

## Sustainable Tourism

Marta Adrover perello\*

Comercial en Germans Adrover, Spain

### Abstract

However, despite the economic benefits generated by the sector, tourism also produces various negative effects: contamination of nature reserves, displacement of the local population, etc. In this context, the concept of sustainable tourism is becoming increasingly important.

The definition of Sustainable Tourism according to the World Tourism Organization (UNWTO) is: tourism that fully takes into account current and future economic, social and environmental repercussions to satisfy the needs of visitors, the industry, the environment and from the host communities. " In this context, sustainable tourism has the capacity to act as a tool for change, benefiting the promotion of local economies, the environment, social welfare, etc.

Its main benefits among many others are:

- 1) Minimum environmental impact, helping to conserve natural resources and biological diversity.
- 2) Integrate local communities to tourist activities.
- 3) Generate local employment, both directly and indirectly.
- 4) Stimulates the development of tourism companies (travel agencies, transport, accommodation, food, etc., and companies related to these (livestock, agriculture, communications ...)
- 5) The economic benefit goes to conservation or local development. Allocating part of the benefits to the community interests such as schools, medical centres, sports facilities, cultural centres ...
- 6) Improve tourism service infrastructures (telecommunications, drinking water, sanitary sewerage, airports ...)
- 7) It regenerates rural areas: whose inhabitants benefit from a greater offer of activities and visitors.
- 8) Respect human rights and worker's rights.
- 9) It improves the quality of life of the local population, both economically and socio-culturally.

In this context and with the prospect of a world-wide crisis that has impacted society in all its spheres in this year 2020, taking its toll on the tourist sphere as well. It is reinforced the need to support sustainable tourism to regenerate the tourism economy and take advantage of the occasion to change the concept of conventional tourism.

"The new normality will be based on innovation and sustainability," said Manuel Butler, Executive Director of the World Tourism Organization (UNWTO), and the President of the Government, Pedro Schez, detailed that these would be the pillars of the Plan of Boost to Tourism, for which 850 million euros would be allocated.

It is clear that after the health crisis the traveller's confidence will recover "with safe tourism" and as the profile of the tourist will also change, companies will have to adapt and prepare themselves to use digitization and sustainability. Working in the development of sustainable tourism in a way that the territory suffers as little as possible, generating wealth and social and economic balance.

The sector will come out of the crisis, I dare not say that it has been strengthened but has changed, "said Manuel Molina, director of HOSTELTUR, noting that the first beneficiaries will be the companies and destinations that adapt, because although the recovery is slow, "There is a long-term view that tourism is going to be key."

Now it is about giving confidence; increase the desire to travel; adapt and value our professionalism. All of this will be the key to overcome the crisis.

### Biography :

Marta Adrover perello is working in Comercial en Germans Adrover, Spain. She is from the university VIU - Universidad Internacional de Valencia.

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