



Sustainable Tourism Development in Nepal

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Abstract

Based on a study of Kankrebihar in the Surkhet District, the essay explores the current efforts being made in Nepal to promote sustainable tourism. The goal of sustainable tourism development is to manage tourism in a way that maximizes its positive effects on the environment, society, and economy over the long run. Its primary goal is to protect and strengthen regional communities in order to preserve natural and cultural resources. Numerous topics, entities, and dimensions are involved in tourism, which encompasses a wide range of social, economic, and environmental activities (Perles & Ivars, 2018). According to the World Tourism Organization, tourism encompasses the actions of individuals who travel to and remain in locations outside of their typical surroundings for over a year in a row for leisure, business, or other reasons unrelated to engaging in a paid activity while in the destination (UNWTO, 2018). In addition to creating and supporting small and medium-sized businesses, the tourist industry boosts local economies and creates millions of employments. millions of jobs are created by small and medium-sized businesses that are fueled by economic advantages to local economies. Additionally, it helps developing nations' economies (Robin, Pedroche, & Astorga, 2017). However, the drawbacks of the tourism industry include the harm it does to the environment, including pollution, biodiversity loss, and deterioration of cultural heritage (Costa, 2020). The growth of the tourism industry results in the extensive use of resources like energy and water, as well as the production of a lot of trash (solid waste and sewage) that needs to be properly managed. More travel brought on by a rise in tourism also results in increased traffic, air pollution, noise pollution, and CO₂ emissions. Because of the unsustainable imbalance between the economic and environmental factors, this could have an impact on

the growth of tourism destinations in the medium and long term (Boley, 2014). By answering the following research questions, the paper's main goal is to evaluate the advantages and disadvantages of sustainable tourism in Nepal: what are the problems with promoting sustainable tourism in Nepal? How are the initiatives being prepared? Why do we still see gaps in the marketing of environmentally friendly travel? Concerning the methodology of the study, it relied on secondary sources of data and qualitative research. According to the report, the preservation of historical and cultural treasures is still hampered by community empowerment. The affluent local communities possess both access and authority over the resources. When it comes to efforts and events for the community, components of Tharu culture and Buddhism are mostly overlooked. More noticeable than the collective impact of the underprivileged segments of society is the intervention of the government. Only by providing labor for the construction and sanitation projects can the underprivileged segments of society participate in these endeavors. The local elites have a big say in how decisions are made. Locally influential individuals predominantly represent community-based groups and local institutions. An additional essential element of sustainable tourism in Nepal is ecotourism. It entails traveling to natural regions with as little negative environmental impact as possible. Trekking, heritage walks, wilderness areas, and natural attractions are examples of ecotourism activities in Nepal. A variety of birds and reptiles, as well as endangered species including the Bengal tiger, one-horned rhinoceros, and red panda, can be found throughout the nation. Activities related to wildlife tourism in Nepal comprise of wildlife farming, bird viewing, forest walks, jungle safaris, and conservation projects. By participating in these events, tourists may appreciate and support

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conservation efforts while also experiencing the nation's distinctive biodiversity. Another cutting-edge strategy for sustainable tourism in Nepal is community-based tourism. By giving them job and training possibilities, it involves involving local populations in tourism-related activities. Community-based tourism, such as homestays, village tours, and cultural performances, supports regional development and offers tourists a genuine cultural experience while also helping small businesses in the area. Even in the current global context, a number of European and Asia-Pacific nations are launching eco-friendly and carbon-neutral tourist initiatives. In order to protect and conserve natural resources and variety, green tourism is crucial for promoting environmentally responsible travel to locations with negligible climatic effect. Respect for social and cultural variety, economic vigor, and environmental sustainability are the three core components of sustainable tourism. In order to promote ethical, sustainable, and widely accessible travel, the UNWTO, the world's premier tourism organization, is also dedicated to accelerating the development of low-carbon and green tourism practices. All relevant parties must be involved in order to achieve sustainable tourist development, and strong political leadership is necessary to guarantee broad participation and consensus-building. The pursuit of sustainable tourism necessitates continual monitoring of its effects and, where necessary, the implementation of preventive and remedial actions. There are numerous potentials for tourism to advance and transform into something more advantageous for travelers, residents, and the global community. Developing a sustainable tourism strategy is a crucial step in making tourism successful. The advancement of sustainable development and community empowerment are strongly related. Apart from the involvement of the community, sustainable tourism appears to be distant. The community and those in need must be actively involved in the formulation and implementation of policies and decisions pertaining to the promotion of tourism. The remaining obstacles against the theme can only then be removed. If you are aware with sustainable development, you know that it is a phase that is sweeping the globe right now and that it will also affect us in the future. The idea—development without endangering natural resources—is quite simple to understand.

Keywords: *Community empowerment, Decision-making, Elites and Sustainable tourism.*

I. Introduction

These days, sustainability is a fashionable trend in both creation and operation, even in the travel and tourism industry. Disagreement exists, meanwhile, about the many interpretations of sustainability and its applicability to the travel industry. This raises the question; can tourism fall under the purview of sustainable development? This essay aims to highlight the need for sustainable tourism development in light of finite resources and growing environmental awareness for the benefit of future generations. Presenting sustainable tourism: idea, definition, and historical context is the aim of this essay. The author also offers their own critical viewpoint on Poland's sustainable tourism development, emphasizing the necessity for change in the current landscape. The goals lead to the following tasks: presenting the sociocultural, environmental, and economic factors impacting sustainable tourism. In the work, a descriptive and monographic approach was used. It is important to note that there is a wealth of English and American literature available on the subject. The word "sustainable tourism" is frequently defined, discussed, and utilized in Western travel guides, occasionally even appearing as a stand-alone publication. But there isn't a lot of material in Nepali journals. The underdeveloped state of the tourist industry in Nepal could be the result of the relatively new and underdeveloped field of tourism science. Another possible explanation could be the lack of interest in sustainability among managers of tourist facilities.

Legislation and historical background

Rules governing the use of the environment have to be revised because of the rapid socioeconomic development brought about by the utilization of natural resources like water, minerals, and space. The increasing degree of interference in the natural environment through exploitation, destruction, and pollution will result in a situation where socio-economic development is impossible without resources, given the irreversibility and limitations of many elements of the environment. The two reports "Man and His Environment" by U'Thant and "The Limits to Growth" by D.L. Meadows, which were released in the late 1960s, have been crucial in raising awareness of environmental degradation and the depletion of its



resources. These served as the cornerstone for worldwide discussions.

The inaugural United Nations (UNEP) Conference on the Human Environment, presided over by the UN Secretary-General, was held in Stockholm at the beginning of the 1970s. Based on three main sources, it created an environmental action plan: 1. Earthwatch's global environmental assessment program; 2. environmental management activities; and 3. International measurements to support national and international actions of assessment and management. (Fyall, Cooper, Gilbert, Wanhill, Fletcher, 2008).

The World Conservation Strategy was commissioned as a result of the Stockholm Conference and is considered an implementation tool for the human environmental action plan.

The World Commission on Environment and Development (WCED), whose chairman, Gro Harlem Brundtland, was a former prime minister of Norway and whose name was taken from her, provided the Brundtland Report "Our Common Future" in 1987. This report marked a significant turning point in the path towards sustainability. Helping define shared perceptions of long-term environmental issues and the appropriate efforts needed to deal successfully with the problems of protecting and enhancing the environment, as well as a long-term agenda for action during the coming decades and aspirational goals of the world community, was one of the commission's main objectives. (Fyall, Cooper, Gilbert, Wanhill, Fletcher, 2008).

According to the definition given in the text, sustainable development is defined as "development that meets present needs without compromising the ability of future generations to meet their own needs." Though many of the Brundtland Report's recommendations never came to pass, it nonetheless gave the discussion a useful starting point.

The UN quickly organized a significant international meeting on the subject as a result of this document's influence. The 1992 Rio de Janeiro Earth Summit, also known as the Conference on Environment and Development, took place five years after the Brundtland Report. Agenda 21, a comprehensive action plan, was established by the conference as a historic step toward sustainability. Despite not being mentioned in the Agenda or the Brundtland Report, tourism was not excluded, but their proposals had a significant impact on the planning and growth of the industry (Holloway, 2009).

The Rio Declaration, which comprises 27 principles outlining nations' rights and responsibilities regarding sustainable development, is another outcome of the conference that contains the fundamental ideas upon which state policies regarding socioeconomic development should be based while taking environmental conditions into account. For sustainability, 1992 was a pivotal year. In an effort to lessen the environmental impact of overnight guests, the hospitality sector established the International Hotel Environment Initiative (IHEI). In addition, the UK-based advocacy group Tourism Concern released its own set of rules that same year and started aggressively pressuring the business community to give sustainable planning more consideration. Guidelines for tourism concerns include: 1. Sustainable resource use; 2. Cutting back on waste and overconsumption; 3. Preserving diversity; 4. Including tourism in planning; 5. Fostering local economies; 6. Engaging local economies; 7. conducting stakeholder and public consultations; 8. providing staff training; 9. promoting tourism in an ethical manner; 10. doing research. It seems that these guidelines more successfully strike a balance between environmental and sociocultural factors (Holloway, 2009).

It is crucial to note that the Kyoto Protocol, which was established in 1997, sought to mitigate the greenhouse impact by putting a cap on CO₂ emissions. Tourism takes front stage in these considerations because leisure travel is not a basic necessity and because it increases CO₂ emissions through the use of fossil fuels for transit, lodging, and at-destination transportation. Travel accounts for around 75% of the CO₂ emissions produced by tourism, with aircraft accounting for about 40% of these emissions. It is anticipated that increasing transportation energy efficiency will result in a 32% decrease in emissions per passenger kilometer between 2005 and 2035. However, the amount of emissions varies according to the mode of transportation used; long-haul travel accounts for the majority of journeys that produce high levels of emissions (Page, 2011).

Beginning in the early 21st century, both the public sector—which is in charge of strategy and planning—and the private sector—that is, travel and tourism businesses—have grown increasingly interested in the concept of sustainable tourism. Tour companies were targeted by the United Nations Environmental Programme (UNEP) when it unveiled its Initiative for Sustainable Tourism. The UN announcement that 2002 will be



recognized as the International Year of Ecotourism came next. A World Summit on Sustainable Development (commonly known as "Rio+10") was later convened in Johannesburg. For the first time, the significance of sustainable development in tourism was emphasized by this initiative. Additionally, that same year Quebec hosted a global summit on ecotourism.

The principles of sustainable development—which seeks to reduce harm that tourists and the tourism industry cause to the environment, wildlife, and local populations—were influenced by other industry organizations such as the World Travel and Tourism Council (WTTC) and the World Tourism Organization (UNWTO). They urge business to take the initiative in protecting the environment where they do business, in coordination with the Earth Council. Governments' genuine desire to carry out the worldwide plans and initiatives that were outlined more than ten years ago will become evident in the future.

Concept of sustainability

Defining the word "sustainable development" is a prerequisite to delving into the goals and tenets of sustainable development in the tourism industry. Although the concept of sustainable development has gained traction, there is still disagreement over what it really means. It can be applied to numerous contexts, including tourism, and has varying meanings for different people. The Bruntland Report's definition, which states that "sustainable development is one that meets the needs of the present generation without comprising the ability for future generations to meet their own needs," is, nevertheless, the most inclusive yet correct.

The definition of sustainability outlines several fundamental concepts, including: - adopts a comprehensive approach to planning and strategy; - safeguards the environment (biodiversity) and human legacy; - maintains the fundamental ecological processes; - encourages and involves public participation; - guarantees the long-term sustainability of productivity; - offers greater equality and opportunities among nations. (Fyall, Cooper, Gilbert, Wanhill and Fletcher, 2008). The notion of sustainable development, which is sometimes referred to as suspensory, eco-, or self-sustaining development. Economic development, environmental preservation, and social development are the three pillars that support sustainable development. Recently, "socio-cultural development" has taken the place of the term

"social development." this notion is predicated on the appropriate and deliberate shaping of the relationships between the pillars, which are meant to maintain social, environmental, and economic equilibrium within and across generations (Meyer and Milewski, 2009), p. 84).

The word "sustainable" is used in the Polish Constitution and is currently present in the great majority of regional development plans.

The term "sustainable tourism" refers to all tourist-related activities, management, and development that ensure the preservation of natural and cultural resources while also preserving the integrity of the economy and society.

All forms of tourism in all kinds of places, including mass tourism and the different specialist tourism segments, can benefit from sustainable tourism development principles and management techniques.

Encouraging the best use of environmental resources, which are crucial to the growth of the tourism industry, preserving vital ecological processes, and contributing to the preservation of biodiversity and natural heritage are thus requirements for putting sustainable tourism concepts into practice. - Preserving the constructed and living cultural history and traditional values of the host communities, honoring their socio-cultural authenticity, and fostering tolerance and understanding amongst cultures.

Assuring sustainable, long-term economic operations; offering equitable socioeconomic advantages to all stakeholders, such as steady employment and income-earning possibilities and social services to host communities; and helping to reduce poverty (UNEP 2004).

Informed involvement from all pertinent parties is necessary for the development of sustainable tourism, and strong political leadership is needed to guarantee widespread engagement and consensus-building. Attaining sustainable tourism necessitates ongoing impact monitoring and the introduction of appropriate preventive and/or corrective actions as needed. Along with providing visitors with a meaningful experience, sustainable tourism should also maintain a high degree of customer satisfaction, increase visitors' understanding of sustainability issues, and encourage sustainable travel behaviors.

Particularly significant elements of sustainable tourism are competitive and socially conscious tourism enterprises, the ability of all residents to engage in tourism, solid job prospects



within the industry, and the positive effects of tourism on the neighborhood. To achieve this, programs pertaining to tourism must incorporate environmental conservation, cultural heritage resources, and the preservation of cultural integrity. Both regional governments and tourism-related businesses make great efforts to put the concepts of sustainable tourism development into practice.

"Eco-tourism," as defined by The International Ecotourism Society, is a particular type of sustainable tourism that involves ethical travel to natural regions that maintain the environment and uphold the welfare of the local population. It combines aspects of both cultural and rural tourism. Ecotourism adheres to specific principles in addition to sustainable tourism: it actively supports the preservation of natural and cultural heritage; it involves local communities in the planning, development, and operation of tourism activities, thereby contributing to their welfare; it provides visitors with comprehensive and engaging explanations about the natural and cultural resources; and it targets both individual tourists and small, organized groups.

Nature-based tourism frequently involves hiking, mountain climbing, seeing wildlife in its native habitat, and other outdoor activities. Furthermore, it may also include cultural events. A chance to acquire respect for the environment and the local way of life, as well as for some to reflect on their own lives while being moved by the beauty of their surroundings, ecotourism is crucial to education. Gaining advantages for the community at large is another hallmark of ecotourism. According to Sambotin, Sambotin, Patrascoiu, Coroian, and Merce (2011), this entails employing locals, obtaining local goods, including the community in decision-making, and planning tourism-related events.

Sustainable development guidelines for travel-related businesses

In tourism businesses, the application of sustainable development principles is somewhat uncommon. It is because the social expenses and costs associated with environmental protection are either not included in the economic calculation for tourism enterprises, or are only partially included. The most popular solutions in practice are those that are low-cost (making booklets, labeling the location, etc.), aid in cost reduction (energy conservation in hotels, recycling), enable better

brand positioning for businesses to set themselves apart from the competition, and elicit a favorable response from customers (Sharpley, Telfer, 2008).

The primary obstacles to corporations implementing sustainable development concepts are primarily related to their lack of understanding of the issue, their desire to cut expenses, and their doubts about how their actions will benefit their clientele. The principles of sustainable development are seldom applied by tourism organizers and shipowners, primarily because of the high degree of demand elasticity and variable costs. In contrast, transportation undertakings and hotel management frequently incorporate sustainable principles into their product design, owing to a larger proportion of less price-sensitive business clients. Businesses' adoption of these ideas is also impacted by their environment; in Northern Europe, organizations use sustainable development concepts more frequently than in the Mediterranean, and larger businesses frequently employ this kind of approach (Meyer and Milewski, 2009). Every area where human activity affects the environment is covered by Local Agenda 21, which is an extensive action plan to be implemented locally by organizations and local government. It functions as a sort of manual for organizing regional development using sustainable development ideas. In order to determine the community's tourist goals and develop an action plan to reach them, local Agenda 21 processes place a strong emphasis on working together (UNEP, 2003 and Kazimierczak, 2005).

Aims of sustainable tourism

An increase in visitors who adhere to the concepts of sustainable development is the primary goal of developing a sustainable tourism plan for a particular area. This goal can be accomplished by a number of specific goals, including: building a common brand for the region; creating a vision, mission, and framework marketing plan activities for the duration of the strategy; coordinating with all parties interested in the development of tourism in the area; inventorying local tourism products; taking local communities' and the environment's interests into consideration when shaping the tourism product and marketing activities; and assessing how potential customers perceive marketing and products. (Meyer, Milewski, 2009). It is vital to split the goals of sustainable tourism into the three contexts of economic, environmental, and sociocultural sustainability.

1 Financial considerations of eco-friendly travel a)
Financial gain



ensuring local prosperity; b) regional and business viability and competitiveness to achieve long-term viability

Increasing the number and quality of tourism-related jobs in the local community, including wages, work environments, and opportunities for employment without discrimination; d) Social equity; maximizing the economic benefits of tourism to the local community, including the spending of tourists in the area;

ensuring the equitable and fair sharing of the economic and social benefits derived from tourism (Panasiuk, 2011, p. 110).

2. Two facets of sustainable tourism that address the environment

(a) Structural integrity

preservation and enhancement of the landscape's quality in both rural and urban settings, as well as the avoidance of visual and ecological contamination; b) biological variety

encouraging and safeguarding the environment, animals, and natural habitats while reducing the negative effects of tourism on the ecosystem; c) Efficient waste management

reducing the amount of non-renewable and rare resources used in the growth of tourism; d) Clean environment

minimizing contamination of the water, air, and soil as well as cutting down on waste production by travelers and travel agencies (Panasiuk, 2011).

3. Three sociocultural facets of environmentally conscious travel include: a) community welfare

constructing the community's welfare, which includes social infrastructure, resource access, environmental quality, avoiding social corruption, and resource exploitation; b) Cultural wealth

preserving and enhancing the unique characteristics of the host community, local customs, and cultural heritage; c) Fulfilling tourist expectations

d) Local control Authority for planning and decision-making in the management of tourism by local communities (Panasiuk, 2011). Ensuring a safe and enjoyable tourist experience that will fulfill the demands of tourists and be accessible to all.

Sustainable tourism development

Despite the popularity of the term "ecotourism," or "sustainable tourism," most of the practice is still theoretical at this point. While there are a few notable instances of "eco-hotels," such as the renowned InterContinental Hotels Group (IHG) in Bora Bora or a Polish hotel in Bysławiec, the tourist and hospitality industries in general are gradually shifting toward a more environmentally

friendly sector.

Although many Polish hotel managers are familiar with the concepts of sustainability and ecological, this knowledge is not yet incorporated into marketing strategies. A few things could be the cause. Clients of Polish lodging services might not be aware of eco-hotels or might not be drawn to these types of lodging establishments. The second explanation is that eco-hotels could be done. On the Polish hotel market, the concept is slowly taking off. The inaugural "EKOHOTEL" eco-label is being prepared by the Polish Hotel Association (Polskie Zrzeszenie Hoteli). Additionally, an increasing number of hotel managers are submitting applications to have the ISO 14001 standard, a European management standard, created by the Eco Management and Audit Scheme (Pasko, Staszewska-Ludwiczak, 2008).

We are happy to have all of those hotel-specific technology and incentives. But the main motivation for their introduction is financial. Managers do not often introduce other postulates with the same ease, like recycling garbage.

Determining whether legislative restrictions will support or impede development towards sustainability is a challenging task in this context.

In the entire tourism industry, lodging is but one branch. Transportation uses the greatest amount of energy. A lone customer or enterprise cannot accomplish much in this situation. The amount of fuel used by buses, trains, ships, and airplanes is not influenced by tourists. Technology advancement is inextricably linked to travel and transportation.

Poland's tourism industry is comparable to the rest of the globe in terms of its economic and sociocultural aspects, as stated.

Impacts of tourism

Since the tourism industry depends both directly and indirectly on natural resources and their quality, it is imperative that the concepts of sustainable development be applied to the sector in order for it to function. Meanwhile, there are both beneficial and detrimental consequences of tourism on the three facets of sustainability.

I Financial impact

A nation or region's tourist industry is acknowledged as a major economic potential to combat poverty by creating jobs and revenue. The real economic gains, however, can be far smaller than anticipated if tourism is not planned and operated responsibly, taking into consideration the needs and concerns of the local community.

The three primary economic advantages of tourism



are: lower unemployment, improved infrastructure, and increased regional revenue both monetary and non-monetary.

the higher purchasing power of workers and their families as a result of a growth in tourism employment. Furthermore, economic advantages can occasionally be generated in a location distant from the vacation spot or tourist destination. For example, workers on cruise ships frequently transfer their earnings back to their native nations.

A strong infrastructure network is necessary for the tourism industry, just like for any other. This includes social and cultural infrastructure such as dining establishments, bars, medical facilities, theaters, movie theaters, entertainment venues, etc. in addition to highways and train tracks.

Any money that visitors spend at the location on meals, tours, souvenirs, tips, and other expenses is considered a direct benefit to the area. The sums that tour operators pay to regional vendors, such as lodging facilities and transportation providers, are also included. The money received from the sale of goods and services to visitors is considered an indirect gain. For instance, the food that the hotels buy may give local manufacturers or farmers jobs and income. These indirect effects can be increased by making the most of locally produced goods, which would reduce the number of visitors a place needs.

Revenue "leakages," or the production and acquisition of goods and services utilized in tourism outside of the nation or region, are the main way that local communities lose out on the benefits of tourism. Furthermore, government spending on tourist infrastructure—such as roads, airports, health centers, and sanitary facilities—may result in less money available for the local population's fundamental needs. The cost of cleaning up the air and water pollution brought on by tourism, economic losses from pollution-related illnesses, and higher living expenses for both locals and visitors are additional possible expenses.

In addition, there is a noticeable increase in the cost of goods and services during peak season. When there are insufficient workers, a labor barrier arises.

2 Effects on the environment

The ecology can suffer from a variety of detrimental effects from tourism, some of which are permanent. Tour operators and their clients have abandoned older destinations in favor of new, undamaged ones in some of the most extreme examples when long-term environmental degradation has ruined the same attributes that once

attracted tourists to a region. Due to habitat conversion, damage to forests, coral reefs, coastal areas, and other ecosystems, and poorly managed tourism, there is a risk of biodiversity loss and landscape degradation (Sitek, 2007). According to Panasiuk (2011), places with high natural assets that are deemed particularly vulnerable to degradation include freshwater ecosystems, coastal areas, alpine areas, and the coasts of the Antarctic and Arctic.

Tourism is a contributing factor to the disruption of the water balance, as it produces waste from both tourism businesses and travelers. Because airplanes and other types of transportation emit carbon dioxide, which contributes to climate change caused by human activity, travel to tourist sites has an influence on the entire world.

While tourism may have negative effects on the environment, it can also have positive effects. The money received from the tourism industry can make a substantial contribution to the protection of protected areas like forests and coral reefs. Also, ecotourism can support the promotion of environmentally sustainable leisure. Standards for corporate social responsibility are being introduced to conserve energy and water, lessen waste production, and other things (UNEP/WTO, 2005). By now, it should be apparent that, like all industries, tourism will always have an adverse effect on the environment. Even if they cannot be completely eradicated, reducing the adverse consequences as much as possible should be a top focus.

3 Impact on society-culture
The local social environment is known to undergo negative alterations as a result of tourism development. The manner of life, social structures, and customs of the locals are frequently disrupted by foreign visitors. Regional authenticity disappears as local culture becomes commercialized. Social disputes and pathologies within the local community are on the rise. By promoting appropriate behavior among visitors and supporting local businesses, tour operators can help prevent negative effects and promote beneficial cultural changes. Reducing conflict and cultural disruption may be achieved by educating customers about appropriate behavior and limiting their opportunity to behave inappropriately (UNEP 2005).

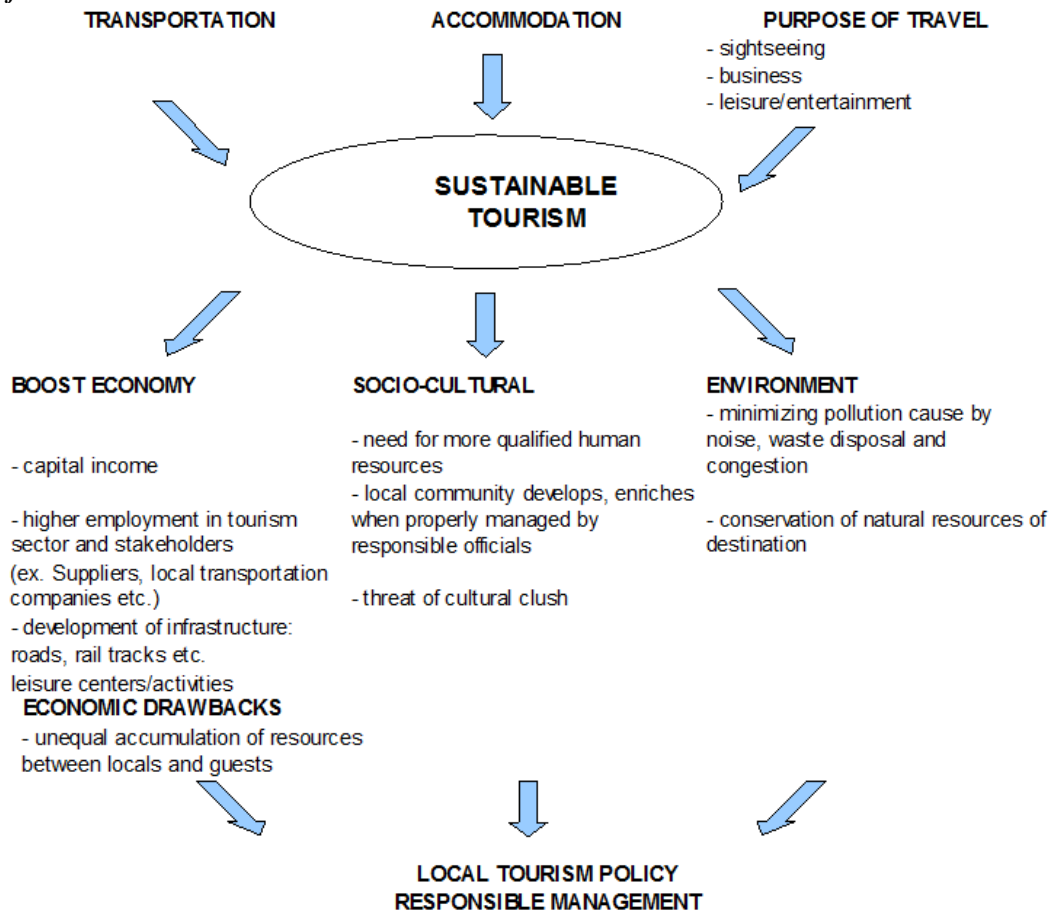
An illustration of how tourism and local policy interact while taking sociocultural, economic, and environmental factors into consideration is shown by the model below. The tourist business and its effect on sustainability can



be divided into three primary categories: traveler purpose, lodging services, and mode of transportation. While each of those three alone has an effect on the final location, taken as a whole, the

model presents a broader picture. The approach emphasizes how critical it is to responsibly manage visitor flow.

Model for sustainable tourism



II. Recommendations

When sustainable development practices are deemed beneficial, they are typically implemented in the tourism industry. Entrepreneurs in the hospitality sector—that is, those who offer lodging services—introduce eco-friendly solutions mostly for financial reasons. From a marketing perspective, it might also be considered a benefit. Customers and tourists may be drawn to particular locations by eco-labels.

Due to outsiders' meddling in the local culture, tourism can have a negative impact on local communities. However, there is another way that tourism may support the preservation of cultural heritage. Though they will remain as their original location for future generations, historical landmarks are being restored and preserved to draw tourists.

It is advisable to prioritize educating tourists about their interactions with local communities. The hosts should be treated with more consideration and deference. In addition, proprietors of lodging establishments had to take into account not just the demands of their patrons at the moment but also the community's future requirements. They should realize that they cannot continue to be a popular tourist destination without the collaboration of the host society and respect of the environment.

III. Conclusion

Using sustainable practices is the strongest defense against social, cultural, and environmental deterioration of tourist places. When managed well, tourism may boost local economies and contribute to the prosperity of the community. Since banks and



investors are willing to lend money to tour operators, the tourism industry may be considered a simple means of obtaining finance. Sustainable practices can assist cut operational expenses by using less energy and water, as well as generating less waste. But human capital will also increase since more skilled workers are required. An eco-friendly reputation enhances the brands of tourism businesses, solidifies their place in the market, and reduces their susceptibility to transient shifts in the economy and market. In this sense, while implementing sustainable development principles is a costly process, it may pay off in the long run.

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