

## Tourism and sustainable development

**INTRODUCTION** The word tourism means the movement of people from one place to another for the aim of studying or recreation purposes or the provision of services to support this leisure travel. Tourists are people who "travel to and stay in places outside their dominant environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity rewarded from within the place visited". Tourism is very important for many countries, due to the income generated by the consumption of goods and services by tourists. Rural tourism is the sector of the total tourist industry which is particularly essential in countries with no spectacular natural attractions such as mountains, rainforests or herds of exotic animals.

However, its attractive cultural landscapes with small villages, thermal springs, rivers and lakes, combined with the traditional hospitality, are able to offer pleasant experiences to the kind of tourist who is looking for relaxation and recreation in a calm setting. On one hand, rural tourism development can take part in the diversification of the Hungarian tourist supply and in the creation of a more complex and vibrant country image. On the other hand, rural tourism is not only the end, but the means to stimulate economic growth, to increase the viability of underdeveloped regions, and to promote the living standards of local peoples. If rural tourism is to fulfill all these roles, it has to be developed in a way that ensures the long-term sustainability of the resources and that of the development progress itself. Sustainable development is "development that meets the needs of the present generations without compromising the ability of future generations to meet their own needs". Tourism is one of the foremost economic activities around the world, having transported more than 617 million people internationally. It is a major economic force, creating employment for many people in the world. About 255 million people, producing opportunity for employment. 10.7 per cent of world gross domestic product, investing approx. The volume and significance of tourism clearly shows that it is not enough to develop new forms of "alternative" tourism in order to minimize the negative and maximize the positive impacts of tourism development. The whole sector must be developed and managed in a way that it does not damage the natural and socio-cultural environment. Sustainable tourism is "all forms of tourism development, management and activity that maintain the environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity". However, the notion of sustainability is a very complex one and it has many ramifications. Ecological sustainability, which means Cultural sustainability in the context of tourism assumes that a given community is able to retain or adapt their own distinctive cultural traits against the pressure of both the so-called "tourist culture" and the "residual culture means that tourism development does not cause irreversible changes in a given destination's ecosystem, is the most commonly accepted measurement, since there is an apparent need all over the world to protect natural resources from the negative impacts of tourism activities. Social sustainability refers to the ability of a community to absorb tourism (both the industry and the tourists themselves) without the creation of social disharmony" of the visitors. Economic sustainability refers to a level of economic gain from tourism that is sufficient to provide an appropriate income for the local community (compared to the inconvenience caused by the activities of the tourism sector) and to cover all the costs of any special measure taken to satisfy the tourists (thus a precondition of economic sustainability is the attractiveness of an area and the perceived high quality of its tourist supply: without being in a competitive position in the world market, no destination can be economically sustainable). The different aspects of sustainability do not compete, but must be seen as equally important. High level of economic profitability must not be considered as a tool to cover over the damage done to social or natural resources, but the relative fragile nature of these latter must not create a planning environment where economic considerations are not being taken (properly). Sustainable tourism development has to be economically viable and naturally and culturally sensitive at the same time. In order to minimize or avoid the negative impact of the tourism the decision makers must be aware of all factors that play the role in the development process. In the measurement of the development that an individual destination is making towards sustainable tourism development, sustainability indicators are commonly accepted as one set of useful tools. These indicators include ratio of the number of local population per annual, natural and cultural resources in the destination area, existence of the local /region plan for tourism development, number of jobs created in tourism. Apart from these the household should have proper sewage system and proper awareness of the tourism's impacts in the local community. For more information on visiting Tanzania contact Wild Things For more information on visiting Tanzania's mountains contact Mountain Kingdom

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