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SUSTAINABLE TOURISM AND INTERNATIONAL TRADE RELATIONS: INTEGRATING DEVELOPMENT AND COOPERATION STRATEGIES

Florin STANCU
PhD international student, Romania
Doctoral School of Legal and Economic Sciences
florin.stancu@gmail.com
ORCID iD: 0009-0003-0763-067

Abstract

This paper is aimed at exploring ways in which international trade relations enhance sustainable tourism towards amalgamation with global development strategies. We particularly focus on the three dimensions that is economic, social and environmental aspects of sustainable tourism and how international cooperation can be used as a tool for propelling responsible tourism practices that benefits both local communities and global economic prospects.

Methodology: The research work adopts a qualitative approach by examining world cases, policy papers including international treaties that are likely to affect sustainable tourism initiatives. The analysis is underpinned by a thorough study of literature on tourism and trading policies along with international cooperation endeavours.

Conclusions: The results indicate that through international trade relationships, sustainable tourism aids in fostering economic growth, promotion of culture among different societies however it also contributes towards conserving environment. Countries can foster responsible tourism practice in line with their global development targets if they integrate principles of sustainability in their trade agreements. Nonetheless, there are major impediments like differences between regulations across nations and lack of willingness to adjust.

Originality: This paper is an original contribution to the scarce body of knowledge on the intersection between sustainable tourism and international trade which provides fresh perspectives on how policy actions taken could enhance environmental sustainability or promote social inclusion within tourism sector. It also underscores public-private partnerships as well as roles being played by international organizations towards attaining these objectives.

Keywords: *Sustainable tourism, international trade, environmental conservation, global development, responsible tourism policies, public-private partnerships.*

Introduction

Tourism is globally expanding and fast-emerging economy line that has greatly contributed to forex and labour market in underdeveloped nations. As much as it fosters socio-economic growth and environmental protection, this overgrown industry has also demonstrated potential to degrade the environment, destroy fragile ecosystems and generate social conflicts that put tourism at large in peril. For the purpose of environmental conservation and in order to foster sustainable development there is need for sustainable growth in tourism. Clearly therefore, tourism is a significant sector of the world economy; it contributes about 10% towards Global GDP as well as accounting for 7% in terms of total worldwide exports; principal among them been 83% of nations' top five earners and major forex earner in 38% of such nations. As a result, it leads to an important persistent problem causing 5% of total global carbon dioxide emissions implying an urgent need for environmentally sound orientation of tourism development. The UN World Tourism Organization (UNWTO) in partnership with other global entities has spearheaded initiatives such as the "Sustainable Tourism-Eliminating Poverty" (ST-EP) program to promote sustainable tourism as a tool for poverty eradication. These include developing strategies and

regulations for sustainable tourism management that aim at protecting natural and cultural heritage sites while mitigating negative environmental impacts as well as supporting local communities.

Given the importance of tourism to the world economy and its extensive environmental repercussions, it is vital that one comprehend how sustainable tourism differs from normal tourism and why this has increasingly becoming a valid argument.

In order to stimulate the economy of a country through this sector, sustainable development of tourism requires international trade that promotes economic growth and job creation. Tourism and international trade are two keystone components of the 2030 Agenda for Sustainable Development according to EESC. Balanced economic growth between countries is achieved through liberal trade as well as access to wider markets thus favouring the poor ones. It helps to exchange knowledge and technology which is important for optimizing production costs and improving quality of tourism services. Public-private partnership plus global tourism policy formulation at European level can boost sustainable tourism within the context of international trade. For example, the Doha Agreement initiated by World Trade Organization emphasizes on removing agricultural export subsidies and other trade measures that distort world markets thereby enabling fair trade and sustainability. In separating dispersed markets for all nations, this move lays a foundation for creating a more balanced and accessible one hence supporting growth of sustainable tourism globally. Therefore, in current international policy documents and EU strategies such as Towards Sustainable Europe 2030, it is highlighted that open rules-based trade system is crucial for attainment of development goals. It is in this area where discussion on creation and improvement of global standards of fair practice is taking place, so that all countries could equally benefit from development of tourism thrusting them.

These arguments further show that international trade is not only a promoter for tourism but also becomes part of global sustainable development strategies making it important in terms of economy, as well as foreign affairs.

The objective of this article is therefore to explore and analyse how international trade relations contribute to the promotion and integration of sustainable tourism into global development and cooperation strategies universal laws for life on earth. It seeks also to elucidate the relevance of actions taken at national levels aimed at stimulating economic growth through international trade, exchange of knowledge and technologies necessary for responsible tourism policies. Through this analysis, our aim is to stress the importance of international cooperation in the development of sustainable tourism which would thereby lead to economic benefits to all the participating nations of this world. Therefore, this article is intended to examine how international trade strategies can be aligned with tourism policies in order to propel forward sustainability through development and reinforcement of global tourism partnerships.

Sustainable tourism: concept and importance. United Nations Environment Program (UNEP) and World Tourism Organization (UNWTO) define sustainable tourism as “tourism that integrates current and future economic, social and environmental considerations in order to meet the needs of visitors, host communities, industry, and environment” [17]. This form of tourism is about ensuring tourism activities contribute towards environmental conservation, community empowerment as well as protection.

The key difference between sustainable tourism and mass tourism lies in their impact on the destination. The main goal of normal tourism is to maximize profits and attract large numbers of visitors without any consideration for environmental or community consequences often leading thus leading to overuse of natural resources, destruction of ecosystems, and repression of local culture.

On the other hand sustainable tourism aims at minimizing negative factors like economic leakages, overcrowding, environmental pollution among others while enhancing positive ones such as employment creation, cultural heritage preservation, among other things. Over time, it has become more of an aspiration towards making all forms of tourism sustainable rather than just being about one particular type for future generations.

Organizations such as the Global Sustainable Tourism Council (GSTC) have put in place standards that outline what qualifies as sustainable tourism which comprise sustainable management,

socioeconomic, cultural as well environmental impacts rendering them universal benchmarks for sustainable tourism and they are customized to cater for the different local contexts of the tourist destinations as already stated.

Holistic approach that supports sustainable development and resource protection is thus promoted by sustainable tourism whereas conventional tourism is driven towards short term profit maximization while ignoring long term sustainability goals.

When we apply sustainable tourism principles then this not only helps conserve environment also that's why welfare of host communities improves notably in terms of economic development more details provided below.

The positive impact of sustainable tourism on the environment, local economy and communities. Sustainable tourism is considered as a powerful change agent that not only has a major positive effect on the ecosystem and the local economy but is also a fundamental pillar of this concept in the whole world. Through sustainable tourism activities, nature and cultural richness can be kept for long-run economic growth which in turn makes people's life better.

Impact on the environment. Promoting ecological practices and taking care of natural resources are ways through which sustainable tourism safeguards air, land and water environments. Consequently, sustainable tourism projects help in setting up and maintaining wildlife parks; thereby protecting wildlife habitats as well as endangered species. For instance, getting communities involved in environmental conservation and wildlife protection will minimize poaching incidences while encouraging ecofriendly ecotourism [12]. By doing so, sustainable tourism programs have led to enhanced water and soil qualities with degraded landscapes being restored across many of them turning into tourist attractions. Likewise, more funds for conserving nature from sustainability tourism serve as ongoing measures to prevent further degradation [12].

Impact on the local economy. Sustainable tourism promotes the economic growth of localities by boosting Gross Domestic Product (GDP) and creating job opportunities where such regions rely on tourism. Sustainable tourism is a major source of earnings in most developing countries offering a constant flow of income to people who were formerly locked out of other economic activities. This is against the usual way things are done in tourism where majority of economic value goes to foreigners who have come up with the idea and not locals like in ecotourism. Local economies are therefore empowered by sustainable tourism which supports local enterprise creation, family owned business development as well as local product marketing [4]. These women who make up significant labour force and play greater role than men in the success of sustainable tourism are declared by World Bank as essential assets while at the same time enabling young people engage themselves gainfully in this kind of tourism so that they too would avoid getting involved with crimes while some choose to join universities because it provides an opportunity.

Influence on native societies. From a social and cultural perspective, sustainable tourism also plays an important part in the revival of local customs and traditions thus bringing communities into the broader context within global tourism sector. It is also a tool for protecting historical sites as well as cultural heritage while supporting crafts and traditions thereby enabling revival of very old practices such as traditional structures and hand work materials. In so doing, the communities do not only become wealthier but even stronger by upholding their own identities thus enhancing social unity in the society. Additionally, sustainable tourism is also an important way of promoting peace and intercultural understanding through facilitating interactions between visitors and local inhabitants. This interaction increases tolerance, education and mutual understanding, allowing people from diverse backgrounds to share values and experiences thus contributing to a more connected and harmonious world [12].

Sustainable tourism creates room for a circular economy that maximizes benefits to society, economy and environment thus minimizing adverse impacts on both natural and cultural resources. Global issues get addressed differently now like revenue directed towards local communities coupled with environmental conservation aspect, from sustainable tourism this has become another way of doing things globally besides serving as a compass to international development strategies.

This paper will examine specific places where sustainable tourism has been practiced; it will look at the benefits accrued from such practices [3].

There are various destinations all over the world which have managed to practically implement sustainable tourism thus proving that economic prospering and protection of environment can take place together peacefully bringing significant gains to both residents and guests in these areas.

One of the most remarkable examples of a country that practices sustainable tourism is New Zealand because it takes care of its national parks in such a manner that minimizes the impact on environment [6]. Tourism in New Zealand ensures that biodiversity is protected, sensitive ecosystems conserved, and the country's beauty remains uninhabited while at the same time informing tourists on why they should take care on their way through. New Zealand uses solar power in sustainable tourism practices, harnesses rain water, and encourages the local food industry which helps in cutting down greenhouse gas emissions hence prompting growth over the long haul.

The Maldives is reported to be the first nation that has planned to become carbon zero due to climate change vulnerabilities and rising sea levels. Doing so not only safeguards the fragile ecosystem of Maldives but also draws new eco-tourism enthusiasts towards it through measures like the use of renewable energy sources besides minimizing garbage around beaches of such famous vacation spots as this island state occurs [12].

In 2016, for instance, the European Green Capital, Ljubljana in Slovenia, made significant strides in the area of advocating for eco-friendly means of transport and location of residential areas within a city [10]. Lone Walker Area has grown by 620% over the recent past making its CBD more for pedestrians and cyclists. This has in turn led to a considerable decrease in air pollution levels while improving overall standard life quality among other things in its inhabitants. By encouraging green modes of transport and making sure there's enough public space on which people can plant trees or sit down quietly away from cars, Ljubljana shows how sustainable tourism would enhance urban life attractiveness to environment–conscious travellers.

In Ireland, The Burren and Cliffs of Moher have been recognized as geoparks these parks work with over 45 tour businesses on implementing sustainable certification hence promoting sustainable tourism [18]. This park follows its own sustainable tourism criteria focusing on conservation and development benefits to community-based tourism. This destination showed ways in which businesses can collaborate with local authorities in order to protect environment while attracting both responsible tourists and boosting local economy.

Vamizi Island is an example of a successful eco-friendly tourist destination located in Mozambique [16]. Located in Africa which is far away from developed countries but it is still progressive in its own unique way because most people live below poverty line there. The island realizes revenue through eco-friendly activities and has a small number of eco-lodges which are made of wood and stone from the immediate area. By minimizing the footprint, it leaves on the ecosystem and encouraging responsible usage of resources, Vamizi Island plays a part in the protection of biodiversity while improving livelihoods of the people around.

The Finca Bella Vista Treehouse, Costa Rica promotes sustainable tourism by introducing permaculture practices, organic farming and partnerships with local communities [7]. Visitors to Finca Bella Vista will have a chance of a lifetime as they choose to spend their holiday enjoying nature at its best. Renewable energy use as well as other ecological materials make your stay on this site unique environmentally aiding rainforest conservation and overall quality life improvement.

These destinations show how sustainable tourism protects natural and cultural heritage while driving the economic and social development of local communities. Therefore, sustainable management is not only good for attracting responsible tourists, but it also ensures that these destinations remain in existence for future generations; hence why this should be the way forward in the industry.

Moreover, an examination of trade policies and free trade agreements shows that international trade relations have a direct impact on the tourism sector in terms of its development and sustainability drive. Globally, international trade relations are critical if tourism is to be developed and promoted. In

some cases, trade policies and free trade agreements including international partnerships facilitate or impede tourism flows, hence affecting market access and mobility across borders.

International trade in relation to tourism can be appreciated as the facet concerning the quantitative and qualitative aspects in terms of volume and typology affecting the sustainable economic development of the destinations visited by tourists [14].

Free trade agreements, for example, between the BRICS countries (comprising Brazil, Russia, India, China and South Africa) promote better movement of goods and services thus favouring tourism. Consequently, this initiative lowers the cost of transportation making tourist spots more attractive. The advancement in this area is seen in the increased number of travellers in the BRICS countries owing to international exchange-oriented policies that make access cheaper [14].

These collaborations provide significant gains for the tourism sector mainly through partnerships involving governments with international organizations who advocate for sustainable tourism. They help in promoting various tourist sites while protecting natural resources and heritage sites so as to attract more tourists to a destination by doing proper resource management and creating a favourable impression among visitors. Stationarily, UNESCO partnerships as well as ecotourism initiatives promote preservation of natural and cultural patrimony with particular emphasis on attracting authentic and sustainable experience orientated tourists.

There are several key benefits from international trade relations as regards tourism:

- Tourist's expenditure on services/products originating from the host country are considered exports through tourism which contributes to the trade balance of the destination countries. At this point, it is important to mention that tourism serves as an engine of economic growth in the BRICS countries such as Brazil and India among others, which have resulted to improvements in the countries' GDP and trade balances [8].
- Furthermore, development of tourism industry through import export activities helps diversify national economies by offering alternative sources of livelihood to local residents.
- Finally, international commercial agreement also facilitates investment in infrastructure like airports and other transport systems, roads or holiday resorts leading to improved accessibility for visitors who intend to travel around these areas for leisure purposes at the same time.

In this context, international trade relations have a significant impact on the reduction or increase of tourist numbers or their sustainability [14]. The relationship between these two sectors can be appreciated by looking at how tourism as an industry has grown owing largely to importation in trade by reducing tariffs as well as promoting close economic co-operation which leads to not only economic growth through increase in income but also better understanding amongst countries.

The UNWTO and the OECD have a big job to do if they want to ensure that these policies bear fruit by coming up with guidelines and good practices that can be used by everyone in the world.

International organizations are key players in encouraging sustainable tourism through global standards guidelines and best practices that are respectful of the environment, culture and local communities.

UNWTO is the principal global organization for promoting responsible tourism, including through its Sustainable Development Goal (SDGs) related initiatives aimed towards achieving poverty reduction and sustainable development. In addition, the organization supports the creation of public policies and initiatives that promote tourism as a vehicle for economic and cultural development including the Silk Road Program aimed at preserving and promoting cultural heritage.

The OECD provides analytical and policy reports on sustainable tourism that underscore the importance of tourism strategies for attaining better economic growth. According to OECD's Tourism Trends and Policies report, national and local government level policies are key in guiding sustainable tourism by creating fiscal as well as legal conditions which support adoption of sustainable practices among destinations and enterprises.

The Global Sustainable Tourism Council (GSTC) defines worldwide standards for sustainable tourism, thus offering a guide for destinations, hotels and tour operators. They are used to sensitize people, and as a basis for educational programs and evaluating tourism's effects on the environment and

local communities. Created by a team of experts from different parts of the world following extensive consultations, they provide broad objectives for sustainable practices in the tourism industry.

The International Labor Organization (ILO) is keen on creating environmentally friendly employment opportunities within the travel sector through supporting policies that encourage environmentally conscious tourism sagas while enhancing socio-economic welfare of host societies. In attempting to tackle poverty and conserve natural resources, ILO has formed strategic partnerships with UN World Tourism Organization in order to achieve the desired outcomes that will benefit all generations.

UNESCO's mission involves sustainable tourism projects designed for protection of both culture and nature where an example is found in Agenda 21; a document written by UNWTO together with other partners including this organization. Sustainable tracking of cultural sites will enable future generations to enjoy them since tourists shall have been educated by UNESCO on various ways of safeguarding these valuable points of reference.

These international institutions play an essential role in defining what constitutes sustainable tourism and aiding countries to develop mechanisms that fosters economic growth, social inclusion as well as environmental conservation.

Through the active participation of these international organizations, we are able to develop trade agreements leading to positive influence on the advancement of sustainable tourism.

Trade arrangements such as those at the regional and bilateral levels greatly influence patterns of tourist movement, capital investments and cross-border touristic cooperation among states. Such measures not only stimulate development, but also increase accessibility and further promotion of sustainable tourism through breaking down trade barriers, improving infrastructure and unifying standards.

The EU has concluded many association agreements and free trade agreements with non-EU countries like Ukraine, Georgia, and Moldova that include dedicated chapters on tourism affairs to facilitate a common investment approach in the field of tourism. For example, the EU-Ukraine Association Agreement has transformed travel patterns through visa-free arrangements and by developing transport corridors that engendered cross-border tourism and promoted cultural and economic interaction between the regions concerned [2]. Strategic partnerships have been proposed as a way forward for establishing such mechanisms of linking people hence promoting social connections between different communities while enabling sustainable tourism to grow with time.

United States-Mexico-Canada Agreement (USMCA) is a model of an agreement that has revitalized tourism among the United States, Mexico and Canada [21]. As regards tourism growth due to this agreement, it is worth noting that number of tourists especially in border regions has been increasing thanks to travel rules' simplification and elimination of trade barriers. Increase in number of tourist arrivals, in this case, resulted into growth and development of business tourism within the continent as well as cultural tours for cross-border exchanges between companies or between them and local communities that eventually leads to improved cooperation in these key sectors. Due to its provisions cruise tourism and medical tourism, though predominantly existing between the USA and Mexico, have developed dynamically as a result of less rigid trading policies and removal of import duties imposed by governments.

The Trans-Pacific Partnership (CPTPP) has enabled several economies in Asia-Pacific region including Japan, Vietnam, Australia and Canada to collaborate in achieving significant strides in tourism development [15]. This pact has made touring easier and catalysed increment of financial inflows into the sector by eradicating tariffs and simplifying custom regulations. Tourism infrastructure within the economy of Vietnam has recorded an increase in the number of international tourists besides present foreign direct investments attracted hence improved destination revenue over time. These treaties further encourage environmental conservation through sound pollution control programs while also protecting various components of social responsibility to ensure responsible aspects are upheld among travellers who come on board.

Africa Continental Free Trade Area (AfCFTA) is one of the largest economic integration initiatives on the continent that has impacted positively on tourism industry by enhancing mobility and access to regional markets [19]. Within the AfCFTA region there are common regulations and reduced tariff barriers that have led to increased visitor numbers. Additionally, it is through cooperation amongst states in developing transport infrastructure as well as establishing common tourist routes which has promoted economic growth and improved connectivity across Africa's destinations.

Thus, particular trade agreements act as facilitators and enablers for tourism development in different regions, ultimately integrating the sector to broader frameworks of economic cooperation and sustainable development.

These pacts would not only allow free trade but they would promote sustainable tourism by implementing measures such as green taxes or eco-friendly destinations' incentives that contribute towards environmentally conscious travel.

Trade deals are instrumental in diversifying tourism products, making them more affordable, reducing transport costs, and streamlining administrative processes. Additionally, they attract investments from overseas into infrastructure and hospitality sectors so that destinations become more competitive on the global scale. Nevertheless, becoming parties to agreements might face difficulties concerning alignment with worldwide standards and loss with regard to nature and native inhabitants.

Trade policies can make tourism sustainable through introduction like green taxes and incentives for environmentally friendly destinations; thus reducing adverse effects on the environment while assisting local communities.

Green tariffs provide incentive for industries to adhere to sustainable practices like reduction of emissions into the atmosphere by companies involved in burning fossil fuels or other forms of transport that emit exhaust gases such as cars. For instance, these sites can decide to impose a levy on air and road transport as a way of discouraging the use of polluting vehicles in preference of bicycle trails and electric trains among others. This implementation may bring about dramatic declines in carbon emissions, which put at risk our fragile ecosystems including biodiversity as will be discussed [13].

Tax exemptions alongside incentives through tax credit can be granted to hotels/resorts using green technologies including solar panels or water recycling systems. Thus in the Australian state of Tasmania, around twenty four cars could be taken off the road as a result of carbon emissions reduction by 104 tons annually and a third in energy consumption by hotels that engaged in power saving strategies [13].

Governments are capable of financing options like the Clean Development Mechanisms (CDM) through which developed countries invest in projects that help reduce emissions developed countries invest in projects that help reduce emissions. A case in point is Costa Rica that sold its carbon credits to Norway to fund reforestation projects aimed at conservation of the environment and promotion of sustainable tourism [13].

Eco-certifications e.g., Blue Flag for beaches and marine life make it possible for tourist destinations to comply with environmental standards and attract responsible tourists. These certifications help save some natural resources and improve sustainable destination management [20].

Consequently, taking the said measures into account implies that tourism should not just be environmentally benign but also provide economic and social benefits to local communities thereby converting it into an instrument for sustainable development.

Without innovations and using green technologies there would be no sustainable tourism development that transforms tourism industry into newer approaches to social and environmental problems means.

Besides the role in transformation of tourism industry, innovation technologies have great significance for sustainable sector development. Various surveys point out that employment of green technologies in tourism sector like Internet of Things (IoT), artificial intelligence (AI), augmented reality (AR) and virtual reality (VR) helps support sustainable resource management while enhancing tourists' experience without destroying surrounding environments [9].

For example, Internet of Things enables creation of interactive solutions for touristic mobility such as pre-booking virtual tours of destinations, personalized electronic tour guides or real-time traveler

security assistance. All these technologies promote more energy-and water-efficient consumption patterns that facilitate waste management optimization and thereby minimize its negative impacts on land [9].

Young people are different from old folks a generation gap! Unlike earlier years when there were few technological innovations, today has seen an increase in the number of such smartphones only started being used by majority population after 2012; before then they were luxury items. An example is accelerometers which help measure the speed of a car. Also, Airbnb website allows people to rent out their homes for short periods. Besides, there are apps like Uber that facilitate car sharing.

Air conditioning makes homes comfortable. Moreover, fire detectors help reduce risks associated with fires at home. Other examples include GPS trackers used in finding missing persons or stolen vehicles as well as security systems installed in houses across various towns and cities in the world.

Travel industry has also embraced use of technology hence tourists can track their movements during visits and holidays by use of GPS technology that is installed in smart phones. It consists of individual towers placed at certain intervals across the country; when a call is made between two cell phones within a given geographical area, its signals are picked up by the nearest tower and relayed on to the nearest MTSO which in turn links the two devices together. Equally important, the internet has become more accessible to many people over the years due to improved efficiency through decreased costs of equipment like computers and or smartphones together with bandwidth/Data charges.

Integrating sustainability in the trade relations opens up new business opportunities and attracts investment in green infrastructure such as green hotels, sustainable public transport and renewable energy parks. In addition, it has been established from a research paper titled “Green Innovations in Tourism Sector” that not only do these investments create employment but also help in reducing environmental degradation hence ensuring long standing tourism [9]. Public-private partnerships as well as international funds play a bigger role in financing green projects or development of responsible tourism destinations [9].

Among others, main challenges experienced while integrating sustainability strategies encompass obstacles created by international trade policies and resistance to change by players involved. Sustainable practices are difficult to be realized due to difference in country specific regulation as well as lack of effective coordination thereby discouraging spending. Some governments and companies do not embrace change based on expensive start-up costs as well as fear of loss in economic competitiveness as revealed by “Policy Perspectives on Sustainable Tourism” paper [11].

It should be noted that the implementation levels of sustainable strategies vary greatly from one region to another due to factors like inadequate funds; variation in laws among nations hence limited management ability over resources. According to Making Tourism More Sustainable (2002), developing regions experience challenges such as lack of green technology and proper infrastructural support thereby undermining effectiveness sustainability programs leading to short term benefits. One major challenge arises when fast economic growth objectives contradict environmental protection needs. The balance between economic development and environmental protection is difficult to achieve without a clear policy framework and firm commitment from all stakeholders [1].

To this end, governments and International organizations must frame policies which would spur nations into trying out environmental sustainable practices. According to ETC Sustainable Tourism Handbook (2003), financial incentives provided for green businesses; strict environmental regulations geared towards protecting ecosystems together with educational programs intended for tourists and tour operators are among the recommendations made by the authors [5]. Destinations may use promoting ecological certifications and international standards as tools of aligning their activities with sustainability goals [5].

Effective collaboration between governments, private sector and International organizations is essential for attaining sustainable tourism objectives. It is worth mentioning that UNWTO Sustainable Tourism Policy Report emphasizes on establishing public-private partnerships that can promote investments on green infrastructures as well as international cooperation which would facilitate technology transfer and sharing best practices between countries. The development of innovative

solutions to environmental challenges can be accelerated through joint funding schemes as well as research projects [22].

Education and public awareness contribute significantly to the success of sustainable tourism; these include environmental protection and cultural resources. In this regard, one supports that educational program in schools combined with involving communities nearby localities fosters responsible behavior which is necessary for sustainability among visitors and industry operators [1].

Conclusions. Embedding sustainability in business relationships confers numerous benefits on destinations in tourism, including improved competitiveness, enhanced image and creation of novel business opportunities. However, significant challenges such as resistance to change and disparities in regulations exist. In trade relations, sustainable strategies need to be integrated if we are to prevent economic development from ruining the environment or local people. They are indispensable for global tourism's future. Thus, in order fulfil the aims target sustainable development it requires a proper coordination between governments as well as international organizations and private sector. It is only through holistic actions and joint commitment by all players that tourism can take a leading role in promoting global sustainable development.

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