

## Understanding Meaningful Tourism, Positive Sustainability and Quality of Life (QoL): A Conceptual Analysis

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**Abstract:** Sustainable tourism, overtourism, responsible tourism, regenerative tourism, and many more are related buzzwords that quantify the detrimental effects of tourism and measure quality of life. Academia engrossed themselves in summarising the conceptual framework of tourism with all aspects of community development, conservation of physical & cultural landscape, policies & measures through case studies and literature. Another catchword, meaningful tourism, emerges to bridge the path and be able to cover all aspects of tourism and measure the quality of life. **Methodology:** The term 'meaningful' often used by scholars in different perspectives but not specified the complete understanding of Meaningful tourism. This paper reviews the previous research on meaningful tourism. With the aid of Harzing's perish or publish software, the researcher extracted all research papers from Google Scholar (18) and Scopus (7) with key words and titles meaningful tourism published from 2021 to 2023. The extraction of literature signifies that meaningful tourism studies are still in infant stage. Lots of study is required to fill the literature gaps. All research papers were well analysed, and research questions and key words were established and reviewed. **Originality:** To acquire an extensive understanding of meaningful tourism, the present research highlights the positive sustainability and quality of life through review extant literature, discuss the limitations and suggest directions for future research. **Outcome:** The mapping of the theoretical contributions implies the relevance of positive psychology, NET positive sustainability, eudaimonic and hedonic meaningful experience and positive wellbeing for quality of life. Suggestions are also made to further expand the traditional focus on the well-being of host communities and tourism stakeholders. This paper relies on observations and measurements made by previous researchers and, based on a conceptual structure of the antecedents and episodes, gives a complete overview and understanding of meaningful tourism.

**Keywords:** Meaningful tourism, quality of life (QoL), Community, positive psychology, NET positive sustainability, and positive wellbeing.

### INTRODUCTION

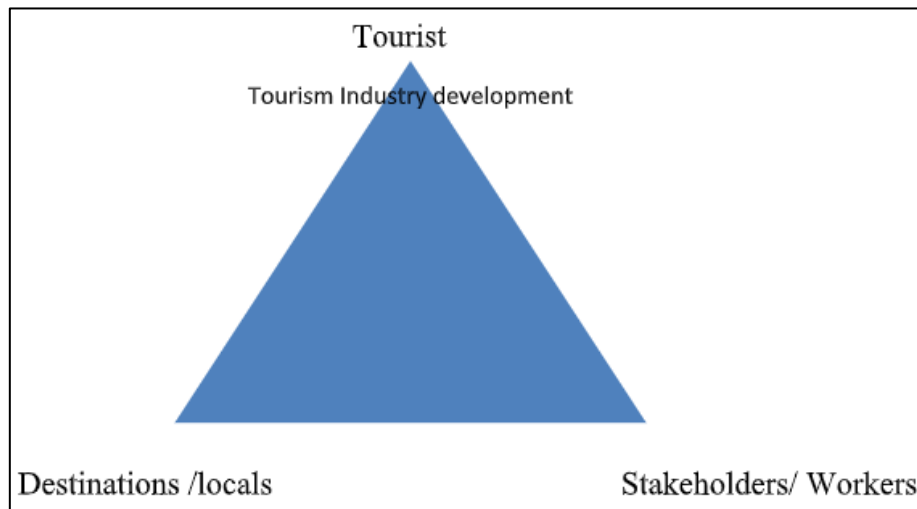
The contribution of the travel industry to the nation's economic, social, and cultural well-being is well recognised. But without destination placemaking design, excessive development brings about problems like over tourism, climate catastrophe, degradation of the natural environment, and carrying capacity, all of which are discussed in relation to the sustainable development of tourism. Spatial economics shows the increase in a destination's arrivals and indicates a decline in those figures once carrying it has exceeded capacities based on the link between a destination's carrying capacity and its level of aggravation. (Tanja Mihalic, 2020). Over the last several decades, as experts have explored the carrying capacity for natural landscapes and communities, the idea of overtourism emerged and established as the result of the speeding and expansion of supply and demand for tourism resources. Around 2017, the terms "overtourism," "antitourism," and "tourismphobia" caught on in the tourist industry. A destination may reverse a slump and revive tourism, depending on its sociopolitical capacities, the prerequisites and possibilities for good destination management, and the destination's current strategy. Tourism scholars of the period created and questioned alternative travel concepts such as low impact, eco, ethical, green, and responsible tourism. According to

Goodwin [2017], Overtourism is the term used to describe a scenario when residents and travellers believe that a place is merely over-visited, pertaining to its character, losing its true essence (mainly for visitors), and resulting in apprehension and discontent (mostly for inhabitants). Metropolitan areas have grown into increasingly attractive travel destinations for both business and leisure travellers owing to economic growth, decreased transportation costs, increased travel accessibility, and rising middle classes in both developed and developing economies. The majority of other industrial activities have similarities with the consequences that tourism has on the environment. It requires specialised infrastructure and superstructure needed to support it, uses frequently precious resources, creates waste byproducts, and produces waste itself (Bob, 1993). Tourism is also a highly integrated business that depends on the host communities for its existence while also having an influence on all facets of the host society. It is important to acknowledge that tourists themselves are customers who want to be entertained while on vacation. Tanja Mihalic 2020, concentrated on a narrative chronological study of tourism philosophy and schools of thinking and discussed about the identified problem of overtourism and offers an overtourism monitoring tool which

informs managerial decision for making tourism more sustainable.

## COMMUNITY AND TOURISM

Tourism industry incorporated tourists, destinations/locals, and stakeholders/workers are the three most crucial participants of tourism (Garcês, *et al.*, 2020).



**Figure 1:** Most crucial participants of tourism  
(Source: Garcês, *et al.*, 2020)

As all players are interdependent, a balance between them is essential to ensuring the industry's ongoing progress. Tourism makes economic contribution and demonstrates the cultural understanding but how it could support to community development or environment protection? However, particularly in developing nations, community involvement in tourism is insufficient for their growth. Although, Community participation is one of the main areas on which academia have concentrated in order to attain sustainable goals. After the COVID-19 epidemic, it plays a significant role and is receiving greater attention in the growth of tourism. Community involvement refers to the local population's participation in the development, administration, and advantages of tourism-related activities in their travel destinations. Participation from the community may improve the tourist industry's resilience and ability to recover after a crisis as well as its social, economic, and environmental sustainability.

Now, Two linked ideas, overtourism and community involvement, have an impact on the viability and wellbeing of tourist attractions and the communities that surround them. Overtourism is when there are more visitors than a place can handle, which has a detrimental effect on the environment, society, culture, and economy. By giving the people a voice and a stake in tourism development, improving their quality of life, and cultivating a feeling of ownership and

responsibility for their resources, community involvement helps to minimise the impacts of overtourism. It is important to consider how community involvement might help to achieve sustainable development objectives and reduce the adverse outcomes of tourism. Socio-economic and political empowerment in tourism locations should go hand in hand with meaningful community participation.

## RESEARCH PROBLEM

1. Discussing about over tourism and community involvement, the question arises, what actually would be the ideal tourism development state or what is the ideal sustainability of a tourist site? Placemaking, cultural landscape, alternative tourism and many other buzzwords are analysed by tourism researchers but ideally "meaningful tourism" introduced recently that catches the attention of many researchers. This paper attempts to find and understand conceptually meaningful tourism as it incorporate the meaningful state for all stakeholders of tourism industry. Through past literature of relevant studies, this research study is attempting to discover the meaning behind the new catchphrase "Meaningful Tourism." The following crucial questions were thoroughly examined utilising comparative analysis to examine such proceedings: (a) the roots of the meaningful phenomena; (b) its effects; and (c) the prospects for future meaningful tourism and associated buzzwords. Cross-referencing and linkages

between the various articles were also investigated as part of the comparative study.

**2. RESEARCH METHODOLOGY:**

While studying about meaningful tourism development, the researcher noticed that different scholar have used the term meaningful in different perspectives. The researcher then extracts the meaningful tourism as a keyword and title from Google scholar for the year 2021-2023. For this purpose the researcher applies perish or publish software. It provides a complete list including patents and citations. Once received a list then through exclusion method, the researcher pick only researches which worked for the buzzword

‘meaningful tourism’. Only 7 research paper left with worked on meaningful tourism. Rest of the research focused on the meaningful experience of tourist, meaningful community participation, meaningful co-creation, meaningful psychographic variables, meaningful work in tourism sector, meaningful leisure, meaningful study abroad for educational tourism, transformative tourism in a meaningful way, meaningful analysis of tourism, memorable and meaningful smart tourism. This study discussed all perspectives of Meaningful Tourism and concluded with the understanding of meaningful tourism.

**Table: 1.1:** Research paper list with title and keywords “meaningful Tourism”

S.No	Title	Author	Publication	Year of publishing	Key words
1.	Conceptualizing meaningful tourism experiences: Case study of a small craft beer brewery in Thailand	R. Chirakranont, Malinvisa Sakdiyakorn	Journal of Destination Marketing and Management 23, ISSN 2212-571X, cited by 15 <a href="https://doi.org/10.1016/j.jdmm.2022.100691">https://doi.org/10.1016/j.jdmm.2022.100691</a> .	2022	Experience economy; Co-creative experience; Transformative experience; Transformative leadership; Innovation; Craft beer tourism
2	Lost in hybridity? About dilemmas endangering meaningful tourism education at German universities of applied sciences	V Rundshagen, W Gronau	Zeitschrift für Tourismuswissenschaft, degruyter.com, cited by 1 <a href="https://doi.org/10.1515/tw-2021-0037">https://doi.org/10.1515/tw-2021-0037</a>	2021	tourism education; university of applied sciences; hybrid organizations; institutional logics
3	Design for technology-mediated memorable and meaningful tourism experiences: a strengths-based approach	CKB Wan	theses.lib.polyu.edu.hk <a href="https://theses.lib.polyu.edu.hk/handle/200/11539">https://theses.lib.polyu.edu.hk/handle/200/11539</a>	2021	Smart tourism innovation, Design thinking, Service design, Co-design, Eudaimonic tourism experience, Cultural tourism.
4	Meaningful Tourism Training	WG Arlt	Hamburg: MTC, <a href="https://www.phocuswire.com/why-the-world-needs-meaningful-tourism">https://www.phocuswire.com/why-the-world-needs-meaningful-tourism</a>	2022	Article
5.	Wellbeing and Resilience in Tourism: A Systematic Literature Review During COVID-19	Pocinho M, Garcês S, de Jesus SN	Front Psychol. 2022 Jan 5;12:748947. doi: 10.3389/fpsyg.2021.748947. PMID: 35069328; PMCID: PMC8769202.	Jan, 2022	wellbeing, resilience, COVID-19, tourism, positive psychology
6.	Meaningful experiences in tourism:	Câmara, E., Pocinho, M., Agapito, D.	European Journal of Tourism Research, 34, 3403. <a href="https://doi.org/10.54055/ejtr">https://doi.org/10.54055/ejtr</a> .	2023	Authenticity; meaningful experiences; mindfulness; positive

	systematic review of psychological constructs	and Jesus, S.N.	v34i.2964		psychology; tourism; wellbeing
7.	Meaningful community participation for effective development of sustainable tourism: Bibliometric analysis towards a quintuple helix model	Aatif Iqbal, Sridar Ramachandran, May Ling Siow, Thanam Subramaniam, Syamsul Herman Mohammad Afandi	Journal of Outdoor Recreation and Tourism, Volume 39,2022,100523,ISSN 2213-0780,https://doi.org/10.1016/j.jort.2022.100523. (https://www.sciencedirect.com/science/article/pii/S221307802200038X)		Community participation; Bibliometric analysis; Network analysis; Sustainability; Quintuple helix; Literary landscape
8	Towards meaningful co-creation: a study of creative heritage tourism in Alentejo, Portugal	David Ross (2020)	Current Issues in Tourism 23(22), pp. 2811-2824, ISSN 1368-3500, cited by 19 (6.33 per year) <a href="https://doi.org/10.1080/13683500.2020.1782355">https://doi.org/10.1080/13683500.2020.1782355</a>	2020	Heritage tourism co-creation interpretation tour guide authorized heritage discourse
9	Enhancing Competences For Co-Creating Appealing and Meaningful Cultural Heritage Experiences in Tourism.	Kastenholz, E. & Gronau, W.	Journal of Hospitality & Tourism Research, 46(8), 1519–1544. <a href="https://doi.org/10.1177/1096348020951637">https://doi.org/10.1177/1096348020951637</a>	2022	
10	Residents' place image: a meaningful psychographic variable for tourism segmentation?	Dimitrios Styliadis, Jason Kokho Sit & Avital Biran	Journal of Travel & Tourism Marketing, 35:6, 715-725, DOI: <a href="https://doi.org/10.1080/10548408.2018.1425176">10.1080/10548408.2018.1425176</a>	2018	Place image, Psychographic segmentation, attitudes towards tourism, support for tourism, local tourism
11	Meaningful short-term study abroad experiences: the role of destination in international educational tourism	Marina Iskhakova, Andrew Bradley & Dana L. Ott	Journal of Teaching in Travel & Tourism, DOI: <a href="https://doi.org/10.1080/15313220.2023.2223029">10.1080/15313220.2023.2223029</a>	2023	Short term study abroad, international education tourism, meaningful experience, experiential learning theory, learning journal
12	Transformative Tourism: Experiencing the World in a Meaningful Way	Lesar, L	(1 ed.) Chartwell Spark, 3 p. (Spark)..	2022	Tourism Transformation World experience
13	Meaningful leisure and tourism experiences as catalysts for wellbeing	M Bastiaansen	pure.buas.nl ISBN: 978-94-6167-469-2 <a href="https://pure.buas.nl/files/16429214/Bastiaansen_Inaugural_speech_Meaningful_leisure_and_tourism_experiences_as_catalysts_of_wellbeing.pdf">https://pure.buas.nl/files/16429214/Bastiaansen_Inaugural_speech_Meaningful_leisure_and_tourism_experiences_as_catalysts_of_wellbeing.pdf</a>	2022	

14	<i>A review of the literature on meaningful work in the tourism sector</i>	Vähäkuopus, M. & García-Rosell, J-C.	13. Abstraktin lähde: 11th Responsible Business Research Seminar, Tampere, Suomi. <a href="https://research.ulapland.fi/fi/publications/a-review-of-the-literature-on-meaningful-work-in-the-tourism-sect">https://research.ulapland.fi/fi/publications/a-review-of-the-literature-on-meaningful-work-in-the-tourism-sect</a>	2023	Business economics, Tourism research
15	Development of a design toolkit for memorable and meaningful smart tourism innovation	Wan, CKB, Park S .	ENTER eTOURISM CONFERENCE 2021: International Federation of IT and Travel & Tourism - Virtual conference, Hong Kong, 19-22 Jan 2021 <a href="https://ira.lib.polyu.edu.hk/handle/10397/90634">https://ira.lib.polyu.edu.hk/handle/10397/90634</a>	2021	Smart tourism innovation Design thinking Service design Co-design tourism Eudaimonic experience Cultural tourism
16	Negative emotions in tourism: a meaningful analysis	Jeroen Nawijn & Avital Biran	Current Issues in Tourism, 22:19, 2386-2398, DOI: <a href="https://doi.org/10.1080/13683500.2018.1451495">10.1080/13683500.2018.1451495</a>	2019	Eudaimonic happiness, hedonism, tourist experience, feelings, meaning in life
17	The Effect of Adaptive Work Systems on Compassion and Meaningful Work in Ministries of Culture and Tourism in South-South States of Nigeria	Evwierhurhoma, Daniel Ejiroghene and Oga Kelechi Charles	International Journal of Scholarly Research (ASPL Journal Series) ISSN: 2360-9954, Volume 4, Issue 4, (December, 2022) pages 49 – 59 DOI: <a href="https://doi.org/10.21855/ecociencia.95.708">277514577214</a> <a href="http://www.arcnjournals.org">www.arcnjournals.org</a>	2022	Adaptive Work System; Workplace Spirituality; Compassion; Meaningful Work
18	Andragogical Strategies for Meaningful Learning of Professional Praxis in Tourism Students	<b>Arelis Mora, Osmany Barral</b>	ECOCIENCIA SCIENTIFIC JOURNAL , 9 (5), 48–72. <a href="https://doi.org/10.21855/ecociencia.95.708">https://doi.org/10.21855/ecociencia.95.708</a>		andragogical strategies, meaningful learning, professional praxis, tourism

### RESEARCH DISCUSSION AND FINDINGS

Important recommendations are made by Marina Iskhakova (2023) for higher education establishments that plan and provide avenues for international educational tourism as well as travel consultants on the selection of travel locations. On the other hand, Lesar (2022) explained a meaningful travel experience satisfies a person's intrinsic impulses of seeking something new, escape routine, detach from stresses of daily life, or embrace psychological or physical advancements. He concentrated on the psychological aspect of meaningful travel experiences. Meaningful work has been recognised as a significant, multidisciplinary study issue, according to Vähäkuopus, M. & Garca-Rosell, J-

C, 2023. In tourist organisations, there is limited agreement on what meaningful work is and why it should be followed.

Tourism, a sector that is susceptible to change, has been impacted recently by worldwide transformations in consumer behaviour and digitization, among other things.

The pandemic had a significant impact on the tourism sector, which made the scarcity of skilled human resources. Tourism organisations need to focus more on how employees may have a sense of purpose at work as the need for meaningful employment increases while also taking into account the ethical norms and practises of the working community.

This study aims to synthesise and evaluate the debate on meaningful service in tourist studies. The goal is to get a thorough understanding of the phenomena using the contents of available literature.

### Meaningful tourism and Psychology

The most optimistic psychologists, according to M. Bastiaansen, 2022, define happiness as feeling well-being and perceiving that life is shaping up well. When we use the term meaningful then that means the action results with complete happiness. The concepts of pleasant affect (eudaimonia), life satisfaction, meaning-making, self-development, and personal progress very obviously link to leisure and its distinguishing characteristics of choice and intrinsic drive. The researcher discusses the relationship between memorable, significant, and transforming leisure and tourist experiences and people's ability to "thrive," their well-being, and quality of life in general. It reveals and emphasises the likelihood that leisure and travel-related events might spur people to find purpose in their lives, which ties to ideas of wellbeing and quality of life. Additionally, it reveals how tourist destinations and leisure experiences may influence societal change.

The number of studies on the connection between positive psychology and tourism is growing, according to research done in 2020 by GARCS, POCINHO, and JESUS. Other findings from this research revealed that environment contributes to wellbeing, tourism may enhance wellbeing for both visitors and locals, and that entrepreneurship may reap rewards from an enormous potential for innovation in the area of wellbeing. A crucial component of enhancing people's lives is the study of wellbeing. It seems sense that Psychology may be a related discipline to tourism as tourism is an activity that aims to improve wellness. Wellness may be a creative opportunity for regions to innovate, and tourism experiences can both benefit locals' and visitors' health (Garcês, *et al.*, 2018). The majority of studies in this area, however, have concentrated on visitors, and there has been a glaring dearth of research on positive psychology characteristics that has targeted local populations and tourism employees (Vada, *et al.*, 2020). However, studies have revealed that connections, learning about a new area and culture, and/or acquiring up new skills may all have an impact on visitors' wellbeing. Therefore, projects that integrate visitors in the neighborhood, like volunteer work, will benefit visitors' wellbeing. However, these experiences can also benefit

the local community and even the sustainability of the location (Vada, *et al.*, 2020). Meaningful tourism experiences are directly related to the psychological behaviour of both tourist and residents.

On the other hand, Jeroen Nawijn & Avital Biran (2019) critically analyse the use of (negative) emotions in psychology, consumer behaviour, and tourism. They explain that (1) in some tourism contexts, such as dark tourism and travel involving self-transformation, negative emotions play a significant role in the visitor experience, (2) negative emotions can result in a variety of positive outcomes, and (3) these positive outcomes can occur in both hedonic and non-hedonic tourism contexts, though they do so more frequently in the latter. We come to the conclusion that negative emotions influence many sorts of meaning in life, which in turn affects eudaimonic experiences.

The association between positive psychology and tourism was examined in a comprehensive literature review by Garcês, *et al.* (2018). They came to the conclusion that tourism serves as a tool for enhancing the welfare of both locals and visitors.

Under the tenets of positive psychology, Vada and colleagues (2020) looked at the state of research on wellbeing in the tourist industry. The study emphasised the connections that could exist between positive psychology and travellers' wellbeing, which may be a future path for creating feasible strategies to enhance travellers' experiences. Jacob and colleagues (2021) examined mindfulness's function in the tourist industry and came to the conclusion that it significantly enhances pleasant travel experiences, loyalty, pleasure, and wellness, as well as providing psychological and physical advantages. The comprehensive literature review on memorable travel experiences was released by Hosany, *et al.* in 2022.

The idea of a meaningful experience is one that has been studied in the context of tourism and psychology. The significance attached to the things individuals discover, the people they meet, and the experiences they have serves as their source of motivation. Tourism experiences have been categorised using a variety of terms, including amazing, unforgettable, authentic, and transformative. However, there is disagreement over the components necessary to evoke meaning.

This thought emphasises the significance of conceptualising important events and investigating their psychological effects.

Misse & Barral, (2022), said that in higher education, especially in the career related to tourism, it is observed that there is a need to promote meaningful learning. It requires increasing competencies and skills for the improvement of the classes that are taught virtually and in person, with which the objective focuses on proposing andragogical strategies to strengthen the significant learning and improvement of professional praxis in tourism students.

CKB, WAN, Park,S.,(2021) discussed that the tourism experience and its contribution to tourists' wellbeing are important considerations in tourism development. Many travellers deliberately seek meaningful experiences on their journeys. On their travels, many people consciously look for important encounters. Meaningful experience specifically eudaimonia experiences are memorable and meaningful to visitors (Park, 2021) because they are inherently worthwhile and significant. The wellness of both visitors and locals may be enhanced by tourism experiences, and this wellbeing might offer an avenue for innovative thinking in travel locations. To enhance inhabitants' well-being while improving the visitor experience, "Co-creation in tourism" (Kastenholz, E. & Gronau, W.,2022) is a potent technique to create engaging and meaningful experiences of the services, locations, and cultures that visitors interact with while travelling. Meaningful community involvement in the tourism industry is viewed as a requirement for sustainable growth at every tourist location (Aatif Iqbal, 2022).

Dimitrios Styliadis (2018) study seeks to address the existence of three distinct resident groups – termed "Nature Loving", "Apathetic" and "Advocate." His findings indicate that locals have distinctive personalities and behave in different ways towards tourists. The Apathetic demonstrates the least positive perception of and the least encouraging attitude towards tourism as compared to other groups. The conduct of the community is highly significant in challenging overtourism and creating meaningful tourism experience (Capocchi, A.; Vallone, C.; Pierotti, M.; Amaduzzi, A. 2019).

Travellers may seek self-development, an opportunity to launch themselves into initiating and pursuing special-interest tourism, engaging in

intrinsically rewarding leisure activities, which allows them to acquire and express a combination of unique skills, knowledge, and experience, according to V Rundshagen and W Gronau's (2021) explanation. The researchers placed a strong focus on the tourist experience as a meaningful one for visitors while utilising technology and smart tourism. Their study indicates that memorable and significant events can occur in a variety of settings, including job, family, school, and community, among others.

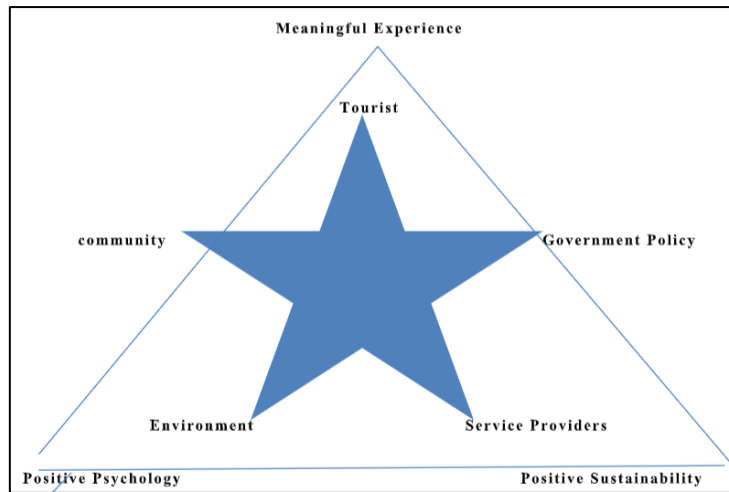
## CONCLUSION:

When we talk about the (meaningful) tourism stakeholders then it counts from tourists to community, investors, policy makers and environment. Academia stressed on community inclusion, environment regeneration and cultural commodification but two areas are not get any place for analysis i.e. investors and policy makers. The literature on place making or destination development is available then also it ignores to consider all 5 hands of tourism stakeholders. With the changing expectations and preferences of domestic and foreign travellers in the second decade of the twenty-first century in mind, meaningful tourism is pushing the ideas of sustainable and responsible tourism. This emerging trend, which has been seen all across the world, will elevate sustainable travel to a whole new level and be known as "meaningful travel."

The CEO of COTRI (China Outbound Tourism Research Institute) and head of the Meaningful Tourism Centre, Wolfgang Georg Arlt, emphasises that meaningful tourism puts the emphasis back on quality, which benefits the host community, personnel, businesses, governments, and the environment (Eleftheria, 2012).

The Meaningful Tourism technique must have distinct advantages since they are the essential component in modifying the mindset and perspective of all parties involved. Staged experiences, co-creative experiences, and transformational experiences have all been discussed more in the "experience economy" context. There is still much work to be done for the global tourist business (Wolfgan Georg arlt, 2022).

Previous researches had shown the complete understanding of meaningful tourism experience and the role of community in emerging positive psychology and that helps to create a model for meaningful tourism.



**Figure: 2** Fivefold Meaningful Tourism

**Fivefold Meaningful Tourism** is the solution of shortcomings in the discussion and execution of Sustainable Tourism, Responsible Tourism, Regenerative Tourism, Green-Growth Tourism, De-Growth Tourism, Steady State Tourism, Circular Economy Tourism and other approaches, with the holistic approach of developing a platform for all stakeholders based on the ideas of Positive Psychology and consequently Positive Sustainability.

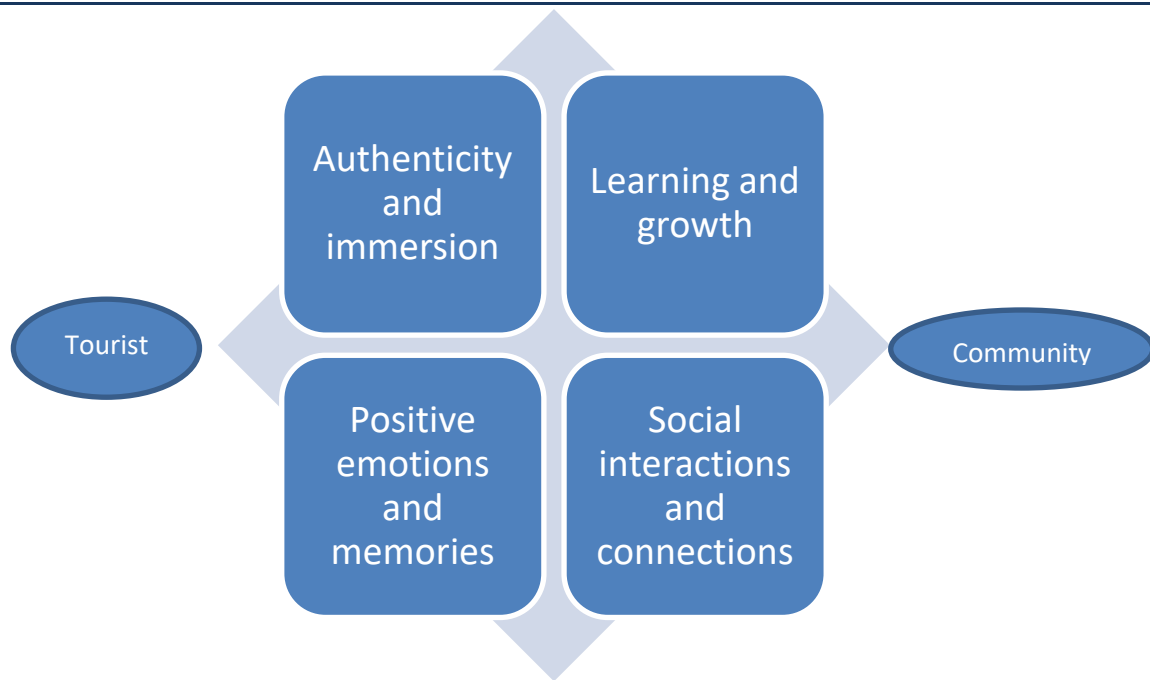
When all five factors of meaningful tourism (Tourist, community, service providers, Government & Environment) had meaningful experience with positive psychology and sustainability then only it could be a meaningful Tourism. An aspect of positive sustainability can now be considered as positive tourism. Positive tourism can be said as a study of hedonic and eudaimonic human well-being and conditions for flourishing as they relate to individual tourists, members of host communities, and tourism workers. Thus, In addition to these three

stakeholders, the Meaningful Tourism framework also includes businesses, governments, and the environment.

Therefore, initiatives that involve tourists within the community, such as volunteer activities, will promote tourists' wellbeing, but not only locals, the community and even the place sustainability can gain from these experiences (Pocinho M, Garcês S, de Jesus SN. 2022).

### **MANAGERIAL IMPLICATIONS OF MEANINGFUL TOURISM**

After reviewing all literary work on meaningful tourism, the authors extracted major elements and coveted into 4 constituents of it. Understanding meaningful tourism is not limited to incorporating all factors of it but also focuses on the path that travels from tourist to the residents which filled with the authenticity, positive interaction, emotions and learning. These are major components of meaningful tourism, concluded after analysing the previous researches.



**Figure: 3** Components of a meaningful tourism

### Meaningful tourism and Policy making

Policy making of any tourist site is the most elaborate work. Infrastructure with placemaking, cultural commodification with authenticity and investment with community participation is the key to sustainable development. Positive Sustainability and positive tourism leads to development in the meaningful manner. Here, meaningful considers the satisfaction and happiness of tourist, residents and environment.

- Challenges found for meaningful tourism are:
  - Managing the balance between mass travel, undercapacity and overtourism.
  - Ensuring quality, satisfaction and benefits for all stakeholders involved.
  - Adapting to the specific interests
  - Providing security and safety for tourists and locals.
  - Understanding and managing urban tourism growth beyond perceptions.

A meaningful tourism experience is a holistic concept that involves the satisfaction and benefits of all the stakeholders involved in tourism, as well as the personal, emotional, wellbeing, relational and behavioural dimensions of the tourists (Câmara, E., Pocinho, M., Agapito, D. and Jesus, S.N. (2023)).

Meaningful tourism is a concept that aims to create positive sustainability for all stakeholders involved in tourism, such as guests, hosts, employees, companies, governments and the environment. It is

based on the idea that tourism should be satisfying and beneficial for everyone, not just profitable or attractive. Meaningful tourism development is the process of developing strategies and plans to implement this concept in a particular destination.

The term meaningful in tourism academia begins around 2006 under Scopus publication, but emphasised on meaningful tourist experience as compared to meaningful tourism.

*Meaningful tourism and meaningful travel experiences* are connected but distinct ideas. Strong bonding, empathy, acquiring knowledge, or an evolution in traveller's perspective are all components of a meaningful travel experience, which is a unique and subjective result of a tourist activity. A more general notion known as "meaningful tourism" includes the concept of positive sustainability for all parties engaged in the tourist industry, including visitors, residents, employees, businesses, governments, and the environment. By emphasising quality over number, respect over exploitation, and conservation over destruction, meaningful tourism seeks to benefit and happiness for everyone, not just the visitors.

Therefore, a meaningful travel experience is one possible result of meaningful tourism, but not all travel experiences are meaningful, and not all tourism activities are meaningful. Meaningful tourism requires a conscious and responsible choice by the travellers and the tourism providers

to design and deliver tourism products that support the well-being of all parties (Filep, S., 2012).

**Meaningful tourism is related to quality of life** in several ways. Quality of life is a multidimensional concept that reflects the well-being and satisfaction of individuals and communities in various domains, such as social, economic, cultural, environmental, health, etc. Tourism can affect the quality of life of both travellers and hosts, depending on how it is developed and managed. [Meaningful tourism can also foster social cohesion, empowerment, and pride among the host communities.](#)

These are some of the ways that tourism can affect QoL (Quality of life). The effects may vary depending on the type, scale, and management of tourism development, as well as the characteristics and preferences of the stakeholders (Filep, S. 2012). The term "quality of life" refers to the perception that everything in life is going well generally and focuses on how happy individuals feel about their current situation. Taking into consideration of sustainable travel focusing on both destinations and their residents, travellers are also seeking for environmentally friendly and socially conscious experiences.

However, tourism can also have negative impacts on the quality of life of both travellers and hosts if it is not planned and implemented in a sustainable and responsible way. For example, tourism can cause overcrowding, pollution, congestion, noise, crime, cultural erosion, loss of identity, exploitation, inequality, etc. Therefore, meaningful tourism requires a balance between the needs and interests of all stakeholders involved in tourism.

Additionally, there is a connection between meaningful travel with positive psychology. A subfield of psychology known as "positive psychology" is concerned with the better qualities of human functioning, such as resilience, happiness, and well-being. The goal of positive psychology is to enable individuals to grow and realise their greatest potential.

As it aims to generate and improve pleasant experiences for visitors and hosts that contribute to their wellbeing and personal development, meaningful tourism may be considered as an application of positive psychology in the context of the travel and tourist industry. By encouraging resiliency and hope, meaningful travel may also assist individuals in coping with the difficulties

and uncertainties of life, such as the COVID-19 epidemic.

Therefore, meaningful tourism and positive psychology are related in their goals, principles, and practices. They both emphasize the importance of finding meaning, purpose, and fulfillment in life through positive emotions, relationships, activities, and outcomes.

Another perspective is to use positive psychology character strengths, such as curiosity, creativity, kindness, gratitude, etc., to enrich global tourism education values and to foster positive interactions between travellers and hosts. For example, some researchers have suggested that mindfulness, which is the ability to pay attention to the present moment with openness and curiosity, can enhance the meaningfulness and satisfaction of tourist experiences. A third perspective is to use positive psychology research on humor and its value in promoting a positive mood, coping with stress, and building social bonds (Filep, S., 2012).

The crux of the analysis of all research papers that incorporated with meaningful tourism, and community quality of life, is "Meaningful tourism is the amalgamation of wellbeing of all travellers, residents and environment. It spreads positive psychology among stakeholders of tourism and develops a destination with NET positive sustainability".

## **FUTURE IMPLICATIONS OF MEANINGFUL TOURISM:**

This study makes the important point that policy is vital for tourism sustainability. Additionally, both from the viewpoints of locals and visitors, wellness are favourably correlated with tourism experiences. The connection between nature and happiness is intriguing, but further research is needed to fully understand this connection. Tourism entrepreneurs have also voiced concern with tourism development with wellbeing as the centre piece. The current viewpoints suggest a holistic approach, where the contributions of communities, visitors, and businesses are taken into consideration, to fully comprehend how tourism is influencing wellness. (Garcês, S., Pochinho, M., Jesus, S. N. & Rieber, M. S. (2018).

Tourism experiences are fundamentally valued and significant, making them memorable and meaningful to travellers, according to recent academic study in tourism and positive psychology. Additionally, providing eudaimonic tourist experiences helps develop a more

sustainable tourism industry ( Wan, C. K. B. & Park, S. (2021). The level of happiness (well-being) experienced by a person or group of people is their quality of life. And indicators of quality of life can give observers information on how well a destination or a policy is implementing if compared to other places or previous strategies, or can be of support when taking certain decisions whose outcomes can impact the quality of life of people or when to evaluate certain strategic decisions at community levels (Delibasic, *et al.*, 2008). Concluding the analysis, Meaningful tourism results the well- being of residents and tourists, spread positive tourism and provide net positive sustainability. Lots of research is needed in this field. This paper is mere highlighting the connection of buzzwords i.e. Meaningful tourism with community's quality of life, positive psychology, positive tourism and most importantly positive sustainability through previous researches.

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