



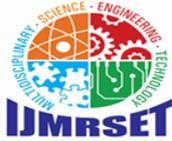
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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Sustainable Tourism in the 21st Century: Balancing the Books, the Planet, and the People

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**ABSTRACT:** These days, making tourism sustainable is super important. If tourism isn't managed well, it can mess up the environment, hurt local cultures and cause money problems. This paper looks closely at what sustainable tourism really means. We checked out four different research papers to see what they say about how it's changed, what ideas are popular, how people are studying it, and what they've found. We looked at these papers carefully and compared them. What we learned is that even though everyone talks about sustainable tourism, it's not always easy to \*do\*. This is often because of problems with how things are run, not getting everyone involved, and not having good ways to measure how well things are working (Butler, 1999; Lu & Nepal, 2009). So, we think of sustainable tourism as something you always have to work at, change when needed, and plan carefully with everyone working together.

**KEYWORDS:** Sustainable tourism, tourism growth, green tourism, community involvement, flexible plans, joined-up policy

## I. INTRODUCTION

Tourism is a huge deal for the world economy. It creates jobs, helps build things like roads and airports, and brings in money from other countries. The World Tourism Organization says that more and more people are traveling every year, which shows how important tourism is for money growth. But all this travel can also cause damage to the environment, turn cultures into things to sell, and push people out of their homes, especially in beautiful natural places and places with strong cultures (UNWTO, 2018). Because of these issues, sustainable tourism is trying to make sure that tourism does less harm and more good in the long run.

Sustainable tourism is about being careful with resources so that we can keep tourism going, protect the environment, and respect cultures. Unlike regular tourism, which often just focuses on making money quickly, sustainable tourism looks ahead to make sure tourism helps meet wider environment and culture goals (Sharpley, 2000).

### Why This Study Matters

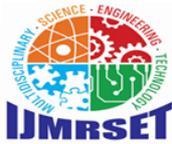
The idea of sustainable tourism comes from the conversation about looking after the world, which started with the Brundtland Report in 1987. In tourism world, being sustainable meant small, green trips. But people don't agree. Things should be sustainable, they say, no matter how big you are, and it's about how you take care of the world and make plans (Butler, 1999). So, now the idea is that all tourism should try to be sustainable.

### Why This Study Matters

This study is important as it ties together the tourism ideas and it looks at all the research to show the sustainability problems – and the good things – when it comes to building the tourism industry. This is really significant when it comes to poorer countries. Tourism grows fast there and the rules for environmental protection and regulation are not as good (Hall, 2011).

## II. PROBLEM STATEMENT

Loads of people know the tourism rules - but they are not applied that well. The environment goes down, the culture is not the same, and some people don't get much money from it. This means there is a problem and the rules are not working. And it might be constraints in these areas that are leading to underlying issues.



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### III. SCOPE OF THE RESEARCH

Our research looks at four research papers/articles that have already been looked at to discuss sustainable tourism. The study talks about the ideas, how to do it and the politics around the world.

#### Objectives of the Study

We want to talk about the tourism ideas. Look at some theories and compare them, talk about research gaps & make suggestions on moving forward to develop the area.

#### What Other People Say

A lot has been written when it comes to tourism for the last 30 years. Butler (1999) had a chat, saying we need to keep an eye on things when it comes to tourism and make changes as we go. Lu and Nepal (2009) say that the talk has shifted to some real research, with a good way of doing it. Sharpley (2000) believes there are always going to be some issues as economics get in the way and damage aims such as those around climate change.

Research says that if communities and people are involved in decisions, this should have a good result (Hall, 2011). There are issues and research holes, lack of data and also information from developing regions.

#### How We Did Our Research

For the purposes of this paper, we looked at 4 research papers on sampling to see how academics see rigor around sustainable tourism. To get content, we looked at issues and research. The research is limited, but gives a broad overview.

#### Data Analysis and Findings

The analysis has show that tourism is well-supported but action is not being taken to tackle the challenges. People are not aligned, the short term goals are getting in the way. People want a flexible method as new writings have said in recent times (Lu & Nepal, 2009).

### IV. CONCLUSION

Our research is that tourism is needed to make things safe while making sure the plans can work and the culture is considered. The academics show understanding, but practice is rare. There needs to be proper thinking and plans in place, with people engaged to implement a practical solution.

### V. RECOMMENDATIONS

Those making the rules need to work with people and ensure the community takes part, with more investment in training and building.

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