

Campus Tourism for Environmental Sustainability: A Mini Review

Orryel Jaunis, Fazilah Musa* and Rosmalina Abdul Rashid

Faculty of Tropical Forestry, Universiti Malaysia Sabah, Malaysia

Abstract

Deforestation is a global problem that has spread throughout the world's forests. Uncontrolled urbanisation is a factor in destroying natural resources, which results in severe pollution, particularly in developing countries. The 2030 Agenda for Sustainable Development was launched in 2015 to establish sustainable cities and communities in response to the deteriorating situation. Education is an excellent method of boosting public awareness and knowledge about sustainability. As new urban tourism, campus tourism has grown in popularity over the previous two decades. Campus tourism should address this ongoing environmental issue by utilizing the institution as a knowledge-transfer platform for society. This article studies the available literature to understand the global phenomenon of campus tourism. Six components of campus tourism were identified through a review of the academic literature. Subsequently, this article emphasized the importance of contrasting Edutourism and campus tourism to dispel misconceptions. In conclusion, this mini review is intended to serve as a starting point for universities and colleges globally interested in establishing campus tourism for environmental sustainability.

Introduction

Tourism is a cultural, economic and social phenomenon that involves people travelling and staying in locations beyond their normal environment for leisure, health, business, personal reasons, or other reasons [1]. Over the last six decades, tourism has continued to increase and diversify. Numerous tourism types and forms have been invented and explored to meet the wants and desires of travellers. Tourism is undeniably a key sector contributing significantly to developed and developing countries' economies [2]. Correspondingly, this industry provides employment and business opportunities to the host country's community, assisting poverty alleviation and improving welfare [2,3]. Urban tourism is one of the fastest expanding tourism segments at the moment. According to [4], the global urban population has surpassed the rural population since 2008, and two-thirds of the world's population is predicted to live in urban areas by 2030. Thus, to protect mental health and minimize problems associated with other forms of tourism, primarily rural and community-based, urban tourism must be organised responsibly [5]. Consequently, by adding tourist locations in cities, the burden on other forms of tourism, such as rural tourism, can be alleviated. Subsequently, this approach might save on travel time and transportation costs. Interestingly, the negative impact of tourism on the environment, such as CO₂ emissions from vehicles, over-tourism, and resource depletion, could be mitigated [6]. In this context, the potential and growth of university campuses as tourist attractions are often addressed in urban tourism [7]. Since the 1990s, the university has served as a meditative location that fosters a sense of sanctuary and tranquillity [8]. Moreover, universities are frequently created with a unique humanistic environment and a rich historical and cultural legacy [9]. As a result, campus tourism adaptation benefits universities' economies and the economies of students and adjacent towns [10]. Correspondingly, by introducing campus tourism, students can gain internship and career possibilities in administration, tour guides, transportation, and event planning [11]. Campus tourism, often known as university tourism, is most prevalent in China. However, the academic tourism community debated this topic extensively as it poses a few concerns. This article conducts a study of the available literature to shed light on the global phenomenon of campus tourism. Six components of campus tourism were identified through a review of the academic literature. Additionally, this article emphasised the importance of contrasting edutourism and campus tourism to dispel misconceptions.

Concept of Campus Tourism

Tourism is the practice of individuals travelling and staying in an environment beyond their natural habitat for one year consecutively, either for leisure, business, or other purposes [12]. During the last decade, tourism has become a significant sector in developing countries' economies [10]. According to [7], campus tourism is classified as urban tourism. However, campus tourism is inextricably linked to the university notion. A new form of tourism refers to managing resources within a college or university to create a tourist destination focused on spiritual and intellectual fulfilment [11]. In recent years, people's desire for tourism has shifted toward information and cultural exchange. As a result, colleges and universities have steadily extended their doors to the outside world [13]. Specifically, the campus tourism concept comprises six components (Figure 1). According to [14], campus tourism consists of four components: campus as a destination, knowledge-based tourism, urban tourism, and building and landscape architecture. Campus tourism is centred on intellectual fulfilment for tourists in the campus setting as a destination [15]. Recently, universities have ceased to function purely for educational objectives and have evolved into a public arena for spontaneous visits [8]. Moreover, as an integrated platform for research, culture, human resources, and knowledge, the university plays a critical role in educating the public about scientific, technological, and cultural development [16]. Furthermore, urban tourism is a hot topic of discussion currently [7]. In this context, the university campus serves as a new platform for urbanites to engage in contemporary, different, and evolving leisure activities. [8] also supports this concept in building and landscape architecture, emphasising the importance of campus aesthetics during campus visits. On the university campus, monumental structures show the university's prominence and strength in education. Nowadays, historic university buildings are regarded as national treasures, and their ancient appeal draws tourists [9]. Nonetheless, [8] advocated two components of campus tourism: the university as a hub of public activities and year-round tourism. Universities and colleges frequently have superior facilities and equipment. With its halls, sports stadiums, cultural venues, and other facilities, the campus can serve as a hub for recreational and relaxation activities for students, staff, and the neighboring communities [7]. According [8], sports attract more students to campus than any other activity. They are suitable as a community activities centre due to their sports amenities and more spacious university settings [14]. Additionally, year-round tourism occurs on-campus [8]. The campus is a popular tourist destination,

playing a significant role in campus visits. People from all around the world, including the countries with no seasons, can arrange vacations to visit institutions or colleges. This concept is also a great strategy for avoiding overcrowding and noise pollution in higher education institutions [17].

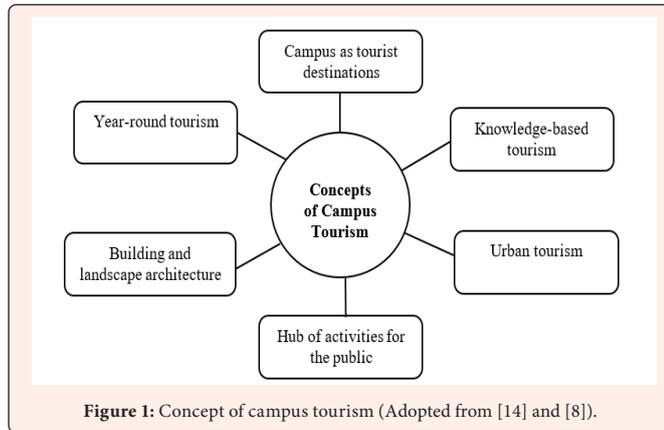


Figure 1: Concept of campus tourism (Adopted from [14] and [8]).

Campus Tourism Versus Edutourism

Education is critical because it enables people to view life objectively, hence fostering the development of a scholarly community [18]. Demand for higher education increases as it is increasingly viewed as a prerequisite for success. As a result, it is unsurprising that travel-focused entirely or partially on educational purposes is rising [19]. [20] observed that edutourism for higher education had gained traction in universities and colleges. However, there is some ambiguity between edutourism and campus tourism, as both activities occur in higher education institutes. Thus, it is critical to comprehend the distinctions and similarities between these two techniques. In contrast to campus tourism, edutourism is a term that refers to visiting other sites with the primary objective of gaining educational or learning experiences [21]. On the other hand, campus tourism aims to achieve a symbiotic relationship between economic, environmental, and social benefits. Generally, edutourism develops to assist students in selecting host universities where they can continue their studies. Students studying abroad examine various issues, including the cost of living and the quality of education given by colleges [22]. International edu-tourists seeking cross-border education outside their home country has developed into a global phenomenon that has the potential to contribute to the global economy (Ojo & Yusof, 2019) [19] (Figure 2) summarises the distinction between campus tourism and edutourism.

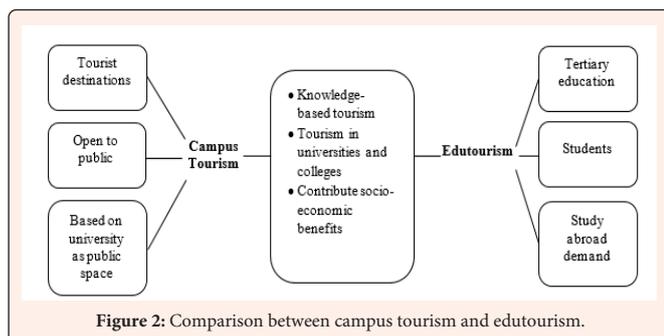


Figure 2: Comparison between campus tourism and edutourism.

Conclusion

In the modern world, universities are no longer just educational institutions. In this sense, university tourism is an intriguing subset of tourism since it provides tourists with a knowledge-based experience. The university, its students, and the surrounding community benefit from implementing this system. The knowledge of the six components of campus tourism provides an intriguing opportunity for campus or university stakeholders worldwide to participate in campus tourism programmes. The many perspectives may help communities better understand campus tourism and edutourism. Thus, campus tourism has a strong chance of becoming a significant component of urban tourism. Additionally, campus tourism has the potential to

benefit the economy, the environment, and society. The World Tourism Organization's policy on practices and implementation standards must be proposed to persuade the academic community and complete secure approval for campus tourism for environmental sustainability in the future.

Acknowledgement

This research is supported by Scheme Grant Acculturation (SGA) [Grant Number: 00832019] from Universiti Malaysia Sabah. The authors would also like to thank the EcoCampus Visitor Information Centre and all the respondents for cooperating and providing invaluable research data and information.

References

- Westcott M, Bird G, Briscoe P, Freeman R, Thomlinson E, et al. (2018) Introduction to Tourism and Hospitality in BC.
- Antara M, Sumarniasih, MS (2017) Role of tourism in economy of Bali and Indonesia. *Journal of Tourism and Hospitality Management* 5(2): 34-44.
- Pusiran AK, Xiao H (2013) Challenges and community development: A case study of homestay in Malaysia. *Asian Social Science* 9(5): 1.
- UNWTO TO (2014) *Tourism Highlights, (2014 Edn.)*, World.
- Rashidi A (2013) University Campus as a Public Space of the City Case Study: Eastern Mediterranean University Campus (Master's thesis, Eastern Mediterranean University (EMU)-Doğu Akdeniz Üniversitesi (DAÜ)).
- Azam M, Alam MM, Hafeez MH (2018) Effect of tourism on environmental pollution: Further evidence from Malaysia, Singapore and Thailand. *Journal of Cleaner Production* 190: 330-338.
- Mangi MY, Yue, Z Kalwar S, Chen G (2019) Universities emerging as tourism sites in China: A case study of Tsinghua University Beijing. *Cogent Social Sciences* 5(1): 1588200.
- Gumprecht B (2007) The campus as a public space in the American college town. *Journal of Historical Geography* 33(1): 72-103.
- Xiao Ping, G, Li Ping, G, Yong Bin, Z (2007) The prospects of campus tourism development in Shenyang Agricultural University. *Journal of Shenyang Agricultural University (Social Science Edition)* 9(2): 178-181.
- Jaunis O, Mohd Amin S, Abdul Rashid R, Musa F (2021) Scenario of Campus Tourism in Universiti Malaysia Sabah during the COVID-19 Pandemic Shutdown at the TOURIST 3rd International Conference "Sustainable tourism: Building Resilience in Uncertain Time" on 3-4 February 2021. Publisher: Kasetsart University, Bangkok, Thailand (ISSN: 978-616-278-613-6).
- Zhi-Gui, H. (2011) Study on the development of the campus tourism characteristics: A case study of Guilin institute of tourism. *Journal of Green Science and Technology* 1: 125-129.
- Ismail N, Masron T, Ahmad A (2014) Cultural heritage tourism in Malaysia: Issues and challenges. In SHS Web of Conferences, EDP Sciences.
- Bin M (2004) The analysis of university campus planning based on tourism characteristic. *New Architecture* 6: 68-70.
- Hong Z, Me Rong T, Yang Ying O (2005) Original studying on university campus tourism. *Human Geography* 20(1): 45-48.
- Xiuh W (2005) Analysis of Campus Tourism Development. *Shanxi Science and Technology*, 3: 53-54.
- Jian D, Yin Guan Y, Zhang ZY (2005) Study on tourist market of college tourism in Guangzhou: A case study of Sun Yat-sen University (South Campus). *Journal of Guilin Institute of Tourism* 16(3): 71-75.
- Séraphin H, Zaman M, Olver S, Bourliataux Lajoinie S, Dosquet, F (2019) Destination branding and overtourism. *Journal of Hospitality and Tourism Management* 38(1): 1-4.
- Bhardwaj A (2016) Importance of education in human life: A holistic approach. *International Journal of Science and Consciousness* 2(2): 23-28.
- Ojo BY, Yusof RNR. (2019) Edu-Tourism Destination Selection Process in an Emerging Economy. *Journal of Tourism Management Research* 6(1): 45-59.
- Ritchie BW, Carr N, Cooper, CP (2003) *Managing educational tourism*. Channel View Publications.
- Rosnan H, Abdullah, NC (2018) Challenges in Upholding Edutourism Initiatives. *Asian Journal of Behavioural Studies* 3(14): 1-12.



22. Jason MS, Lam BK, Sia CBC, Ooi C, Goh ML (2011) Edutourism: The study of tourism behaviour of international students in Malaysia. International Journal on Social Science Economics and Art 1(3): 207-212.