

Responsible Tourism and Establishment Of E-Parks for Sustainability

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ABSTRACT

Responsible tourism enhances the positive consequences by lowering the negative consequences with the actual lens through exploration of ways for improvement of sustainability in the tourism industry. The idea that what is accessible to one traveller with one type of disability that was very difficult for travellers to access with different types of disabilities which should be made us inclusive tourism ask the relevant part of agenda in this sustainable tourism globally. According to this view people with eye disability can facilitate travelling to the tourist places is considered as the exceptional opportunity. The purpose of the current study is to offer factual support for the adoption of inclusive and responsible tourism practices in a national park area. The proposed model with establishment of E-parks includes responsible tourism with sustainability that focus on the issues faced by the tourist and disabled, is discussed in the paper in order to illustrate this point. It also discusses improvements that could be made to allow all visitors to fully enjoy their trip. So, the study adds to the body of empirical research on inclusive and responsible tourism, which is used to create distinctive procedural standards that allow visitors with various disabilities to access the tourist places.

Keywords: Responsible tourism, Tourism industry, E-Park, Disability, Sustainability

1. INTRODUCTION

Tourist-related activities have almost extended to every country on earth, and literature has widely acknowledged their contribution to job creation, revenue generation, and foreign exchange earnings for both developed and developing nations. But as tourism has grown, a number of detrimental effects have started to materialize on both a national and international scale. The tourism literature has a lot to say on the conflicted role that is played by tourism preserving vulnerable landscapes, culture and community. Throughout the past 3 decades and it is considered to be increase of public awareness for challenges in sustainability. Currently, the majority of governments, international organizations, academic institutions, and non-governmental organization recognize that sustainability is a prerequisite for development, providing benefits to all parties involved, resolving issues like extreme poverty, and protection of man-made and natural resources that support the human prosperity. There has been a lot of emphasis paid to responsible and sustainable tourism as a result of environmental concerns as well as knowledge with mass tourism that is more serious effects in the environment [1].

The COVID-19 epidemic caused a dramatic and unprecedented decline in worldwide tourism as instructions to stay at home and impose travel restrictions spread widely. Tourism organization and the United Nation World Organization have been documenting the significant impact to the tourism business since it first became apparent. With three safe and profoundly powerful immunizations currently entering last endorsement and appropriation, the awful cost for general wellbeing will fundamentally decline all through 2021, permitting the resumption of safe travel and the slow restart of worldwide the travel industry. The pandemic and monetary recuperation will keep on moulding the travel industry for years to come. What shape the post-pandemic the travel industry recuperation will take is still up for basic discussion in the field of the travel industry grant. Others researchers and area eyewitnesses see the pandemic emergency as an essential time for reflection on how the post-pandemic recuperation could act as an impetus for mindful and practical the travel industry change. While some are incredulous that significant progress toward manageability will arise given the practically select industry centre around getting back to business as pre-pandemic as fast as could be expected [2].

For scholars in various academic fields as well as for the partners of tourism industry that are liable to objections and supportable for arrangement results activities and strategies of travel industry and capable of travel industry with the ideas and manageable off tourism industry for successful execution fundamental issues. The research

that has been published in the area of responsible and sustainable tourism is listed bibliometric in this publication. The findings pinpoint sustainable responsible tourism publications, author collaboration across nations and their nodes, sustainable responsible tourism disciplinary fields and keyword, authors and journals as well as bibliometric cluster. The objective the research study is to ascertain sustainable responsible tourism is converted to "responsustainable" tourism discourse that would cause paradigm of sustainable tourism to shift in favour of sustainable responsible tourism 's entire body of knowledge. The results of the analysis do show that SRT will continue to be a significant for the tourism research for the future studies, even though they were unable to corroborate this transition towards an enlarged paradigm of SRT [3].

A Responsible Tourism Declaration was produced as a result of the first Responsible Tourism Conference. To "take responsibility for achieving sustainable tourism and to build better locations for people to live in and for people to visit," it urged all parties involved. Due to its emphasis on economic, social, and environmental responsibility, the Declaration is built upon the three pillars of tourist sustainability. In order to optimize the positive economic, sociocultural, and environmental effects of tourism, responsible tourism utilizes the industry for sustainable development. It demands responsibility and action from operators, hoteliers, governments, locals, and tourists in order to increase the sustainability of the tourism industry. In the research studies for the responsible tourism is referred as "awareness, decisions, and actions of all those involved in the planning, delivery, and consumption of tourism, so that it is sustainable over time." This definition provides common ground among the perspectives of socio-political and between [4].

The discussion of responsible tourism looks for the implementation catalyst which may results in the sustainable tourism that practiced because primary goals of responsibilities for promotion of sustainability of all the dimensions for example economic and ecological. The "Awareness-Agenda-Action" implementation phases are mentioned so called the trigger of socio-political implementation. The phase of "awareness" raising entails promoting social awareness for sustainability-related concerns, encouraging sustainable ethics, and educating the target population on proper and improper behaviour. The sustainability issues are then transformed into goals, included into the strategies, destination and agenda list of tools with pertinent policy in the following phase. The final stage is responsible "activity" or the execution of sustainability.

2. LITERATURE REVIEW

Globally, responsible travel is embraced as one of the means to reach Sustainable Development Goals for the year 2030. This essay aims to clarify how small budget hotel owners comprehend responsible tourism through the Theory of Planned Behaviour. It comes to the conclusion that a general understanding of responsible tourism does not equate to being responsible in day-to-day activities. In the article, the proposed model, which offers four methods that the public sector might encourage small hotels to engage in responsible tourism, including education, financial motivation, marketing motivation, and the development of social networks [5].

Both responsible tourism and environmental impact assessments aim to support sustainable development. EIA is a process that identifies, evaluates, and manages the possible effects of new developments. It is required by law in the majority of the world's nations. According to South African law, tourism initiatives must undergo an EIA, which necessitates taking into account all relevant sustainable development goals. In order to optimize its contribution to responsible tourism, EIA should exhibit five qualities, which are highlighted in this paper's framework. These characteristics were discovered through a targeted literature research. 3 types of EIA is performed in Kruger National Park from 2011 after the announcement of South African National Park as responsible tourism, are evaluated in order to test the framework [6].

In this conceptual work, we reconsider responsible tourism in light of the ideology critic put out by Slovenian philosopher Slavoj Žižek. More precisely, we rethink the ideological nature of responsible tourism in keeping with Žižek's claims the ideology that are directly connected to reality and not a dreamy illusion. We contend that this ideological character is essentially rooted in actual global problems and frequently unwittingly and implicitly supports the workings of contemporary global capitalism. Notwithstanding the fact that responsible tourism is considered to be more potent among the stakeholders of tourism which contends the considerations of fundamental concepts which is not received enough thorough contemplation [7].

The investments of Vietnam have been increased in tourism and travel business as a key component of its economic strategy to attract large numbers of tourists. In tourism related activities the detrimental effects on the society and environment are acknowledged to some extent along with the growth of the industry. Responsible tourism, ethical tourism and sustainable tourism are considered in this setting. Unfortunately, there hasn't been much prior study on the way in which responsible tourism is applied in the context of tourism business in Vietnam [8].

The research study looks at the factors that indicate how tourists will act during the pandemic environmental responsibility. The concept of responsible tourism has drawn a lot of attention recently as the travel and tourism industry continues to grow and the consequences of tourism on the environment become more and more visible. Moreover, the COVID-19 outbreak caused travel to decline and consumer behaviour to change. The impact of destination image, environmental concern, and experience quality on environmentally conscious travel behaviour

is examined in this essay. A survey that is conducted cross sectional with the sample size of 321 respondents are used for the study, and multiple regression is employed for analysing the data. The study determined the beneficial and favourable effects of destination image, environmental concern, and experience quality on tourists' behaviour toward environmentally friendly travel [9].

3. METHODOLOGY

This section includes the methodology part of the proposed model. The definition of the guidelines might be a very difficult problem. Specifically, tourism providers may not seek for certification if the requirements are excessively strict that are conversed and the trademark is not seen as significantly enhancing the accessibility of tourists. As a result, it is crucial that all relevant stakeholders participate fully in the development of the guidelines in order to collect their viewpoints, needs, and experiences. So, we used a qualitative methodology to create the trademark standards, which is the best way to accomplish the goal. The four parts of the research procedure, which took place between January and October 2022, were as follows: definition of framework literature review the focus groups and guidelines.

According to the profession of tourism environments services and products that are designed universally for responsible and accessible tourism is also known as barrier free tourism that enables the people with the access to recruitments that include cognitive dimensions, hearing, vision, mobility for functioning independently with dignity and equity [10].

Below are the phases in more detail:

Phase 1: Definition of the legal framework and literature review. The detailed examination of the obligatory requirements established by the Italian laws on disabilities served as the foundation for the guidelines' definition and was completed from January to February 2022. In a similar vein, extensive research includes grey literature and official literatures which may include websites journal articles reports and scientific papers was carried out to discover services and facilities that may help to enhance the experience of impaired peoples while they are on vacation. Since the accessibility challenges faced by people with disabilities can vary greatly depending on the type of tourist suppliers, these have been divided into three categories: restaurants and hotels, public institutions and stores, cultural locations that include museums gardens botanical areas archaeological areas natural routes.

As a result, the framework included in phase one put forth 3 types of unique guidelines which may contain specific standards for accessibility in which each category of the tourist supplier must satisfy for granting of trademark.

Phase-2: Designing focus groups. The focus group includes feel to be the most appropriate data collection tool for fulfilling our study aims, served as the foundation for the qualitative methodology that was used. At this stage, which was completed in March 2022, we carefully chosen the participants in discussion of focus group to create diverse representation of stakeholders. They were chosen in light of their significant heterogeneity by establishing the power balance that can be represented by equal voice.

- i) public or government sector regional, and municipal levels.
- ii) Civil society like non-profit societies for individuals with disabilities, academic research centres, regional community organization as well as other organizations)
- iii) private sector that includes industry, firms and associations
- iv) The Public

Phase-3: Gathering data. The research team's members served as discussion facilitators and moderators during of two connected, semi-structured and the consecutive groups were gathered. The first was conducted in April 2022 with the intention with discussion with the participants definition of the literature review and legal framework. 298 Stakeholders are taken for the study, 42 actually attended the event. Following an introduction of the research topic and the participants in a plenary session, according to the focus group divided into 3 tables of which one category with tourism suppliers like cultural places public offices shops and restaurants. Stakeholders are allowed to select the table they wanted to sit at based on their primary areas of interest and experience. They got the chance to thoroughly discuss guidelines for trademark procedures, making appropriate changes to the language as well as adding proposals and comments. Participants discussed and unanimously agreed any changes to the rules. This made it possible to gauge how stakeholders felt about increasing accessibility in National Park and to pinpoint the key measures that should be outlined in the guidelines.

The 2nd focus group was held in June-2022 to see if the stakeholders' perspective was completely reflected in the new rules, which had been revised in May-2022 to include criticisms, proposals and suggestions made during the meeting. Eleven of the 26 stakeholders who attended the event did not take part in initial focus group. The focus group was once more set up with three operating tables following a plenary session. To diversify their contributions, stakeholders who took part in the initial focus group in this instance were instructed to sit at a separate table. Similar to participants of first focus group at their chosen table they are given a chance to express their thoughts as well as ideas regarding the upgraded standard of trademark procedure for integration and making of changes suggestions as needed.

Fourth stage: data analysis. There were two distinct times for this phase. The first dates back to May 2022, when the draft of the revised rules was updated to reflect the conclusions reached from the first focus group. The second

period is from July through November 2022, during the final draft of the procedural guidelines was created. After that, the latter was distributed to all participants including of who had only taken part in one group in order to offer the robustness for validation of the study.

4. RESULTS AND DISCUSSION

The aforementioned requirements were subsequently reviewed in detail with stakeholders, who felt that each and every one of them was crucial for ensuring the complete accessibility of the National Park that offered insightful suggestions for future improvement. It is suggested organizing with guidelines according to the responsible tourism with sustainability with the type of supplier like cultural places shops restaurants hotels and public offices arrangements are made on the basis of applicability with various types of disabilities. It is identified as the mandatory requirements for awarding tourism supplies with the trademark. Because that criteria may be tailored with physically handicapped intellectual sensory impairment and mental impairment, particular nutritional requirements and allergies. As a result, tourism providers may receive a particular trademark based on the impairment they are able to manage. The "E-Parks Trademark for Physical Disability" is given to tourism providers who meet all of the requirements specific to this type of disability, while the "E-Parks Trademark for Mental Disability" and the "E-Parks Trademark for Food Disability" are given to providers who meet all of the requirements necessary to ensure complete accessibility to the people with food and intellectual disability. A travel service provider can undoubtedly apply for the trademarks.

The following guidelines were approved by the stakeholders. For the sake of conciseness and taking into account the objectives that include the primary, thematically grouped requirements from the standards.

Table 4.1 E-Parks trademark in tourism

Guidelines for Responsible tourism	Responsible Tourism in E-Park
Accessibility Information	98%
External reachability	80%
Alternatives for entry	75%
Safety Features	82%
Accessibility inside	70%
Hotels and Restaurants	80%
Internet Offering	100%
Dressing Room	78%
Resting Space	86%

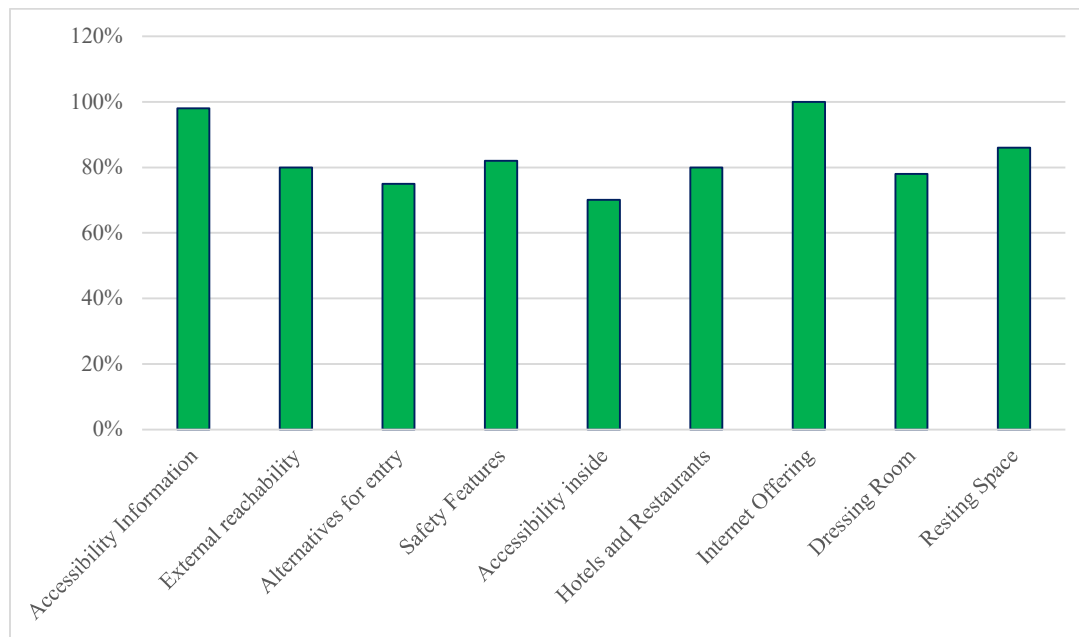


Figure 4.1 Responsible tourism in E-parks

Transparency of accessibility information

Tourism providers must maintain the transparency in information that regards to the services in order to receive the E-Parks Trademark. Thus, rather of utilizing conventional tactics, information should be disseminated regarding the accessibility in the dedicated website and multiple social networks (such as Facebook and Instagram) (e.g., printed brochures). To make the material easier for persons with intellectual disabilities to understand, it must be written in "easy to read language" and with the use of visuals and graphics. Sign language and site subtitles can be included for videos. The production of information can be printed in Braille. The website can allow users who are blind or visually impaired to listen to audio files in order to be accessible. Also, a disabled-friendly online booking system must be developed in order to collect data necessary for customizing their welcome.

External reachability

The facilities must be accessible to visitors with wheelchairs. In order to achieve this, tourism service providers should remove all barriers from the exterior space, ensuring that the floor is level, connected, and has slopes no greater than 9%. The monitor or board should be placed outside of the building with height lesser than 140 centimetres from the ground for displaying the accessibility information that include tariff, opening times and days as well as the contact information for the person in charge of assisting individuals with disabilities. For the benefit of those who are blind or visually impaired, information printed can be translated in Braille as well as it should be available in audio format.

Alternatives to ease entry

To make it easier for people in wheelchairs to enter the tourist attraction, the main entrance must be at least 120 cm wide (rather than the 90 cm required by law). If opening entrance doors or gates requires more force than 3 kg (certainly less than the legal limit of 8 kg), automatic solutions should be used instead. If a counter door is present, it should be at least 2m away from the main door; otherwise, it must be open on opposite side at the entrance door to prevent blocking the path. Also, tourism providers should use stickers or bands at the appropriate height to make glass doors clearly visible.

Safety features and restroom amenities

In both interior and external restroom facilities, the door's width must be at least 90 cm, and the force required to open it cannot be greater than 3kgs. Wheelchairs must be able to move easily over the flooring, and the distance between the washbasin, shower, and toilet cannot be less than 90 cm. Toilets must have a hand shower and should have a 45–50 cm height requirement. In a similar vein, the washbasin height, if adjustable, ought to be between 80 and 85 cm, and a call bell ought to be put nearby the toilet and shower.

Accessibility within the tourist area

To enable reversing stopping and simultaneous passing of wheelchairs more than 2 with internal walkways and transit routes of 150 centimetres wide. The transverse slope should be of 1% maximum is permitted, and any longitudinal slope (up to 5%) must be appropriately indicated. To make moving around easier for visitors in wheelchairs, the flooring must have smooth surfaces. Elevators and ramps must always be present on routes with small level differences.

Hotels and restaurants

Breakfast, restaurant, and bar rooms. Restaurant bar rooms breakfast rooms should be conveniently located and it should be furnished with all the amenities like elevator platform, staircases, ramps and elevators. Furniture should not be very sharp that may injure people. Having a sufficient quantity of accessible tables with tops no larger than 70 cm should be guaranteed.

Internet offerings

Hotels are required to provide guests with limited mobility with a Wi-Fi connection and a separate computer station. The support surface must have at least 90 cm of free space underneath it and at least 100 cm of open space around it.

Dressing rooms and check-out counters

Shop checkout counters must be at least 90 cm off the ground and placed in a wheelchair-accessible location. Price tags must be legible and positioned at an appropriate height. To do this, information must be provided in both Braille and an appropriate font size (at least 16 points). One dressing room should contain the dimension that allow for easy entry and easy interior movement for individuals with disabilities and it must be furnished with the shelves that are at least 140 cm off the floor.

Rest spaces and benches

At least 20% of the benches must be designated exclusively for use by people with disabilities and must be proportionate to the tourist facility's reception capacity. These may be roughly 55 cm tall, 50–60 cm deep, and 60 cm wide. Play area must have a portion that is accessible to kids with impairments. Similarly, 10% of rest places must be specifically designated for people with disabilities. Instead of being placed on a fully flat surface, tables in the designated areas with round edges and it should be accessed long and short sides.

Quality evaluation

Disability assessment forms should be made available to tourists by tourism providers so they can rate the accessibility of the services provided. Forms must be modified to the impaired person's needs and can be completed either manually (on paper) or digitally (online or through apps).

Trained personnel

The disabled guest or welcomed and they have given all the information above the help and accessibility they concerned and needed, at least one staff member in every tourism establishment should have received training on the subject of disabilities.

The application and greatest awareness with responsible tourism gains the segment of wider market according to the analysis in the literature and the contributions for sustainable, responsible and inclusive tourism. This depends on governments and the tourism sector as a whole as well as on the increasing tourist demand.

In fact, implementing the concepts of responsible and sustainable tourism is the way to secure the tourism sector to grow in this era of intense tourism development and the environmental-social issues that are its by-product.

With the creation of a practical instrument that increases a tourist destination's inclusion, the study's objective was to give empirical data concerning the adoption responsible tourism concepts inside the national park. The proposed framework is applied and established in the National Park that might serve as an important example of responsible tourism if it is completely inclusive of visitors with specific access needs. As part of the area's total growth, the ethical and social sustainability that should be added in environmental and economic tourist places.

The organizations that could most effectively contribute to social education encouraging sustainable tourism seem to be national parks. There are numerous justifications for it. A national park promotes the culture and value of responsible and sustainable tourism since, as a form of nature preservation, it can only be publicly accessible in the sustainable form. Moreover, national parks have a responsibility to educate the public and make their resources accessible for purposes like tourism. Consequently, fostering sustainable, responsible, and inclusive tourism through education is consistent with the parks' mission.

5. CONCLUSION

The administration of parks and tourism organizations are becoming more and more conscious of how visiting

exceptional natural heritage sites can alter how the local community views and understands the advantages of protecting the environment. Therefore, it is essential to clearly identify the boundaries between tourism and environmental protection and to involve all key stakeholders in the decision-making processes from the outset as well as on an ongoing basis.

The main conclusion of this study was the development of standards for awarding trademarks to tourism providers who improve responsible and inclusivity inside the established E-Park. It serves as a practical instrument for achieving the responsible tourism objectives. In fact, if not properly operationalized, responsible accessible as well as sustainable tourism run the risks of remaining abstract ideas. It is important to note that the standards' requirements are stricter than those imposed by local, national, and international rules on disabilities. As a result, receiving the E-Park Trademark signifies a strong commitment to the ideals of responsible and inclusive travel. These results can be used as the guide for adoption of practices related to responsible tourism in the destinations by tourism industry professionals, particularly governmental entities. As a result, we should be aware of effectiveness of the trademark that depends upon the chosen plan for communication, which needs to be evaluated over the next few months. The diversity management method will serve as a further extension of this line of research, that starts with the definition "inclusive or responsible," which related to concept "social inclusion".

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