

**TOURISM AND SUSTAINABLE DEVELOPMENT: PERSPECTIVES AND LEARNING  
FOR A SUSTAINABLE FUTURE**

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## ABSTRACT

### TOURISM AND SUSTAINABLE ENVIRONMENT

It is true that after years of significant economic, environmental, socio cultural and historical degradation, thoughtful tourism development and a new approach to community regeneration, is emerging and is basically to transform communities. This paper will focus on place based tourism through an educational platform concerned with supporting whole communities through creative and innovative sustainable tourism development practices. There is a growing need in communities to create well developed and thoughtful tourism planning and development strategies. Tourism can impact a community negatively and yet many people see only positive results from bringing visitors to their existing and potential destination. The goal of the sustainable tourism planning and development is to prepare current and future leaders with knowledge necessary to build and shape a successful, sustainable visitor destination

The objectives of the paper are to:

- ✓ Provoke the discussion of tourism development in terms of place making rather than place taking
- ✓ Ascertain a sustainable approach to tourism
- ✓ Encapsulate regeneration and restoration the community of place.
- ✓ Identify issues impacting on destinations and develop an understanding of what sustainable tourism can mean to a community

Discussion of the paper revolves around creating a type of tourism that emphasizes the distinctiveness of its locale, and that benefits visitor and resident alike. It would also look at working with local businesses and civic groups to promote and provide a distinctive, authentic visitor experience. As local people develop pride and skill in showing off their locale, tourists get more out of their visit. The community will in turn benefit through the use of the local workforce, services, and products and supplies. Tourism revenues in turn will raise local perceived value of those assets. Conference participants will learn that destinations should remain unspoiled for future generations while allowing for enhancement that protects the character of the local community. In other words tourism revenue can promote conservation and extends that principle beyond nature travel to encompass culture and history as well as all distinctive assets of a place.

The paper presents a learning initiative that prepares decision makers and shapers to thoughtfully develop and regenerate their communities using sustainable tourism principles. Sustainable Tourism practices can bring long term business and environmental benefits to a community through encouraging sustainable use of our natural and cultural heritages. The paper intends to promote the concept of responsible tourism where people are reminded to leave a smaller footprint in the destinations they visit. If we are to experience a livable, higher quality of life for future generations, we must sustain our social, economic, cultural, and environmental resources. The recommendations would be to develop a new network of thinking and linking that seek to

define problems and explore solutions to community sustainability. Other recommendations would consider issues like ways to restore and operate the Arts and Cultural Centers which are essential in the protection and promotion of cultural resources. In conclusion the paper recognizes the necessity to educate communities about sustainability and sustainable principles. Leadership, creativity, collaboration, commitment, and social accountability from all sectors of the community will produce knowledge and practices that will prove to be effective and successful in achieving the aims of sustainable development.

**Key words:** *Sustainable Tourism, Environmental impact, Socio cultural heritage, Host Communities*

## 1. INTRODUCTION

Tourism is one of the world's fastest growing industries and is a major source of income for many countries. Being a people oriented industry, tourism also provides many jobs which have helped revitalize local economies. The business volume of tourism today equals or even surpasses that of oil exports, food products or automobiles, offering millions of direct entry points into the workforce, particularly for youth and women, and a diversity of investment opportunities for young entrepreneurial talents (The World Tourism Organization (UNWTO)). However, like other forms of development, tourism has its own share of problems, such as social dislocation, loss of cultural heritage, economic dependence and ecological degradation. Learning about the impacts of tourism has led many people to seek more responsible holidays. These include various forms of alternative or sustainable tourism such as: 'nature based tourism', 'ecotourism', 'township tourism' and 'cultural tourism'. Sustainable tourism is becoming so popular such that while we presently call it the 'alternative', it will be the mainstream tourism in a decade.

All tourism activities of whatever motivation and not limited to holidays, business travel, conferences, adventure travel and ecotourism, need to be sustainable. Sustainable tourism is defined as tourism that respects both local people and the traveler, cultural heritage and the environment. It seeks to provide people with an exciting and educational holiday that is also of benefit to the people of the host country. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. There is a growing need in communities to create well-developed and thoughtful tourism planning and development strategies. Tourism can impact a community negatively and yet many people see only positive results from bringing visitors to their existing and potential destination

### 1.1 Definition

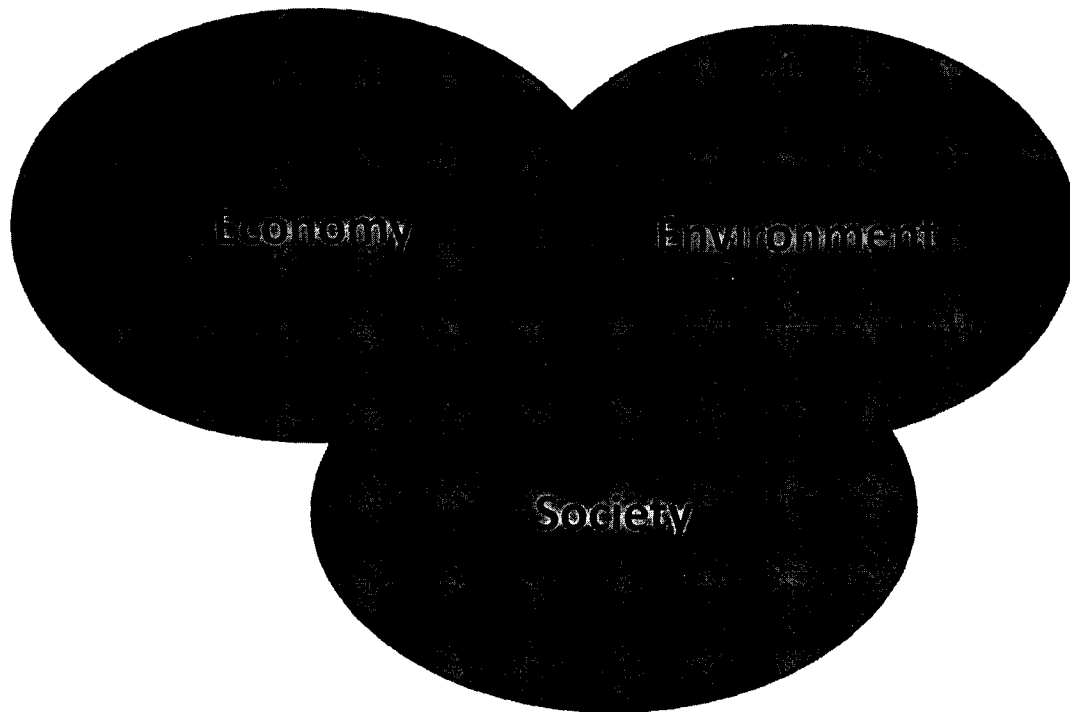
Expressed simply, sustainable tourism can be defined as:

***"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"***

### 1.2 Conceptual definition

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-

cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.



**The 3 E's of sustainability demonstrate the interdependence of a community's economy, social equities, and environment, where the economy exists within a society, and both the economy and the society exist within the environment.**

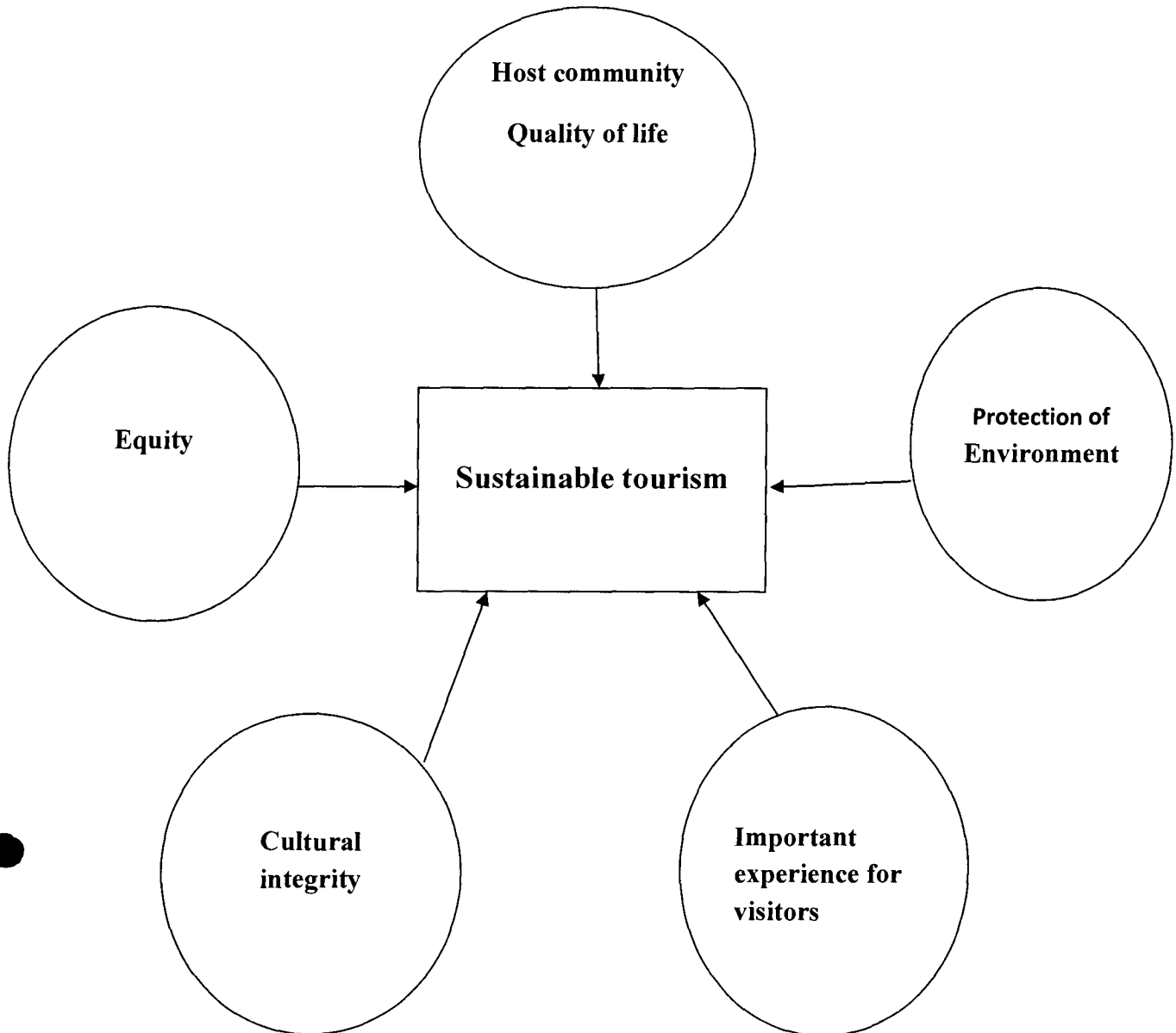
### 1.3 Objectives

- To appreciate the benefits and problems arising from various forms of tourism, especially in terms of social equity and the environment
- To develop a critical awareness of the ways in which tourism can enhance the welfare of people and protect our natural and cultural heritage
- To promote a personal commitment to forms of tourism that maximize rather than detract from sustainable human development and environmental quality
- Make optimal use of environmental resources that constitute a key element in tourism development
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter cultural understanding and tolerance. Including stable employment and income earning

opportunities and social services to host communities, and contributing to poverty alleviation.

- Building good governance and sustainability in tourism development

#### 1.4 Conceptual Framework



Source: Author

## METHODOLOGY USED ON THIS PAPER

Based on a review and synthesis of an eclectic literature drawing insights from:

- ✓ United Nations Earth Summits and Environmental programmes
- ✓ World Tourism Organization
- ✓ QUAESTUS Multidisciplinary Research Journal
- ✓ Tourism and indigenous people issues – various authors
- ✓ Politics and sustainable environment, can they co-exist – various authors
- ✓ The positive and negative impacts of tourism “Google books”
- ✓ An integrated approach to assess the impacts of tourism on community development and sustainable livelihoods Community Development Journal, 2009 - Oxford University Press
- ✓ Annals of Tourism Volumes 1 to 39
- ✓ Sustainable tourism Research and Reality – Social Science Research network
- ✓ Journal of Sustainable Tourism Impact Factor & Information - Taylor & Francis (Routledge)

This paper may reflect in part a polemic based upon the author’s observation following a review of the underpinnings of development, sustainable development and sustainable tourism development. A key challenge in sustainable tourism is to develop economically viable enterprises that provide livelihood benefits to local communities while protecting indigenous cultures and environments. Such ventures are difficult to assess due to a general lack of effective assessment and monitoring methods, a lack of consensus about methodology and the inability of some monitoring systems to incorporate all elements of tourism impacts. Tourism has become a multi-billion industry, which spans from high concentration urban cities to remote islands in the Indian Ocean. But, in some cases, the economic benefits come hand in hand with negative environmental and social impacts. This is the main cause for the emergence of new forms of tourism (alternative tourism, eco tourism, rural tourism etc.) gathered under the generic term of sustainable tourism. We can argue that tourism generates both negative and positive results. Therefore a new form of tourism emerged, sustainable tourism, as an alternative to the classic mass tourism.

## 2. LITERATURE REVIEW

### 2.1 Sustainable Tourism Development

We consider that the birth of the concept of sustainable tourism was the publication of the first issue of the Journal of Sustainable Tourism in 1993 (Weaver 2006:10; Hunter 2002:3; Dodds and Butler, 2009: 43), which included six articles, two articles and a book review. This new form of practicing tourism involved small companies or entrepreneurs, which aimed to support the community, preserving the environment and protecting local culture. One most prominent spokesmen of sustainable tourism, considers that "the main difference between the old and the new form of tourism is moving the focus from the wellbeing of the tourist to the wellbeing of the host community" (Weaver 1998:31). Sustainable tourism was also considered "intellectually arrogant, expensive, elitist and useless" (Lane 2009:20). The most important institution for the development of sustainable tourism was the United Nations. Since Agenda 21, resulted from the Earth Summit in 1992, tourism began to be considered as a tool for sustainable development: "We support the development of tourism programs that respect the environment and culture, as a strategy for sustainable development of urban and rural communities by decentralizing urban development and reducing disparities between regions.(UN 1992 Chapter 7)"

The next moment occurred in 2006 with the establishment of the International Task Force on Sustainable Tourism Development, subordinated to the United Nations Environment Programme. The main objectives and outcomes of the task force focused on several areas: QUAESTUS MULTIDISCIPLINARY RESEARCH JOURNAL 135 policy - recommendations on policies, standards and certification

- process, international funding mechanisms; best practices - collection, classification and dissemination of good practices
- education - development and dissemination of manuals and elearning tools, focusing on sustainable tourism
- strategies and pilot programs - activities in the field of corporate social responsibility (CSR) framework for national and international development strategies and examples of pilot programs
- information, communication and networks – information dissemination, collaboration between web pages, sharing best practices and awareness raising activities (<http://www.unep.fr/scp/tourism/activities/taskforce>)

Global economists forecast continuing international tourism growth, the amount depending on the location. As one of the world's largest and fastest growing industries, this continuous growth will place great stress on remaining biologically diverse habitats and indigenous cultures, which are often used to support mass tourism. Tourists who promote sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry. Increasingly, destinations and tourism operations are endorsing and following responsible tourism as a pathway towards sustainable tourism. Responsible tourism and sustainable tourism have an identical goal, that of sustainable development. The pillars of responsible tourism are therefore the same as those of sustainable tourism – environmental integrity, social justice and economic development. The major difference between the two is that, in responsible tourism,



individuals, organizations and businesses are asked to take responsibility for their actions and the impacts of their actions. This shift in emphasis has taken place because some stakeholders feel that insufficient progress towards realizing sustainable tourism has been made since the Earth Summit in Rio. The 1992 Rio Declaration on Environment and Development defines the rights of the people to be involved in the development of their economies, and the responsibilities of human beings to safeguard the common environment. However everyone has been expecting others to behave in a sustainable manner. The emphasis on responsibility in responsible tourism means that everyone involved in tourism – government, product owners and operators, transport operators, community services, NGOs and Community-based organization (CBOs), tourists, local communities, industry associations, are responsible for achieving the goals of responsible tourism.

Sustainable tourism is tourism attempting to make as low an impact on the environment and local culture as possible, while helping to generate future employment for local people. The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves. Sustainable tourism is an adopted practice in successful ecotourism. Environmental sustainability is one of the essential six principles that must be achieved at a 100% level. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

### SUSTAINABLE TOURISM EQUATION

QUALITY	CONTINUITY	BALANCE
<p>Sustainable tourism:</p> <ul style="list-style-type: none"> <li>▪ Important and variable than experience for visitors</li> <li>▪ Improvement of life of local communities</li> <li>▪ Taking care of the natural environment</li> </ul>	<p>Sustainable tourism</p> <ul style="list-style-type: none"> <li>▪ Cannot exist without continuity based on natural resources, culture and customs of host community.</li> </ul>	<p>Sustainable tourism</p> <ul style="list-style-type: none"> <li>▪ aims to provide the needed balance between tourism, tourism industry, environmental enthusiasts and the local communities</li> </ul>

Source: Author

## **2.2 Tourism in Developing Countries like Zimbabwe**

There is an opportunity for all inclusive growth due to tourism capacity for creation of employment, poverty reduction, human development and environmental sustainability. In spite of its proven contribution to global economic growth and development, the tourism sector still lacks wholesome political and economic recognition and support. One common issue with tourism in developing countries is that of the displacement and resettlement of local communities. The Maasai tribes in Tanzania have been a victim of this problem. As the Maasai have been displaced the area within the Ngonrongogo Conservation Area (NCA) has been modified to allow easier access for tourists by actions such as building campsites, tracks and the removal of stone objects such as stones for souvenirs Olerokonga, 1992:7). This kind of 'sustainable tourism' is viewed by many as an oxymoron and that many things done in the name of sustainability are actually masking the desire to allow extra profits (Monbiot 1994). There is often alienation of local populations from the tourists (Olerokonga, 1992:7).

In terms of a development strategy, developing countries are especially interested in international tourism, and many believe it brings these countries a large selection of economic benefits including employment opportunities, small business development, and increased in payments of foreign exchange. Many assume that more money is gained through developing luxury goods and services in spite of the fact that this increases a countries dependency on imported products, foreign investments and expatriate skills This classic 'trickle down' financial strategy rarely makes its way down to benefit people at a grassroots level. It has been said that the economic benefits of large-scale tourism are not doubted but that the backpacker or budget traveler sector is often neglected as a potential growth sector by developing countries. This sector brings significant non economic benefits which could help to empower and educate the communities involved in this sector. Aiming 'low' builds upon the skills of the local population, promotes self-reliance, and develops the confidence of community members in dealing with outsiders, all signs of empowerment and all of which aid in the overall development of a nation.

## **2.3 Role of Stakeholders**

Stakeholders have a role in continuing this form of sustainable tourism. This encompasses organizations as well as individuals.

### ***2.3.1 Governments***

The values and ulterior motives of governments often need to be taken into account when assessing the motives for sustainable tourism. One important factor to consider in any ecologically sensitive or remote area or an area new to tourism is that of carrying capacity. This is the capacity of tourists or visitors an area can sustainably tolerate without damaging the environment or culture of the surrounding area. This can be altered and revised in time and with changing perceptions and values. The government needs to put in place tactics, planning, and research, implementing scenarios, basic infrastructure, training standards and courses, public and health safety. Government should be concerned with management of tourist industry as an economic force and only intervening where the industry cannot act effectively by way of supporting it. The ministries of tourism should be formulating medium and long term tourism policies and monitoring their implementation.

### ***2.3.2 Private sector***

Industry can undertake action programmes to guide the implementation of sustainable tourism development strategies. They are to provide tourists and the tourism sector goods, facilities and services. They have the responsibility of specific infrastructure, accommodation services, specific activity in tourist attractions development and promotion through marketing activities. They should ensure sustainable use of land and water and provide in-house training to staff to promote skills development and awareness of the principles and practice of sustainable tourism and the importance of ethical business practice in tourism operations. To reduce tourism expenditure and maximize economic impacts of tourism to the destination, goods, services and expertise should be sourced locally. Links must be forged between local providers of goods and services to reinforce the importance of tourism to development of local community.

### ***2.3.3 Non-governmental organizations***

Non-governmental organizations are one of the stakeholders in advocating sustainable tourism. Their roles can range from spearheading sustainable tourism practices to simply doing research. University research teams and scientists can be tapped to aid in the process of planning. Large conventions, meetings and other major organized events drive the travel, tourism and hospitality industry. Cities and convention centers compete to attract such commerce, commerce which has heavy impacts on resource use and the environment. Major sporting events, such as the Olympic Games, present special problems regarding environmental burdens and degradation. But burdens imposed by the regular convention industry can be vastly more significant. Green conventions and events are a new but growing sector and marketing point within the convention and hospitality industry. More environmentally aware organizations, corporations and government agencies are now seeking more sustainable event practices, greener hotels, restaurants and convention venues, and more energy efficient or climate neutral travel and ground transportation.

### ***2.3.4 Tourists***

Sustainable tourists can reduce the impact of tourism by learning about and respect the human and natural heritage of the host communities including the history, geography, customs and current local concerns. They should act responsibly through respect for national laws, cultural values, social norms and traditions and following environmental regulations. They are supposed to be contributing to intercultural understanding and tolerance, while supporting the integrity of local cultures by favoring businesses which conserve cultural heritage and traditional values. They can also support local economies by purchasing local goods and participating with small, local businesses and refrain from using products and services that endanger local ecology, society or culture. Conserving resources can be done by seeking out businesses that are environmentally conscious, and by using the least possible amount of non-renewable resources

### ***2.3.5 Local communities***

These are the stakeholders who are affected by decisions. The degree of involvement of local communities in various decision making and policy issues is determined by the extent to which they affect or are affected by these decisions and policies. Local tourism development requires people who are affected by tourism to be involved in both the planning process and the implementation of policies and action plans. This ensures that development meet the perceived needs of the local community. If decisions concerning development of tourism in a region are not made in consultation with the local communities during the design stage, it will be impossible for the local communities to be involved during implementation. Local communities can take part in identifying and promoting tourist resources and attractions that form the basis of community tourism development. To achieve long lasting outcome, communities need to be active participants rather than passive observers. More direct local involvement in decision-making, for example, may enable residents to request a specific portion of tax benefits from tourism to be allocated to community development and the protection of the tourism resource base.

It is further argued that community participation in decision making increases people's trust and confidence with the tourism industry. It also provides the local community with a voice in design and decision making in order to improve plans, service delivery, and finally, promotes a sense of community by bringing together people who share common goals. The perceived hospitality of the local community is a major social factor forming part of the macro environment with regards to warmth of reception, ease of communication, willingness of residence to provide information to tourists and attitudes towards tourist and tourist industry

### **3. ISSUES SURROUNDING SUSTAINABLE TOURISM**

#### ***3.1 Barriers to successful community oriented approach to sustainable tourism:***

- Lack of overall vision for community and country
- Lack of interest or awareness on the part of the local community
- Lack of investment capital
- Lack of trained human resources to ensure that local community benefits from tourism
- Cultural barriers between hosts and guests
- Lack of innovation, cooperation and communication between stakeholders

#### ***3.2 Management of Sustainable Tourism***

There has been the promotion of sustainable tourism practices surrounding the management of tourist locations by locals or more concisely, the community. This form of tourism is based on the premise that the people living next to a resource are the ones best suited to protecting it. This means that the tourism activities and businesses are developed and operated by local community members, and certainly with their consent and support. Sustainable tourism typically involves the conservation of resources that are capitalized upon for tourism purposes. Locals run the businesses and are responsible for promoting the conservation messages to protect their environment. Community-based sustainable tourism associates the success of the sustainability of the ecotourism location to the management practices of the communities who are directly or indirectly dependent on the location for their livelihoods. A salient feature of community base sustainable tourism is that local knowledge is usually utilized alongside wide general frameworks of ecotourism business models. This allows the participation of locals at the management level and typically allows a more intimate understanding of the environment.

The use of local knowledge also means an easier entry level into a tourism industry for locals whose jobs or livelihoods are affected by the use of their environment as tourism locations. Environmentally sustainable development crucially depends on the presence of local support for a project. It has also been noted that in order for success projects must provide direct benefits for the local community. However, recent research has found that economic linkages generated by community based sustainable tourism may only be sporadic, and that the linkages with agriculture are negatively affected by seasonality and by the small scale of the cultivated areas. This means that community based sustainable tourism may only have small scale positive effects for these communities.

### ***3.3 Confusion surrounding Governmental Management of Sustainable Tourism***

There has been some discussion regarding the inter-governmental organizations and the development of sustainable tourism practices in the third world. In Mowforth and Munt's book 'Tourism and Sustainability: New Tourism in the Third World', they criticized a document that was written by the World Travel and Tourism Council (WTTC), the World Tourism Organization and the Earth Council, which was included in Agenda 21. It was entitled 'Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development'. Mowforth and Munt commented on the language used to describe the environment and local culture in such documents because the preservation of the environment and local culture are the two main objectives when practicing sustainable tourism. They pointed out that some of the key words used were 'core asset', 'core product', 'product quality' and 'preserve'. They argued that the treatment of the environment as a marketable product was clear and that such document provide a good list of advice for Third World governments regarding sustainable tourism but do not actually provide the resources to incorporate them into the development of their tourism industries.

It is arguments such as these that postulate that there is a gap between the advice given by non-governmental or inter-governmental organizations to Third World governments and what can actually be brought to realization. These arguments try and persuade readers that documents like the one released by the WTTC that the development of sustainable tourism actually 'bypasses the interests of local people'

### ***3.4 Responsible tourism***

Responsible tourism is regarded as a behavior. It is more than a form of tourism as it represents an approach to engaging with tourism, be that as a tourist, a business, and locals at a destination or any other tourism stakeholder. It emphasizes that all stakeholders are responsible for the kind of tourism they develop or engage in. Whilst different groups will see responsibility in different ways, the shared understanding is that responsible tourism should entail an improvement in tourism. Tourism should become better as a result of the responsible tourism approach. Within the notion of betterment resides the acknowledgement that conflicting interests need to be balanced. However, the objective is to create better places for people to live in and to visit. Importantly, there is no blueprint for responsible tourism: what is deemed responsible may differ depending on places and cultures. Responsible Tourism is an aspiration that can be realized in different ways in different originating markets and in the diverse destinations of the world (Goodwin, 2002).

Focusing in particular on businesses, according to the Cape Town Declaration on Responsible Tourism, it will have the following characteristics:

- minimizes negative economic, environmental, and social impacts
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances

tourism achievable? Tourism will never be completely sustainable as every industry has impacts, but it can work towards becoming more sustainable.

#### **4. Some Facts and figures on Tourism Impacts:**

The world is not such a lonely planet anymore but the very resources we promote through tourism are in danger of degradation. As more regions and countries develop their tourism industry, it produces significant impacts on natural resources, consumption patterns, pollution and social systems. The need for sustainable/responsible planning and management is imperative for the industry to survive as a whole.

- 980 million people travelled internationally in 2011 ( a 4% increase over 2010) and this is expected to reach 1.5 billion by 2020
- The average international tourist receipt is over US\$700 per person
- Travel and tourism represents approximately 10% of total global Gross Domestic Product (GDP) (if it includes tourism related business (e.g. catering, cleaning)
- The global travel and tourism industry creates approximately 10% of the world's employment (direct & indirect)
  
- At least 25 million people spread over 52 countries are displaced by violence, persecution and/or disasters - tourism receipts in every country are affected by this.
- Buying local could achieve a 4-5% reduction in GHG emissions due to large sources of CO<sub>2</sub> and non CO<sub>2</sub> emissions during the production of food
- The average Canadian household used 326 liters of water per day....a village of 700 in a developing country uses an average of 500 litres of water per month AND a luxury hotel room guest uses 1800 litres of water per person per night...
- The average person in the UK uses approximately 150 litres of water per day, 3 times that of a local village in Asia
- is A species of animal or plant life disappears at a rate of one every three minutes
- 70% of marine mammals are threatened
- The Western world (with 17% of the worlds' population) currently consumes 52% of total global energy.
- Seawater is expected to rise 70 cm in the next 10 years
- By 2050 climate change could have directly led to the extinction of 30% of species, the death of 90% of coral reefs and the loss of half the Amazon rainforest.

- Since 1970 a third of the natural world has been destroyed by human activity
- Half the world's population lives in urban areas and this figure expected to increase. In Latin America and the Caribbean, 76% of the population live in urban areas
- By 2036, there will be 1200 million cars on earth - double the amount today
- For every 1 degree rise in temperature above 34 degrees Celsius, yields of rice, maize and wheat in tropical areas could drop by 10%
- Every day we dump 90 million tons of carbon pollution into our atmosphere
- Although 70% of the earth's surface is water, only 3% is potable

**Sources: FOC, 2002, WTO, 2000 & 2002, UNWTO, 2011, [www.risingtide.co.uk](http://www.risingtide.co.uk), 2004, UN, 2003, Gov't of Canada, 2005, Tourism Concern, 2011, Science Museum, 2006, Reefs at Risk, WRI, 2011), Journal of Environmental Science and Technology, 2011)**

## **5. CONCLUSIONS**

Partnerships in tourism support sustainable tourism with the implementation of the major role of local initiatives that lead to hardening function tourist resorts and towns. In these cases, to harness local resources, diversify tourism activities, upgrading the range of public services directly support the tourism industry. Through active partnerships, especially formal and medium term, create sustainable tourism objectives i.e. improving the quality of products and services, workforce empowerment, promotion and expanded dynamic feedback from consumer products and travel services. Tourism as a special industry interacts and depends on other sectors, has a high specificity, it is developed on the different types of share capital invested. Sustainable development is an integrated concept, defined in many ways and difficult to quantify. Logical consequence, sustainable tourism development is a continuous challenge for all stakeholders involved.

Sustainable tourism is about refocusing and adapting. A balance must be found between limits and usage so that continuous changing, monitoring and planning ensure that tourism can be managed. This requires thinking long-term (20+ years) and realizing that change is often cumulative, gradual and irreversible. Economic, social and environmental aspects of sustainable development must include the interests of all stakeholders including indigenous people, local communities, visitors, industry and government. We should address environmental and social concerns through policies, practices and initiatives with others. There is need for policy development, environmental management, business planning and marketing efforts. Sustainability is important for all tourism business, rural and urban. There has never been a better time to act for the benefit of business and the bottom line. There is clear evidence to show that businesses which reduce their environmental impacts are more sustainable, profitable, valuable and competitive. Sustainable tourism is fundamental to the long term competitiveness of the tourism industry and will ensure that it continues to make a positive contribution to the quality of the visitor experience and to the overall quality of life of the local community.



In the future, for sustainable tourism to really become a philosophy to practice all forms of mass tourism it requires the involvement of many actors. First, the academic community must:

- engage and work with the tourism industry
  - investigate issues related to governance and regulation
  - research the market and look for new ways of promotion
  - investigate the role of the media in forming opinions
  - use ideas developed by the social sciences to explore decision making and social trends.
- (Lane, 2009:28)

Tourism and preservation may appear to be strange bedfellows, but with proper management a synergy can be developed. Sustainable tourism can bring improved income and living standards for local people. Tourism can revitalize local culture, especially traditional crafts and customs. It can stimulate the rural economy by creating demand for agricultural produce and, through infrastructure development projects; it can inject capital into rural areas. Informed and expert tourism also has the potential to play a vital role in the preservation of the cultural heritage of a nation. Maintenance and preservation of cultural heritage can lead to increased awareness of, and pride in, history and civilization. Tourism can also help preserve and develop national culture by providing a wider patronage for handicrafts and traditional performing arts.

## **6. RECOMMENDATIONS**

- Build on geographical character to create a type of tourism that emphasizes the distinctiveness of its locale, and that benefits visitor and resident alike.
- Create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests.
- Work with local businesses and civic groups to promote and provide a distinctive, authentic visitor experience.
- Inform visitors and hosts. As local people develop pride and skill in showing off their locale, tourists get more out of their visit.
- Use the local workforce, services, and products and supplies.
- Seek out businesses that emphasize the character of the locale. Tourism revenues in turn raises local perceived value of those assets.
- Bring new knowledge home, telling stories that send friends and relatives off to experience the same thing
- Endogenous planning, indigenous management, and profit-sharing by the affected local community.

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