

Global Trend and Roles of Constructed Environment in Tourism Development

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Abstract—The study employs a practical approach to investigate the significance of constructed environment in tourism development. By closely analyzing pertinent literature, we aim to gain a comprehensive understanding of the impact of the constructed environment and its trend globally. Specifically, our study focuses on analyzing the constructed environment from the perspective of tourists' psychology with the help of the Maslowian Triangle. The central message of our study is the urgent need for a well-developed constructed environment and policy development to the new horizon of sustainable tourism development that can propel the global economy. To make the study impunities from various threads and challenges, pragmatic implications are formulated to comprehend tourist psychology, policymaker's consciousness in the light of tourist satisfaction, and resource management; which results in economic vitality. We emphasize the need for further research to address existing gaps and draw compelling conclusions about why the constructed environment is critical to the growth of the tourism sector.

Index Terms— Constructed Environment, Tourism Development, Maslowian Triangle, Tourist's Psychology.

I. Introduction

The tourism industry is rapidly growing and is considered one of the fastest-growing industries [56]. To sustain this growth and continue to generate economic benefits, it is necessary to improve the infrastructure and services associated with tourism. The increasing demand from tourists, as evidenced by a continuous 5% increase in tourist footfall in 2019 [54], poses a challenge to host nations to manage the exhaustible resources and develop their infrastructure to meet the demands of the tourism industry. Empirical studies highlighting the impact of infrastructure on the development of tourism industries were examined [33]–[30].

To sustain economic growth and development in the tourism industry, it is necessary to involve various other industries in its development. The tourism industry is a key player in social and personal activities and has become integral to economic proliferation and livelihood sustenance. This paper aims to study the facilities expected by tourists and to understand the origin, trend, and roles of various other sectors involved in the development of the tourism industry. Despite numerous studies highlighting the impact of infrastructure, there is still a lack of serious research to comprehend the roles of other industries, such as travel, services, and hospitality, in supporting the tourism industry. The heavy reliance on other industries has been criticized for its lack of pragmatism and competence in the delivery of action.

II. Aims and Scopes

Recognizing the critical role that the tourism industry plays in supporting economic growth, it is essential to conduct a comprehensive analysis of the constructed environment and its impact on the industry's success. This study aims to provide a detailed assessment of the significance of the constructed environment by examining the contributions of policymakers and constructors. Despite existing challenges, there has been a lack of in-depth research into the requirements of a competent constructed environment, which is the primary focus of this study. By addressing this gap, we can gain a better understanding of the industry's needs and formulate effective strategies to ensure its sustained growth.

III. Objectives

- To analyze the global trend of the Constructed Environment in Tourism Development
- To examine the Roles of Constructed Environment in Tourism Development

IV. Literature Review

In consideration of the objectives and scope of the study, a matrix has been formed to incorporate several literature sources that explore the various factors responsible for direct or indirect development in tourism industries. The following are some of the most relevant literature sources that have been included:

Table -1
Tourism Development Research Focus by Objectives (Global)

SL No.	Objective(s)	Contributor(s)
1	Factors responsible for tourism development	[46], [35], [40][48], [19], [26], & [25]
2	Analysis of infrastructure development	[45], [33], [15], [12], & [36]
3	To highlight the issues, opportunities, and trends facing the tourism industry	[47], [3], [51], [8], & [18]

The various objectives adopted for the study of tourism industry development are highlighted in the above tabulation. It can be inferred from the above tabulation that the majority of the studies focus on factors including infrastructure, followed by the analysis of infrastructure development and related issues associated with the tourism industries.

Objective Gap: Although the intentions of most studies are based on improving infrastructure, highlighting issues, analyzing tourism development problems, and examining stakeholder and constructor perceptions in light of tourist satisfaction, no detailed study has been carried out to analyze these needs.

Table -2
Tourism Development Research Focus by Methodology (Global)

SL No.	Methodology(s)	Contributor(s)
1	Primary Data analysis	[15], [12], & [25]
2	Secondary Data analysis	[46], [48], [45], [47], [21], [51], [26], [8], [19], [18], [35], & [36]
3	Other approach	[33], [15], & [40]

The most widely used methodology adopted in carrying out research studies on tourism development is illustrated by the above tabulations. The analysis of secondary data happens to be the most widely adopted, over the analysis of primary data.

Methodology Gap: To improve the analysis and understanding of trends and factors responsible for developing tourism industries, greater application of statistical and economic functions should be made despite the lacuna in the area of methodology. This would enable a more vivid examination of the industry beyond the descriptive approach that currently dominates the study.

Table -3
Tourism Development Research Focus by Findings (Global)

SL No.	Findings	Contributor(s)
1	Various stakeholders are responsible for improving the infrastructure with the best strategy or policy adoptions	[48], [45], [3], [19], [8], [35], & [25]
2	Infrastructure development & investment are essential for tourism development	[46], [33], [45], [40], [12], [26], [18], & [36]
3	Economic, social, cultural, and environmental improvement is essential for tourism development	[15], & [51]

Based on the detailed study of various literature taken into consideration, it was found that infrastructure development is essential, followed by policy formation and the adoption of effective strategies and partnerships, as indicated in the above tabulation.

Findings Gap: Most studies focus on improving infrastructure, investment, and sustainability due to limitations in research focus. However, a large domain remains untapped as the consciousness level of policymakers, competence of constructors, policymaker's vision, and budget allocations have not been thoroughly studied to make the constructed environment competent for tourism development.

Despite cross-verifying various objectives, methodologies, findings, and respective gaps, it can be inferred that no serious research work has addressed the global trend and roles of the environment in developing the tourism industry. This indicates a research gap that requires further investigation and detailed study. The lacuna can be bridged by conducting the study mentioned in this article.

V. Methodology

Owing to the limited availability of literature on the role and global trend of the constructed environment in tourism development, the current study aims to utilize a descriptive approach. The study involves the collection of secondary data from various sources, including information from the publications such as journals, books, and reports, as well as websites.

VI. Need For Tourism Development

Although the industries have faced criticism and have been repeatedly questioned by researchers regarding their competencies, they have proven to drive social, cultural, economic, and environmental development. The significance of tourism development can be inferred from its economic advantage, followed by its interdependence with other industries, job creation, development, cultural exposure, environmental impact, promotion of peace, and well-being. According to a report by [57], international tourist arrivals have reached 85-90% of pre-pandemic levels, indicating a natural bounce-back of the industry without any marketing efforts or investment. It is interesting to note that approximately 10% of the global workforce is engaged in the tourism industry [52] and has demonstrated a commitment to gender equality [11]–[9]. According to the report, the sector's contribution to the global economy is \$9.2 trillion and it provides employment to 330 million individuals across the world [28]. Furthermore, tourism is expected to contribute \$150 billion to India's GDP by 2024, and one in every four new jobs is created by the industry [60]. The promotion strategies employed during the on and off seasons are also crucial in driving tourism industry development. Word-of-mouth, social media, and bloggers play a significant role in promoting destinations, which rely heavily on their landscapes, images, and infrastructure to attract visitors. Infrastructure is the core issue that will be addressed in this paper, as tourism heavily relies on it. The 5As (Attraction, Accessibility, Accommodation, Amenities, and Activities) indicate that the industry is strongly dependent on other sectors, making them key factors in boosting tourism development. Public-private partnerships are also essential for ensuring the industry's sustained growth. This demonstrates that the tourism industry influences other sectors to perform competently. Additionally, foreign direct investment policies in India have made investing in the sector easier with a 100% investment allowance [50], projecting tourism as a pivotal industry for the economic sustenance of other industries. Social transformation is another vital contribution that the industry has made, prompting hosts and tourists to become more conscious of their environmental impact and become responsible tourists.

VII. Constructed Environment (CE)

The constructed environment is referred to as the man-made environment created solely for the purpose of enhancing tourism industry operations and winning the loyalty of tourists [45]. Furthermore, CE refers to the artificial surroundings created by humans, which include various types of lodging such as hotels, homestays, and guest houses, along with amenities such as restaurants, bars, shops, and fast food vendors. It also encompasses leisure facilities like casinos, parks, theaters, ambiance, cultural facilities such as monuments, malls, museums, and galleries, as well as accessibility to information technology and food facilities [6]. To comprehend the concept in a global trend and analyze its role in tourism development, the importance of CE can be categorically analyzed as accommodation, transportation feasibility, information and telecommunication (IT)

services, banking services, electricity facilities, shops, and leisure based on the review by [46]. These have been generated considering the 5As and 14 pillars of tourism industries. Accommodation acts as the backbone for tourism development, requiring active human resources, seasonal strategies, and a comprehensive understanding of the perishability of the industry [13].

Sharing economy in the accommodation sector has been analyzed [20]. The tourism industry relies heavily on transportation infrastructure as a key catalyst [42], while the provision of accommodation services also plays a critical role in promoting tourism growth [49]. It has been observed that a significant correlation exists between the tourism sector and transportation services. The importance of transportation in attracting tourists varies depending on their place of origin, with tourists from America and Europe being motivated more by non-transportation amenities [17]. Transportation contributes a major role in the development of tourism industries [42]–[10]. Tourism and transportation industry concepts can be conglomerated and advocated into a single identity as "tourism transportation" [23].

Another intriguing feature in tourism development is IT (Information Technology) services, which are considered ease of connectivity and the sector needs special attention from the government sector in investment [49]. IT plays a vital role in the implications of business practices and strategies for tourism development [4]. IT impacts the industries globally by acting as a motivator for attracting tourists, depending on the usage of these services on tourism development by increasing the number of tourist footfalls and enhancing leisure services [7]. E-banking is another interesting service that tourists wish to explore at destinations and feel more secure [2]. Another main application in the banking sector is the application of IT in the banking system, wherein the service and hospitality while serving the tourists are enhanced manifold [44]. Any related cost solid cash, transfer, and borrowing cost. This results in increasing the consumption power and may even reflect in improving the consumption power of tourists [61]. It is further inferred that healthy financial practices deliver positive and significant demand for tourism industries by increasing the number of ATMs, and mobile banking and enhancing the liquidity of financial institutions [37].

Power requirements remain a basic need for tourists, which is more relevant to their interest in night leisure activities. This hints at the destination to transform and develop according to the orientation and interest of the tourists. The current study seeks to examine the control of pollutant gas and sustain the usage of exhaustible resources by the power-generating industries [63]–[5]. The ecology of tourist destinations is fundamentally impacted by electricity consumption, and managing the supply chain of power energy is crucial due to the economic impact and seasonal nature of the destination [34]. In addition, the sustainable development of the power sector involves considering the usage of renewable and non-renewable sources of energy with an economic growth pretext [24]. Leisure activities experienced by tourists significantly influence their expectations and satisfaction with the destination, particularly in exploring the local culture [48]–[58]–[14]. Furthermore, tourists seek an ambiance that includes natural parks, bars, restaurants, and amenities, making it necessary to collectively analyze various challenges and problems that remain unsolved despite previous efforts by stakeholders [45]–[48]. Therefore, understanding the resounding significance of exploring the destination's local culture and environment should be a priority for stakeholders [39].

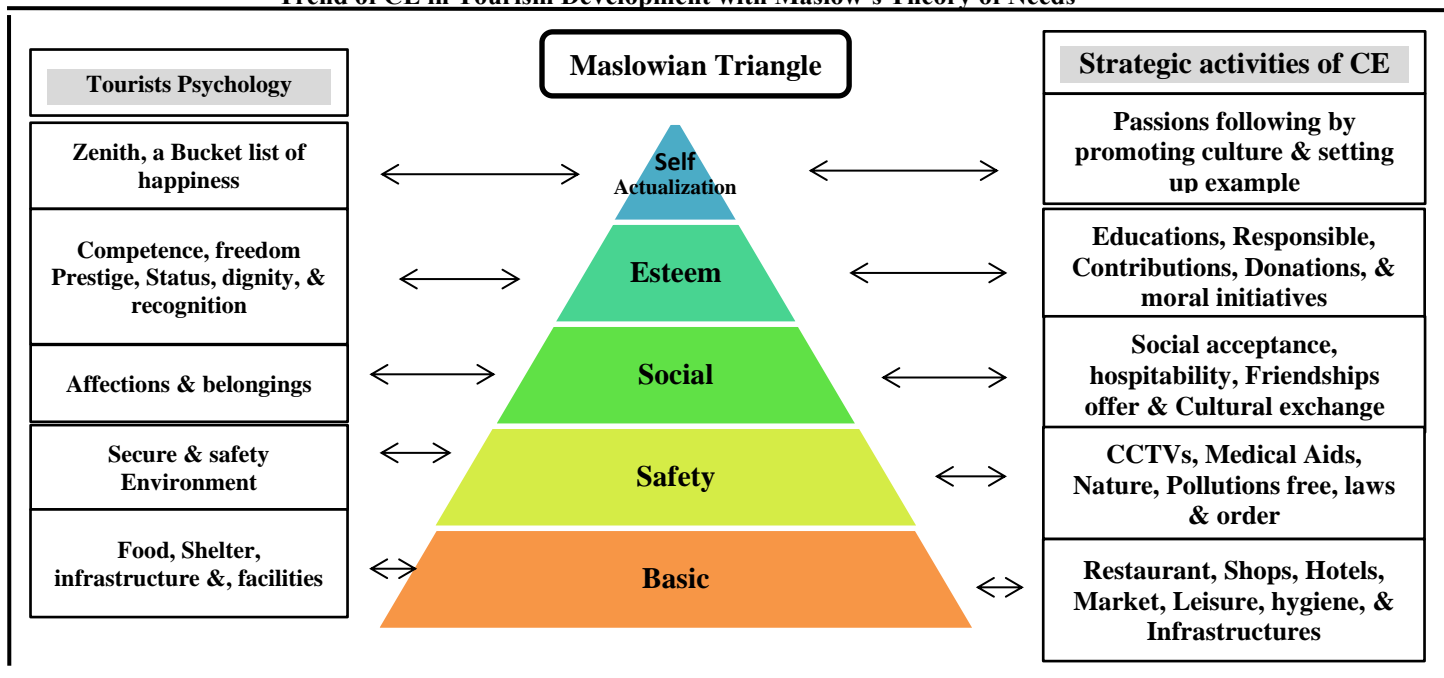
After a detailed analysis of the significance of CE on tourism development, it can be inferred that CE plays a vital role. CE serves as the platform where the psychology of the tourist and the perceptions of various stakeholders intersect. Although CE is classified into various elements, it should be understood that each element is rationally interconnected. Analyzing the tangibility aspect of CE alone would not complete the examination. As mentioned above, tangibility falls under one aspect, while the intangible aspect can be analyzed through parameters such as hospitality, friendliness of the host, service facilities, and the host nation's adopted strategies while hosting the event.

VIII. Global Trend Of Ce In Tourism Development

It is reported that about a 60% increase in international tourist flow before the pandemic, highlighting the need to enhance existing elements of CE [55]. Given the dynamic nature of the tourism industry, the creation of a conceptual model was needed that explained vividly the importance of innovation and sustainability in CE [48]. Additionally, the 5A's significance in the tourism industry makes it more susceptible to change and trend-oriented. The tourist's preferences, depending on their country of origin, demofigureics, income, and status,

necessitate that destinations be adaptable and comfortable to meet their various needs. Therefore, understanding the demand factors from tourists and the stakeholders' perceptions, Maslow's theory of motivation is relevant for comprehending trends in detail. Analyzing Maslow's concept of needs, particularly basic, safety, social, esteem, and self-actualization, through the lens of the employee as a tourist, will provide insight into the CE trend [29]. Figure 1 presents and analyzes the trend of cultural events (CE). The dynamic nature of the environment and the unstable nature of tourist psychology have led to spontaneous changes in tourist demand and expectations. In the early 20th century, tourists were primarily interested in exploration and accessibility, with little consideration given to other factors [27]. As a result, CE was heavily reliant on basic needs such as transportation and accommodation, with minimal marketing strategies employed. Technology played a minor role, while safety and social needs were met through cultural events and community-based tourism. Esteem needs were addressed through adventure tourism and educational tourism, and self-actualization needs were met through spiritual tourism and ecotourism. Tourism serves as a means of satisfying a range of needs at different levels, raising questions about the competencies required of tourism industries and the policies developed by policymakers, constructors, and contractors. By understanding tourist psychology through Maslow's hierarchy of needs, policymakers and local communities can make informed decisions about tourism industry development.

Figure 1
Trend of CE in Tourism Development with Maslow's Theory of Needs



Source: Authors Compilation

To make the argument more interesting, an analysis of the CE from the conventional nature of tourist choice on the location is required. This includes exploring new food, foreign culture, learning a new language, nature, leisure, pilgrimages, romantic vacations, and family reunions. CE can be further categorized and discussed based on the types of tourism industries. Ecotourism is one of the fastest-growing industries, known for stress relief, love of nature, and adventure, for which infrastructure construction and renovation must be sensitive to the ecological and cultural context of the area [41]–[43]–[64]. Accessibility, accommodation, and waste management should contribute to conservation and be designed sustainably, complementing the natural surroundings and minimizing the impact on the environment. Another assessment to be made is the shift in tourist opinion from historic architectural sightseeing to cultural attractions. CE improvement will be seen as a promoter of unique culture and economic benefit to the local community, with intangible aspects such as friendliness, openness, hospitality, and tourist-oriented culture being more favorable. In recent years, leisure tourism has proven to be one of the drivers among all other tourism industries, attracting both domestic and foreign tourists. Infrastructure and service sectors play a significant role in making destinations more suitable

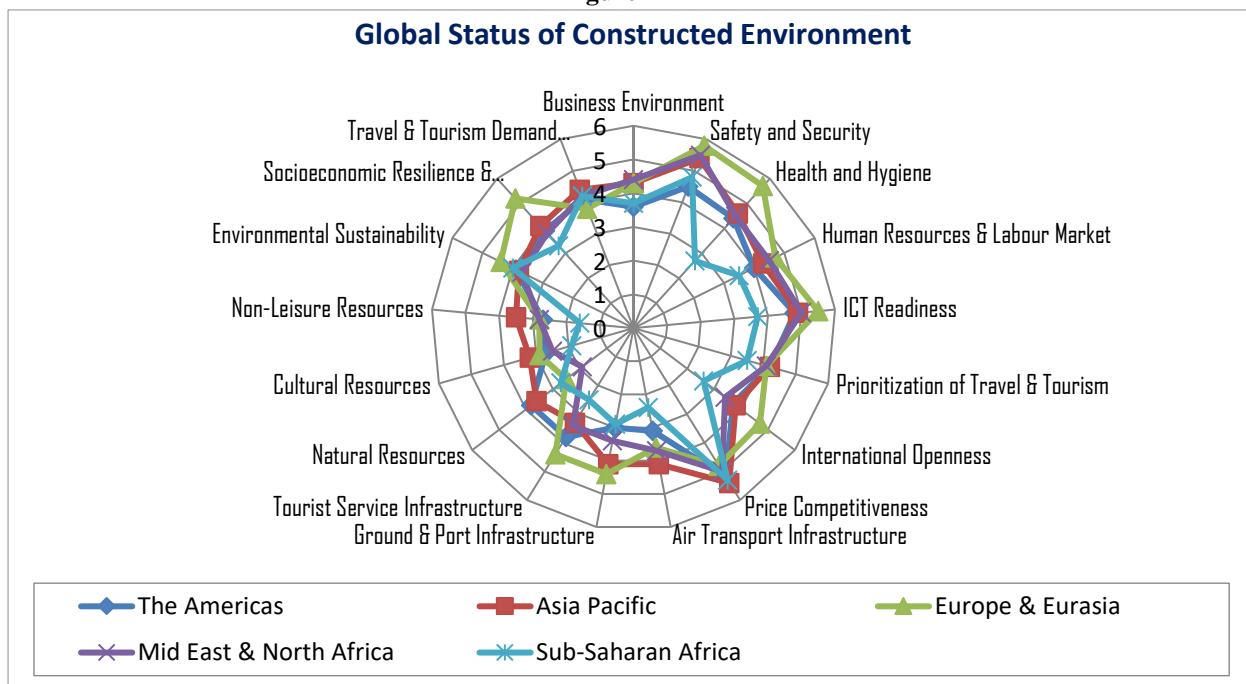
for leisure tourism. Every aspect of the various motivations highlighted above is equally accountable for making tourists satisfied and comfortable.

IX. The Research Base On The Roles Of Ce In Tourism Development

Various literatures have highlighted the need for CE in tourism development to conceptually understand its role and contribution. This section will elaborate on the impact and significance of CE in making the tourism industry successful. The ultimate outcomes of CE's impact on the tourism industry are satisfaction level, reaching expectations, and revenue generation. It is reiterated that infrastructure development is heavily relied upon by tourism, which consumes resources [31]. Tourism and transportation are interconnected and rely on each other [30]. Earlier, tourists were oriented toward exploring culture, knowledge, and entertainment, while presently, they are more oriented toward landscape beauty [53]. Furthermore, the development of tourism industries falls under the utilization of the opportunity made by resources and the pleasantness of the natural sight of the destinations [16]. It is to be noted that advancement in infrastructure development has a direct impact on the tourism economy [62]. There exist strong relationships between tourism development, infrastructure, and recreation facilities and it was found with an investigation that the limitation in fund allocation has caused a serious issue that addresses the need for investment [1]. Commercializing the tourism industry with retention and attracting tourists as the ultimate asset for revenue generation requires a standard CE benchmark [40]. There is a significant requirement for examining the economic benefit of the tourism industry in detail and found that policy framing plays a significant role in the sustenance of industry development [22]. One remarkable feature of tourism is its ability to generate revenue, create livelihood, and alleviate poverty [32]. The context of various literature contributions for tourism development testifies to the role of CE, and some renowned elements are listed, such as Business Environment (Host Business policies), Safety and Security (Risk-free), Health and Hygiene (Healthcare Service), Human Resources and Labor Market (Employees' Well-being), Information and Communications Technology (ICT) Readiness (Competent ICT facilities), Prioritization of Travel and Tourism (Investment), International Openness (Degree of tourist Freedom), Price Competitiveness (Cost-effectiveness), Air Transport Infrastructure (Ease of Travel), Ground and Port Infrastructure (Infrastructure), Tourist Service (Hospitality), Natural Resources (Park & natural landscape), Cultural Resources (Heritage & Practices), Non-Leisure Resources (attractiveness), Environmental Sustainability, Socioeconomic Resilience and Conditions, and Travel and Tourism Demand Pressure and Impact (excess and demand instability) [59]. Figure 2 represents the status and trend of CE concerning various elements falling under the CE [59]. The study's fact-check includes a pragmatic analysis of the elements in CE responsible for tourism development. The figure depicts the performance of each region, with Europe demonstrating a higher magnitude of interpretation due to the existence of developed nations, uniformity in currency, and ease of accessibility. The Asian region boasts a rich culture, while the Middle East and Sub-Saharan regions share the least prospect in the figure. Despite the United States revenue generation, the figure depicts a negative trend, mainly due to the underdeveloped neighboring countries' context of infrastructure and other facilities accountable for tourism development.

The global significance of tourism development can be analysed by comprehending the decreasing trend of the global GDP contribution from 10.3% in 2019 to 6.1% in 2021. In 2021, one in every eleventh employee was engaged in the sector, compared to one in every tenth in 2019 [60].

Figure 2



Global Status of Constructed Environment

Table 4
 The Global GDP contribution and Employees Engaged in the year 2021

Regions	GDP contribution (USD BN)	Jobs (Millions)
The Americas	1,781	34.6
Asia Pacific	1,576	159.2
Europe & Eurasia	1,450	34.7
Middle East	189	5.6
Africa	119	21.3

Source: WTTC, 2022

Despite average figureical indications, the Americas make the highest contribution to global GDP, mainly due to the large number of countries considered and the presence of the US, which ranks top in industry performance. Interestingly, the Asia Pacific region has the highest number of employees engaged in the sector. This can be attributed to the abundance of developing countries and a rich culture that favor a larger labor force. This indicates the existence of a relationship between cultural exchange and its economic significance in tourism development.

X. Implications of the Study

The role of CE in the development of tourism industries and the satisfaction of tourists cannot be overstated. The economic potential and sustainability of the industries are largely determined by the quality and competence of CE. This study has analyzed the implications of CE for tourism development, and the following recommendations have been identified:

- It can be at least inferred from Figure 2 that safety and security are performing well as top priorities and should be sustained through the development and implementation of technology to enhance their performance.
- The domain of health and hygiene continues to perform well in Europe and Eurasia, while the African region needs to focus on improving its infrastructure and management.
- The concept of intangible CE features can be improved to enhance the tourist experience, with Europe proving to be the best suited for this parameter. This implies the need for improvement in CE features, especially in the African region.

- Improving the CE can help sustain the local economy by creating more job opportunities, improving the standard of living, and enhancing the well-being of the local community. Collaborative strategies between the government and private sectors are crucial for achieving this.
- The study indicates the need to encourage infrastructure development, especially in the African region, where the average score is 3.5 compared to Europe's top position with an average score of 4.5. This can be achieved by updating technology and adopting cost-effective alternatives to meet tourists' expectations.
- In line with the Maslowian triangle in Figure 1, a unique and complex construction that surpasses tourists' expectations and is sustainable for longer durations should be prioritized to enhance the CE.
- Responsible tourism should be encouraged to promote sustainable tourism practices.
- Resources should be allocated and monitored timely for the completion of any project, with a focus on enhancing cultural and natural resources. Asia holds the top spot in this regard, while the Middle East and Africa are at the bottom, indicating the need for promoting rich culture, nature, and strategic adoption.

Proper planning and execution of development projects and policies can help destinations meet the needs of tourists, generate revenue, and promote economic development while preserving the environment and cultural heritage. Therefore, effective policies and investments in developing countries need to be prioritized.

XI. Conclusion

The study reveals that there is no serious study has been carried out connecting Constructed Environment, its economic relevance, and tourism development rationally. A competent CE existence results in GDP growth, development, and job creation, which is the need of the hour. The study successfully entails all other elements that fit under the umbrella of CE in two ways. Firstly, it explained CE from the tangible (accommodation, transportation conditions, Information Telecommunication (IT) services, banking service, electricity facilities, shops, and leisure) and intangible (hospitality, friendliness, service facilities, and policies/strategy) aspects, and secondly from the perspective of Travel and Tourism Development index. Which was the first objective of the study. While the second objective is carried out by closely monitoring the economic relevance by globally analyzing the status of each element that falls under the umbrella of CE in figure 2 and is examined subjectively and by deducing in the tabular format as highlighted in table 4. Furthermore, it is implicated that improvement of CE is essential, along with optimum utilization of resources, and investment and collaboration between public and private is significant. One of the takeaways from the study is the encouragement of any ongoing policy, strategy, or project in improving the CE should be made to continuously match with various needs and demands of the tourist, and also to correlate to the CE as highlighted in figure 1.

The study successfully accomplished the aim and objectives of the study by critically elucidating the CE and its significance to tourism development. The role and contribution of policymakers and constructors are very much significant in perceiving the tourist expectation and development of the industries. This study provides evidence that the constructed environment must consider Maslow's hierarchy of needs, which cannot be ignored. Further research can be conducted from multiple perspectives, including macro and micro-regional contexts. Few studies have investigated the relationship between the constructed environment and tourism development policy and practices, making this an under-researched area. A comprehensive analysis of this topic may offer new insights into sustainable tourism and related businesses in the tourism industry.

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