

The background of the slide is a vibrant, multi-colored design. It features a series of horizontal stripes in a rainbow spectrum, including shades of green, blue, purple, pink, red, orange, and yellow. Scattered across these stripes are several translucent, 3D-style bubbles of varying sizes, some with highlights and shadows that give them a sense of depth. The overall aesthetic is bright and modern.

Sustainable Tourism Development

Objectives

- Understand the different stages in destination development
- Understand sustainable tourism development and its benefits
- Identify the different prerequisites of a sustainable tourism development.
- Analyze the roles played by various stakeholders in sustainable tourism development.



Stages of Destination Development

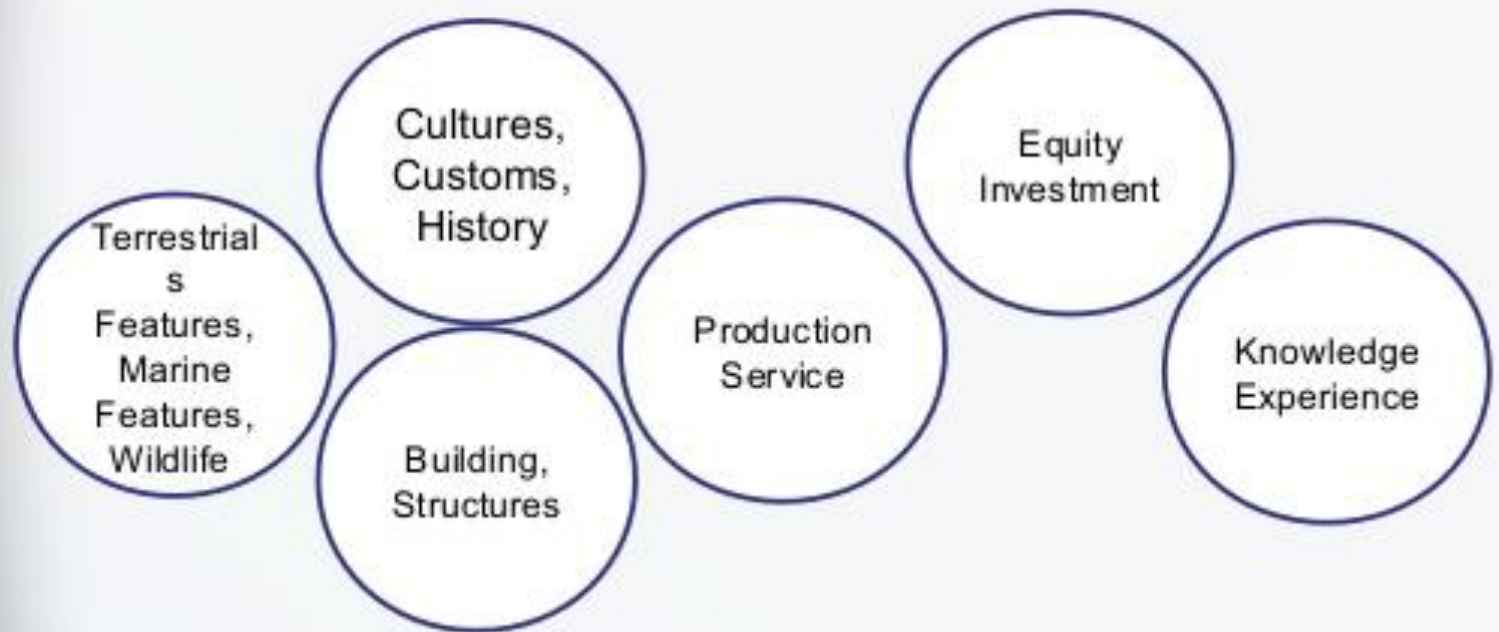
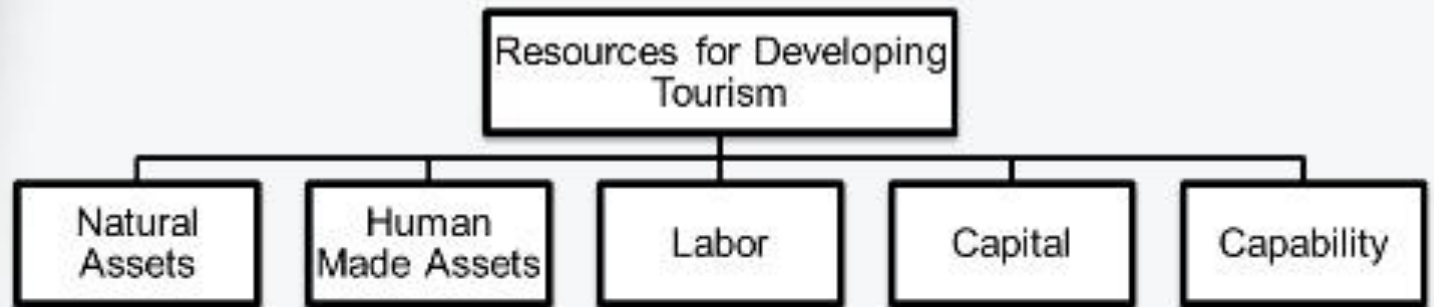






Resources for Developing Tourism

- Resources can be divided into 4 categories:
 - Capital
 - Labor
 - Materials
 - Knowledge
- In tourism, materials include natural and human-made assets.



What is Sustainable Development?

Sustainable development is progress that meets the needs of the present without compromising the ability of the future to meet their own needs (UN WCED, 1987).

Prerequisites to Sustainable Tourism Development

- High quality attractions
- Tourism infrastructure
- Community support and tolerance
- Government assistance at all levels
- Personal security and safety of tourists
- Code of ethics and behavior of tourists

Attributes of Attractions

- Natural or human made
- Fixed or mobile
- New or ancient
- Large or small
- Temporary or permanent
- Maybe designed for some type of human activity
- Unique

Tourism Infrastructure

The sum total of basic facilities, equipment and installations needed for a functioning tourism industry.

- *Tourist Facilities*
- *Transportation System*
- *Utilities*
- *Health Facilities*
- *Cultural and recreational infrastructures*



Community Support and Tolerance

Culture:

- Has numerous and diverse traits
- A learned behavior
- Creation of human mind and practice
- Spreads through communication
- Not limited to human acts, customs or material possessions
- Embraces a large field of human behavior and creativity

Community Support and Tolerance

- Cultural harmony is an important issue in sustainable tourism development.
- Cultural diffusion is the process of spreading individual cultural traits from their source to other areas.
- Tourism is a means of transmitting culture.
- A safe and secure environment must be established where law prevails and local culture is protected.

Government Assistance

- National level
 - Initiates tourism development
- Regional level & local level
 - Strategy is broken down into components
 - Assigned to different agencies for implementation

Personal Security and Safety of Tourists

- Personal security is a prime consideration
 - War
 - Terrorism
 - Political instability
 - Natural disasters

Personal Security and Safety of Tourists

- Well equipped medical facilities and competent medical staff are required
 - Emergency first aid kit
 - Exit strategy for tourists in cases of emergency

Personal Security and Safety of Tourists

- To ensure safety of tourists, government services must be immediately available.
- Local governments must be prepared to respond to multiple crises including ordinary and unexpected.

Benefits of Sustainable Tourism Development

- Developing new businesses
- Expanding job opportunities
- Increasing income
- Marketing new products
- Improving infrastructures
- Encouraging diversification
- Integrating local economy
- Promoting community pride
- Higher quality of life for local population

**Thank you for
watching**