

Sustainable Tourism: Protecting Environmental Conditions and Cultural Heritage

PUNE, MAHARASHTRA, INDIA,
February 8, 2018 /EINPresswire.com/ --

Pune, India, 30 October 2017:
WiseGuyReports announced addition of new report, titled "Top Trends in Sustainable Tourism: An analysis of the key trends in sustainable tourism and the business opportunities they create for the travel and tourism industry".

The report provides insights into key aspects of sustainable tourism, how to merge it create some attractive opportunities for the industry. Apart from the climate change and the environmentally conscious consumer, the report also showcases such as the overflow, the desire for changing travel experiences and the increasing share of the economy are highlighted because of the perspective of sustainable tourism, and the eco-friendly appeal - a group of uninterrupted groups.

Sustainable tourism can be explained as where the tourists visit there is no harmed to the environment and the local community is also being assisted in this process.

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Tourism is one of the major and broad concepts all over the globe, it is considered as one of the major sources of revenue. The tourism sector has also created employment for many of people. The growing income of consumers and love for traveling exploring the different parts of the world are also few factors for growing demand of tourism market.

But tourism some time may affect the environment and local surrounding such as social interference, damage to cultural heritage, economic dependence, and environmental degradation hence in order to control this situation. Nowadays many people refer or involve nature tourism, ecotourism, and sustainable tourism.

The Sustainable Tourism is all about maintaining environmental conditions and developing the cultural awareness. Offering the best experience to the traveler and host. This type of tourism has helped many local people to upgrade their leaving and generate a source of revenue for the region and people.

The sustainable tourism is growing because people are also more aware about current environmental conditions their effect in coming years. People travel by transport which required less energy. The



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Sustainable Tourism Market

bicycle the demanding vehicle for transport because it doesn't require any energy and is pollution free.

Food another source increase in the consumption of more organic food help to maintain healthy lifestyle. Then lastly the rooms or hotel are also changing with the time more focus natural and environment feel for customers great air, no pollution, less socially connected.

According to research, Q4-2016 customer surveys, 35% of the world's globally eco-tourism holidays are likely to be booked. Among the countries most interested in eco-tourism, Malaysia (76%), followed by China (67%) and Turkey (65%). Thousands of generations are most eager for eco-tourism, while higher earners have shown interest in eco-tourism holidays.

The major players cover in the report are Hilton, WWF, Royal Caribbean Ltd., Ecobnb, Backstreet Academy, Intrepid, Butterfield & Robinson, Cascada Expediciones, Airbnb, and Uber.

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