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Sustainable Hospitality Tourism Management

Introduction

Tourism and hospitality is a vital economic force all around the world. The company is a debatable the biggest and most vigorous of all other sectors due to the factor of technological advancement and development. This company now has wider global values. Being one of the largest enterprises, it has some management for the ecosystem. Sustainable tourism and hospitality growth has been the most tickling problem of the tourism business' in the past few months. Therefore, the following report will portray the factors of sustainability and keeping up a good company. This will show the positive and negative practises connected with tourism nowadays. Latterly we have witnessed progress in the business field in the recognition of environment reporting and adoption of environment auditing, interact social responsibility and carbon offsetting. Tourism has not been immune from this, though by far the major focus has been the impact of tourism on the destination's physical environment and the emergence of a variety of categories of tourism activity considered more environmentally friendly. For example green, Eco-tourism, tourism, sustainable tourism.

When examining islands and tourism development options available, it is the first useful to identify at what stage of the tourist area life cycle islands are as well as understand the broad economic, social and environmental forces that affect them.

Sustainability of definitions and tourism impacts

Sustainability: Referring to (Grant,2020) the sustainability is required to reach the current target for the requirement of the customers without losing the rights of the future generations. The idea has 3 different foundations- Economic, Environmental and social. Organisations thriving to maintaining sustainability can take up differentiated measures for example handling, carbon emission, using up energy efficiently, helping local communities, sorting out waste and recycling etc.

Tourism impact sustainability:-

It is classified into three ways, influence on the environment, enabling the growth of the society and contribution to the economy which are characterized by the effect of advance observation. the impact of tourism has been the subject of controversy in recent years since the 1970, with the term controversial term first appearing over-tourism (queens, city, al. 2016). however, the effect is variable as having difference and the demand for seasonal recording in this company/organization is different (mason, 2003).

Sustainability economy, environment and sociality development ineffective and effective

In the world, there is COVID 19 pandemic. All public transports such as planes, buses, trains etc. have been canceled and stopping everyone's trips and some travel agencies cancelled their flights because of the recent virus. For example, flights from the UK would have been going to Europe or hot countries like Dubai, Turkey, Spain but they can not because of the COVID 19 situation. So, lots of the country's economy has gone effectively. For example, people would have gone to special events such as beaches, going to restaurants, banks, special classes for everyone. Every country's economy is down.

For the ineffective side, there are no cars, lorries in the road and no planes in the sky. Which is a good thing because there is no smoke coming from the vehicles which people are saving for pollution. COVID 19 is a good environment because no one drives anywhere which means the sky is clear.

The bad side of the environment is petrol, fresh water, recycling. For example, cars and lorries used to go to the petrol pump to fill them. But there are no cars or lorries around which means that the petrol is overflowing. It is effective for the environment.

The Environmentally economic bad side is less cars running in the road so petrol and diesel and octane and biofuel not selling a lot of fuel during the COVID 19 pandemic time. So lots of fuels are reserved in the world. From fuel UK government law 20% VAT average. This COVID 19 pandemic time did not get a lot of VAT from fuel sales. It is environmentally lost of government funds. People would have been seeing their loved ones but they can not because the virus has been interfering in their lives. For the environment to be effective, some areas that people are living in now have been shut down. It is because the pollution is less because cars, trains, planes are not running anywhere. Loads of burns of petrol from lice control will charge the drivers around so they make money for the government the vericals are effective. For example, control the pollution in London congestion charge and increase ullz charge. People can not go anywhere around the world. Also, people have lost their jobs/ losing business because of the virus.

Academic adoption of sustainable tourism & development

As Hall suggested, the notion of sustainable tourism must be regarded as one of the successful stories of tourism research and knowledge transfer. It has become incorporated into the fabric of tourism discourse in academic, business and governance terms.. According to the information, to a specific academic journal, there are numerous

dedicated texts and readers. For example there are Hall & Lew 1998 and Mowforth & Munt both in 1998. Swarbrooke in 1999. Finally, Aronsson, Ritchie & Crouch, Weaver, Gossling and Hall & Weaver in the 2000s.

Travel information

Since 2003 the UK registered charity was founded to travel. They help location stakeholders such as tour operators from destination authorities, the relevant market, local communities and local tourism industry. Those support that the Travel Foundation have done are to deliver and develop a programme of activities that optimises the overall benefits of tourism. The Travel industry has done case studies. The main case studies that the Travel Foundation had been working on were Honey and Jam from the Maya Communities in Mexico, Taste of Fethiye (local farmers into the tourism supply chain in Turkey), Developing beach seller enterprise in Mombasa in Kenya and Cabo Verde such as Cape Verde Implementing sustainable practice.

Tourism in Turkey

In Turkey, there are 1500 tonnes of fresh produce, 16 hotels, 6 villages, 28 farmers. All contributing to the development of sustainable tourism in Fethiye. One of the hotel managers in Turkey said “they are able to give their guests a taste of Fethiye produce”. The manager also said “when they started to purchase products from the Taste of Fethiye project, everyone could see the difference, the quality, the taste, the look, everything”!! The chef and the customers are very happy with the results of the products!! Farne, Iknur says that they are opening up their farms for tourist excursions. They have a laugh, saying hello and greeting each other. They have a nice time. They would like to welcome them to their farm. Also, they would like to treat their customers with the produce that the farmers have, including the fruits.

Tourism in Jamaica

The Travel Foundation in January 2014 was doing research into factors that encourage tourist spend outside of hotels. For example bars, restaurants, shops, or on tours. The team encourages tourists to spend outside of hotels in the mainstream resorts of Falmouth, Montego Bay and Negril in Jamaica.

Jamaica is the first country to have the Travel Foundation because tourism is one of the main engines of growth of the Jamaican economy. In the last two years Travel Foundation in Jamaica welcomed over 2 million guests per year to have the best experience!! According to the Travel Foundation, they believe that in order to really unlock the positive benefits of tourism there is still a need to increase the income and

the local economic benefits of tourism. Travel Foundation started Montego Bay as their project. However, before they start working with Montego Bay, they have started with some research of the location. The research that they have been working on was geared at looking at the perceptions and expectations of visitors from the location. The Travel Foundation also looked at the factors. They have tried to understand the factors that prevented or inhibited or discouraged tourists from exploring and spending more outside of their hotels. The first project that The Travel Foundation have done in Montego Bay was their local village that showcases the lifestyle or the liberty, the traditions and the practices of the rest of our air movement. The Travel Foundation have worked with the rest of their local community to enable them to be able to increase their income from tourism. They have worked with the local community to improve their infrastructure provided capacity building and also work with them to meet the regulatory and standards requirements of the Jamaica tourist board so that they could get their license to operate as a tourism entity.

There are three pillars of sustainable development for hospitality and tourism management. The three pillars of sustainable development are economy, environment and social. For the economy, there are jobs, wealth creation, investment and assets. For the environment, there are natural resources, water, biodiversity and climate. For social, there are healthy environments, supporting communities, skilled workforce, health and safety and social equity. The 3 different relationships exist between those advocating environmental conservation and Those promoting tourism relationship between tourism and development studies, for the study and the consequential implications and gaining some understanding of the contribution of tourism to the development of destination.

Tourism Relationship

Tourism and conservation can be in conflict particularly when tourism induces harmful effects to the environment. Most places unfortunately fall into this category; sometimes the harm has already reached irreparable proportions. People become more concerned about green policies, the market environment changes.

Tourism Exchanges Benefit Primarily the Countries of the South

There are numbers of international tourist arrivals that have increased from 25 million in 1950 to 842 million in 2006 which is a rise to an average annual growth of 7%. The revenues generated by these

The principle of sustainability

About sustainability and underlying principles in his study report and it is core premises. some of the derived in simple word are -to devise an accounting system that

aligns and cues the economy with the ecological process, the diversity of gene pool through regeneration capacity and to maintain every forms of life in the biosphere, and to ensure a non-declining succession of resources through frugality within the economy.

Consumer Development life styles

There is an estimate for Milne & Ateljevic for 2010, about 3% rate in the decade. During 2020, the tourism and hospitality sector has increased up to 3.9% direct rate contributing to about 9250 billion USD in terms of GDP worldwide. The tourism view has drastically changed recently due to technological advancements mainly. According to the report by WTTC, 2019, the tourism sector straight away contributed to about \$4065 billion USD at a rate of 3.5%. Also, people's living level has been improved in the whole world. In place people have been changed due to globalisation factors. Nowadays, people who love to travel can book and plan personalised trips, though many of them still rely on travel agencies for this purpose. Eco friendly travel is claimed to be the future trend of tourism is perceived as a crucial benefactor to the ecosystem resulting in many tourism businesses going green. From this expected trend, the recent pandemic virus is also counted on to affect the company. The calculation by Lock, 2020 claims a 17% drop in the profits earned from this zone.

Conclusion

Hospitality and tourism sector is a global situation that comes up with unforgettable events for guests. Sustainable tourism sector is a technology of the capital. In current times the tourism company has been confused with the demand of all customers with respect. This era is a motoring period for tourist marketing. It is a long time they think not only about interest, but also become informed of the upcoming event.

Sustainable sector is not all about protecting the environment, it is concerned with long-term economic viability and social justice. The sustainable sector design helps to bring well-being for some people and amounts to others. Sustainable sectors can not be spread away from each other from the wider debate development in general. There is a need for more critical evaluation of existing thinking and techniques in the area of sustainable tourist sector. There are sanctities that are not being challenged rigorously enough or often enough. For example, where is the evidence that small-scale tourism is inherently more sustainable than mass tourism, regardless of the nature of the environment in which it takes place?

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