

Active Response for Sustainable Tourism

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Abstract

As sustainable development has become a new paradigm around the world, interest in sustainable tourism is also increasing in the tourism sector. Despite the visualization of sustainable tourism development projects, there is criticism that there is a lack of sustainable tourism development cases that are distinctly differentiated from existing tourism development and are not linked to environmental damage or regional revitalization. Major sustainability in sustainable tourism can be seen as 'environmental sustainability, socio-cultural sustainability, and economic sustainability'. The author talks about the fact that elements do not exist individually but are interconnected to interact and influence, and introduces the 'normative theory' as a supporting theory. Based on the normative theory, the author proposes four things in this article: Environmental Improvement Measures for Ecotourism Destinations, Environmental Management Mileage System for Local Residents, Environmental Management Responsibility System for Tourism Businesses and Promoting International Standards through Environmental Education. In achieving sustainable tourism development, it is imperative to not only refine development methodologies but also establish robust implementation systems. Stakeholders must operate within the ecological limits prescribed by environmental capacity, ensuring a harmonious balance between tourism growth and environmental preservation.

Keywords: Environmental Sustainability; Socio-Cultural Sustainability; Economic Sustainability; Environment; Tourism Development; Tourist Attraction

Introduction

Accordingly, while advocating sustainable tourism development around the world, ecological and green tourism policies are being actively promoted, and despite the fact that sustainable tourism development projects are becoming visible, there are insufficient cases of sustainable tourism development that are clearly differentiated from existing tourism development, and there are criticisms that they are not linked to damaging the environment or revitalizing the region. The main sustainability in sustainable tourism can be seen as 'environmental sustainability, socio-cultural sustainability, and economic sustainability'. Only when these three major factors are balanced can it be said to be 'sustainable'. I would like to talk about the fact that the three elements are not individually present, but are connected to each other to interact and influence each other.

Participation in Sustainable Tourism

When promoting sustainability, various stakeholders need to point out where they are aiming. First of all, it seems that the biggest purpose is to maintain the environment. However, if you focus only on 'maintaining the environment' itself in order to move toward sustainable tourism, you may be buried in the word and neglect 'participation', which is a key element in sustainability [1]. Then, what are the ways to make tourists and locals of the

tourist attraction all participate? It is to make tourists feel that the environment of the tourist attraction is being managed consciously and unconsciously, and to give the beneficiaries and locals of the tourist attraction a role in the management of the environment

[2]. What should not be missed is that sustainable tourism can be achieved when three factors are harmonized: maintenance of tourism resources, participation of local communities, and tourist experiences. Ultimately, high-quality natural resources, high-quality tourism experiences, and the pride and profits of local residents should be guaranteed [3].

Normative Theory

As a theory supporting this, there is typically a 'normative theory'. Normative theory is a theory that studies the relationship between social norms and behavior Figure 1. Since people imitate or are influenced by the actions of those around them, it can be said that this is supported by the fact that people who show exemplary behavior to improve the surrounding environment are modeled and influenced by others [4].

Proposals for Sustainable Tourism

The reason why normative theory should be further reflected can be found in the characteristics of tourism. Tourism

is a phenomenon in which people with different cultures and values gather in other regions from a third-person perspective. Culture and values mentioned here will also include values for the environment, ways and habits of disposing of waste, and

sensitivity to the environment, and encouraging various other thoughts to look at one place is the most important part of the solution. The more natural, subtle, and simultaneous this process is, the higher the likelihood of success [5].

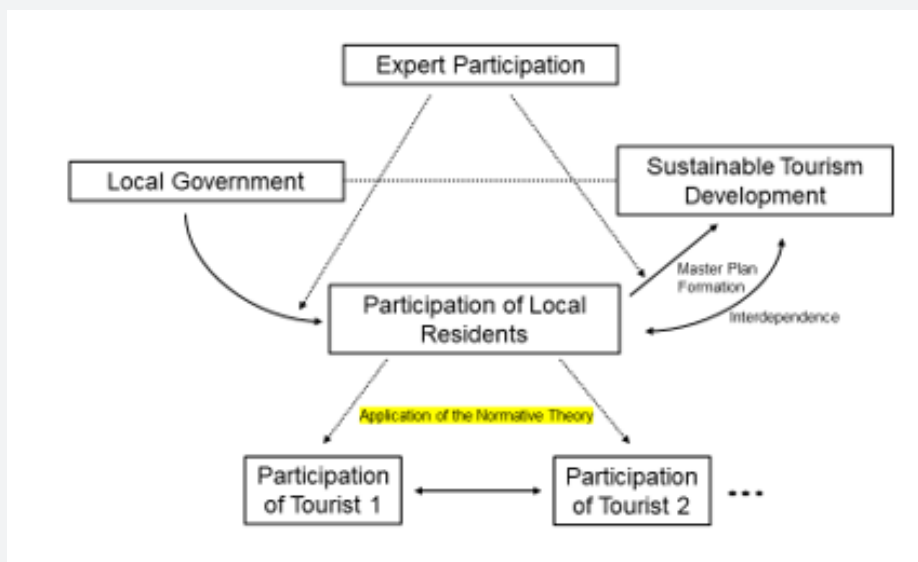


Figure 1: Development process of Community Tourism with the application of normative theory. Source: Created by the author.

Accordingly, the author proposes four main things.

1. Environmental Improvement Measures for Ecotourism Destinations

Implement physical environmental enhancements along tourist routes, extending beyond core destinations to encompass areas frequented by tourists. These measures contribute to ecological preservation and enhance visitor experiences.

2. Environmental Management Mileage System for Local Residents

Introduce a mileage-based incentive system for residents engaged in environmental stewardship. By rewarding sustainable practices, this approach aligns economic benefits with conservation efforts.

3. Environmental Management Responsibility System for Tourism Businesses

Establish a legal framework that holds tourism operators accountable for sustainable practices. This system encourages responsible resource management and minimizes negative environmental impacts.

4. Promoting International Standards through Environmental Education

Bridge the gap in environmental awareness by integrating sustainable tourism education into national curricula. By fostering

informed decision-making, we can align practices with global standards.

Conclusion

This article does not argue that the application of the normative theory to sustainable tourism is possible without the need to verify it realistically or that the above should be viewed as a concrete examples and promoted as they are. For sustainable tourism development, it is necessary to cultivate not only the development method, but also the implementation system and the capacity of the promoter, and the use of resources should also be made within the limits allowed by environmental capacity. To this end, unlike existing tourism development, an integrated “community-centered development strategy” that considers local residents, local industries, and local resources is required, and follow-up research on the establishment of new development models and methods of community participation is required to implement them.

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