



Sustainable Tourism in Nepal: A Discussion

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Abstract

Sustainable tourism and community people are interrelated in terms of the decision-making processes of sustainable tourism. The article attempts to explore the opportunities and challenges of sustainable tourism in Nepal by addressing the research questions: How does a sustainable tourism create opportunities? Why do the challenges exist in tourism promotion? The cooked information was analyzed under a qualitative research design. It found that the employment opportunities have been created. Tourism has contributed to the economic growth of a country. Local livelihoods have been sustained. The elites have well-captured the decision-making processes of tourism development. The participation of the local communities is minimal. It is further discussed that the advocacy initiatives need to be geared up through empowerment of local communities to influence the stakeholders.

Keywords: community participation, employment opportunities, Nepal, sustainable tourism, stakeholders.

I. Introduction

Sustainable development has gained popularity since the late 1980s in both tourist research and development studies in general. The author of this research, however, came to the conclusion after reviewing the literature that the "muddy pool" (Harrison, 1996) of discussion surrounding sustainable tourism is patchy, fragmented, and occasionally flawed. The concept and implications of sustainable tourism development have, in fact, not received much in-depth writing (Hunter & Green, 1995). According to Komilis (1994), the majority of research "had advanced little beyond the stage of formulating and discussing various principles and assumptions." In contrast, case studies that examine how sustainable principles are applied in practice—often through small eco- or alternative tourism projects—at best offer a micro solution to what is fundamentally a macro problem

(Wheeller, 1991). The environmental movement that gained popularity in the 1970s is where the idea of sustainability first emerged. In its World Conservation Strategy, the International Union for the Conservation of Nature and Natural Resources (IUCN, 1980) introduced the concept of sustainable development explicitly. "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" is how the Brundtland Commission Report (1987) defined sustainable development (WCED, 1987). Sustainable development, the Commission further emphasized, is a dynamic sequence of changes that "are all in harmony and enhance both current and future potential to meet human needs and aspirations" rather than a fixed state of harmony (WCED, 1987). There are numerous definitions of sustainable development and sustainability in the tourism industry (Dowling, 2002). The World Tourism Organization (WTO, 2001) favors the notion of sustainable development that follows: Sustainable tourism development preserves and expands prospects for the future while satisfying the demands of current visitors and host communities. According to this vision, all resources will be managed to meet economic, social, and aesthetic demands while preserving biological diversity, vital ecological processes, cultural integrity, and life support systems (Liu, n.d.).

Dissatisfaction with current products, growing environmental awareness and cultural sensitivity, destination regions' realization of their vulnerability and the value of their resources, and shifting developer and tour operator attitudes are the four social change forces that Prosser (1994) identifies as driving this quest for sustainability in tourism. Sustainability is commonly seen as having great potential as a means of resolving issues related to adverse tourist impacts and preserving its long-term viability. Bramwell and Lane (1993) commend it as a constructive strategy meant to lessen the conflicts and friction brought about by the intricate relationships between the tourism sector, visitors, the environment, and the host communities in order to preserve the long-term capacity and quality of both



natural and human resources. Three main goals are identified by Cater (1993) for sustainable tourism: addressing the host population's needs for higher living standards in the short and long term; meeting the demands of an increasing number of visitors; and protecting the environment to accomplish the first two goals. The goal of the "sustainability trinity," as highlighted by Farrell (1999), is the seamless and open integration of the environment, society, and economy. In the literature, the well-known phrases sustainability, sustainable tourism, and sustainable development are frequently used loosely and interchangeably. Harris and Leiper (1995) and Butler (1999b) are two of the few academics who have attempted to examine the distinctions between these words. This brief article will not get into a semantic argument over terminology. "Sustainability" is generally understood to be state-focused, implying stable living conditions for future generations, whereas "sustainable development" is more process-oriented and linked to controlled changes that result in better conditions for those engaged in such development. In a similar vein, all forms of tourism—conventional or alternative—that support or promote sustainable development are easily referred to as sustainable tourism. It should be mentioned that development is essentially a process of achieving "specific social and economic goals which may call for a stabilization, increase, reduction, change of quality, or even removal of existing products, firms, industries, or other elements" (Liu & Jones, 1996). The process does not necessarily entail "growth(Liu, n.d.)."

Nepal is home to eight of the ten tallest mountains in the world as well as the highest mountain ranges in the world. Mountaineers, rock climbers, trekkers, and other adventure seekers have been drawn to the nation. Its large altitude fluctuations over short distances make it a hotspot for ecological and climatic diversity. With its unmatched natural beauty, rich cultural legacy, and diverse climates, Nepal offers a comprehensive travel experience. It contains eight of the ten tallest mountains in the globe, making it the location of the highest mountains in the world. The world's mountaineers, rock climbers, trekkers, and other adventure seekers have been drawn to these mountains and the high hills. At four UNESCO World Heritage Sites, Nepal's natural and cultural richness has been preserved. Several distinct cultures can be found in Nepal, which is located at the meeting point of the vast Indian and Tibetan civilizations. The architecture, food, festivals, and other aspects of Nepal's cities—including Kathmandu, the country's capital, as well as Bhaktapur, Patan, Palpa, Ilam, and

Janakpur—all showcase the country's many cultures. Renowned cultural heritage sites that are popular tourist destinations include Janakpur, the birthplace of Goddess Sita, Pashupati, the sacred Hindu temple, and Lumbini, the birthplace of Gautam Buddha. Nepal is a distinctive travel destination because of its blend of adventure, culture, spirituality, and natural beauty(*Tourism-Sector-Full-Versionpdf-1746-132-1730779901*, n.d.).

However, the challenges are associated with the sustainable tourism development in Nepal. Increasing knowledge of and participation from the local population in tourism is one of the goals of sustainable tourist development. The prestige and dignity of the country, along with the cultural quality and appeal of tourism, continue to be the values of preserving the nation's distinctive characteristics and boosting local communities' involvement in the growth of tourism destinations (GBHN, 2000). Educating the public about upcoming events and engaging in dialogue with them, respecting and involving the community in decision-making, increasing awareness and understanding of tourism and the tourism industry and its effects on local communities, fostering relationships between visitors and locals, and taking advantage of the many tourism-related activities in the community are all goals of community involvement. That is, when such tourism developments are being developed, the local community should be included, either directly or indirectly. Policies pertaining to tourism development should be formulated with the interests of local communities in mind, but as tourism is a business, it must also provide high value for visitors and economic rewards for those who arrange it. The local population, however, ought to be both the focus and the target of such tourism development in some locations(Amerta, 2018). Thus, the article attempts to explore the opportunities and challenges of sustainable tourism development in Nepal by addressing the following research questions:

1. How does a sustainable tourism create opportunities?
2. Why do the challenges happen to the sustainable tourism development?

II. Methodology

The study is based on the interpretation of the secondary sources of information under qualitative research. The secondary sources of information were derived from the cooked sources namely the journals, books and reports written about sustainable tourism development. The cooked information was interpreted in line with the thematic chapters of the article.



Opportunities of Sustainable Tourism

Nepal's economy is based mostly on tourism, which significantly boosts employment, foreign exchange revenues, and GDP growth. Trekking, mountaineering, adventure sports, cultural tourism, wildlife tourism, and other activities are all part of this industry and draw tourists from all around the world (Sharma & Hasti, 2024). In order to fully understand the economic impact of tourism in Nepal, it is important to examine a number of factors. Among these are its important contribution to increasing GDP, the vital inflow of foreign exchange it enables, and its critical role in creating job opportunities in a number of industries. With tourism accounting for a sizeable amount of the nation's economic production, Nepal's GDP is greatly influenced by this industry. The industry directly contributes to GDP through the money made from lodging, food and beverage services, travel, and leisure pursuits. In addition to these direct effects, tourism expenditure increases demand in other economic sectors, such as retail, agriculture, and handicrafts, which increases the sector's overall GDP impact. This diverse economic impact highlights how important tourism is to Nepal's economic development and prosperity. A diversified workforce in both urban and rural parts of Nepal is employed by the tourist industry, which is a significant employer in the country. Hotel employees, tour guides, trekking porters, and craftspeople are among the jobs available to people with different skill levels and educational backgrounds. Hotels, restaurants, travel agencies, and handicraft workshops are examples of tourism-related enterprises that encourage entrepreneurship and small business growth, which helps the nation create jobs and generate revenue. In Nepal, investments in infrastructure development are largely driven by tourism. This covers the building of lodging facilities, transportation systems, and recreational facilities. According to Sihombing et al. (2016), investments in highways, airports, hiking trails, and tourist lodgings not only increase accessibility to popular tourist locations but also create job opportunities and boost the economy in adjacent businesses. Additionally, Nepal's general appeal and competitiveness as a travel destination are improved by these infrastructure upgrades. In Nepal, tourism has a significant sociocultural impact by promoting community development, maintaining cultural assets, and encouraging cross-cultural interaction. International tourists are drawn to Nepal by its main attractions, which include UNESCO World Heritage Sites, religious events, and traditional handicrafts (Alhadi et al., 2023). The

preservation of historical sites, the revival of traditional arts, and the advancement of indigenous cultural customs are all aided by tourism-related income. In Nepal, tourism is a major driver of economic growth, making substantial contributions to GDP, foreign exchange profits, employment, infrastructural development, and sociocultural enrichment. However, in order to fully realize the potential of tourism, issues including seasonality, infrastructure deficiencies, environmental degradation, and sociocultural tensions must be addressed. It is imperative that Nepal adopt a comprehensive strategy that prioritizes sustainable tourist practices, strong infrastructure, and efficient destination management in order to harness the transformative potential of tourism towards resilient and inclusive economic growth (Kadayat & Upadhyay, 2024).

Nepal's tourism industry has a lot of potential. The nation of the Himalayas is renowned for its breathtaking natural beauty, which includes the tallest peaks in the world, forests and wildlife-rich national parks, snow-fed rivers, amazing hiking routes, stunning lakes, and hospitable locals. Nepal is also rich in religious and cultural diversity. With eight of the world's ten tallest mountains, Nepal is a very alluring destination for rock climbers, mountaineers, and adventurers. Aside from being a desirable location for adventure, Nepal has a bright future for tourism due to its lovely temperature and the friendly attitude of its people. Travelers are encouraged to discover the world's treasures by tourism, a new worldwide phenomenon. Nepal is also a vital component of the global tourism system and cannot avoid profiting from this new industry. Nepal has a lot of potential for tourism as a Himalayan country. If numerous uncharted areas of Nepal are identified alongside well-known tourist attractions, the Himalayan state can achieve impressive advancements in the tourism industry (Himalayanglacier, 2015). Nepal's distinctive natural beauty, incredibly rich biodiversity, multiethnicity, diversity of languages and religions, social heterogeneity, and historical and cultural legacies have made it one of the world's top tourist destinations. Advances in science, technology, and communication have made the world into a single village day and night. In light of this, Nepal must promote its national heritage internationally in order to increase its capacity to reap the greatest benefits from a worldwide tourism market. By diversifying and growing their company, the tourism sector—which is a key pillar of the country's economic growth—has made it imperative to improve the standard of living and employment prospects for the



general public. While appropriately protecting and preserving Nepal's cultural heritage is crucial for this reason, it is also essential to have both quantitative and qualitative growth in the tourism service sector by building various infrastructures associated with it, such as international airport services (MOTCA, 2009). Nepal's capital, Kathmandu, is a city rich in temples and cultural heritage. Seven globally recognized heritage sites—Pashupatinath Temple, Baudhanath Stupa, Swayambhunath Stupa, Changunarayan Temple, Kathmandu Durbar Square, Patan Durbar Square, and Bhaktapur Durbar Square—are located within a 7-kilometer radius and are inaccessible elsewhere. Rich collections of archaeological, historical, and artistic significance can be found at Kathmandu's museums, and galleries showcase both contemporary and ancient artwork. With its abundance of art, architecture, and culture, the Kathmandu Valley is a popular tourist destination. Because Nepal is a country full with festivals and celebrations, tourists can see how the country's rich and culturally diverse population coexists peacefully (Khatri, 2018).

Costa Rica's successful ecotourism strategies are widely recognized. The country has created a large number of protected areas, including ecological reserves and national parks, to conserve its rich biodiversity. Active participation by local communities in tourism activities ensures both their involvement and financial gains. Sustainable livelihoods, conservation activities, and the protection of natural resources have all benefited from this approach (UNWTO, 2023). Thailand has used community-based tourism (CBT) programs to uplift local people and protect cultural assets. In villages like Ban Mae Kampong, guests may experience the local way of life by staying in homestays and taking part in customary activities. According to Thi Huong Ngo and Creutz (2022), CBT has helped communities preserve their culture, lessen their dependency on unsustainable practices, and create economic opportunities. Particularly in the coastal areas, the Maldives has embraced sustainable tourist techniques. Coral reef conservation, waste management, the utilization of renewable energy sources, and cultural preservation are all given top priority in the country. Resorts in the Maldives have implemented eco-friendly methods to lessen their environmental impact and encourage sustainable behaviors, such as trash reduction programs, solar power systems, and desalination facilities (Al-Khateeb, 2021). In South Africa, responsible wildlife tourism South Africa has made significant efforts to encourage ethical wildlife tourism. Conservation

sites like private game reserves and Kruger National Park have adopted sustainable management techniques to save ecosystems and wildlife. The tourism sector upholds moral standards, ensuring that wildlife is not unduly disturbed and aiding conservation initiatives. This approach has helped save endangered animals and provided economic benefits to local communities (UNWTO, 2023). Spain has successfully incorporated eco-friendly travel strategies. Granada and Barcelona, two historically important cities, have taken steps to protect their cultural legacy while controlling tourism. Sustainable transit options, pedestrian-friendly zones, and heritage conservation programs have been put in place to reduce the negative effects of tourism on the urban environment. These methods support local economic development, improve the visitor experience, and maintain cultural authenticity (Sarfraz Hashemkhani Zolfani et al., 2015). The value of environmental preservation, community engagement, cultural preservation, and responsible management practices are shown in these examples, which highlight different regional approaches to sustainable tourism (Aarif & Alalmi, 2023).

Using tourism to encourage altruism among tourists can be a successful strategy. People's ability to sympathize with those in need can frequently be altered by actual experience. More than USD 390 billion was donated to charities by Americans in 2016, demonstrating the potential of travel philanthropy. More and more companies are offering their patrons charitable options. A voluntary donation to a community fund is available at the point of checkout from a hotel association in Torres del Paine, Chile. The Torres del Paine Legacy Fund views the rise of tourism as a chance to make a difference, turning every new visitor into a tool to advance conservation initiatives and solve social concerns in Torres del Paine and the local communities. Since 1990, volunteer tourism has expanded quickly as well, with an estimated 1.6 million users each year. By offering medical care, education, agricultural labor, and ecological conservation support, tourists have had a significant impact on their host communities, despite criticism of volunteer tourism. Global citizenship, multicultural understanding, and peace are all promoted by tourism. Reducing preconceptions and advancing intercultural understanding, peace, and security depend heavily on encountering varied peoples and experiencing different cultures. According to research by the Institute of Economics and Peace and the WTTC, nations with more open and sustainable tourism industries also typically have more tranquil societies. Since guests frequently engage with hosts,



accommodation exchanges—a practice that is on the rise in travel—help to promote new social connections and cultural learning. Additionally, tourism fosters regional collaboration to develop joint tourism offerings and increase visitor numbers. An open visa policy for AU members is being implemented by the African Development Bank and the Africa Union (AU) in an effort to promote free movement of people and increase trade and tourism. Africa's travel and tourism industries are now expected to grow. Additionally, family bonding, healing, introspection, and rejuvenation can all be facilitated by travel. Breaking away from the daily routine at home can lead to fresh discussions, the discovery of new interests or abilities, and the creation of new relationships through those memories (119954-WP-PUBLIC-SustainableTourismDevelopment, n.d.).

Challenges of Sustainable Tourism

In actuality, industry and economic growth appear to be far from ideal in terms of sustainability on a global scale. Excessive greenhouse gas emissions, desertification, soil loss, ozone layer destruction, land and water acidification, an alarming rate of biodiversity loss with an increasing number of species facing extinction, irresponsible planning leading to potentially irreversible degradation of important ecosystems, and a change in the global climate, many of which are linked to human activity, are all examples of the growing evidence of irresponsible planning. At the same time, a large percentage of people on the planet are impoverished. These and other issues all represent serious systemic threats to the welfare of present and future generations, especially lower socioeconomic households, which are the most economically, socially, and environmentally vulnerable in the world. Furthermore, the global supply of fixed resources is in danger of being further depleted if economic expansion continues at the currently unsustainable rates, as demonstrated by the magnitude of "overtourism." It is possible to identify a number of topics that, despite being extensively explored in the social science research literature, seem to be comparatively overlooked in the study of tourism. Researchers, practitioners, and policymakers in the tourist sector encounter significant conceptual and empirical obstacles when attempting to define sustainable development and build plans to attain and sustain sustainable growth in the sector. This essay takes a critical exploratory approach to pinpoint these issues facing tourism research and examine potential solutions. Comparing

and contrasting the presumptions, problems, and viewpoints presented in the study literature on sustainable tourism entails looking at theoretical concepts and ideas. A few significant issues are starting to surface (School of Business, University of Technology Sydney, Ultimo, NSW 2007, Australia & Dwyer, 2023).

The first challenge is to gain a deeper understanding of what "sustainability" means. The "static" definition of sustainability used by most tourism scholars is centered on how policies affect the current generation. Maintaining or improving capital stocks that transfer "well-being" over time is the essence of the dynamic idea of "sustainability." Tourism studies that claim to address "sustainability" issues typically concentrate on the immediate consequences of development projects rather than their possible long-term repercussions. The evaluation of intergenerational well-being, which is crucial for figuring out if a place is moving in the direction of sustainable development, has so been largely disregarded. Researchers studying tourism must create additional sustainability indicators that are focused on the future since the concept of sustainability is dynamic. Improving human well-being is now generally acknowledged as the main objective of sustainable development. Accordingly, achieving human well-being ought to be the ultimate objective of social policy, including tourism policy. The entire spectrum of economic, social, and environmental elements that impact people's quality of life on an individual and societal level is referred to as human well-being. The second problem is developing the specific definition of "well-being" that would be applied to research and policy-making in order to promote sustainable tourist growth. In a number of development studies, tourism research has calculated subjective indicators of local well-being. However, in order to properly construct policies that promote sustainable development, the analyst must take both objective and subjective indicators in order to capture the larger dimensions of resident well-being. Researchers studying tourism must look beyond arbitrary assessments of the well-being of locals in order to assess the viability of various development strategies. Understanding how resident well-being is passed down both within and across generations is a third issue in achieving and sustaining sustainable tourism development. Through the formation or depletion of various capital stocks—economic, human, social, and natural—industrial growth has an impact on the well-being of its inhabitants. These stocks must be effectively managed for long-term intertemporal well-being. Oddly, despite the fact that well-being issues are



receiving more attention in tourism research generally, not much work has been done to examine the connections between resident well-being outcomes and changes in capital stock related to tourism development. The degree to which various capital stock types can be used interchangeably to achieve sustainable development is the subject of a fourth problem. Scholars are still debating whether sustainable development necessitates maintaining the entire capital stock through substitution of different capital types or whether certain capital types have a special contribution to well-being that other capital stocks cannot match. The two main stances of "weak" and "strong" sustainability have changed. While strong sustainability contends that maintaining key thresholds of certain stocks—particularly natural capital—is essential for human well-being and even for human survival itself, weak sustainability permits complete substitutability between capital assets. The importance of this distinction to the process of sustainable development is not well understood in tourism studies (School of Business, University of Technology Sydney, Ultimo, NSW 2007, Australia & Dwyer, 2023).

With its unmatched natural vistas and rich cultural legacy, Nepal presents a substantial opportunity for sustainable tourism. But the industry has problems like deteriorating infrastructure, poor policy execution, and environmental deterioration. The long-term survival of Nepal's tourist sector depends on striking a balance between the needs of adventure travel, conservation, and community development. It is necessary to combine internationally recognized best practices with locally developed solutions to address these issues, such as encouraging ecotourism, empowering local people, and making investments in environmentally friendly infrastructure. Since the Khumbu glacier is melting quickly, there is an urgent need for environmental sustainability in tourism planning, which is a major problem in the Everest region. Nepal (2000) criticizes the nation's policies for environmental preservation and tourism, promoting integrated strategies that match tourism objectives with social justice and ecological sustainability. Impact on native populations, such as the Sherpas, and the difficulty of preserving cultural customs in the face of economic growth are emphasized. Sharma et al. (2016) evaluate the financial impacts of tourism in the Langtang area, emphasizing the necessity of distributing income fairly in order to assist local populations. Examining the economic significance of adventure tourism in Nepal, specifically trekking and climbing, ignores its social and environmental effects. Dixit (2014) argues for integrated management to avoid

commercialization and emphasizes on the connection between tourism and cultural assets in the Kathmandu Valley. Maharjan (2011) talks about how to preserve cultural heritage in the face of growing tourism, but it doesn't include specific plans or community engagement. The impact of climate change on high-altitude ecosystems is examined by Singh et al. (2011), who stress the necessity of tourism adaptation measures. While Stevens (1996) advocates for sustainable practices in Sagarmatha National Park, Bajracharya et al. (2005) argue for community-based conservation in the Annapurna region. The economic significance of adventure travel is emphasized by Zurick (1992), who also cautions against the environmental damage caused by the industry's explosive growth. The complexity of sustainable tourism in Nepal are highlighted by these studies, necessitating integrated approaches that strike a balance between development and the preservation of the country's natural and cultural resources. International frameworks that provide guidelines for responsible tourism include the "Cape Town Declaration 2002" and "Our Common Future" (WCED 1987). In addition to encouraging community involvement, cultural sensitivity, and environmental preservation, the Cape Town Declaration supports the financial advantages of tourism. The principles of the WCED also emphasize the necessity of comprehensive, integrated approaches to tourism development that give justice, sustainable production, and cultural and environmental preservation top priority (Khanal, 2025).

Nepal has implemented the Tourism Act of 2035 (1978), which emphasizes environmental preservation and mountaineering rules, as a major step toward promoting sustainable tourism. In line with the Sustainable Development Goals (SDGs) of the UN, the Nepal Tourism Sector Strategy (2015) places a high priority on objectives including biodiversity preservation (SDG 15), responsible consumerism (SDG 12), job creation (SDG 8), and climate action (SDG 13). Though the majority of the current rules focus on mountaineering, more comprehensive standards that cover the whole range of tourism activities are required. In order to ensure that local community's benefit from tourism and are included in decision-making, the Nepali government is dedicated to sustainable tourism. This involves encouraging environmentally friendly behaviors including conservation of wildlife, energy efficiency, and trash management. The preservation of cultural heritage, including traditional arts and historical sites, is also crucial. Programs that increase the capacity of tourism stakeholders, including local communities and tour operators, are also essential for putting



sustainable practices into action. Full implementation is hampered by issues including resource constraints, lax enforcement, and unstable economic conditions, notwithstanding these efforts. In order to overcome these obstacles, long-term sustainability depends on ongoing stakeholder collaboration, infrastructure investment, capacity building, and adaptive management. Nepal can promote environmentally friendly and socially responsible tourism while conserving its rich cultural legacy by coordinating local initiatives with global norms(Khanal, 2025).

III. Discussion

Regarding sustainable development, mainstream sociology provides insightful viewpoints. Giddens' (1990) structuration theory investigates the dynamic interplay between social practices and structures, offering perspectives on environmental policies and global governance. His research emphasizes how global networks that are interrelated make environmental problems worse and call for creative frameworks for governance. The network society hypothesis of Castells (1996) also highlights how technology may change how society is organized, arguing that when combined with adaptive governance techniques, technical innovations can promote sustainable behaviors. In order to address environmental challenges, both Giddens and Castells emphasize the significance of international cooperation. Tools for examining how tourism affects global networks and vice versa are provided by their theories. For example, the demand for experiential rather than material consumption in the tourism industry can be explained by Giddens' concept of modernity and self-identity. Castells' understanding of digital networks informs marketing plans for eco-friendly travel locations and how to use technology to promote eco-friendly travel habits. By highlighting the societal ramifications of manufactured threats like climate change, Ulrich Beck's (1992) concept of "risk society" enhances the conversation even more. Beck emphasizes the necessity of reflexive governance and cooperative responses by pointing out how global and linked these threats are. This framework's application to the tourism sector highlights the sector's susceptibility to environmental hazards and the need for adaptable mitigation techniques. These viewpoints are supported by the function of social movements, which emphasize the impact of grassroots activism on environmental consciousness and legislative change. The difficulties of striking a balance between urbanization, environmental justice, and fair tourism development are also highlighted by urban sociology. In order to promote sustainable tourism, these

sociological frameworks together highlight the interaction of local customs, global networks, and governing bodies(Khanal, 2025).

"Sustainable tourism should make the best possible use of environmental resources, which are a critical component of tourism development, while also preserving fundamental ecological processes and contributing to the conservation of natural heritage and biodiversity" (UNWTO). Implementing sustainable tourism requires constant investment to keep development moving forward at a steady pace while ensuring ecological balance, biodiversity conservation, and the preservation of social, cultural, and national values. The World Tourism Organization and the United Nations Environment Program established twelve primary objectives for sustainable tourism in 2005. These include: economic viability, employment quality, visitor satisfaction, community well-being, physical integrity, resource efficiency, local prosperity, biological diversity, environmental purity, cultural richness, social equity, and local control. In the modern world, the greatest and fastest-growing industry is tourism, claim Tuhin and Majumder (2015). It significantly affects a nation's economic development. Bangladesh is a relatively new travel destination worldwide. Bangladesh's rich cultural heritage and breathtaking natural beauty make it a country with enormous potential for tourist growth. The Bangladeshi economy can benefit from tourism if the appropriate marketing plan and techniques are created and put into practice. Despite this, the company's poor marketing prevents it from reaching its goal. Additionally, the study recommends that the government immediately establish a "tourist policy" to support the expansion of the sector. Bangladesh may benefit from regional cooperation, and both public and private investment are essential in the tourism industry. The study's goals are to describe the present situation of Bangladesh's tourism industry, categorize its obstacles, and provide suitable solutions as a consequence(Alam et al., n.d.).

In the academic and policy literature, the significance of stakeholders in the execution of sustainability in tourism is frequently taken for granted. Nonetheless, it is frequently mentioned in discussions of sustainability, which is not given much further thought because it is seen as inevitable. According to Moscardo's (2011) analysis of tourism planning models, stakeholders are frequently cited as being crucial, but there is a lack of specific guidance on how to find, interact, and collaborate with them. Furthermore, a wide range of entities were included in the first descriptions of tourism stakeholders in many models; nonetheless, the stakeholders most



frequently included and/or enabled were governmental tourist agencies and significant tourism enterprises. Beyond tourism, discussions of sustainability encompass considerably more thorough and critical evaluations of stakeholders and the difficulties in successfully involving them in sustainability initiatives (Rodin, 2005)(Budeanu et al., 2016).

Community involvement in the tourism development process is presented by Brohman (1996) as a magic bullet for resolving issues related to tourism in third-world nations. He claimed that more equitable benefit distribution, a deterrent to undemocratic decision-making, and improved local community needs will all result from community involvement. According to Taylor (1995:48), who backed the idea of allocating the costs and rewards of tourism development, "tourism entrepreneurs within a community may not actually be part of that community." These individuals could be "off-comers," foreigners who bring in traits that are not and cannot originate from the group itself, or they could be marginal in some respects and possibly better suited to make money from the tourism industry. Locals are given the opportunity to start their own businesses and participate in development-related decision-making processes, especially when it comes to the sociocultural and environmental effects of tourism, according to Dei (2000). Seven reasons were listed by Tosun and Timothy (2003) to support the idea that community involvement in tourism is essential: (i) community involvement is essential to the execution of tourism plans and strategies; (ii) sustainable tourism development can be attained; (iii) visitor satisfaction can be raised; (iv) travel professionals can create better tourism plans; (v) equitable cost and benefit distribution among community members; (vi) local identity needs can be met; and (vii) the democratization process in tourist areas can be strengthened. Inskip (1994) stated that community-based tourism is emphasized by sustainable development, noting that local community participation in tourism activities leads to more positive views toward tourism development and aids in the conservation of local resources. Developing the kinds of tourism that benefit local communities and involving the community in the planning and development process are the main goals of this tourist strategy. It accrues to both locals and visitors.

When the benefits to locals are maximized, they are more likely to embrace tourism and actively promote the preservation of local resources(Rahman, n.d.).

IV. Conclusion

Sustainable tourism development should be viewed as an adaptive paradigm that is a component of the parental concepts of development and sustainable development. By identifying particular principles in the context of its parent concepts, it should seek to support the goals of both sustainable development and development in general. Accordingly, all forms of tourism development that significantly advance or at the very least do not conflict with the upholding of development principles in an infinite amount of time without jeopardizing the capacity of future generations to meet their own needs and desires should be regarded as sustainable tourism development (Tosun, 1998). In this connection, Butler (1993) combines the idea of sustainable tourism development with its parent terms, which can be understood as follows: tourism that is developed and sustained in a place (community, environment) in a way and at a scale that ensures its viability over an indefinite period of time and does not degrade or alter the environment (physical and human) in which it exists to the point where it prevents the advancement and well-being of other activities and processes. Sustainable tourism, which can be defined as travel that can continue to be profitable in a place for an indefinite amount of time, is not the same as that. The aforementioned general issue of sustainable development has been reflected as follows by (Pearce et al., 1990): In order to increase long-term health and well-being, sustainable development is a development plan that manages all assets, including financial and physical assets, human resources, and natural resources. In order to achieve sustainable development, policies and practices that maintain existing living standards by depleting natural resources and the productive base are rejected. This leaves future generations with less opportunities and more hazards than our own(Tosun, 2001). Participation from the community is thought to be a crucial instrument for the growth of tourism. Local communities will gain from effective community involvement in the decision-making process, according to Western academics. However, because of a lack of political commitment and elite dominance in the political process, such engagement is challenging to get in developing nations. This article examines how the Cox's Bazar local community contributes to the growth of the tourism industry by determining how involved they are in local administrative decision-making. It also examines whether local or federal government organizations take socioeconomic effects into account when developing any relevant policies(Rahman, n.d.).



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