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# TOURISM OPPORTUNITIES IN SUSTAINABLE DEVELOPMENT

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## **Abstract**

*In the late 1980s, the term sustainable tourism emerged and it has been clearly defined both in tourism planning and in the study and strategies of tourism. It is important to remember, after more than 25 years of emphasis, the state of policy and testing in sustainable management. With precisely that reason in mind, this unique volume has been developed and this presentation seeks to set the stage for this essential study and reflection on sustainable tourism. Another purpose of this presentation was to briefly outline the collection of selected submissions for this article. The authors of this article also sought to do something different from earlier posts, which was to bring readers directly concerned with biodiversity rather than just tourism to these issues. This review provides a dialogue between tourism, particularly conservation, awareness of the ongoing challenges in sustainable development and tourism, and a brief overview of the capacity of tourism to contribute to the systemic changes required to drive for genuinely sustainable societies, before the commitments that make up the paper are briefly discussed. The presentation concludes with an exciting look at the future of sustainability research powered by tourism.*

**Keywords:** Sustainable tourism, Cultural responses, Community stakeholders, Business perspectives, Investigatory methods.

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## **I. INTRODUCTION**

Tourism has a long history of initiatives sustainability - related, being one of the first industries to develop concepts and principles for 'sustainable tourism,' policies and action plans. Despite the obvious youth of tourism, it is possible to attribute the industry to shifting rapidly from its initial focus on business benefits to a role that understands its wider sustainability implications. There is mounting evidence today that this transition has not kept pace with the rising amount of tourism policy work in academia, although a market shift is clearly underway. Therefore, in this context, it is fair to question if scientific background on sustainable development is of interest, and if so, in which areas is it useful and how can it be done immediately? Using the three concerns as starting

points, this Special Volume (SV) discusses some of the important problems in tourism research and practice that sustainability raises [1].

This Journal for Cleaner Development (JCLP) special volume illustrates the tourism sector's strong engagement towards sustainability challenges. Nevertheless, this SV also highlights the obstacles ahead and the need to accept an increasingly strategic viewpoint. Nonetheless, several comments illustrate the deficiencies of today's sustainable tourism activities, but this needs to be recognized in context [2]. In search of criticality, academics often adopt an overly negative approach, refusing to address nuances and the essence of theory and practice. This introduction describes a distinction between the abundance of science, on the one hand, and its tendency to ignore criticality and application to action, on the other. It also discusses the role of emerging perspectives in the re-channeling of theoretical and practical goals as factors that help frame the criticisms in this chapter.. The second half of the introduction outlines four thematic regions that resulted from the papers being clustered [3].

From an academic point of view, the subject of tourism is prone to the criticism that it is too shortsighted and unable to publish outside of its own journals. This is not uncommon for any new subject area, but it is time for us to build trust and reach out to scholars in other domains to increase the sophistication of the problem. Although this journal also contributes to the papers produced on environmental tourism, it has also sought to do something different from the vast majority of earlier studies, which is to address these issues to readers primarily concerned with conservation rather than tourism. In so doing, writers and publishers expected to encapsulate the desire to participate of readers whom have maybe even provided little consideration to the role of tourist industry in sustainability promotion up to now [4].

## II. SUSTAINABILITY IS CENTRAL TO TOURISM'S FUTURE

Given the context of this particular topic, it is necessary to consider what sustainable tourism work has achieved to date in means of attracting about a major shift in tourism operations. It's easy to give rise to a lack of patience and expect progress to come faster than it is, recognizing the urgent need for improvement. To this end, knowing where tourism research has come from, to today's location, is a reason for inspiration. A growing abundance of analysis and experience reports demonstrates how conservation has become an integral part of corporate and policy agendas while multiple examples from hospitality and tourism industries and locations around the world have effectively adopted environmental mitigation systems [5].

Tourist industry has always been seen as a new manufacturing sector, continually trying to prove its importance and to be considered a serious industry. The industry gives greater weight to evidence of employment growth and revenue generation, and is willing to accept some of the

commonly known social and environmental impacts. The academic topic of tourism is very well adapted to industry participation, and while the language and medium of expression need to be different, companies seem to have a general willingness to work with academia to solve challenges[6]. As an example, the World Economic Forum, UNWTO, WTTC and also the Pacific Asia Tourism Association among many other industry associations strongly supported an academic project to establish a wider collection of indicators that represent the industry's broader conservation impacts (positive and negative).

### III. CHALLENGING OPPORTUNITIES AHEAD

The quest for sustainable solutions to the challenges of sustainability provides a sense of ability to adapt and acceptability that can push marketing research but also lift the bar in terms of education ambitions. In seclusion from wider societal transitions, no desirable change in the tourism system is feasible and inventive sustainable models must adapt to new challenges. Recent trends such as climate change, a hyper mobile world, and long term relationship models across social media and sharing economy are bringing new layers of bureaucracy to research and practice in tourism. The effect of societal trends in this sector is not fresh, but the impetuous speed of modern technological and economic changes brings a sense of urgency to the production and implementation of long-term solutions. In this sense, sustainability is a term that is dynamic and adaptable, covering transitions and challenges at multilevel [7].

A number of high profile discussions on tourism including sustainability have centered on problems, weaknesses and shortcomings in tourism practice and study and have highlighted a limited capacity to identify approaches that are economically viable and that respond adequately to the challenges of sustainability. These researchers suggest that existing research leave unanswered critical issues such as the need for tourism development, which is presumed by default in many official statements, the definition of "fair use" regarding resource distribution, or the capacity of tourism (in any form) to engage and support all stakeholders at the very same time. With limited space available, this presentation is not intended to further discuss these research limitations, but it is important to note that there is a difference between the availability of study and its unquestioning disposition towards the solidity of the ideas proposed. Research lack of criticality may lead, on the one side, to insufficiently informed policy recommendations and, on the other, to a substantial loss of enthusiasm for the definition of sustainability.

If tourist academy is just to be a by-stander to the subject, waiting to see what happens with dispassionate curiosity, therefore the research conducted must become more successful. One recent review of research contributions to the conservation and hospitality study showed that the field is approaching a maturing period, with increased exposure to evidence based theory building. In line with previous studies, the report points out that about one third of papers focused on wider

problems of environmental sustainability and/or experience of tourism [8], but there is room for more diversification of the approaches including theoretical perspectives used. To be effective, research driven by sustainability needs theoretical frameworks that enable the identifier and quantification of problems that extend beyond the boundaries of single institutions or even destinations. It is the variety of life cycle assessments (LCAs), a method that wasn't used much until suddenly in tourism.

#### IV. THE TRANSFORMATIVE POWER OF SUSTAINABILITY:

Doubts are not unusual or specific to tourism about the viability of the principle of sustainability. In other areas, they have been addressed long enough to show that dwelling on the shortcomings of the description is not suitable for development. A greater understanding of the term's weaknesses resulted in a general agreement that multi-faceted structures with multi-layered and interconnected dimensions are social improvements to sustainable practices. Unless examined in broader social contexts full of greed, money, short-term economics, bigotry as well as hypocrisy, sustainable tourism will remain a 'theoretical larger enterprise'. The statement, perhaps serious, indicates that sustainability poses tough questions for tourism researchers and practitioners, and responding to them may initiate a travel stage with a high revolutionary character [9].

In diverse environments like tourism, transformative change also relies on the cultural diversity of the different players involved. In addition, the existence and stability of a society depends on its ability to adapt, including the re-examination of values, including their expression across social systems, processes and individual actions [10]. In social environments, situations and circumstances, anthropologists generally consider the evolution of cultural values, norms and behaviour. In order to find ways to manage their unique and immediate surroundings and environments, human beings create different communities and cultures. In this sense, tourism has the power to contribute to this profound reform by manipulating how individuals around the world think of the universe as a global society. Study, however, shows that tourism does not always positively contribute to society.

To achieve transformative change, academia is well placed to help with human capacity development achieved through education. Graduates with an interest in socially relevant tasks have different demands for critical thought and reflexivity, and drive the advancement of education programs dedicated to developing the conditions for adopting sustainable tourist destination practices along with changes in pedagogy, curriculum content and design. It is not only students but fellow academics from other fields who are involved in researching how hospitality activities lead to broader social improvements such as sustainable industrialization or mobility. Leisure is identified as one of individuals' top consuming activities, along with clothing, food, sanctuary, take trips and athlete, and calls for greater cross-sartorial partnership are now starting to emerge

from pro-tourism actors. In addition, tourism as well as sustainable development grabbed the interest of the pro-tourism publishing editorial boards.

## V. CONCLUSION

This thesis explores the deficiencies and adverse effects of tourism on local communities. At the same time, they also illustrate how tourism has continued to raise living conditions, as well as showing positive cultural changes at the local level. Such a transformation can also be seen internationally, as efforts to support sustainable tourism have been focused specifically on the management of climate change. An attempt to make tourism more commercially feasible is also being made by stakeholders holding demanding dialogues and national tourism authorities understanding the need for commercially sustainable tourism materials. As they pursue their journeys with social responsibility in mind, sustainability-related tourists often aim to create a 'better world.' Generally speaking, to establish a more stable climate, host communities and travelers work together, but the processes are fractured and often difficult.

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