



PROMOTING SUSTAINABLE TOURISM DEVELOPMENT THROUGH ECONOMIC STRATEGIES

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Abstract

The aim of this study is to explore and identify effective strategies for achieving sustainable development in tourism and tourist destinations. It seeks to analyze current practices, assess their impact on the environment, economy, and local communities, and propose practical solutions that promote long-term sustainability while enhancing the quality of the visitor experience and preserving cultural and natural heritage. In these studies, used thematic and SWOT analysis, the data collected through questionnaire and focus group discussion, the sample selected random and snowballing. This research finds that achieving sustainable tourism development requires integrating environmental practices, community involvement, cultural preservation, economic support, strong governance, tourist awareness, and technological innovation – backed by a strong internal position and favorable external opportunities, despite challenges like funding gaps, coordination issues, and external risks. And developed comprehensive set of strategies and recommendations including best practices, policy guidelines, community engagement methods, environmental management techniques, and sustainable destination frameworks that support responsible, inclusive, and environmentally conscious tourism development.

Key words: *SWOT Analysis, Assess the Strengths, Weaknesses, Opportunities, Threats of different sustainable tourism strategies.*

Introduction

Tourism is one of the main pillars of the world's economy as it aids in the creation of jobs and fosters cultural interaction. Yet, the continued advancements in the tourism sector have proven to be a double-edged sword as they have also precipitated the rise of issues such as cultural and environmental degradation, ecology, and inequitable tourism benefits. This has revealed the near absence of economically sustainable

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approaches to growing tourism while conserving the environment and promoting equitable integration of all social classes.

Sustainable tourism is defined as tourism that has fully calculated and understood its economic, social and environmental impacts, both in the short and long terms, in regard to the various stakeholders, the visitors, the host country and its citizens as well as its environment. To this end, it is characterized by the purposeful involvement of the stakeholders in the strategic planning of tourism with the formulation of necessary reforms, the adoption of proper eco-sensitive policies, and practices that guarantee seamless synergy between the tourism policies and the ecology of the country.

The problem of inadequate integration of sustainable practices is most pronounced in developing countries. This is due to the absence of strategic actionable frameworks, insufficient cooperation from the stakeholders, absence of robust policies, and poor active participation of the community. Hence, there is a known need for the formulation of well-defined strategies that can assist in making the sustainability goals of the region reachable while improving the tourism experience.

Problem statement

While tourism can boost the economy, create jobs, and facilitate cultural exchange, if left unchecked, it can lead to economic and social inequality, and significantly damage the environment and cultural heritage. Developing countries often have to balance the benefits of an increase in tourism to their country and the responsibility to conserve cultural heritage, the environment, and the fair distribution of profits. Even though there is growing recognition for the need to promote and practice sustainable tourism, the deficiency on most concerns is probably the absence of clearly defined policy actions, the fragmented nature of stakeholder initiatives and the absence of active participatory development approaches. This furthers the understanding that there is a gap that needs to be filled with tangible, participatory, and sustainable tourism development strategies that need to be formulated, documented, and championed to promote sustainable tourism for the long term.

Scope of the study

The research explores the environmental, economic, and social impacts of sustainable tourism development planning in Afghanistan on particular tourist site and develops a framework by interacting with relevant stakeholders to recommend defendable solutions to the unmitigated tourism development.

Research objectives

Research objectives are:

- Understand and analyze the current developmental practices of tourism and selected tourist destinations for their sustainable practices and developments.
- Research the environmental, economic, and socio-cultural effects of tourism on the local populace.



- Determine the barriers and the possible sustenance of implemented strategies for sustainable tourism.
- Devise and analyze the strategic recommendations and policy frameworks for developing inclusive and responsible tourism at all levels.

Research questions

Research questions are:

- What developmental practices of tourism are currently used, and to what extent are the sustainability practices, the primary goals, met?
- What effects has the establishment of tourism had on the local ecosystem, the economic dynamics of the area, and the psychosocial health of the people in the locality?
- What factors do you see which propose difficulties in, and those which facilitate, sustainable tourism practices on the bottom line?
- Which measures of custom and practice have been outlined which would contribute positively to the increase tourism development within the framework of sustainable practices?

This study is **significant** because, as it looks into new tourism adaptation requirements of balancing economic development with social justice, environmental protection, and social justice. It enriches the literature by presenting current practices, assessing them, and providing plausible and actionable strategies. The result optimizes the planning and the policy for tourism by providing local communities useful strategies for the responsible and sustainable development of tourism facilities and services. Most of all, it aims at facilitating the planning and development of tourism in a manner which is environmentally, and socially sustainable and which brings lasting benefits to the visitors and host communities of the area.

Literature review

According to Zamfir, A., & Corbos, R. A. (2015), the study shows the increasing significance of urban development simultaneously with sustainable tourism. Cities are urged to shed light on the planning of urban tourism from the eco-friendly angle. This case study describes sustainable urban tourism in Romania. It offers primary data designed to address sustainable urban tourism and lists the most determined factors of successful management. These factors can guide future endeavors in urban tourism management.

According to Risteskia, M., Kocevskia, J., & Arnaudov, K. (2012), the expected effects of tourism growth when left unsupervised is detrimental to the economy, the culture of the nations, as well as the surroundings. In the case of unsustainable overcrowding, the growth of the tourism industry, like every other economic sector, needs to be regulated, monitored, and dispersed in an optimal manner. Sustainable development, like the other form of modern tourism developments, necessitates to be embraced by modern tourism leaves policymakers no choice but to advocate and bring forth the



adoption of practices and the refinement of frameworks and methodologies like destination planning and strategic tourism quality control to maintain relevance.

According to the Seraphin, H., & Gowreesunkar, V. G. (2021), the study analyzes the global case studies of various countries engaged in cross-border tourism in relation to the Sustainable Development Goals (SDGs). It pinpoints barriers and achievements in the hospitality, agriculture, and wildlife tourism industries. The results of the research strongly support cross stakeholder collaboration and the scale of the organization as central components to achieving sustainability, which helps to inform strategic management and provide much needed tools for practitioners and destination managers, across the globe.

According to Angelevska-Najdeska, K., & Rakicevik, G. (2012), the foundation of the tourism economy's sustainability rests on the proper use of valuable natural and cultural sites, thus setting them aside for future generations. These sites are the very foundation of the tourism economy. Therefore, the development of the economy of the tourism region and the protection of the surrounding environment is a question which must be studied in detail and very thoroughly planned. This ensures that the area remains a prime destination for visitors while also serving the needs of the surrounding population.

According to Romagosa, F., Priestley, G., & Llurdés, J. C. (2013), the selected years hinged on in recent, now planning must, along with parallel activities, incorporate sustainability. And yet, in general planning, tourism is rare as a subject of concern. This article addresses diverse approaches to mid-range planning that aim to include tourism in order to construct concurrent rationalizations to the subsequent review of a planning exercise done in Catalonia, Spain. This reasoning is grounded in the plans, the challenges that have risen with goal-setting and indicator systems, and the subsequent decision on the balance and likely impact of the chosen measures.

According to the Dunets, A. N., Vakhrushev, I. B., Sukhova, M. G., Sokolov, M. S., Utkina, K. M., & Shichiyakh, R. A. (2019), the paper examines sustainable tourism development options for the Altai-Sayan mountain region. It proposes a five-stage strategy focusing on preserving biodiversity and ethnic heritage through ethnoecological tourism. The study emphasizes functional zoning and landscape-adaptive spatial planning to balance tourism and environmental management. Different types of tourist networks were analyzed, leading to prioritized development zones for intensive tourism, nature preservation, and ecotourism, as well as areas with varying economic activity levels.

According to the Mason, P., Augustyn, M., & Seakhoa-King, A. (2023), the research won't discuss other scholarly works or compare them; it will focus on examining and analyzing improving the quality of a place and how it helps achieve the UN Sustainable Development Goals (SDGs). It will delve into principles of sustainability with regards quality of a destination and discusses strategic destination quality attributes (safety, authenticity and hospitality) that support the SDGs. The study suggests enhancing destination quality advances sustainable development and proposes a destination management approach for advancing quality along with sustainability. There is also a strong case for pursuing further research to confirm these links.



According to the Brokaj, R. (2014), tourism is a rapidly growing global industry important to many developing countries' economies but can cause environmental and cultural harm without proper planning. This paper examines sustainable tourism development in Vlora, Albania, focusing on the roles and challenges faced by key stakeholders: local government, tourism businesses, and the community. Using interviews and data analysis, the study highlights multiple factors that hinder sustainable tourism practices in Vlora, emphasizing the need for better collaboration and management.

According to Pascariu, G. C., & Frunză, R. (2012), the tourism plays a vital role in the European Union's economy and integration, increasingly linked to sustainable development goals. This paper examines how tourism enterprises can support sustainability by adopting corporate social responsibility (CSR) practices, especially in developing destinations. It highlights the relationship between tourism and regional development and discusses the benefits of alternative markets for aligning the interests of tourists, businesses, and local communities within an integrated sustainable management framework.

According to Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021), the tourism is a dynamic global industry that requires careful, sustainable planning to balance environmental, economic, and social goals. This paper reviews how strengthening tourism competitiveness can be achieved by integrating sustainability targets and new technologies. It highlights challenges such as changing consumer behavior and the impact of COVID-19 on sustainable tourism. The study offers insights and future research directions to support the development of competitive, sustainable tourism destinations.

According to the Zhu, L., Zhan, L., & Li, S. (2021), using data collected from 130 destinations, this research investigates the relationship between environmental competitiveness and the growth of tourism. The findings, as research found, suggest there is a positive relationship for developed destinations, whereas for developing countries the relationship is weak and insignificant, which might be a consequence of a lack of resources. The results of this research show the relationship between destination competitiveness and the environment, and affirm the need for advocating tourism which is sustainable in principle, particularly in developing countries.

Research methodology

Research design

The best practices for the sustainable development of tourism and tourist destinations, this study used a mixed approach, which supplemented by thematic and SWOT analyses, in order to achieve a comprehensive understanding of practices, outcomes, and possible courses of action.

Data collection

The primary data gathered with the help of two principal methods:



Questionnaires: A set of closed and open questions to the various groups of stakeholders, such as visitors, host communities, local business entrepreneurs, and decision-makers, to capture their views and practices on tourism in the region, especially sustainable tourism.

Focus Group Discussions (FGDs): Focused discussions with local residents, tourism business and the conservation sector are aimed at assessing the sustainable tourism development challenges, opportunities, and community involvement frameworks.

Sampling Method: The participants for the study recruited using a mix of random and snowball sampling methods. A random sample taken for the sets of questionnaires to capture the opinion of a wide array of respondents, and snowball sampling used for participants to the focus group discussions to help organize them in a manageable way.

Analysis of data

Thematic analysis: data obtained through surveys and focus group discussions (FGDs) will be systematically organized and analyzed to reveal patterns associated with strategic sustainable tourism development.

SWOT analysis: To assess the current and suggested tourism practices with an emphasis on their sustainable components, a SWOT analysis will be prepared to identify strengths, weaknesses, and opportunities, along with possible threats.

Findings

Strategies for achieving sustainable development in tourism and tourist destinations

The thematic analysis of data related to sustainable tourism development reveals several recurring and interrelated themes that are critical to creating balanced, long-term strategies in the tourism sector.

Themes

Environmental sustainability practices

According to the focus group discussion the participants narrated that the “*Environmental Sustainability Practices*” the participants consistently emphasize the importance of protecting natural resources, minimizing pollution, and integrating eco-friendly infrastructure into tourism planning. Initiatives such as waste reduction, renewable energy use, and conservation programs were commonly viewed as essential to reducing tourism’s ecological footprint.

Community involvement and empowerment

The participants of the focus group discussion consider “*Community Involvement and Empowerment*” and most of them declare that the Sustainable tourism cannot flourish without the active engagement of local residents. Data points to the necessity of



having participatory governance systems, their inclusive decision-making processes, and equity in the tourism payout. The social well-being and regional stability in the long run is assured through the local people.

Cultural heritage preservation

The focus group participants narrated that “Cultural Heritage Preservation” also emerges as a critical topic. Respondents emphasize that cultural erosion should not be caused by tourism. Rather, it should actively defend and advocate for local customs, traditions, and historical resources. This topic highlights the notion of ‘performing tourism’ and the positive exchange of real cultural practices that advantage both parties.

Economic sustainability and local development

The focus group participants narrated that “Economic Sustainability and Local Development” the Participants highlight that tourism must support local economies through job creation, support for small businesses, and minimizing revenue leakage. There is a clear demand for tourism models that prioritize long-term economic benefits over short-term profit.

Policy, governance, and strategic planning

The focus group participants stressed on “Policy, Governance, and Strategic Planning” Almost all participants stated that these were the all the policies that formed the backbone of responsible and sustainable tourism development. It is considered that effective governance, collaboration across different sectors, and the formation of public-private partnerships are all essential for the effective implementation of sustainability measures.

Tourist experience and awareness

The focus group participants showing so much focus on “Tourist Experience and Awareness” speaks to the growing realization that sustainability should enhance the visitor's experience. A sustainable destination not only has a low environmental impact, but also offers authentic and quality, meaningful experiences.

It was noted that explaining sustainable practices and promoting responsible tourism were some of the practices that were discussed.

Technology and innovation in sustainability

In the end focus group participants concentrating on, “Technology and Innovation in Sustainability” comes up as a contemporary theme. Stakeholders remarked on the possible uses of digital technology and smart tourism in monitoring and managing environmental impact, as well as in optimizing destination management and



providing tailored, sustainable experience. Planning and innovation driven by data are perceived more and more as core facilitators of sustainability.

SWOT analysis

Internal factor analysis (IFEM)

Table 1: Internal factor analysis (IFEM): Strengths

INTERNAL FACTORS EVALUATION MATRIX				
S.No	STRENGTHS:	Rating	Weights	Weighted score
S1	The organization/destination has a clear and actionable sustainable tourism strategy.	3	0.076923	0.230769
S2	There is strong leadership commitment to environmental sustainability.	4	0.102564	0.410256
S3	Local tourism businesses actively collaborate on sustainability initiatives.	4	0.102564	0.410256
S4	Sustainable practices (e.g., waste reduction, water conservation) are well integrated into daily operations.	3	0.076923	0.230769
S5	The destination has unique natural or cultural assets that attract responsible tourists.	4	0.102564	0.410256
S6	Staff are trained and motivated to support sustainability goals.	3	0.076923	0.230769

Table 2: Internal factor analysis (IFEM): Weaknesses

INTERNAL FACTORS EVALUATION MATRIX				
W.No	WEEKNESSES:	Ratings	Weights	Weighted score
W1	Lack of funding or investment in sustainable tourism infrastructure.	4	0.102564	0.410256
W2	Limited awareness or training among staff on sustainability practices.	3	0.076923	0.230769
W3	Poor coordination between public and private tourism stakeholders.	3	0.076923	0.230769
W4	Overdependence on mass tourism instead of diversified sustainable tourism models.	3	0.076923	0.230769
W5	Insufficient data collection or monitoring of environmental impacts.	3	0.076923	0.230769
W6	Inadequate communication of sustainability policies to tourists and stakeholders.	2	0.051282	0.102564
TOTAL			1.00	3.358971

Interpretation of IFEM

The IFE matrix provides a structured assessment of the internal strengths and weaknesses related to sustainable tourism at the destination/organization. The total



weighted score from the matrix is **3.36**, which indicates that the destination has a strong internal position in supporting sustainable tourism development.

Table 1 illustrates the most important internal strengths an organization may possess.

- Very strong internal factors outweighing competitive pressures include strong leader's commitment to ecological sustainability & the active cooperation with other local performers in tourism (both 4's) which internal strength, sustainability & sustainable tourism each weighted 0.410
- Benevolently, the destination is enriched with specific natural/cultural attractions (3) which socially responsible travelers are more than eager to visit - this further consolidates the competitive edge in sustainable tourism.
- Other favorable conditions are the clear sustainability framework & the integration of training.

In Table 2, although there is a strong internal foundation, a number of internal issues were recognized:

- The greatest weakness is the absence of financial resources or investments in the infrastructure of sustainable tourism (W1) which, having a weighted value of 0.410, shows the greatest need for attention.
- Other weaknesses include lack of awareness and training, inadequate internal stakeholder coordination, and overreliance on mass tourism, which are all associated with moderate internal environment risks.
- The communication of sustainability policies (W6), although the lowest weighted value, demonstrates a lack of stakeholder involvement and lack of educational initiatives for tourists.

External factor analysis (EFEM)

Table 3: External factor analysis (EFM): Opportunities

EXTERNAL FACTORS EVALUATION MATRIX				
O.No	OPPORTUNITIES:	Ratings	Weights	Weighted score
O1	Increasing global demand for eco-friendly travel experiences.	3	0.069768	0.209304
O2	Availability of government incentives or international grants for sustainability.	4	0.093024	0.372096
O3	Growing partnerships with NGOs and environmental organizations.	4	0.093024	0.372096
O4	Development of green technologies (e.g., energy-efficient transport, smart tourism tools).	4	0.093024	0.372096
O5	Expansion of sustainable tourism certification programs.	4	0.093024	0.372096
O6	Enhanced interest from tourists in community-based and cultural tourism.	4	0.093024	0.372096

Table 4: External factor analysis (EFM): Threats

T.No	THREATS:	Ratings	Weights	Weighted score
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T1	Climate change and extreme weather affecting tourist seasons or destinations.	3	0.069768	0.209304
T2	Over-tourism causing environmental and cultural degradation.	3	0.069768	0.209304
T3	Political or economic instability impacting long-term planning.	4	0.093024	0.372096
T4	Lack of enforcement of environmental regulations.	3	0.069768	0.209304
T5	Global pandemics or health crises disrupting tourism.	4	0.102564	0.372096
T6	Competition from unsustainable low-cost tourism models.	3	0.069768	0.209304
TOTAL			1.00	3.651192

Interpretation of EFEM

The EFEM analyzes the key external opportunities and threats that influence the strategic direction of a destination or organization focused on sustainable tourism. The total weighted score is 3.65, which reflects a very favorable external environment for sustainable tourism development.

The matrix in Table 3 illustrates a number of significant external opportunities that the destination is able to take advantage of:

- Grants and funding by the government (O2), collaboration with NGOs (O3), development of green technologies (O4), green certification (O5), and interest in community-based tourism (O6) were all rated the highest with a score of 4 signifying that they are all very pertinent and tremendously influential.
- All of these highly rated opportunities are weighted with a score of 0.372 which is of equal and great significance, affirming that they are all strategically critical.
- Also the rising global market for green tourism (O1) has a positive contribution, although rated and weighted lower.

In general, the array of opportunities available is very positive, providing avenues for funding, technological enhancement, and greater interaction of tourists with sustainable practices.

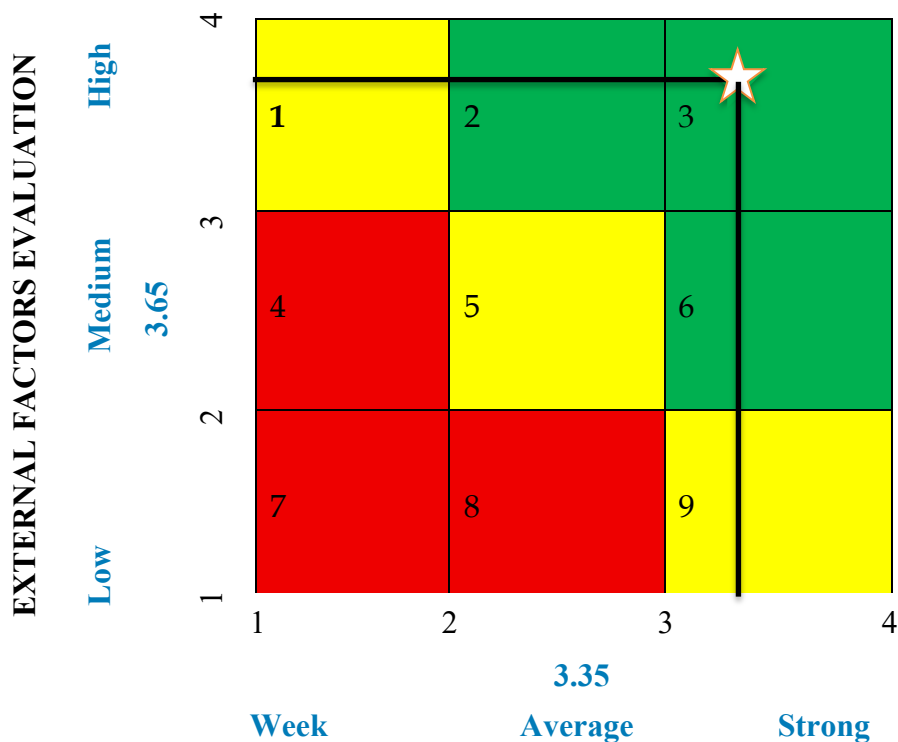
The matrix in Table 4 has identified several external threats likely to hinder the success of sustainable tourism initiatives:

- Political and economic instability (T3) and global health crises (T5) are rated 4 and considered primary threats of high magnitude each receiving weighted scores of 0.372.
- Additional threats of climate change, over tourism, inadequate enforcement of regulations, and competition from models of sustainable tourism are all rated 3 and considered valuable impediments to the efforts toward sustainability.

All of the above suggest the importance of some form of strategic risk management, which would include thorough preparatory governance on crises, and market positioning against the competition for unsustainable tourism.



Internal-External matrix (IEM)



Internal factors evaluation

1	HARVEST & DIVEST	4, 7, 8
2	HOLD & MAINTAIN	1, 5, 9
3	GROW & BUILD	2, 3, 6

Interpretation of IEM

IE Matrix position (Cell 3) confirms that the destination/organization is in a high-growth, high-opportunity strategic zone. Leadership should confidently pursue expansion, innovation, and investment in sustainability to reinforce its competitive edge and long-term resilience.

Strategies

The following strategies for achieving sustainable development in tourism and tourist destinations derived from SWOT analysis (IFE & EFE Matrices), are organized using the TOWS Matrix approach—matching Strengths (S) and Opportunities (O) to formulate growth strategies, and addressing Weaknesses (W) and Threats (T) to formulate corrective or defensive strategies.



SO strategies
(Using strengths to maximize opportunities)

Use internal strengths to exploit external opportunities:

1. Strengthen Public-private-NGO collaborations
 - Form and sustain long-term partnerships with NGOs and environmental organizations (O3) for technical support, co-marketing, and funding using strong leadership commitment (S2) and active local business collaboration (S3). Use the Existing Clear Sustainable Tourism Strategy the the Sustainability Strategy for Green Certifications & Grants.
 - Apply for government incentives and international sustainability grants (O2), and green certification programs (O5) to use the clear sustainable tourism strategy (S1).
2. Promote unique natural and/or cultural assets for eco tourism projects
 - To design and implement destination promotion (O1, O6) sustainable travel packages with eco-friendly and community-based tourism to the growing world (S5) demand.
3. Integrate green technologies in tourism operations
 - Apply (O4) energy-efficient transport and smart tourism tools using integrated sustainability practices (S4), and leadership support (S2).

WO strategies
(Overcome weaknesses by using opportunities)

Minimize internal weaknesses by taking advantage of external opportunities:

1. Secure Funding for Sustainable Infrastructure Development
 - Address the lack of investment in sustainable tourism infrastructure (W1) by vigorously securing government grants and NGO funding (O2, O3). Implement Staff Training through NGO Collaborations
 - Resolve the restricted staff awareness and training issue (W2) by working with NGOs (O3) and certification bodies (O5) to develop capacity-building workshops and sustainability training. Promote Sustainable Alternatives to Mass Tourism
 - Reduce the overdependence on mass tourism (W4) by developing and advertising community-based and cultural tourism experiences (O6) on social media and through eco-certifications. Develop Data-Driven Monitoring Systems with Tech Support
 - Address the insufficient monitoring of environmental impacts (W5) by using intelligent technologies and digital tools (O4) for tracking, reporting, and managing sustainability.



WO strategies (Counteract weaknesses by leveraging opportunities)

Minimize internal weaknesses by taking advantage of external opportunities, ST strategies (utilize strengths to diminish threats) (counter external threats by using internal strengths) to formulate crisis-resilient sustainable policies:

- S1, S2 strong sustainability, S1, S2 strong sustainability to develop crisis-resilient plans for tourism Position the Destination as a Sustainable Brand.
- S5, S4 Coupling the end site to an internationally recognized eco-tourism destination, using the geographic differentiation (S5) and certification (S4) to market it as a premium eco-tourism offering, thus avoiding the competitive corridor of unsustainable low-priced offers (T6). Increase Effectiveness of Collaborative Environmental Governance.
- S3 Use collaborative structures to enhance the enforcement of environmental policy (T4) and control the consequences of over-tourism (T2).

WT strategies (Defensive strategies intended to mitigate internal weaknesses and eliminate external risks)

Defensive strategies:

1. Enhancing stakeholders' communication and crisis readiness:
 - Focus on communication silos (W6) and political/health-related risks (T3, T5) by creating and deploying a unified communication strategy for tourists, employees, and local stakeholders.
2. Set up a cross-industry sustainability council
 - Reduce poor integration (W3) and lack of enforcement (T4) by establishing a destination-level sustainability council. This council will consist of government, business, and community leaders.
3. Broaden the range of tourism activities to the control of visitor distribution
 - Diminish effects of over-tourism (T2) and dependence on mass tourism (W4) by supplying varied products (agricultural tourism, cultural heritage trails, shoulder season) to better control the flow of visitors.

Conclusion

Focus group participants underline that sustainable tourism should be regarded as an approach that integrates the mitigation of possible negative impacts on the environment and downtrodden local communities with the protection of the culture and the maximization of profit. The study also shows that the practice of sustainable tourism should add value to the traveler's experience as well as to the destination and



all other participants of the value chain. This should be from a perspective of intergenerational and persistent returns.

Based on the SWOT analysis, the destination has the potential to dominate in the development of sustainable tourism. Strong internal (IFE score: 3.36) and supportive external (EFE score: 3.65) factors place the destination in the “Grow and Build” zone of the IE Matrix, which means the internal factors may be relied on to take advantage of external opportunities which is the case here. Sustainable tourism initiatives, funding, partnerships, and stakeholder engagement can be all be expanded. While there still exist internal weaknesses of inadequate investment and coordination, these weaknesses are surpassed in importance by committed leadership and collaboration and unique tourism assets.

To capitalize on external opportunities, the destination has to continue dominating in the development of sustainable tourism, along with managing key threats such as political instability and climate change. This can be done by smooth coordination of several key actions to reinforce the resilient, responsible, and forward-thinking global position in leadership of tourism in the world.

Recommendations are:

1. Strengthen the ecology practices Integrate new development and infrastructure under the operationalization of zero waste, renewable energies and eco-logical practices. In tourism development, develop policies and new programs that promote the use of more sustainable practices and green technologies, including smart tourism systems and clean mobility.
2. Preserve and Promote Cultural Heritage: Develop and promote tourism that fosters the safeguarding of the local culture, traditions, languages, and heritage sites, especially the world heritage sites. Work with cultural institutions to create original cultural tourism products that have educational value and promote cultural pride.
3. Ensure Economic both local and sustainable growth: Integrate local entrepreneurs and small businesses into the value chain of tourism developed to provide local, sustainable and responsible tourism. Reduce economic leakage by supporting the purchase of local products and services by foundation that promote sustainable development.
4. Secure Sustainable Tourism Funding: Look for government support and international grants to fill the infrastructure investment gap. Build alliance with NGOs and other organizations that promote sustainable development for technical and financial support.
5. Strengthen the Governance, Policy and Institutional Capacity: Implement and integrate tourism policies that have been developed with a long-term sustainability goal. Establish inter-disciplinary sustainability councils that cut across government, private and civil society for the purpose of a coordinated approach to sustainable development.
6. Improve Internal and External Stakeholder Coordination and Communication: Integrated awareness campaigns support stakeholder communication to fill the gaps in internal communication. Enhance policy execution through strengthened Public-Private Partnerships on conservation works.



7. Improve Visitor Education and Experience: Integrate tourism interpretive and digital materials on the awareness and education of sustainability. Provide efficient and low-impact experiences to respond to the growing request for responsible tourism.
8. Apply the Adoption of Digital Transformation and Intelligent Systems: Implement digital systems to monitor and analyze the environmental impacts and visitation patterns. Integrate smart tourism approaches to optimize operations, reduce carbon footprints, and enhance responsible experience.
9. Improve the Ability to Anticipate and Prepare for External Shocks: Formulate appropriate mitigation plans to preemptive and reactive risks, and disruptions in politics, economy, and health, with a tourism crisis.
10. Diversification of tourism activities (i.e. agri-tourism, off peak season activities) to reduce dependence on the problem of overtourism, and the uncontrolled dispersal of visitors.
11. Broaden Community Participation and Empowerment: Create structures of participatory governance that improve the engagement of local people in the planning and decision-making of tourism development. Community-based tourism should promote and practice sustainable tourism that provides the community with social and economic benefits.

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