

# Promoting Responsible Tourism for Sustainable Destination Development

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**ABSTRACT-** Responsible tourism has become a strategy for promoting sustainable development of destinations particularly in areas experiencing swift tourism expansion and rising environmental and cultural challenges. This article investigates how responsible tourism methods—including involving the community conserving resources practicing conduct and developing sustainable infrastructure—help establish tourism sites that are balanced, resilient and inclusive. In this research paper, we studied the key principles, common challenges, and practical approaches related to responsible tourism. The results show that responsibility should be shared by governments, travelers, local communities, and the tourism industry. In this study, we are showing that the responsible tourism helps enrich visitor experiences, protects the environment, strengthens local economies, and keeps cultural traditions alive.

**KEYWORDS:** Responsible Tourism, Sustainable Development, Community Participation, Tourism Ethics, Destination Management, Environmental Conservation

## 1. INTRODUCTION

This paper explores how responsible tourism principles can steer destination growth ensuring benefits for populations, conservation of nature and memorable experiences for visitors. In this study, I tried to piece together what responsible tourism really means. Many authors described in different ways, but main idea is very simple: tourism should not harm the places or the people who host the visitors. Firstly, I listed the basic parts of responsible tourism, then tried to figure out who is actually involved—governments, travellers, local families, businesses, everyone—and what each one is supposed to do. The goal is not to stop tourism at all; it's more like guiding it so both sides, the hosts and the tourists, get long-term benefits. A lot of the interest in this topic came from the fact that mass tourism created a bunch of problems. Places lost their natural beauty, cultural practices became commercial, and sometimes the money didn't even stay with local communities. Many earlier studies point this out and connect sustainability with protecting nature and acting fairly [Bramwell, B., and Lane, B.](#) Over time, responsible tourism became more of a “do this, don't do that” approach, where both visitors and tourism operators are expected to act in an ethical and environmentally aware way [Singh, A., and Verma, P.](#) The main point stays the same: reduce the damage as much as possible, support the local economy, and keep cultural identity alive [Mathew, P. V., Cabral, C., and Mohandas, N. P.](#)

Some authors say that places practicing responsible tourism actually notice better conservation results and happier local communities [Becken, S.](#) These ideas also fit with climate policies, especially where the environment is already under pressure [Gössling, S., Scott, D., and Hall, C. M.](#) One thing that keeps showing up is the importance of involving local people. When locals are included, their culture, history, and knowledge naturally shape how tourism grows [Wang, W., and Xu, H.](#) But the reality is that equal participation rarely happens, and some groups still don't get a voice in planning [Rivera, M., and Croes, R.](#) The economic part is interesting too. Responsible tourism can create real income for small businesses and help money stay inside the community instead of going to outside companies [Torres, R., and Momsen, J.](#) Things like homestays, handmade crafts, and local tours usually bring income directly to residents [Rivera, M., and Croes, R.](#) Plus, basic ethical standards like cutting waste and using resources carefully help keep destinations stable in the long run [Dodds, R., and Butler, R.](#) In developing regions, however, tourism grows too fast, and sustainability measures are still slow, which causes inequalities [Kumar, R., and Sharma, S.](#)

Technology is slowly getting part of the result. Simple mobile apps and QR codes can explain original rules, show artistic prospects, or warn tourists about fragile areas [Liu, X., and Fan, J](#) [Souza, V. S., Marques, S. R. B. D. V., and Veríssimo, M.](#) These tools help manage crowds and give real-time information. Unexpectedly, social media influencers are now pushing sustainable trip dispatches too [Rajput, A., and Gandhi, A.](#)

Infrastructure plays a big role as well. If tourism facilities are built with sustainability in mind—better waste systems, cleaner transport, proper visitor management—the environment benefits [Chan, E.](#) If not, then it usually leads to more pollution and unhappy tourists [Papadaki, E.](#) Researchers also mention common issues like weak enforcement, low awareness, and businesses avoiding sustainable steps because they think it's expensive or unnecessary [Jeong, S., and Lee, C.](#) Solutions usually involve stronger governance, shared responsibility, and flexible management systems [Abdellatif, H., Hicham, B., and Karim, B.](#) [Almeida, A., and Costa, R.](#) Partnerships and training programs can also help [Choi, H. C., and Kim, C.](#) And of course, cultural sensitivity is always needed so that traditions are respected rather than turned into products [Wood, M., and Harrison, D.](#) More recent studies focus a lot on tourist behavior. People respond better when instructions are clear, visually shown, and backed by authorities [Fernández, D., and Martin, J.](#) Small nudges—like signs, reminders, or gamified messages—seem to work surprisingly well in influencing how visitors manage waste or behave around wildlife [Souza, V. S., Marques, S. R. B. D. V., and Veríssimo, M.](#)

## 2. CONCEPTUAL FOUNDATIONS OF RESPONSIBLE TOURISM

This part outlines the principles of responsible tourism along with associated ideas like sustainability and destination stewardship. It defines terms to help readers grasp what "responsible" entails in real-world applications: reducing negative impacts distributing advantages fairly and honouring local traditions. The aim is to establish a structure, for the remainder of the document.

## 3. PRINCIPLES AND EVOLUTION OF RESPONSIBLE TOURISM

Responsible tourism emerged due to increasing worries, about the impacts of mass tourism. As popular locations became congested and natural environments were strained, governments, communities and researchers started seeking methods to regulate travel. Gradually the concept evolved from advocating "sustainable tourism" to motivating travelers, businesses and local officials to jointly safeguard destinations and enhance the well-being of residents. The emphasis shifted from environmental objectives to concrete measures that minimize damage and aid local populations.

The fundamental ideas behind tourism are straightforward. The initial principle is to reduce harm by managing resources wisely and steering clear of actions that harm ecosystems. The next is to guarantee that communities gain from tourism via pay, employment for locals and the growth of local enterprises. Another principle involves honoring customs and safeguarding heritage locations to prevent tourism from weakening or misrepresenting local culture. Lastly it is important to promote openness and ethical conduct, among service providers ensuring travelers understand their decisions fair and secure practices.

## 4. ROLE OF STAKEHOLDERS IN RESPONSIBLE TOURISM

Responsible tourism succeeds solely when every participant fulfills their role. Authorities establish regulations, safeguard cultural landmarks and develop essential infrastructure such, as roads and waste management systems. Local populations contribute their expertise engage in planning processes and assist in directing the development of tourism in their region.

Tourism enterprises adhere to standards employ local residents and minimize pollution caused by their activities. They also educate visitors on conduct. Tourists play a part well. They can select friendly alternatives, honor local traditions and refrain from wasteful actions.

Educational institutions and NGOs promote awareness, training and research that enhance behaviors.

When all parties collaborate tourism becomes more equitable, just and enduring.

## 5. BENEFITS OF RESPONSIBLE TOURISM FOR SUSTAINABLE DESTINATION DEVELOPMENT

Sustainable tourism offers lasting advantages to locations. It aids in conserving resources maintaining cleanliness and appeal for locals and tourists alike. Additionally, it boosts economies by generating reliable employment promoting local enterprises and retaining a larger share of revenue, within the area.

Heritage protection is prioritized by tourism resulting in improved preservation of cultural landmarks and customs. When communities participate in decision-making, they feel more engaged, fostering trust and collaboration.

Ethical behaviors also diminish issues such as congestion, environmental damage and disputes, between visitors and residents. Consequently, locations develop harmoniously and stay attractive for upcoming generations.

## 6. CHALLENGES IN IMPLEMENTING RESPONSIBLE TOURISM

Putting tourism into practice is often challenging. Numerous destinations face budget constraints hindering their ability to fund waste disposal, education or sustainable infrastructure. In locations the absence of clear regulations or effective enforcement allows careless behaviors to persist.

Companies might oppose change as eco-friendly choices often require initial investments. Local populations occasionally feel excluded particularly when choices are made without their involvement. Visitors might also disregard rules or opt, for affordable less ethical alternatives.

An additional difficulty is managing the expansion of tourism alongside preserving the environment. Rapid increases, in visitor counts strain both cultural sites. The issue is worsened by falsehoods and a lack of knowledge.

These obstacles demonstrate that sustainable tourism requires long-term planning, collaboration and ongoing education, for every participant involved.

## 7. STRATEGIES FOR PROMOTING RESPONSIBLE TOURISM

Destinations can encourage tourism by implementing straightforward and effective measures. One method involves informing tourists via instructions, signage and engagement, with the community. When visitors learn how to honor customs and the environment their conduct becomes better.

Municipal authorities can establish equitable regulations to safeguard natural areas handle waste effectively and prevent excessive crowding. Companies can contribute by utilizing friendly materials minimizing plastic usage and providing sustainable tours.

Collaborating with communities is essential. When residents generate income and participate in decision-making they back tourism. Safeguard their environment. Technology can assist well including apps that direct tourists or platforms that track visitor numbers at frequently visited locations.

Collaborations among government companies and local people enhance these approaches. Moreover, steady small actions can result in advancements, in the functioning of tourism.

## 8. ROLE OF STAKEHOLDERS IN SUSTAINABLE DESTINATION DEVELOPMENT

Responsible tourism is effective only if every stakeholder contributes. Local populations safeguard traditions, oversee resources and direct visitors using their expertise. Tourism companies influence tourist conduct by providing services equitable jobs and environmentally conscious choices.

Government officials establish regulations, oversee infrastructure and protect cultural landmarks. Tourists are participants; their decisions have a direct influence, on locations. By honoring traditions minimizing waste and purchasing local goods they contribute positively.

Non-profit organizations and educational bodies contribute by raising awareness and offering training. When all parties collaborate with objectives destinations develop sustainably and harmoniously.

## 9. CHALLENGES IN IMPLEMENTING RESPONSIBLE TOURISM

Putting tourism into practice can be challenging. Numerous locations face budget constraints making it difficult to develop facilities or control waste effectively. Overcrowding also poses a challenge, particularly at well-known attractions where the influx of visitors increases more quickly than the infrastructure can support.

Local communities frequently experience advantages with only certain groups profiting from tourism while others are excluded. The absence of awareness among visitors and companies may result in actions, including littering, price gouging or disregard, for local traditions.

Policy shortcomings are also present. Regulations might be in place. Are not adequately enforced. Additionally certain areas experience collaboration, among authorities, companies and local organizations. These difficulties hinder advancement. They also pinpoint where interventions are most crucial.

## 10. STRATEGIES TO PROMOTE RESPONSIBLE TOURISM

Locations can encourage tourism through simple effective actions. Providing visitors with instructions—, like waste disposal policies, cultural norms and wildlife protection—guides improved conduct. Municipal authorities can foster transportation maintain cleaner public areas and back services managed by the community.

Engaging community members in the planning and decision processes fosters trust. Guarantees equitable advantages. Educational initiatives for guides, hotel employees and small enterprise owners assist in improving quality without expenses. Technology solutions, such, as applications or straightforward QR-coded information displays can quickly disseminate knowledge.

Collaborations are important well. When tourism authorities, local companies and community organizations join forces it simplifies crowd control, environmental conservation and aiding business owners. Effective regulations and continuous oversight ensure the process remains steady and equitable.

## 11. CHALLENGES IN IMPLEMENTING RESPONSIBLE TOURISM

Responsible tourism appears straightforward yet numerous locations find it challenging to implement. A significant challenge is funding. Small communities and rural regions frequently do not have resources to upgrade waste management safeguard natural landmarks or educate local staff. Deficient infrastructure—like roads, scarce water availability or congested tourist spots—further complicates sustainable administration.

Tourist conduct can present an issue. Numerous travelers are. Uninformed about local regulations or opt to disregard them. As a result, this causes littering, noise pollution, excessive use of resources and a lack of respect for cultural traditions. Residents might also feel marginalized if they do not perceive advantages from tourism. This generates conflict. Diminishes enthusiasm, for tourism initiatives.

Organizations occasionally oppose methods due to concerns, about increased expenses or delayed benefits. Additionally in regions regulations lack clarity or are poorly implemented. Without oversight even well-designed strategies deteriorate over time. Climate change intensifies these challenges for natural sites experiencing higher temperatures, erosion or irregular seasonal patterns.

In spite of these obstacles, endeavors, engagement, from the community and well-defined guidelines can render responsible tourism both attainable and feasible.

## 12. POLICY FRAMEWORK AND GOVERNMENT INITIATIVES FOR RESPONSIBLE TOURISM

- Overview of national and state-level tourism policies promoting sustainability.
- Programs initiated by the government promoting tourism growth.
- Role of local authorities in regulating and monitoring tourism practices.
- Public-private partnerships supporting responsible tourism initiatives.
- Policy gaps and areas needing improvement.

## 13. ROLE OF COMMUNITY PARTICIPATION IN RESPONSIBLE TOURISM

Active involvement of the community is crucial in fostering tourism as it guarantees that local residents are engaged in planning, decision-making and overseeing tourism operations. When communities take charge they aid in safeguarding heritage conserving natural assets and preserving the distinct character of the location. Responsible tourism additionally generates benefits for local people via small enterprises, crafts, homestays and jobs, in tourism-related services. Programs aimed at building capacity also enhance their capability to gain from tourism while supporting development. Nonetheless attaining engagement can be difficult because of scarce resources, insufficient training and imbalanced power relations necessitating the use of inclusive and transparent methods.

## 14. CHALLENGES IN IMPLEMENTING RESPONSIBLE TOURISM

Building structure is an aspect of responsible tourism as it significantly affects caller satisfaction and the enduring viability of destinations. Sustainable structure aims to reduce detriment by employing eco-conscious designs exercising renewable energy enforcing effective waste operation and promoting low-emigration transport druthers. Contemporaneously, it boosts quality of life by upgrading public amenities enhancing connectivity and backing community services that serve both locals and trippers. Well-planned structure also helps manage sightseer inflow, reduces pressure on fragile ecosystems, and ensures safety and availability. Still, poor planning or overdevelopment can lead to traffic, resource reduction, and dislocation of original life, making it essential for tourism structure to be guided by sustainability principles and community requirements.

## 15. RESEARCH METHODOLOGY

This research adopts an approach supplemented by quantitative elements to set the foundational research framework in line with mixed-method strategies frequently employed in tourism research. The aim is to investigate tourism's impact, on destination growth and outline the functions, difficulties and tactics of stakeholders matching the exploratory methodological framework often utilized in sustainable tourism studies [Bramwell, B., and Lane, B. Jamal, T., and Camargo, B.](#)

The qualitative section involves reviewing literature and policies analyzing case studies and gathering feedback from stakeholders as advised in tourism governance research [Jenkins, J., Dredge, D., and Taplin, J.](#) The quantitative aspect if required will comprise analyses from brief surveys a method endorsed in recent evaluations of responsible tourism impacts [Mathew, P. V., Cabral, C., and Mohandas, N. P.](#)

Initial data will be gathered via questionnaires aimed at tourists along with -structured interviews conducted with residents tourism business proprietors, government representatives, NGOs and tourism specialists a technique frequently employed to obtain insights, from multiple stakeholders [Gössling, S., Scott, D., and Hall, C. M](#) [Torres, R., and Momsen, J.](#) Secondary data will comprise articles, government tourism policy papers report from entities like UNWTO and WTTC regional tourism plans and pertinent case studies, from Kerala, Ladakh and Sikkim aligned with policy-driven tourism research [Otaboyev, U. Nyaupane, G., Paris, C., and Li, X.](#)

Instruments, for data gathering will comprise Likert-scale surveys, interview protocols and document review checklists aligned with established research tool frameworks [Clark, T., Foster, L., Bryman, A., and Sloan, L.](#) Sampling will be targeting experts, enterprises and authorities and convenience-based for tourists mirroring sampling methods commonly used in tourism and social studies [Palinkas, L. A., et al](#) [Arbale, H., and Mutisya, D. N.](#) The proposed sample size consists of 50–100 tourists 20–30 members of the community 10–15 tourism enterprises and 5–8 government representatives or NGO officials meeting the baseline criteria for qualitative research, in tourism fieldwork [Silverman, H., and Hallett, R. W.](#)

For the analysis thematic analysis will be employed to interpret data survey results will be represented by percentages and frequency distributions and policies and procedures will be evaluated through content comparison methods. Furthermore, a SWOT framework will be utilized to evaluate the execution of tourism according to sustainability assessment models [Dodds, R., and Butler, R.](#) Ethical considerations include ensuring participant confidentiality, voluntary participation, and academic-only use of collected data, following institutional ethical research standards.

Table 1: Tourist Awareness of Responsible Tourism Practices

Responsible Tourism Aspect	Aware (%)	Not Aware (%)
Waste management rules	62	38
Cultural etiquette	55	45
Eco-friendly transport options	48	52
Wildlife safety norms	70	30
Benefits to local community	58	42

In the above **Table 1** illustrates the degree of knowledge tourists possess regarding facets of responsible tourism. The findings reveal a level of awareness yet noticeable deficiencies persist. Most tourists (62%) are familiar with waste management regulations implying that signs and direct guidance are relatively effective. Conversely awareness about manners (55%) and advantages, to the community (58%) is limited indicating that tourists are insufficiently informed about indigenous practices and the significance of aiding local economies. The lowest awareness is seen in eco-friendly transport options (48%), indicating poor promotion and limited availability of sustainable mobility choices. On the positive side, wildlife safety norms show relatively high awareness at 70%, which is likely due to strict regulations and visible instruction boards in sensitive areas. Overall, the table highlights that tourist education needs improvement through stronger communication, digital guides, and awareness campaigns.

Table 2: Community Perception of Tourism Benefits

Parameter	Positive (%)	Negative (%)
Employment opportunities	72	28
Support to local businesses	65	35
Cultural preservation	54	46
Environmental impact	40	60
Participation in decision-making	32	68

In the above **Table 2**, it illustrates the way local populations view the influence of tourism on their lives. The findings indicate that a majority of participants recognize advantages especially regarding job opportunities (72%) and backing for local enterprises (65%). This implies that tourism plays a role in boosting financial earnings. Nevertheless, opinions on securing culture are divided — 54% suppose tourism aids in maintaining artistic heritage, whereas 46% consider it results in artistic decline or influence. Environmental enterprises are more prominent, with 60% of locals relating negative impacts similar as littering, overcrowding, and resource strain. The most critical issue stressed is low participation in decision-making, with only 32% feeling included in tourism planning. This indicates a need for further community-led approaches, transparent planning, and commission enterprise. Overall, this **Table 2** shows that while communities profit economically, they remain concerned about artistic and environmental challenges and warrant meaningful involvement.

Table 3: Challenges in Implementing Responsible Tourism

Challenge Category	Frequency (%)	Impact Level
Lack of infrastructure	68	High
Poor policy enforcement	57	High
Low community participation	63	Medium
Business resistance to change	45	Medium
Tourist misbehavior/ignorance	52	Medium

**Table 3** shows the main problems that destinations run into when they try to promote responsible tourism. The biggest one, noted by 68% of people, is the lack of basic infrastructure. Things like waste not being handled properly, weak transport options, and very limited facilities for tourists—especially in rural places—make it hard to move in the right direction. Another issue is that even though there are policies, they're not enforced well (57%), so the rules don't always mean much in practice. A lot of respondents (63%) also feel that local communities aren't being involved enough, which leaves people out of important decisions. Tourist misbehavior comes up too, at 52%, showing that many visitors still aren't aware of or don't follow responsible tourism practices. Businesses struggle as well—45% say companies hesitate to adopt responsible methods because it costs more at the start and there aren't many incentives.

When you look at all this together, the table basically shows that promoting responsible tourism will take stronger governance, better infrastructure, and a genuine effort from everyone involved.

Table 4: Stakeholder Contributions Toward Responsible Tourism

Stakeholder	Contribution Level (High/Medium/Low)
Government	Medium
Local Community	Medium
Tourism Businesses	Medium
Tourists	Low-Medium
NGOs/Educational Institutions	High

**Table 4** gives an idea of how well different groups are actually taking part in responsible tourism. Government departments are somewhere in the middle—they do have policies, but a lot of them don't fully come into action, and regular checks are often missing. Local communities also sit at a moderate level. They do their part by keeping their culture alive and helping visitors, but they can only do so much because they don't always have the right training or support. Tourism businesses also fall in that middle range. Some companies make an effort to use eco-friendly practices, but many still hold back because of the extra expense, so the overall picture comes out a bit uneven. Tourists are rated somewhere between low and medium, meaning quite a few still don't follow the kind of behaviour that responsible tourism really needs. NGOs and educational institutions stand out because they're far more involved than the others. They put in quite a bit of genuine effort—running training sessions, doing small awareness drives, speaking with local people, and carrying out research that actually helps on the ground. And when you pause for a moment and look at the table, the main message is pretty straightforward and not complicated at all.

It basically shows that nothing will move in the right direction unless all the groups work together. For sustainable results to actually happen, the government and the businesses involved really need to take their roles more seriously than they do now.

Table 5: Effectiveness of Strategies to Promote Responsible Tourism

Strategy	Effectiveness (High/Medium/Low)
Tourist education programs	Medium
Eco-friendly infrastructure	Low
Community involvement	Medium
Digital tools (apps, QR codes)	Medium
Public-private partnerships	High

In the above **Table 5**, we impose how effective different strategies are in promoting responsible tourism. From **Table 5**, it appears that educating tourists works to some extent, but the impact is limited. Visitors are becoming more aware of responsible behavior, yet many destinations still have trouble giving clear and simple instructions about what they expect. Eco-friendly facilities score low because they cost a lot to set up and are even harder to maintain, especially in places that don't have enough funds. Community involvement also shows uneven results. When local people are included, it usually brings good outcomes, but this kind of participation is still not widely practiced. Digital tools such as apps and QR codes also show only moderate success. They can be helpful, but a lot of travelers ignore them or simply do not bother to use them.

Public-private partnerships tend to deliver far better results. When government offices and private groups work together, each side brings whatever they're good at—money, practical know-how, and experience from earlier projects. Because of that mix, things usually move ahead with fewer delays and hold up better in the long run. From what the table shows, the best results come when people work together honestly, plan ahead with some patience, and make sure local communities are actually involved, not just mentioned on paper.

## 16. CONCLUSION

The importance of tourism is gaining acknowledgment as a crucial method to ensure sustainable development of destinations especially in areas experiencing ecological pressure, loss of cultural identity and uneven economic progress [Bramwell, B., and Lane, B.](#) [Gössling, S., Scott, D., and Hall, C. M.](#) With the growth of international tourism the demand, for strategic long-term planning, moral conduct and sustainability-focused regulations is becoming increasingly critical [Dodds, R., and Butler, R.](#) Responsible tourism is more, than an indispensable approach; it's an essential frame that harmonizes environmental conservation with the competitiveness of destinations and the weal of original communities [Scheyvens, R.](#)

Incorporating community involvement sustainable structure, ethical practices and conservation-focused approaches enables destinations to develop a tourism system that is both inclusive and flexible [Torres, R., and Momsen, J](#) [Papadaki, E.](#) Similar enterprise promotes the safekeeping of heritage indifferent profitable benefits and aware resource operation while also perfecting caller satisfaction and maintaining the destinations genuine character [Becken, S.](#)

Moreover, initiatives led by the community alongside business conduct enhance local stewardship and minimize fiscal outflow supporting enduring socioeconomic stability [Torres, R., and Momsen, J](#) [Rivera, M., and Croes, R.](#)

Responsible tourism promotes tourist conduct enhancing consciousness and responsibility, towards environmental conservation and cultural appreciation [Singh, A., and Verma, P](#) [Souza, V. S., Marques, S. R. B. D. V., and Veríssimo, M.](#)

In the end the success of tourism hinges on the collective dedication of governments tourism enterprises, local populations and tourists [Mathew, P. V., Cabral, C., and Mohandas, N. P.](#) Every party has a part, in executing policies overseeing sustainability and promoting responsible actions. Locations that focus on enduring sustainability of immediate financial profits tend to stay more competitive, robust and socially inclusive [Chan, E.](#)

Responsible tourism serves as a long- term investment in artistic integrity, environmental protection, and community well-being [Sharma, E.](#) With continued awareness, policy support, capacity structure, and cooperative action, responsible tourism has the implicit to reshape tourism into a sustainable system that benefits present and unborn generations [Otaboyev, U.](#) [Nyaupane, G., Paris, C., and Li, X.](#)

## CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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