

3. A concept known as "sustainable tourism" encompasses the entire tourism process, including consideration for economic, social, and environmental issues as well as improvement of visitor experiences and meeting the requirements of host communities. Sustainable tourism should take into account issues of environmental preservation, social fairness, and quality of life, as well as cultural diversity and a vibrant, healthy economy that provides opportunities for employment and wealth for all. Although there is considerable ambiguity regarding what "sustainable tourism" actually entails, it has its roots in sustainable development. The idea that tourism should be sustainable is now widely accepted. All types of tourism, in fact, have the potential to be sustainable with the right planning, development, and management. To lessen the adverse effects of tourism's expanding influence, such as its environmental implications, tourist development groups are encouraging sustainable tourism practices. Through initiatives like the International Year for Sustainable Tourism for Development in 2017, the United Nations World Tourism Organization highlighted these practices by promoting sustainable tourism as a component of the Sustainable Development Goals. Several of the 17 Sustainable Development Goals (SDGs) and sustainable tourism have a direct relationship. Tourism for SDGs focuses on the role that tourism plays in achieving SDGs 8 ("decent work and economic growth"), 12 ("responsible consumption and production"), and 14 ("life below water"). According to World Travel & Tourism Travel, international tourist arrivals reached 1.5 billion in 2019 (an increase of 3.5 percent), accounting for 10.3 percent of the global GDP. Improvements are anticipated to be gained from appropriate management aspects and the inclusion of sustainable tourism as part of a larger sustainable development strategy.