

## **Sustainable Tourism: challenges and criteria for evaluation in tourism sector**

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### **Abstract**

*Tourism is a huge part of our global culture, allowing us to explore different parts of the world, meet people from different walks of life, and experience new traditions and activities. Since it brings many benefits to both travellers and communities, it can generally be seen as a force for good. Tourism is one of the world's fastest growing industries and an important source of foreign exchange and employment, while being closely linked to the social, economic, and environmental well-being of many countries, especially developing countries. However, the industry is changing. As the years go by, we're becoming more and more aware of the threat of climate change and our role in escalating it. Across all industries, our global community is thinking about ways we can lessen our impact on the earth. tourism accounts for 8% of global greenhouse gas emissions, which is a very large percentage when we consider all of the possible sources of emissions. For this reason, it's clear that we need to move towards a more sustainable tourism model.*

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### **I. Introduction**

Sustainable tourism is a kind of tourism that has more benefits than negative impacts, especially relating to the environment, the economy and communities. Truly sustainable and responsible tourism should make destinations better for people to live in as well as visit.

The main responsibilities of sustainable tourism include:

1. Protecting the environment, natural resources, and wildlife
2. Providing socio-economic benefits for communities who live in tourist destinations
3. Conserving cultural heritage and creating authentic tourist experiences
4. Bringing tourists and local communities together for mutual benefit
5. Creating inclusive and accessible tourist opportunities.

#### **Challenges Facing Tourism**

Challenges facing Tourism include taxations, travel promotions, safety, infrastructure, and cross border set of laws among others. The majority of tourism destinations are not ready for visitors. Tourists or travelers might at times implicate travel marketing as overstated. Another main challenge in the tourism industry is the unpredictable rates and cost increase. New challenges seem to take place swiftly affecting the industry as a whole.

#### **Tax, And Tourism**

The tourism industry is a profoundly taxed segment in a number of countries. A variety of taxes are charged across the whole industry starting with tour operators, transporters, and the airline industry to hotels. These include service tax, comfort tax, shipping tax, aviation tax, fuel tax, and several taxes on shipping. Besides, these tax rates differ across diverse states in the country. All these taxes are eventually transferred to the tourists in one way or the other hence hindering its growth.

#### **Risk, And Safety Of Tourists**

Safety will always be a key concern for tourists. Safety has been a key predicament for the development of tourism for many years. Unacceptable law and order, terrorist attacks, political turbulence negatively affect the outlook of overseas tourists. In spite of the economic development, tourism is susceptible to ordinary and artificial crises, unforeseen events that impact the confidence of visitors in a tourist destination. On the other hand, it doesn't matter if the risk is authentic or perceived.

safety risks to tourists linked to terrorism and political groups. Besides, tourism is affected by natural disasters like pandemics, tsunami, earth tremors, floods, volcanoes, and landslides. A crisis can be described as any unforeseen event that influences tourist confidence in a destination while interfering with the capability of normal operation.

### **Regulatory And Border Issues**

Regulatory issues such as visa processes are perceived as obstructions. Complicated visa procedures block tourists from accessing certain destinations. Numerous projects in the tourism infrastructure division and in the hotel industry are postponed because licenses are not approved on time. On the other hand, the government must develop proper infrastructure, speedy clearances, and make successful policies to control the tourism sector. This will work towards gaining the self-confidence of overseas tourists.

### **Technical Drivers of Change**

Technology is swiftly penetrating into every aspect of life. Tourism prospects will be determined and assisted by technology. The internet has equalized the playing ground for tourism promotion. Therefore, a good website implies small inaccessible destinations can compete equally with the giants of tourism. The synthesis of information and communication technology will enable tourism ventures to become more resourceful and competent.

### **Trained Human Resources**

The challenges facing tourism can only be met effectively through well-educated, trained, bright, vigorous, multilingual, and industrial employees who appreciate the nature of tourism. Expert tourism employees can only be realized through high standards of modern tourism instruction and training. Tourism training involves sharing of knowledge, ideas, and techniques that are precise to the field of tourism. Besides, revolves around the core disciplines such as geography, finance, and advertising among others.

### **Cost of Vacation and Increase in Prices**

One of the main challenges facing the tourism industry is the variations in the exchange rates of currency. The incapability to distinguish the worth of a currency means that long-range tourism charges are particularly difficult to forecast. The increase in prices is increasing at a frightening rate and hotels have had to increase prices or lower their service quality to stay afloat. Besides, shipping companies have been hard hit. On the other hand, the airline industry is principally susceptible because airlines depend on both the food and fuel industry. In reference to the margin, airlines can do nothing apart from cutting services and increasing prices. The outcome keeps relaxation travelers away from luxurious vacations which additionally hits the entire tourism sector.

### **Conservation of the environment**

It aims to minimize negative environmental impacts of the center activities, through proper management of consumption, waste, spills, emissions, etc..

Specifically, it is contemplated concerning:

- Landscape protection
- Energy savings and control
- Water management
- Waste management
- Management and control of products and services consumption
- Atmospheric emissions
- Soil protection
- Noise minimization

## **II. Conclusion**

If tourism sector can be regarded as a business entity, it is possible assume that the given branch should effectively manage its resources. The efficient use of the available material, financial and human resources should generate increase in outcomes in the form of a larger the number of tourist arrivals and nights, the participation of the tourism sector in the increase of gross domestic product, the increase in employment in tourism industry, the degree of tourist satisfaction, etc. In other words, if a country is not able to make maximum results from available resources, it is considered ineffective in the tourism sphere, thus it will attract a relatively small number of tourists. The reasons for the inefficiency of tourism may be the excessive volume of resources used, their inadequate combination or imbalance in resources and outcomes. In particular, the efficiency of tourism can be influenced by state regulation as a limiting factor in the utilization of tourist capacities, global trends in environmental protection, demographic changes and terrorism, as well as social and cultural aspects that can limit the operation of tourism activity.

**References**

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