

Week 1

Activity 4

Socio-cultural change and sustainability Impact on Tourism

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From my understanding that, socio-cultural components of tourism are not incidental to the development of the world's largest and most international phenomenon. The human elements of tourism are the felt, personal and direct quality of life components which have the potential to bind cultures together. If the goal is sustainable tourism, then attention to the human resource development needs of tourists, tourism professionals and communities needs a sustained approach with enhanced resources and educational diversity for future generations. There are number of issues for future tourism research. It is suggested that developing methods to illuminate the perspectives of conflicting tourism interests would be valuable. Additionally, systematic tourism community education attempts could be understood and evaluated within a persuasive communication paradigm. Several key industry and education groups are having an important role to play in fostering executive and tourist education while researchers could be engaged productively in evaluating the effectiveness and comprehensiveness of educational efforts. The view that there is much to be done in planning for and researching socio-cultural sustainability in tourism should be viewed as an exciting rather than a daunting prospect for the emerging generations of tourism researchers.