

3. Sustainable tourism is a concept that covers the complete tourism experience, including concern for economic, social, and environmental issues as well as attention to improving tourists' experiences and addressing the needs of host communities. Sustainable tourism should embrace concerns for environmental protection, social equity, quality of life, cultural diversity, and a dynamic, viable economy delivering jobs and prosperity for all. It has its roots in sustainable development and there can be some confusion as to what "sustainable tourism" means. There is now a broad consensus that tourism should be sustainable. In fact, all forms of tourism have the potential to be sustainable if planned, developed, and managed properly. Tourist development organizations are promoting sustainable tourism practices in order to mitigate the negative effects caused by the growing impact of tourism, for example, its environmental impacts. The United Nations World Tourism Organization emphasized these practices by promoting sustainable tourism as part of the Sustainable Development Goals, through programs like the International Year for Sustainable Tourism for Development in 2017. There is a direct link between sustainable tourism and several of the 17 Sustainable Development Goals (SDGs). Tourism for SDGs focuses on how SDG 8 ("decent work and economic growth"), SDG 12 ("responsible consumption and production"), and SDG 14 ("life below water") implicate tourism in creating a sustainable economy. According to the World Travel & Tourism Travel, tourism constituted "10.3 percent of the global gross domestic product, with international tourist arrivals hitting 1.5 billion marks (a growth of 3.5 percent) in 2019" and improvements are expected to be gained from suitable management aspects and including sustainable tourism as part of a broader sustainable development strategy.