

Sustainable Development Goal towards Tourism

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Abstract: The word sustainable tourism has arisen and has been clearly described in tourism planning as well as in tourism analysis and strategies. It is important to note the state of policy and testing in sustainable management, after more than 25 years of focus. This specific volume has been produced with precisely that purpose in mind and this presentation aims to set the stage for this critical analysis and reflection on sustainable tourism. Another aim of this presentation was to briefly outline for this article the selection of chosen submissions. This article's writers also tried to do something different from previous articles, which was to introduce these problems to readers specifically concerned with biodiversity rather than just tourism. This analysis offers a discussion between tourism, especially conservation, understanding of the current issues facing sustainable development and tourism, and a brief overview of tourism's potential to contribute to the structural changes needed to push truly sustainable societies, before briefly addressing the commitments that make up the paper.

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

INTRODUCTION

Tourism has a long history of sustainability-related programmes, being one of the first industries to create sustainable tourism ideas and values, policies and action plans. It is possible to attribute the industry to shifting rapidly from its initial emphasis on business benefits to a position that recognizes its broader implications for sustainability, despite the obvious youth of tourism. There is growing evidence today that this reform has not kept pace with the increasing amount of tourism policy work in academia, while a shift in the market 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].

The special volume of this Journal for Cleaner Growth (JCLP) reflects the deep commitment of the tourism sector to sustainability challenges. This SV, however, also highlights the challenges ahead and the need for an increasingly strategic point of view to be embraced. Nonetheless, some comments indicate the shortcomings of today's sustainable tourism operations [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 contrast between, on the one hand, the abundance of science and, on the other, its propensity to neglect criticality and application to action. In the re-channeling of theoretical and practical objectives, it also addresses the position of emerging perspectives as factors that help frame the criticisms in this chapter. The second half of the introduction identifies four thematic regions arising from the clustering of articles [3].

The topic of tourism is, from an academic point of view, vulnerable to criticism that it is too short-sighted and reluctant to publish outside of its own journals. For any new subject field, this is not unusual, but it is time for us to create confidence and reach out to scholars in other domains to increase the problem's complexity. While this journal also contributes to the papers produced on environmental tourism, it has also tried to discuss these issues to readers specifically concerned with conservation rather than tourism, which is something different from the vast majority of earlier studies. 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].

SUSTAINABILITY IS CENTRAL TO TOURISM'S FUTURE

Given the context of this particular subject, what sustainable tourism work has accomplished to date needs to be considered in order to attract a substantial change in tourism operations? A lack of patience is easy to give rise to and expect change to come quicker than it is, knowing the urgent need for development. To this end, it is a cause for motivation to know where tourism research has come from, to today's venue. 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].

Tourism has always been seen as a modern manufacturing sector, continuously seeking to prove its relevance and to be seen as a serious industry. The industry gives greater weight to proof of job growth and revenue production, and is prepared to acknowledge some of the social and environmental impacts that are widely recognized. The academic subject of tourism is very well suited to the involvement of industry, and although the language and medium of speech need to be different, businesses tend to be generally willing to collaborate 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).

CHALLENGING OPPORTUNITIES AHEAD

The quest for sustainable solutions to the problems of sustainability offers a sense of adaptability and acceptability that, in terms of educational goals, can drive marketing research but also raise the bar. No desirable reform in the tourism sector is feasible in seclusion from larger social changes and innovative sustainability models have to adapt to new challenges. Recent developments such as climate change, a hyper-mobile environment, and long-term social media and sharing-economy relationship models add new levels of bureaucracy to tourism research and practice. In this field, the influence of social developments is not recent, but the impetuous pace of current technological and economic changes adds a sense of urgency to the development and implementation of long-term solutions. In this sense, sustainability is a complex and adaptable concept, covering multi-level transformations and challenges [7].

A number of high-profile discussions on tourism, particularly sustainability, have focused on concerns, shortcomings including weaknesses in the practise and research of tourism and have demonstrated a limited capacity to identify economically viable strategies that respond adequately to sustainability challenges. These researchers indicate that current research leaves critical problems unanswered, such as the need for tourism growth, which is assumed by default in many official statements, the concept of "fair use" in the allocation of resources, or the ability of tourism (in any form) to engage and help all participants at the 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 the tourist academy is just a by-stander of the subject, waiting to see what happens with dispassionate interest, the research conducted must therefore become more effective. A recent analysis of research contributions to the conservation and hospitality study found that, with increased exposure to evidence-based theory building, the field is entering a maturing phase. In line with previous research, the study points out that about one-third of the papers concentrated on broader environmental management issues and/or tourism experience [8]. But there is space for the methods to be more diversified, including the theoretical viewpoints used. In order to be effective, sustainability-driven research requires theoretical frameworks that allow problem identification and quantification 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.

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 behaviours. 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.

Academia is well positioned to assist with human capital growth accomplished by education in order to promote transformative change. Graduates with an interest in socially important activities have different critical thinking and reflexivity criteria, and are driving the development of education initiatives committed to improving the conditions for implementing sustainable tourist destination practices, along with improvements in pedagogy, content and design of the curriculum. Not only students, but fellow academics from other fields are interested in studying how hospitality operations contribute to wider social changes 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 [9].

CONCLUSION

This research examines the shortcomings and detrimental effects on local communities of tourism. At the same time, they also highlight how tourism, as well as demonstrating positive cultural changes at the local level, has continued to improve living standards. Such a transition can also be seen globally, as attempts to encourage sustainable tourism have been primarily focused on climate change management. Stakeholders holding demanding dialogues and national tourism authorities recognizing the need for economically viable tourism materials are also making an effort to make tourism more commercially feasible. 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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