

## THRIVABLE INSIGHTS FROM PROF. JAYANT MAHAJAN

Hello, passionate thrivability enthusiast.  
For the September 2025 Thrivability Matters Webinar, THRIVE Project presented on *Globalisation: Smart Communities*.

This is one of twelve themes that explore the challenges our world faces, and potential solutions to solving them holistically.

The insights from these themes empower people, communities, organisations, and even entire countries to create a thrivable future where humanity reverses its impacts on the planet, so that we may live in harmony with nature.

To this end, we have invited experts on *Globalisation: Smart Communities* to share their insights with us about how we can solve pressing issues related to this topic.

Prof. Jayant Mahajan is one of our esteemed guest speakers. He generously shared his valuable, thrivable insights during the Q&A session following our webinar.

His focus was on irresponsible tourism and its impacts from his insights on a cycling trip around all of India, and methods that they can resolve these impacts, and he is excited to discuss his insights with you.



Prof. Jayant Mahajan is a seasoned professional with over two decades of experience in the corporate sector, complemented by seven years as a business management academic at Christ University in Lavasa, Pune, India.

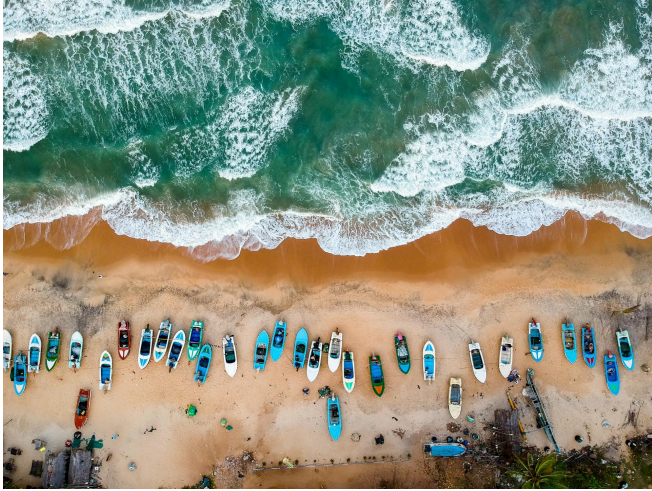
Renowned for his leadership and passion for sustainability, he is currently spearheading the 'Change Before Climate Change' initiative—an extraordinary cycling journey tracing India's borders to raise awareness about the urgent need for climate action.

Through this mission, Jayant combines adventure with advocacy, inspiring communities across the nation to adopt environmentally conscious practices. His unique blend of industry knowledge, academic insight, and on-ground activism positions him as a thought leader in sustainability and education.

Committed to driving positive change, Jayant exemplifies how individuals can leverage their professional expertise to make a meaningful impact on society and the planet. His dedication continues to motivate many to take proactive steps in

addressing the climate crisis.

## Q & A



**Why do you think tourists are driven to certain destinations over others? How does this affect destinations?**

From my cycling journey, I saw how destinations become “hotspots” because of branding, convenience, or sheer social media hype. For example, the Ladakh and Spiti regions attract bikers because they’re portrayed as adventurous “must-see” places, while equally beautiful but lesser-known regions in Tripura or the Chambal Valley remain ignored.

This concentration creates *over-tourism* in a few areas: fragile ecosystems get overloaded, waste piles up, and local cultures get commodified. Meanwhile, regions off the tourist map are deprived of livelihood opportunities. This imbalance ends up stressing both nature and communities.

**What do you think are some of the reasons why tourists may choose not to respect local culture and traditions?**

During my rides through Punjab villages or the tribal areas of Northeast India, I noticed that disrespect often comes from ignorance or entitlement.

- Some tourists see destinations as backdrops for selfies, not as living communities.
- Others are unaware of local practices (like dress codes at religious places, or not wasting water in the drought-hit Punjab region).
- And sometimes, the commercial packaging of culture for “tourist entertainment” itself dilutes respect. In short, irresponsible behaviour often stems from not pausing to *learn, listen, and adapt* to local ways of life.

**You state in your presentation, ‘travel that respects communities and nature is the only journey worth taking’. How can tourists respect communities and nature when they travel to destinations?**

Cycling forced me to slow down and connect—whether planting trees with villagers near Jalandhar or learning organic farming practices in Chambal. Respect begins with *slowing down* and being present.

Tourists can:

- Stay in homestays or community-run lodges rather than resource-draining resorts.
- Support local food systems instead of demanding “continental” menus in drought-prone areas.
- Follow local guidance on water, waste, and energy use.
- Most importantly, *see themselves as guests, not consumers*.

Travel becomes meaningful when it leaves behind stronger communities and healthier landscapes, not scars.



***In one sentence, what is one key action we can all take to create a more sustainable and thriving future for tourist destinations?***

👉 *“Travel like a cyclist—light on the planet, open to people, and leaving behind only stories, not scars.”*



If this webinar inspired you, we invite you to register for our next exciting webinar at [ThrivabilityMatters.Online](https://thrivabilitymatters.online).

We can't wait to see you there.

**Keep on thriving!**



**Attributions:**

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- Image of Prof. Jayant Mahajan courtesy of Prof. Jayant Mahajan.