel while minimising its detrimental effects on the environment, society and local economies. Sustainable tourism addresses the needs of tourists, the travel industry, the environment and host communities by thoroughly considering the economic, social and environmental effects of travel both now and in the future. It is not an exclusive kind of tourism; rather, all types of tourism could aim to become more environmentally friendly (United Nations Environment Programme (UNEP) & World Tourism Organization (UNWTO), 2005).

The preferred notion of '*Sustainable Development*' proposed by the World Tourism Organisation (WTO):

Sustainable Tourism Development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the

management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

While the definition of ‘*alternative*’ or ‘*responsible*’ tourism is very broad and occasionally ambiguous (Theobald, 2013), case studies from the past and present that address challenges related to sustainable tourism typically understand ‘*alternative*’ tourism to be the antithesis of mass tourism (Weaver, 2007). Tourism that is categorised as ‘*alternative*’ is thought to be locally managed, thoughtfully planned, qualitative and value conscious. In contrast to traditional tourism, a sustainable approach aims to preserve and improve prospects for future generations while also acknowledging the value that local people, customs and lifestyles provide to the visitor experience. According to Cater (1993), there are three main goals for sustainable tourism: preserving the environment in order to accomplish the first two goals, meeting the needs of the host population in terms of bettering living standards both temporarily and permanently and catering to the needs of an increasing number of tourists. The ‘sustainability trinity’, which strives for the seamless and transparent integration of the economy, society and environment, is highlighted by Farrell (1999). Liu (2003) claims that sustainable tourism requires both the environmentally friendly use of resources and the sustainable expansion of tourism’s contribution to the economy and society. Without a solid understanding and appropriate management of tourism demand, neither can be accomplished.

The theme of this chapter encapsulates the essence of this broader challenge. In a period when the preservation of natural and cultural heritage competes with the relentless advance of contemporary life, the pursuit of equilibrium becomes both a philosophical and practical imperative. Our globe is witnessing a slew of initiatives aimed at striking this equilibrium, but none is arguably more iconic than Expo 2020 Dubai. This worldwide display represents not only the pinnacle of human achievement and creativity but also serves as a litmus test for our commitment to sustainability. Across literature, some authors (Desai, 2013; Henderson, 2006; Ryan et al., 2012; Sangeeta & Anandkumar, 2014; Saxena, 2011; Zaidan & Development, 2016) happen to have characterised tourism growth in a more conventional ‘*destination*’ sense (Butler, 1980; Gunn, 1993), but few have examined the patterns of that growth or, perhaps more importantly, addressed the political commitment (Brent Ritchie & Crouch, 2010) that has both facilitated and fuelled the rapid growth of Dubai as an international tourism hub.

In the broader perspective, this chapter seeks to go beyond the immediate confines of Expo 2020 Dubai. It aims to contribute to a global conversation about sustainable tourism, by investigating strategies that cross geographical boundaries. By critically evaluating the intricate interplay between progress and conservation, this chapter aims to offer nuanced insights and practical solutions.

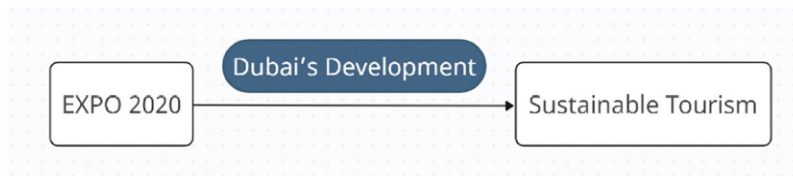


Fig. 1.1. Conceptual Framework. *Source:* Author.

1.1 Conceptual Framework

Within the scope of Expo 2020 Dubai, the conceptual framework (See Fig. 1.1) of this study navigates the complex intersectionality of environmental protection, economic advancement and sustainability. Expo 2020 is the independent variable that is driven by the combined force that exists between ‘sustainable’ or ‘responsible’ travel and Dubai’s continued growth. The dependent variable indicates the extent to which Expo 2020 promotes behaviours that minimise environmental damage while maximising societal and economic advantages. The dynamics between Expo 2020 and sustainable tourism are influenced by Dubai’s development, which acts as a moderator variable and the last arm of the framework. This framework probes the opportunities and challenges associated with striking a balance between environmental conservation and economic advancement by delving into the complex dynamics, trade-offs and potential synergies that emerge when sustainability is placed at the centre of a global exhibition.

2. Dubai’s Portrayal as a Tourism Destination

Among the United Arab Emirates (UAE)’s seven Sheikhdoms (Emirates) are Dubai, Abu Dhabi, Sharjah, Ajman, umm al-Quwain, Ras al Khaimah and Fujairah. Out of the 4.1 million people living in the United Arab Emirates, 79.9% are non-nationals, and there were approximately 825,000 Emiratis in the 2005 census.

The Dubai Commerce and Tourism Promotion Board (DCTPB) was founded in 1989 with the goal of promoting the destination to business and upscale travellers from predominantly wealthy societies (Laws, 1995). In 1997, the DCTPB was replaced by the Department of Tourism and Commerce Marketing (DTCM), which was granted more authority to manage the development, planning and oversight of the tourism industry. DTCM manages marketing across continents like Africa, Australia, Europe, North America and southern and eastern Asia and runs about 18 overseas offices in important tourist-producing nations. While it’s a common belief that Dubai’s rise as a global travel destination has occurred in the last 10 years, the early to mid-1990s was a more pivotal time for development as it laid the groundwork for an organised tourism infrastructure. A thriving and alluring services sector industry was made possible by the building industry’s expansion in the 1970s and 1980s. Ten international sporting events were held between June and December 1993, and seven airlines started offering direct flights from the United Kingdom to Dubai in January 1994 (Laws, 1995).

Table 1.1. Global Top 10 Destination Cities by International Overnight Visitors, 2018.

| Rank | Destination City | 2017 | 2018 | 2019 (Growth Rate Forecast) |
|------|--------------------------|-------|-------|-----------------------------|
| 1 | Bangkok (Thailand) | 21.09 | 22.78 | 3.34% |
| 2 | Paris (France) | 17.41 | 19.10 | 2.24% |
| 3 | London (United Kingdom) | 19.83 | 19.09 | 3.47% |
| 4 | Dubai (UAE) | 15.79 | 15.93 | 1.68% |
| 5 | Singapore (Singapore) | 13.90 | 14.67 | 4.00% |
| 6 | Kuala Lumpur (Malaysia) | 12.58 | 13.79 | 9.87% |
| 7 | New York (United States) | 13.13 | 13.60 | 2.94% |
| 8 | Istanbul (Turkey) | 10.70 | 13.40 | 8.14% |
| 9 | Tokyo (Japan) | 11.93 | 12.93 | 10.02% |
| 10 | Antalya (Turkey) | 9.42 | 12.41 | 8.14% |

Source: Adapted from Statista.com: The statistical portal, www.statista.com/statistics/284636/visitorarrivals-in-Dubai-from-international-destinations

From about 374,000 arrivals in 1982 (Henderson, 2006) to just over 15 million in 2017 (Statista.com: The statistical Portal) (As indicated in Table 1.1), the destination has evolved into a ‘lifestyle’ destination known for sun, sea, sand and designer shopping, in addition to some of the most opulent hotels and golf courses in the world. In contrast to the other Gulf countries, Steiner (2009) emphasises that ‘Dubai is the undisputed epicenter of an iconographic destination development’ in which Dubai is a ‘hyperreal’ destination rather than a historical or cultural destination, with growth powered by the creation of new hotels and attractions designed to cater to Western tourists. Anthonisz and Mason (2019) also discuss the hyperreality of the service experience and the ‘theme park’ approach to strategy that looks to propel the Dubai brand ahead in terms of success. Initially, the DTCM, which replaced the Dubai Commerce and Tourism Promotion Board in 1997, and Emirates Airlines, which was founded in 1985, were the two main amplifiers of the Dubai brand’s development and its establishment as a ‘hyperreal’ destination. The visionary leadership of His Highness, Sheikh Mohammed bin Rashid Al Maktoum (DTCM), the city’s advantageous location, its reputation for safety and its multi-award-winning marketing campaigns have all contributed to the development of Dubai’s tourism strategy (Anthonisz & Mason, 2019). The rise in tourism corresponds with the expansion of the national flag carrier, Emirates Airlines, which has made use of Dubai’s strategic location to expand globally and now flies to 154 destinations in 86 countries (The Emirates Group).

According to the Dubai Economic Report (Government of Dubai, 2018), there are 20 different economic sectors that make up the varied Dubai gross domestic product (GDP). The tourism industry, which includes lodging and dining, saw the

most gain. The industry with the fastest growth rate was tourism. With an 8% GDP growth rate in tourism, the sector was a major driver of Dubai's overall GDP growth rate in 2017. In 2019, UAE Tourism was ranked (33rd) internationally and first in the Middle East ([The World Economic Forum, 2019](#)). According to the 2019 Global Destination Cities Index survey ([Mastercard, 2019](#)), the Emirate saw 15.93 million foreign overnight visitors in 2018 and is predicted to continue growing on this success in 2019. Among the world's most visited cities is Dubai. For the fifth consecutive year, Dubai has remained the fourth most visited city worldwide.

In terms of geography, Dubai's desert environment remains incompatible with large-scale tourist development, given the extreme temperature and likely scarcity of resources to entice visitors. This, however, has not decelerated development in any manner and on the contrary appears to have served as a robust engine towards growth, since Dubai's expansion has not been at the price of displaced inhabitants or constrained by existing infrastructure ([Anthonisz & Mason, 2019](#)). Although the emirate's early success was primarily based on trade and income from the acknowledged declining oil reserves, this has enabled the UAE to evade the traditionally lengthy and challenging process of conserving and capital accumulation that accompanies economic growth and rather jump straight to the stage of high mass consumption ([Shihab](#)). As a result, Dubai has switched its focus from oil and trade to transforming into one of the world's fastest growing tourism destinations.

It's interesting to note that Dubai's reputation has been deliberately and purposefully built on a platform of five-star (or seven-star) luxury offered by an international brand presence that is tailored to visitor experiences in an Arabic, tolerant and cosmopolitan environment, rather than on offering culturally Islamic tourism experiences for visitors from the surrounding area ([Anthonisz et al., 2015](#)). The country's premier travel and business destination is Dubai, which boasts luxurious resorts, championship golf courses, exemplary shopping, prestigious restaurants and renowned architectural sites. According to [AML Gomba et al. \(2018\)](#), a majority of respondents cited 'leisure and entertainment' as their prime reason to visit Dubai, while almost 50% of tourists claimed to be in Dubai for business, and roughly 33% were there to visit friends and family. Further, almost one-third of those surveyed said that Dubai's culture and tradition were what drew them to the city. [Fig. 1.2](#) illustrates the respondents' perception of Dubai as a tourist destination – Global Results, according to a survey conducted by the Centre for Sustainability Through Research and Education – approximately 80% (out of 1,790) of the participants expressed agreement with the 18 sustainability-related statements, suggesting that the majority of them view Dubai as a destination for sustainable tourism.

Scholars typically view Dubai as a strong model of tourism development, even though they acknowledge certain obstacles ([Bagaee, 2007](#); [Govers & Go, 2009](#); [Henderson, 2006](#); [Sharpley, 2008](#)). [Bagaee \(2007\)](#) highlights Dubai's status as an 'instant city' and the 'outcome of a super-fast urbanism' while also acknowledging that, in light of socially divided lifestyles and ongoing environmental concerns, the city may not be able to sustain itself in the long run. According to [Govers and](#)

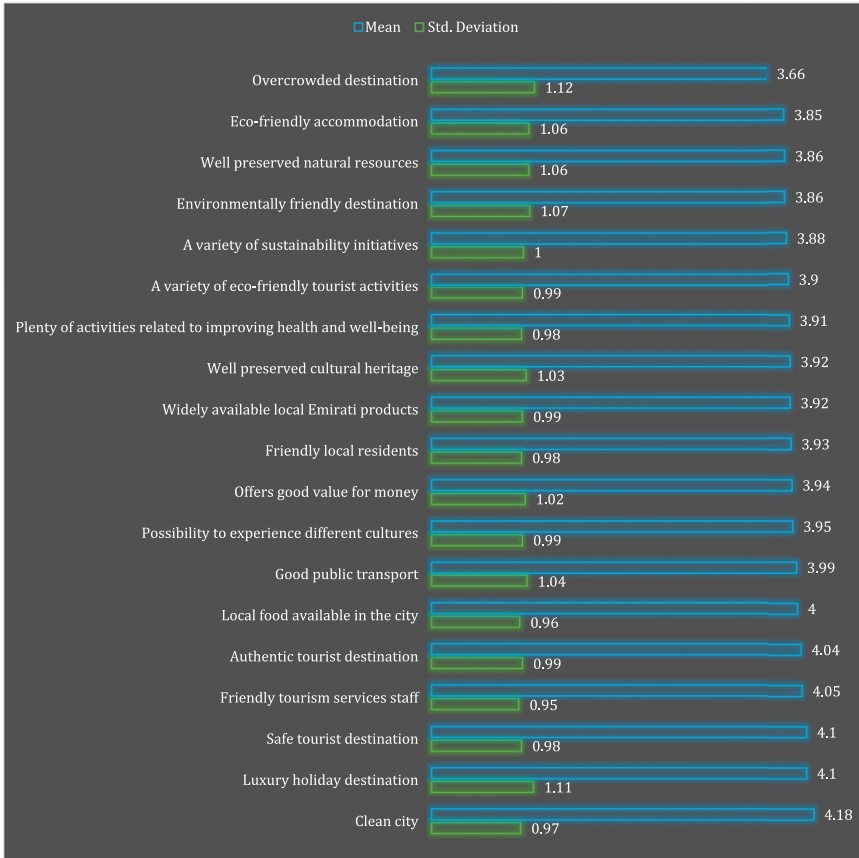


Fig. 1.2. The Respondents' Perception of Dubai as a Tourist Destination – Global Results. *Source:* Adapted from chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.globalsurvey-sdgs.com/wp-content/uploads/2020/01/20200205_SC_Global_Survey_Result-Report_english_final.pdf

Go (2009), among other things, the creation and promotion of a wide range of tourism products, creative megaprojects, useful public sector activities and the building of brand equity are all contributing factors to Dubai's status as a *'very powerful international brand'*. According to Sharpley (Govers & Go, 2009), there are a number of proactive 'pro-tourism' policies that can be implemented to boost the growth of the industry. These include international investment, the liberalisation of visa requirements, the revision of restrictions on foreign land ownership for specific tourism projects, non-interventionist trade policies (like *'open skies'*)

and the easing of stringent moral codes of conduct related to dress code and alcohol consumption.

The micro-reconstruction of the world itself symbolically endorses the conceptual significance of the '*World*' as a symbolic fabrication of Dubai's development ethos. Projecting a science fiction fantasy, the city has given rise to a number of home-grown brands, including the largest shopping mall in the world (Dubai Mall), the largest prize money in the world for a horse race between M. L. Stephenson and J. Ali-Knight (Dubai Cup), the first purpose-built maritime centre (Dubai Maritime City), the first (informally recognised) '*seven-star*' hotel (Burj Al Arab), the tallest building in the world (Burj Kalifa) and the tallest hotel in the world (Rotana Rose Towe Nestled among luxury residences and corporate offices, Burj Kalifa is home to a hotel designed by Giorgio Armani and boasts the fastest lift in the world. Located in the Gulf, five kilometres off the coast of Dubai, are over 300 miniature real estate islands, one for each continent and one for each country inside each.

3. Sustainable Tourism in Dubai

The case of Sustainable Tourism in Dubai is intriguing and complex, with juxtaposition between luxurious technology and the delicate desert nature. Positively, Dubai has established itself as a sustainable travel destination and has made significant progress in supporting eco-friendly activities (Cull, 2022). Along with the Dubai Green Tourism Award, which will be in conjunction with World Environment Day, DTCM has also announced the official launch of the first-ever project to cut carbon emissions (CO₂) in the hotel industry by 20%. The initiative's primary goals are to raise public knowledge of climate change, CO₂ emissions, energy consumption in the tourism sector and environmental practices in the hospitality sector (Ayeni, 2013). Dubai's commitment to environmental conservation is evident in its ambitious projects, such as the Dubai Sustainable City (AL-Dabbagh, 2022; El-Bana, 2015; El-Jisr, 2017; Passerini & Ricci, 2020) and the Green Building Regulations (The Municipality mandated the standards for all new buildings post the construction of 44 green buildings in 2014, to address ecology, planning, vitality, energy, water, materials and waste building design) (Abu-Hijleh & Jaheen, 2019; Salama & AISaber, 2014, pp. 1309–1320). These initiatives aim to minimise carbon footprints through the integration of renewable energy sources, energy-efficient buildings and extensive green spaces. The city's efforts to implement sustainable infrastructure, including the development of sustainable transportation systems and waste management practices, deserve acknowledgement (Cull, 2022).

4. Expo 2020

Expo, as defined by the Bureau International des Expositions (BIE), is a global event that aims to educate the public, share innovation, encourage progress and foster collaboration. It serves as a global forum for dialogue, bringing people from all over the world together to address the most pressing issues facing