


Chapter 10

Surveying the Role of Bamboo in Tourism Industry: A Conceptual Analysis for Mitigating Climate Change Issues

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ABSTRACT

There can be no health or sustainable development without mental health underscores the inseparable link between the SDGs and mental health. Consequently, achieving the SDGs is a pathway to achieving mental health. Tourism stands as a significant contributor to positively impacting the mental health and well-being of communities. Bamboo, known as 'Green Gold' due to its carbon sequestration capabilities and other eco-friendly traits, aids in reducing carbon emissions and achieving the SDGs. The researcher has formulated a model aimed at achieving the SDGs while addressing climate change concerns and promoting well-being.

INTRODUCTION

Nature exposure significantly enhances mental well-being for numerous individuals. Forest therapy has gained considerable recognition as an innovative approach for stress relief and promoting health. The three-day session in a bamboo forest

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notably enhanced the physiological well-being of university students (Zeng et al., 2020). Although there is a widespread need for mental health support, the existing responses are often insufficient and inadequate on a global scale (WHO, 2022). In one research study, 238 outdoor nature and adventure tourists from diverse age and demographic groups were interviewed at subtropical national parks in Queensland, Australia, to discern whether they visited parks due to their existing happiness or if their park visits contributed to their happiness. A substantial majority, amounting to 82%, indicated that they became happier because of their park visits. Among those surveyed, 87.5% mentioned experiencing short-term emotional benefits, 60% reported medium-term stress relief, and 20% noted long-term shifts in their worldview (Buckley, 2020). It consequently opens a substantial potential market for nature-based commercial tourism, particularly in the role of offering nature-based therapies, notably within national parks (Buckley, 2020).

Engaging in leisure tourism is a voluntary pursuit aimed at enhancing personal well-being. According to Buckley (2020), commercial outdoor tourism ventures can notably enhance the well-being of women and families. Therefore, there is a correlation between mental well-being and tourism. Concerns about climate change affect both the well-being of individuals and the places they travel to. Becken (2013), in his review, asserts that the convergence of tourism and climate change has emerged as an independent and specialized field of study.

As tourism serves as a primary means for relaxation and fostering a healthy mental state, the surge in tourist numbers visiting certain destinations has resulted in the degradation of these places (Butler, 2006; Daly et al., 2020). The phenomenon of over-tourism significantly contributes to the problem of climate change. Climatic change and pollution are listed among the top 10 global crises, creating an alarming situation that needs to be resolved at the earliest. The widespread contribution of greenhouse gas emissions to climate change has prompted extensive research efforts to address this crisis (Turner, 2018). Whether assessed objectively or subjectively, pollution can markedly discourage prospective international tourists. (Xu & Reed, 2018) Climate preservation, environmental conservation, and natural resources would pave the way for an economic, environmental, and socially sustainable field of tourism (Lu et al., 2021). Research on climate and tourism has significantly grown over the last few decades (Pang et al., 2012). The contribution of the global carbon footprint caused by tourism has increased from 3.9 to 4.5 Gt CO₂e (Lenzen (2018), contributing to 8% of the global greenhouse gas emissions. Research conducted in 58 major cities in China identified that atmospheric pollution could adversely affect the tourism economy of a city (Zhang et al., 2020). Marine wastes caused by tourism adversely affect the aquatic fauna and flora, especially waste, with low-value, nonrecyclable, non-biodegradable plastics, such as grocery bags, ropes, and forms, including marine debris. Chen (2019), in his research, shows how Xiamen

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