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Sustainable Tourism Development Approaches and Challenges: Concepts and Practices

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Extended Abstract

Sustainable tourism development recently as a management strategy for destinations has got special significant. However, there is Discontinuities between concept of sustainable tourism development (STD) and original paradigm that STD derived from it, means sustainable development, in terms of theoretical and practical viewpoints. The main goal of paper discusses and analyze around the most important practical and theoretical challenges that sustainable tourism development has face with them. The research method is literature content review of this field. This paper, Also, review different frameworks of sustainable tourism development. Dynamics of tourism destination development during the three Separate ways that according one environmental pragmatism move to sustainable mass tourism and finally converge will be discussed. Finding of this paper is identifying the most important theoretical and practical challenges and critics of sustainable tourism development form demand and supply viewpoints. At the end, some of most important tools and practical techniques of sustainable tourism development for the situation like Iran will be recommended.

Introduction

Sustainable tourism development has been described as a 'positive approach intended to reduce tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holidaymakers', whilst, more ambiguously, the Brundland

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Report's widely cited phrase is unashamedly paraphrased in defining sustainable tourism development as 'development [which] meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future'. The concept of sustainable tourism development had, by the mid-1990s 'achieved virtual global endorsement as the new [tourism] industry paradigm'. Since then, it has maintained this position. At the international, national, local and industry sectoral levels, a plethora of policy documents, planning guidelines, statements of 'good practice', case studies, codes of conduct for tourists and other publications have been and continue to be produced, all broadly concerned with the issue of sustainable tourism development. Moreover, the concept of sustainable tourism continues to enjoy recognition and support in global development policy circles (Sharpley & Tefler 2015). For example, the World Summit on Sustainable Development (WSSD), held in Johannesburg in 2002 ('Rio +10', following on from the Earth Summit in Rio de Janeiro in 1992), called for the promotion of 'sustainable tourism development . . . in order to increase the benefits from tourism resources for the population in host communities whilst maintaining [their] cultural and environmental integrity' (WSSD, 2002, IV, Para 43). More recently, the Outcome Statement of the 2012 United Nations Conference on Sustainable Development ('Rio +20') similarly states: 130. We emphasize that well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities . . . We call for enhanced support for sustainable tourism activities and relevant capacity-building in developing countries in order to contribute to the achievement of sustainable development (UN, 2013a).

To a great extent, criticism focused specifically on the phenomenon of mass tourism. In other words, problems associated with the development of tourism were widely considered to reflect, in particular, the alleged 'crisis' of mass tourism (Poon, 1993). It is not surprising, therefore, that the concept of 'alternative' (to mass) tourism gained support as a potential means of minimising the negative consequences of tourism while optimizing the benefits both to the destination and to tourists (see Smith & Eadington, 1992). Proposing new, integrated and environmentally benign forms of tourism development, alternative tourism formed the foundation for the concept of sustainable tourism development which, throughout the last two decades, has remained the dominant approach to the promotion, management and practice of tourism.

However, given the fact that the concept of sustainable tourism development is, in essence, a sector-specific application of sustainable development, it is logical to assert that 'those who insert the word "tourism" between "sustainable" and "development" . . . [should] . . . ensure that, under all circumstances, the resultant principles of sustainable tourism are also principles of sustainable development' (Hunter, 1995: 163). Means, sustainable tourism should be considered a potential means of achieving sustainable development; that is, any form of tourism should itself be (a) environmentally sustainable and (b) be able

to contribute indefinitely to broader sustainable development policies and objectives. Evidently, (a) is also a prerequisite to (b). In fact, there is Discontinuities between concept of sustainable tourism development (STD) and original paradigm that STD derived from it, means sustainable development, in terms of theoretical and practical viewpoints (Adopted from Sharpely & Tefler, 2015). The main goal of paper discusses and analyze around the most important practical and theoretical challenges that sustainable tourism development has face with them.

This paper, Also, review different frameworks of sustainable tourism development. Dynamics of tourism destination development during the three Separate ways that according one environmental pragmatism move to sustainable mass tourism and finally converge will be discussed. Sustainable mass tourism (SMT) approach as the desired and impending outcome for most destinations is occurring along three distinctive paths in an evolutionary manner that reflects environmental pragmatism. The market-driven ‘organic’ path describes the conventional tourism area life cycle model of Butler, whilst the regulation-driven ‘incremental’ path entails deliberate alternative tourism (DAT) in which carrying capacities are gradually increased to accommodate higher visitation levels. The hybrid ‘induced’ path describes planned mega-resorts conceived as growth poles. Each model is invested with its own specific planning and management implications (weaver, 2012). At the end, some of most important tools and practical techniques of sustainable tourism development for the situation like Iran will be recommended.

Materials and Methods

The research has been studied qualitatively via documentary research and content analysis strategy methods, where multiple meaning can be inferred from a text. Such an analysis can be regarded a research methodology which contributes to content interpretation of the data. Moreover, adopting a comparative approach, this paper compares and contrasts the perspectives concerning sustainable tourism development, and presents its finding in separate tables.

Discussion and conclusion

It is significant approach that sustainable tourism development needs a global, holistic and more applicable perspective. That is, sustainable tourism development and its principals is a theatrical perspectives but one of unpredictable and Uncounted socio-economic events, processes and institutions that potentially contribute to broader sustainable development policies. Tacitly, therefore, the principles and perspectives of sustainable development should also be applicable to tourism on a holistic, global scale, Instead of being hidden, ‘alternative’ developments. But, as discussed, tourism as a specific economic sector, social phenomena and social institution, does not adapted easily onto the sustainable development approach. Currents and Challenges likes political-

economy tourism industry, the lack of ownership and control on the rest of tourism sector, scale and tourism consumption all serve to challenge the fundamental principles of, and requirements for, the achievement of sustainable development and, as a consequence, ‘sustainable tourism’ has become defined by the local rather than global. The conclusion must be, therefore, that there is a need to divorce tourism, as a development agent, from what has proved to be the restrictive paradigm of sustainable development.

Keywords: Sustainable Tourism Development, Approaches, Challenges, Management, Planning.

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