

## Sustainable Cultural Tourism in The Era of Sustainable Development

Irene Hanna H. Sihombing<sup>1\*</sup>, Ni Made Suastini<sup>2</sup>, Ida Bagus Putu Puja<sup>3</sup>

Politeknik Pariwisata Bali<sup>1,2,3</sup>  
Email: irenesihombing@ppb.ac.id

### Abstract

Cultural sustainability has recently emerged as a significant trend in the tourism industry, driven by increased awareness of travel's environmental impacts and the need to preserve natural resources for future generations. Sustainable cultural tourism emphasizes protecting and valuing cultural heritage while ensuring that tourism activities respect the environment and the integrity of local cultures. For it to be genuinely comprehensive, sustainable cultural tourism must be integrated into national development strategies, aligning tourism goals with broader sustainable development objectives. Cultural tourism plays a unique role as both a catalyst and enabler of sustainable development, fostering economic resilience, social cohesion, and environmental conservation. This paper explores the relationship between cultural tourism and sustainability by examining how sustainable cultural tourism supports sustainable development goals. Essential to this approach is preserving and managing cultural heritage, involving local communities in decision-making, promoting effective conservation practices, supporting rural development, and addressing issues like over-tourism, which can lead to the loss of authenticity and over-concentration in popular destinations. Ultimately, sustainable cultural tourism is not only about conserving the past but also about creating a harmonious relationship between culture and tourism that benefits present and future generations. Through its focus on local empowerment, responsible resource use, and respect for cultural diversity, sustainable cultural tourism offers a forward-looking approach, ensuring that tourism continues to drive positive social and environmental change.

**Keywords:** Sustainable; Cultural Tourism; Tourism Industry.

---

### A. INTRODUCTION

Sustainability has become a trending topic in the tourism industry due to the increasing awareness of the environmental impact of travel and the need to protect natural resources for future generations. The growing concern for sustainability in tourism has led to various trends and innovations in recent years (Ruhanen et al., 2015). Some of the key sustainable tourism trends include: Eco-friendly accommodations (Baker et al., 2014): Travelers are increasingly seeking accommodations that minimize their environmental impact, such as using renewable energy sources and implementing waste reduction strategies. Ecotourism and responsible wildlife tourism: This approach focuses on conserving wildlife and ecosystems while providing educational and engaging experiences for visitors (Lopez Gutierrez et al., 2020). Sustainable transportation: The use of electric vehicles, carpooling, and bike-sharing schemes is on the rise to reduce carbon emissions and promote more sustainable travel options (Hopkins, 2020). Green fuel in aviation: The use of green fuel, such as biofuel, is becoming more relevant in balancing the carbon footprint caused by air travel (Higham et al., 2021; B. Xu et al., 2022). Measurement of sustainability: The development of tools to measure the sustainability of tourism practices is gaining traction, which will help make tourism more transparent and environmentally friendly (Asmelash & Kumar, 2019; Sakshi et al., 2020). Living sustainably: Sustainability is now considered a lifestyle, with more

\* Irene Hanna H. Sihombing

Received: September 11, 2024; Revised: October 22, 2024; Accepted: 30 October, 2024

people incorporating sustainable practices into their daily lives, including their travel choices (Choi & Feinberg, 2021; Lubowiecki-vikuk & Anna, 2021; Qureshi, 2020).

These trends have emerged as travelers become more conscious about the impact of their travel choices (Han, 2021; Holmes et al., 2021; Penz et al., 2017) and seek ways to reduce their environmental footprint (Dolnicar, 2020; Foris et al., 2020) while still enjoying their experiences. The tourism industry is responding by adopting more sustainable practices and investing in innovative solutions that benefit both the environment and local communities (Abdou et al., 2020; Floričić, 2020). Sustainability is built on the notion that natural resources on Earth are finite, so supporting sustainable practices helps maintain this balance.

Sustainability can indeed be linked to cultural tourism. Cultural tourism is often linked to other tourism activities such as heritage, culinary, and various other activities that involve local communities. Sustainable cultural tourism involves maintaining, conserving, and enhancing cultural and natural heritage while improving the quality of life (McKercher & Ho, 2012), living conditions, and reducing poverty. It aims to convey civilizations through tourism, making cultural and natural assets accessible to humanity. This approach places cultural heritage and local communities at the center of decision-making processes, ensuring good conservation practices along with the well-being of local communities. The development of cultural tourism brings its own problems such as the decline in the quality of life of the community due to the exploitation of physical aspects and conflicts with stakeholders in the tourism sector.

Sustainable cultural tourism is a concept that has gained significant attention in recent years (McKercher, 2020), as it seeks to balance the preservation of cultural heritage (Kim et al., 2019), the protection of the environment (Duc et al., 2021), and the social and economic development of local communities (Lee & Jan, 2019). Cultural sustainability is critical for preserving the unique heritage and traditions of destinations worldwide. This can include preserving traditional architecture and local crafts, promoting cultural festivals and events, and offering tours and activities that highlight the cultural heritage of the destination. The hospitality and tourism industry is embracing sustainability in all its forms, from economic to environmental (Higgins-Desbiolles et al., 2019; Streimikiene et al., 2021). Companies in the industry are taking steps to reduce their impact on the environment, support local communities, preserve cultural heritage, and create economic value. Sustainable development of cultural tourism includes socio-cultural effects of tourism on host local public safety, social carrying capacity of the local community, conservation of cultural heritage, safeguarding cultural identity of local community, and quality of life in general (McKercher, 2020; McKercher & Ho, 2012). Cultural tourism places importance on the sustainable management and preservation of cultural heritage, minimizing negative impacts on the cultural heritage, and promoting responsible tourism (Burrai et al., 2019; Kim et al., 2019; Zhuang et al., 2019). Cultural tourism encourages visitors to be mindful of the local customs, traditions, and environmental sensitivities, and to leave a positive impact on the visited destination. Cultural tourism offers a rich and immersive travel experience that enables visitors to explore the cultural significance and context of the destination, promoting cultural exchange, cross-cultural understanding, and appreciation of diversity. Therefore, it is challenging to establish a clear framework that effectively illustrates the importance and significance of sustainable cultural tourism in general. This paper aims to explore the importance of cultural tourism and the connection between sustainability and culture tourism. The definition of cultural tourism is not well-established, as there is no consensus in the literature. Nonetheless, by examining various perspectives, we can provide a general understanding of this evolving concept.

## Research Questions

What is the definition of sustainable cultural tourism and its significance in the tourism industry?; How does sustainable cultural tourism address the challenges of environmental conservation, cultural preservation, and social development?; What are the key aspects of sustainable cultural tourism in relation to cultural heritage, environment, and community?; How can sustainable cultural tourism contribute to the long-term success and sustainability of tourist destinations?

## B. RESEARCH METHOD

This study employs a qualitative research methodology to deeply explore the dynamics of sustainable cultural tourism within various local contexts. By focusing on specific case studies of selected destinations and tourism projects, the research aims to provide a nuanced understanding of community involvement and cultural preservation practices. Case studies are particularly useful in this context, as they allow the researcher to closely examine how sustainable cultural tourism initiatives are implemented on the ground, the challenges encountered, and the successes achieved in fostering a sustainable balance between tourism growth and cultural conservation.

Furthermore, content analysis is utilized to examine a wide range of documents, policies, and media reports. Through a systematic review of these sources, the study seeks to uncover the cultural and social impacts of tourism on local communities. This analysis involves not only identifying themes related to sustainability, community engagement, and heritage preservation but also understanding the discourse around tourism's influence on cultural integrity and social cohesion. By examining policies and media narratives, this approach reveals broader trends and potential areas for improvement within sustainable cultural tourism initiatives.

Additionally, the research incorporates interviews and focus group discussions with stakeholders, including local residents, policymakers, and tourism operators. These interviews provide firsthand perspectives on the benefits and challenges of sustainable cultural tourism, particularly regarding community involvement in decision-making processes and the safeguarding of cultural assets. The insights from these qualitative methods will enable a comprehensive understanding of how sustainable cultural tourism practices are perceived, developed, and adapted within diverse local contexts. By employing these methods, this study aims to highlight the role of sustainable cultural tourism as a pivotal element in achieving broader sustainable development goals, while addressing the complexities inherent in preserving cultural heritage within a rapidly evolving tourism landscape.

## C. RESULTS AND ANALYSIS

### *Sustainability in Tourism*

Sustainability in tourism refers to a set of practices that strive to minimize negative impacts and maximize positive impacts on the environment, economy, and society (Palacios-Florencio et al., 2021; Streimikiene et al., 2021). The objective is to recognize and address all tourism impacts while meeting the needs of visitors, the industry, the environment, and local communities. Sustainable tourism aims to promote and develop less-visited destinations, preserve the environment, cultural authenticity, and democratic benefits of tourist activity in these locations (Nguyen et al., 2023). It also seeks to create inclusive and accessible tourism opportunities while bringing tourists and local communities together, for mutual benefit. According to the United Nations Environment Programme and the United Nations World Tourism Organization, sustainable tourism is defined as "tourism that considers social and environmental impacts, meeting the needs of visitors, industry, the environment and local communities".

One of the most prominent theories used for sustainability in tourism is the concept of sustainable tourism development, often referred to as the triple bottom line (TBL) approach. The TBL approach is a widely researched and discussed sustainability framework that measures a business's success in three key areas: profit, people, and the planet (Fachada et al., 2022; Tseng et al., 2020). The literature suggests that the TBL has been adopted by various sectors to evaluate their sustainability performance and to integrate sustainable practices into their operations. This theory emphasizes the need to balance environmental conservation, socio-cultural preservation, and economic viability in tourism practices and policies. The triple bottom line approach recognizes that tourism should not only be economically profitable but also socially and environmentally responsible. It suggests that sustainable tourism development should aim to meet the needs of present tourists and host communities while also protecting and enhancing opportunities for the future (Correia, 2018; Mondal & Samaddar, 2021; Tseng et al., 2020).

Key principles of sustainable tourism development theory include (Grundey, 2008): Environmental Conservation: This involves minimizing the negative impacts of tourism on natural resources, ecosystems, and biodiversity. It includes practices such as resource efficiency, waste reduction, and habitat protection. Socio-Cultural Preservation: Sustainable tourism seeks to respect and preserve the cultural heritage, traditions, and social structures of host communities. It aims to foster positive interactions between tourists and locals while promoting cultural understanding and respect. Economic Viability: Sustainable tourism should contribute to the economic development of host communities in a way that is equitable and benefits local residents. This can include supporting local businesses, creating employment opportunities, and ensuring a fair distribution of tourism revenues.

In addition to the triple bottom line approach, other theories and frameworks that are commonly used in sustainable tourism research and practice include:

(1) The carrying capacity concept (Yu & Gao, 2023; Zekan et al., 2022), which focuses on determining the maximum level of tourism activity that an area can sustain without causing environmental degradation or social disruption. (2) The concept of ecotourism (Shang et al., 2023; Sowards & Banerjee, 2021; L. Xu et al., 2023), which promotes nature-based tourism experiences that are environmentally friendly, socially responsible, and economically beneficial to local communities. (3) The tourism area life cycle model (Butler, 2011), which describes the stages of development that tourism destinations typically go through, from exploration and growth to decline and rejuvenation, with a focus on managing sustainability throughout each stage. (4) The concept of community-based tourism (Amran Hamzah, 2015; Dodds et al., 2018; Habiba & Lina, 2023), which involves local communities taking control of tourism development initiatives and directly benefiting from tourism activities while maintaining control over their resources and cultural heritage.

Overall, sustainable tourism theories and frameworks provide valuable guidance for researchers, policymakers, and practitioners in promoting tourism that is environmentally sustainable, socially responsible, and economically viable.

### ***Cultural Tourism***

Cultural tourism encompasses a wide range of activities and experiences related to the discovery, experience, and consumption of tangible and intangible cultural attractions and products in a tourism context (Mousavi et al., 2016). Cultural tourism aims to provide meaningful and authentic experiences that allow visitors to understand, appreciate, and respect the culture and heritage of a destination. Cultural tourism is defined as a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience, and consume the tangible and intangible cultural attractions/products in a tourism

destination (Csapo, 2012; Richards, 2003). These attractions/products relate to a set of cultural practices, traditions, and expressions that are unique to a specific region or community.

Some key elements of cultural tourism include (Smith, 2003): Arts and Architecture: This refers to the visual and physical aspects of a culture, such as paintings, sculptures, buildings, and traditional architecture. Historical and Cultural Heritage: This includes historical sites, monuments, and stories that reflect the history, values, and traditions of a society. Culinary Heritage: Food and dining experiences are essential components of cultural tourism, as they allow visitors to taste and experience the local flavors and culinary traditions. Literature: Reading and exploring the literature of a destination can provide insights into the local culture and history. Music and Creative Industries: Music, films, and other creative products are important aspects of cultural tourism, as they showcase the artistic and cultural expressions of a society. Living Cultures and Lifestyles: Visitors can learn about the customs, beliefs, and traditions of a culture through interactions with local communities and participation in cultural events. Festivals and Rituals: Participating in local cultural events, such as festivals and rituals, allows tourists to experience authentic cultural exchange and gain insights into the local way of life. Pilgrimages: Visiting religious sites and participating in pilgrimages can provide a deeper understanding of the spiritual and cultural aspects of a destination. Shopping: Exploring local markets, bazaars, and shops can be a cultural experience in itself, as visitors can discover unique souvenirs and artifacts. Cultural tourism aims to provide meaningful and authentic experiences that allow visitors to understand, appreciate, and respect the culture and heritage of a destination (McKercher, 2020).

#### *Sustainability Cultural Tourism*

Sustainable cultural tourism is a rapidly growing segment of the global tourism industry, focusing on the preservation of cultural heritage, local communities, and the environment (Canavan, 2016). It is a form of tourism that aims to provide authentic and meaningful experiences for tourists while promoting sustainable development and respecting the cultural values of local communities (Duran, 2012; Mzembe et al., 2023).

Sustainable cultural tourism is an approach to tourism that recognizes the need to preserve the cultural heritage, protect the environment, and promote social and economic development (Elyasi & Yamacli, 2023; Inocian et al., 2019; Ona & Solis, 2017). It adheres to the principles of sustainable development, which include economic, cultural, environmental, and social sustainability. It is distinguished by its focus on local communities, and the active participation of those communities in developing and managing tourism activities. Sustainable cultural tourism is also characterized by its promotion of responsible travel, which respects the customs and traditions of the local people, assists in their economic development, and helps protect the environmental and cultural resources upon which tourism depends (Guzmán et al., 2017; Hong Van, 2020; Marin-Pantelescu et al., 2019; Niedziolka, 2015).

In the context of contemporary tourism discourse, sustainable cultural tourism has earned recognition as a fundamental aspect of sustainable development. As the world continues to move towards increased interconnectivity, attention has been drawn to the importance of preserving cultural heritage and ensuring that social development is carried out in a sustainable manner. The stage is set for sustainable cultural tourism to accomplish precisely that: at a time when it's becoming too difficult to ignore the necessity of these goals, sustainable cultural tourism presents an essential opportunity to make them a reality. In so doing, it allows for local communities to enjoy the economic benefits associated with tourism, and for visitors of all backgrounds to come to a clearer understanding of the value and artistic expression that culture allows.

Among the fundamental ideas of sustainable cultural tourism are: (1) Preservation and Respect: This includes respecting the cultural values and beliefs of the surrounding community in addition to protecting cultural heritage sites, customs, and practices. (2) Community Involvement: In order to

guarantee that they profit economically from tourism while maintaining control over their cultural assets, local communities actively participate in the planning, development, and management of tourism-related activities. (3) Benefits to the local economy: Sustainable cultural tourism seeks to create jobs and revenue for the community, which helps to reduce poverty and boost the local economy. (4) Environmental Responsibility: By using sustainable methods and responsible management, it aims to reduce the negative impacts of tourism on the environment, such as pollution, habitat destruction, and loss of resources. (5) Authenticity and Quality: The focus of sustainable cultural tourism is on providing tourists with meaningful and authentic experiences, which inspires them to interact with the local way of life responsibly and courteously. All things considered, sustainable cultural tourism aims to promote a mutually beneficial link between tourism growth and cultural preservation, assuring that the local communities' well-being and cultural legacy be preserved for future generations.

## **Discussion**

### ***Defining Sustainable Cultural Tourism and Its Significance in The Tourism Industry***

Cultural tourism refers to travel experiences that focus on exploring and appreciating the cultural heritage, traditions, arts, and lifestyles of different communities (Mousavi et al., 2016). However, sustainable cultural tourism goes beyond just visiting these places; it also emphasizes preserving and managing cultural resources responsibly, while promoting socio-economic benefits for local communities and minimizing negative impacts on the environment (Lin et al., 2022). In essence, sustainable cultural tourism aims to balance satisfying tourists' desires for authentic cultural experiences and ensuring the long-term viability of those cultural assets (Lopes & Hiray, 2024; Richards, 2018).

Sustainable cultural tourism can be defined as a type of tourism that shows respect, preserves, and promotes the cultural heritage, traditions, and identities of destinations. It also aims to minimize negative impacts on the environment and host communities. This type of tourism involves various principles and practices that aim to create responsible tourism experiences that balance economic development with cultural preservation and environmental stewardship ((Elçi & Alpkan, 2009; Marasco et al., 2024; McKercher & Cros, 2002; Ottaviani et al., 2024; Shakya & Vagnarelli, 2024).

Sustainable cultural tourism is a crucial shift towards more responsible and ethical tourism practices. It aims to achieve cultural authenticity, environmental conservation, and socio-economic development as mutually reinforcing objectives. As the tourism industry continues to evolve, it is essential to adopt sustainable cultural tourism principles to ensure the long-term viability and resilience of destinations worldwide. By incorporating sustainability into tourism planning, development, and management processes, stakeholders can leverage the transformative power of cultural tourism to create a more equitable, inclusive, and sustainable future for everyone.

Sustainable cultural tourism plays a crucial role in the overall tourism industry. It focuses on conserving and managing cultural resources in a responsible way, while also promoting social and economic benefits for local communities and minimizing any negative impact on the environment. The main elements of sustainable cultural tourism include:

Inclusive and sustainable development is a crucial aspect of cultural tourism. It supports the development of remote or peripheral areas while maintaining a focus on economic, cultural, environmental, and social sustainability. Preservation of natural, historical, and cultural resources is also vital. It aims to ensure their longevity and authenticity for future use.

Responsible tourism practices should be promoted by sustainable cultural tourism. These practices include respecting local communities, minimizing environmental impact, and supporting local economies. Education and awareness are also essential to ensure that both tourists and local

communities understand the importance of cultural preservation and sustainable tourism practices.

Sustainable cultural tourism should benefit local communities. It aims to create opportunities for them to benefit from tourism activities economically. Lastly, environmental considerations are critical. Sustainable cultural tourism seeks to minimize negative effects on the natural environment caused by tourism.

By incorporating these key points, sustainable cultural tourism can contribute to the broader tourism industry. It does this by promoting responsible and sustainable practices that benefit both tourists and local communities. It also helps to preserve cultural heritage for future generations.

### ***Sustainable Cultural Tourism Challenges***

Sustainable cultural tourism has the potential to promote environmental conservation, cultural preservation, and social development. However, it is not without its challenges. Below are some of the key obstacles that need to be addressed to implement and advance sustainable cultural tourism initiatives (Alisa & Ridho, 2020; Ioan-Franc & Istoc, 2007; McKercher, 2020; McKercher & Ho, 2012; Mousavi et al., 2016; Vargas-Hernandez, 2012):

#### **Balancing Conservation and Visitor Experience:**

One of the primary challenges is to balance conserving cultural heritage sites and providing satisfying visitor experiences. Over tourism can lead to overcrowding, degradation of historic monuments, and disruption of local communities. Managing visitor numbers, regulating tourist activities, and implementing carrying capacity measures are essential to mitigate these impacts while ensuring the sustainability of cultural tourism destinations.

#### **Socio-economic Disparities:**

In many cases, the benefits of tourism development are not distributed equitably among local communities. Marginalized groups, including indigenous peoples, women, and rural populations, often face barriers to participation in the tourism economy and may be excluded from decision-making processes. Addressing socio-economic disparities requires proactive efforts to empower communities, build capacity, and create opportunities for meaningful engagement in tourism development initiatives.

#### **Cultural Authenticity and Commodification:**

The commercialization of culture poses a significant threat to its authenticity and integrity. In some instances, cultural tourism activities may lead to the commodification and distortion of traditional practices, rituals, and artifacts. Balancing the demands of the tourism market with the need to preserve cultural authenticity requires careful planning, community consultation, and adherence to ethical guidelines that respect the dignity and rights of local communities.

#### **Environmental Degradation:**

Despite efforts to promote sustainable practices, tourism activities can still have adverse effects on the environment, including habitat destruction, pollution, and resource depletion. Climate change exacerbates these challenges, posing a threat to cultural heritage sites and exacerbating vulnerabilities in tourism-dependent communities. Addressing environmental degradation requires a holistic approach that integrates sustainable tourism principles with broader conservation strategies and climate resilience measures.

### **Infrastructure and Resource Constraints:**

Developing and maintaining the infrastructure necessary to support sustainable cultural tourism can be resource-intensive and challenging, particularly in remote or ecologically sensitive areas. Limited access to basic amenities such as clean water, sanitation facilities, and healthcare services can hinder the ability of destinations to accommodate tourists responsibly. Investing in infrastructure development, capacity building, and community-based tourism initiatives is essential to overcome these constraints and ensure the long-term sustainability of cultural tourism destinations.

### **Governance and Policy Frameworks:**

Effective governance and policy frameworks are critical for promoting sustainable cultural tourism at the local, national, and international levels. However, governance structures may be fragmented, lacking coordination among stakeholders and enforcement mechanisms to regulate tourism activities effectively. Strengthening governance capacity, fostering multi-stakeholder collaboration, and aligning policies with sustainable development goals are necessary steps to address these challenges and promote the responsible management of cultural tourism.

Sustainable cultural tourism offers immense opportunities for promoting conservation, preservation, and development. However, it also presents complex challenges that require careful consideration and concerted action. By addressing issues such as over-tourism, socio-economic disparities, cultural authenticity, environmental degradation, infrastructure constraints, and governance shortcomings, stakeholders can work together to unlock the full potential of cultural tourism as a force for positive change in the world.

### **Key Aspects of Sustainable Cultural Tourism**

Sustainable cultural tourism is an approach that takes into account the environmental, socio-cultural, and economic aspects to guarantee the long-term sustainability of tourism destinations. It emphasizes community involvement, cultural authenticity, environmental preservation, socio-economic fairness, education, and cooperation. By adopting sustainable cultural tourism, the stakeholders can promote positive change and create long-lasting benefits for both tourists and host communities. The significance of sustainable cultural tourism in promoting environmental conservation, cultural preservation, and social development as follows (Duran, 2012; Henriques & Elias, 2022; Lukman, 2020; Ozturen & Ozgit, 2022; Ramaano, 2021; Saydam et al., 2022; Zhang et al., 2023):

#### **Community Engagement and Empowerment:**

Sustainable cultural tourism is based on the active involvement of local communities in decision-making processes, tourism planning, and resource management. When communities are empowered to shape their own development agendas, it fosters a sense of ownership, pride, and responsibility for their cultural heritage. By giving residents the opportunity to participate in tourism activities, benefit from tourism revenues, and showcase their traditions, sustainable cultural tourism contributes to inclusive economic growth and community resilience.

#### **Cultural Authenticity and Respect:**

Preserving the authenticity and integrity of cultural heritage is of utmost importance in sustainable cultural tourism. Authenticity goes beyond superficial representations; it encompasses the living traditions, values, and beliefs of local communities. It is crucial to respect the dignity, rights, and privacy of residents to ensure that tourism activities do not exploit or distort cultural practices for commercial gain. Genuine cultural experiences



encourage meaningful connections between tourists and hosts, enriching the travel experience and promoting cross-cultural understanding.

**Environmental Stewardship and Conservation:**

Environmental sustainability is a fundamental principle of sustainable cultural tourism. It involves safeguarding natural ecosystems, reducing carbon footprint and minimizing waste generation to maintain the ecological integrity of cultural tourism destinations. Sustainable tourism practices such as eco-friendly accommodations, use of renewable energy sources and responsible wildlife viewing, not only help mitigate the negative impacts on the environment but also contribute to the conservation of biodiversity and natural resources for future generations.

**Socio-economic Benefits and Equity:**

The concept of sustainable cultural tourism emphasizes the importance of generating socio-economic advantages for local communities while simultaneously minimizing any negative social impacts. It is recommended that tourism revenues be reinvested into community development initiatives, infrastructure upgrades, and cultural preservation efforts to ensure that benefits are distributed equitably. Creating employment opportunities, supporting small-scale enterprises, and promoting inclusive tourism experiences are crucial for reducing poverty, empowering marginalized groups, and fostering social cohesion in destination communities.

**Education and Cultural Exchange:**

Education and cultural exchange serve as effective means for promoting sustainable cultural tourism. By offering tourists opportunities to gain insight into local traditions, history, and customs, destinations can nurture appreciation, respect, and empathy for diverse cultures. Through cultural immersion experiences, guided tours, and interactive workshops, visitors can directly engage with residents, resulting in mutual understanding and the breakdown of cultural barriers. Education empowers tourists to become responsible travelers who respect local customs, support sustainable practices, and advocate for cultural preservation.

**Collaboration and Partnerships:**

Collaboration and partnerships are crucial for advancing sustainable cultural tourism initiatives. It is necessary for governments, non-governmental organizations, community groups, businesses, and academia to work together to develop comprehensive strategies, share best practices, and enhance their capacity for sustainable tourism management. Multi-stakeholder platforms, public-private partnerships, and networking forums facilitate the exchange of knowledge, mobilization of resources and collective action towards common goals.

Sustainable cultural tourism is an essential part of regional and macro-regional development strategies. It puts cultural heritage and local communities at the center of decision-making processes. By involving local communities and other stakeholders in the decision-making process, sustainable cultural tourism ensures that results benefit both cultural heritage and the local community. This approach aims to ensure good conservation practices along with authentic interpretation that supports the local economy.

Sustainable cultural tourism is not just about preserving cultural heritage and empowering communities. It is also about promoting economic growth and job creation within communities. It recognizes the positive and negative impacts tourism can have and aims to balance economic, ecological, and social aspects. By taking a holistic approach, sustainable cultural tourism ensures that tourism serves the local community's interests and doesn't overshadow other aspects of sustainable development.

Governments play a significant role in creating and implementing policies and regulations that support sustainable cultural tourism. They can provide incentives for businesses to adopt responsible practices, invest in infrastructure development, and ensure the protection of cultural heritage sites. Tourism organizations, such as destination marketing organizations and tour operators, have a responsibility to promote sustainable tourism practices and educate tourists about cultural sensitivities and environmental concerns.

Local communities are vital partners in sustainable cultural tourism development. Engaging with local communities and involving them in decision-making helps ensure their voices are heard, their needs are addressed, and their cultural heritage is preserved. Collaborative initiatives between tourism stakeholders and local communities can lead to the co-creation of cultural tourism experiences that respect and celebrate local cultures.

Tourists themselves have a crucial role to play in promoting sustainable cultural tourism. By being conscious consumers, they can support local businesses, respect local cultures and traditions, and minimize their environmental footprint. Tourists can seek out responsible travel operators, participate in community-based tourism activities, and educate themselves about the destination's customs and practices.

In the era of globalization, sustainable cultural tourism development has become a key focus for the travel industry. It aims to preserve local cultures, traditions, and heritage while promoting economic growth and job creation within communities. By adopting responsible and ethical practices, tourism can contribute to sustainable development goals and benefit destinations, local communities, and travelers.

### ***Sustainable Cultural Tourism Contribution***

Sustainable cultural tourism is a type of tourism that leverages cultural heritage, creating attractions and products that appeal to the international market (Manea & Cozea, 2023). Sustainable tourism contributes to local economic development by opening up new perspectives for local sustainability. It also plays a crucial role in local tourism development by emphasizing the authentic characteristics of destinations and their unique cultural identity (Ancuța & Jucu, 2023). By practicing sustainable tourism, regions can boost tourism activity while respecting the environment, leading to economic growth and improved welfare for local communities. Additionally, regular tourism activities such as travel fairs and arts festivals create demand, consumption, and investment, resulting in goods and services production activities that benefit local communities and contribute to economic growth (Ioan-Franc & Istoc, 2007; Priambodo et al., 2023).

Cultural tourism can have both positive and negative impacts on the environment. On one hand, tourism can contribute to the conservation of natural areas and protect the environment (Senna et al., 2019). On the other hand, the rapid growth of tourism and the behavior of tourists can lead to the degradation of the ecological environment of tourist destinations. The overexploitation of natural resources, alteration of the environment, and integration of new buildings into traditional architectural ensembles can distort the concept of authentic and traditional architecture (Grover et al., 2019). These impacts can have a negative effect on the sustainable development of tourist destinations, particularly cultural heritage sites, which require a well-protected ecological environment. To address these issues, it is important to find and implement new architectural practices that focus on minimal environmental impact. Additionally, promoting eco-tourism can help balance the positive and negative impacts of tourism on the environment (Azimi & Hajipour, 2008; Richards, 2021).

Cultural tourism is an important factor in preserving and promoting cultural heritage sites (McKercher & Cros, 2002). It is considered to be a positive influence in preserving natural and cultural heritage. Cultural heritage tourism can contribute to sustainable regional development by combining various heritage elements into the tourist experience including monuments, folk culture, traditions, and crafts. Host communities benefit from cultural tourism by taking responsibility for preserving their heritage. Effective management of cultural tourism can generate significant social, economic, and environmental benefits. Advanced virtual reality technologies can be used to promote and preserve cultural heritage sites, offering visitors an alternative way to experience them beyond traditional onsite visits. Mindful tourism, where tourists actively engage with interpretations of heritage sites, contributes to a sustainable relationship between tourists and heritage sites. It results in greater learning and understanding of the cultural significance of these sites.

#### **D. CONCLUSION**

Sustainable cultural tourism is an important concept in the global tourism industry that aims to balance the preservation of cultural heritage, protection of the environment, and social and economic development of local communities. It provides a responsible and viable approach to tourism development by addressing the challenges of environmental conservation, cultural preservation, and social development. As the tourism industry continues to grow, it is essential to adopt sustainable practices to ensure the long-term success and sustainability of tourist destinations.

Sustainable cultural tourism involves preserving cultural heritage and promoting the development of local communities while minimizing negative impacts on the environment, economy, and society. It is an integral part of regional and macro-regional development strategies. Although there are many benefits to sustainable cultural tourism, it also poses several challenges that need to be addressed. Policymakers and stakeholders can promote sustainable cultural tourism by involving local communities and other stakeholders in decision-making processes, ensuring good conservation practices, promoting local development, and addressing the challenges of over-tourism and loss of authenticity.

## REFERENCES

- Abdou, A. H., Hassan, T. H., Moustafa, M., & Dief, E. (2020). *A Description of Green Hotel Practices and Their Role in Achieving Sustainable Development*. 1–20.
- Alisa, F., & Ridho, Z. (2020). Sustainable Cultural Tourism Development: A Strategic For Revenue Generation in Local Communities. *Research Culture*, 4(2), 47–56.  
<https://doi.org/10.21428/e61c265e.f512dbd8>
- Amran Hamzah, Z. K. (2015). Handbook on Community Based Tourism “How to Develop and Sustain CBT”, December 2009. In *Tourism* (Vol. 7, Issue 5).  
<http://dx.doi.org/10.1080/14724049.2015.1118108>
- Ancuța, C., & Jucu, I. S. (2023). Sustainable Rural Development through Local Cultural Heritage Capitalization—Analyzing the Cultural Tourism Potential in Rural Romanian Areas: A Case Study of Hărman Commune of Brașov Region in Romania. *Land*, 12(7).  
<https://doi.org/10.3390/land12071297>
- Asmelash, A. G., & Kumar, S. (2019). Assessing progress of tourism sustainability: Developing and validating sustainability indicators. *Tourism Management*, 71(April 2018), 67–83.  
<https://doi.org/10.1016/j.tourman.2018.09.020>
- Azimi, N., & Hajipour, A. H. (2008). Planning the cultural tourism and ecotourism industry for economic development: A case study of Iran. *Environmental Sciences, Autumn*, 6(1), 53–64.
- Baker, M. A., Davis, E. A., & Weaver, P. A. (2014). Eco-friendly Attitudes, Barriers to Participation, and Differences in Behavior at Green Hotels. *Cornell Hospitality Quarterly*, 55(1), 89–99.  
<https://doi.org/10.1177/1938965513504483>
- Burrai, E., Buda, D. M., & Stanford, D. (2019). Rethinking the ideology of responsible tourism. *Journal of Sustainable Tourism*, 27(7), 992–1007. <https://doi.org/10.1080/09669582.2019.1578365>
- Butler, R. W. (2011). Tourism Area Life Cycle. *Contemporary Tourism Reviews*, 1–33.  
<http://www.goodfellowpublishers.com>
- Canavan, B. (2016). Tourism culture: Nexus, characteristics, context and sustainability. *Tourism Management*, 53, 229–243. <https://doi.org/10.1016/j.tourman.2015.10.002>
- Choi, S., & Feinberg, R. A. (2021). The lohas (Lifestyle of health and sustainability) scale development and validation. *Sustainability (Switzerland)*, 13(4), 1–17. <https://doi.org/10.3390/su13041598>
- Correia, M. S. (2018). Sustainability. *International Journal of Strategic Engineering*, 2(1), 29–38.  
<https://doi.org/10.4018/ijose.2019010103>
- Csapo, J. (2012). The Role and Importance of Cultural Tourism in Modern Tourism Industry. *Strategies for Tourism Industry - Micro and Macro Perspectives*. <https://doi.org/10.5772/38693>
- Dodds, R., Ali, A., & Galaski, K. (2018). Mobilizing knowledge: determining key elements for success and pitfalls in developing community-based tourism. *Current Issues in Tourism*, 21(13), 1547–1568.  
<https://doi.org/10.1080/13683500.2016.1150257>
- Dolnicar, S. (2020). Designing for more environmentally friendly tourism. *Annals of Tourism Research*, 84(March). <https://doi.org/10.1016/j.annals.2020.102933>
- Duc, N. M., Viet, P. Q., Tam, V. T., & Tien, N. H. (2021). Sustainability of tourism development in Vietnam’s coastal provinces. *World Review of Entrepreneurship, Management and Sustainable Development*, 17(5), 579. <https://doi.org/10.1504/wremsd.2021.10040053>
- Duran, E. (2012). Protecting social and cultural identity in sustainable tourism: The case of Gökçeada, Turkey. *Advances in Culture, Tourism and Hospitality Research*, 6, 345–368.  
[https://doi.org/10.1108/S1871-3173\(2012\)0000006022](https://doi.org/10.1108/S1871-3173(2012)0000006022)
- Elçi, M., & Alpkan, L. (2009). The impact of perceived organizational ethical climate on work satisfaction. *Journal of Business Ethics*, 84(3), 297–311. <https://doi.org/10.1007/s10551-008-9709-0>
- Elyasi, S., & Yamacli, R. (2023). Architectural sustainability with cultural heritage values. *Cultural Heritage and Science*, 4(2), 55–61. <https://doi.org/10.58598/cuhes.1282179>
- Fachada, J., Rebelo, T., Lourenço, P., Dimas, I., & Martins, H. (2022). Green Human Resource Management: A Bibliometric Analysis. *Administrative Sciences*, 12(3), 1–22.  
<https://doi.org/10.3390/admsci12030095>
- Floričić, T. (2020). Sustainable solutions in the hospitality industry and competitiveness context of “green hotels.” *Civil Engineering Journal (Iran)*, 6(6), 1104–1113. <https://doi.org/10.28991/cej-2020-03091532>

- Foris, D., Crihalmean, N., & Foris, T. (2020). Exploring the environmental practices in hospitality through booking websites and online tourist reviews. *Sustainability (Switzerland)*, *12*(24), 1–18. <https://doi.org/10.3390/su122410282>
- Grover, R., Emmitt, S., & Copping, A. (2019). Sustainable development and architectural practice: Framing strategic approaches in the United Kingdom. *Sustainable Development*, *27*(3), 377–387. <https://doi.org/10.1002/sd.1910>
- Grundey, D. (2008). Managing sustainable tourism in Lithuania: Dream or reality? *Technological and Economic Development of Economy*, *14*(2), 118–129. <https://doi.org/10.3846/1392-8619.2008.14.118-129>
- Guzmán, P. C., Roders, A. R. P., & Colenbrander, B. J. F. (2017). Measuring links between cultural heritage management and sustainable urban development: An overview of global monitoring tools. *Cities*, *60*, 192–201. <https://doi.org/10.1016/j.cities.2016.09.005>
- Habiba, M., & Lina, F. Y. (2023). Community-Based Tourism (CBT): A Community Development Tool. *European Journal of Business and Management*, *15*(17), 1–9. <https://doi.org/10.7176/ejbm/15-17-01>
- Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: a review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, *29*(7), 1021–1042. <https://doi.org/10.1080/09669582.2021.1903019>
- Henriques, C. H., & Elias, S. R. (2022). Interconnections between the cultural and creative industries and tourism: challenges in four Ibero-American capital cities. *International Journal of Culture, Tourism, and Hospitality Research*, *16*(1), 337–351. <https://doi.org/10.1108/IJCTHR-02-2021-0036>
- Higgins-Desbiolles, F., Carnicelli, S., Krolkowski, C., Wijesinghe, G., & Boluk, K. (2019). Degrowing tourism: rethinking tourism. *Journal of Sustainable Tourism*, *27*(12), 1926–1944. <https://doi.org/10.1080/09669582.2019.1601732>
- Higham, J., Font, X., & Wu, J. (2021). Code red for sustainable tourism. *Journal of Sustainable Tourism*, *30*(1), 1–13. <https://doi.org/10.1080/09669582.2022.2008128>
- Holmes, M. R., Dodds, R., & Frochot, I. (2021). At Home or Abroad, Does Our Behavior Change? Examining How Everyday Behavior Influences Sustainable Travel Behavior and Tourist Clusters. *Journal of Travel Research*, *60*(1), 102–116. <https://doi.org/10.1177/0047287519894070>
- Hong Van, V. (2020). Linking Cultural Heritage with Cultural Tourism Development: A Way to Develop Tourism Sustainably. *Preprints, August*, 1–18. <https://doi.org/10.20944/preprints202008.0546.v1>
- Hopkins, D. (2020). Sustainable mobility at the interface of transport and tourism: Introduction to the special issue on 'Innovative approaches to the study and practice of sustainable transport, mobility and tourism.' *Journal of Sustainable Tourism*, *28*(2), 225–239. <https://doi.org/10.1080/09669582.2019.1691800>
- Inocian, R. B., Cuestas, N. J. P., Carin, J. K. L., & Canoy, J. D. E. (2019). Unveiling the indigenous art and craft of batik and its economic significations. *Journal of Cultural Heritage Management and Sustainable Development*, *9*(4), 445–467. <https://doi.org/10.1108/JCHMSD-09-2018-0064>
- Ioan-Franc, V., & Istoc, E.-M. (2007). Cultural Tourism and Sustainable Development. *Romanian Journal of Economic Forecasting*, *1*, 89–96.
- Kim, S., Whitford, M., & Arcodia, C. (2019). Development of intangible cultural heritage as a sustainable tourism resource: the intangible cultural heritage practitioners' perspectives. *Journal of Heritage Tourism*, *14*(5–6), 422–435. <https://doi.org/10.1080/1743873X.2018.1561703>
- Lee, T. H., & Jan, F. H. (2019). Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. *Tourism Management*, *70*(September 2018), 368–380. <https://doi.org/10.1016/j.tourman.2018.09.003>
- Lin, J., Kang, Y., Hong, L., & Huang, Y. (2022). Can cultural tourism experience enhance cultural confidence? The evidence from Qingyuan Mountain. *Frontiers in Psychology*, *13*(December), 1–11. <https://doi.org/10.3389/fpsyg.2022.1063569>
- Lopes, R., & Hiray, A. (2024). Impacts Of Cultural Events And Festivals On Cultural Tourism. *Journal of Advanced Zoology*, *45*(S-4), 174–179. <https://www.cabdirect.org/cabdirect/abstract/20013127238>
- Lopez Gutierrez, B., Almeyda Zambrano, A. M., Mulder, G., Ols, C., Dirzo, R., Almeyda Zambrano, S. L., Quispe Gil, C. A., Cruz Díaz, J. C., Alvarez, D., Valdelomar Leon, V., Villareal, E., Sanchez Espinosa, A.,

- Quiros, A., Stein, T. V., Lewis, K., & Broadbent, E. N. (2020). Ecotourism: the 'human shield' for wildlife conservation in the Osa Peninsula, Costa Rica. *Journal of Ecotourism*, 19(3), 197–216. <https://doi.org/10.1080/14724049.2019.1686006>
- Lubowiecki-vikuk, A., & Anna, D. (2021). Since January 2020 Elsevier has created a COVID-19 resource centre with free information in English and Mandarin on the novel coronavirus COVID- 19 . The COVID-19 resource centre is hosted on Elsevier Connect , the company ' s public news and information. *Sustainable Production and Consumption*, January.
- Lukman, A. (2020). Community-based management of the USAT Liberty, Bali, Indonesia: Pathways to sustainable cultural heritage tourism. *Journal of Cultural Heritage Management and Sustainable Development*, 10(3), 217–231. <https://doi.org/10.1108/JCHMSD-05-2019-0053>
- Manea, G.-C., & Cozea, A. (2023). Regional economic development supported by sustainable tourism. *Dutch Journal of Finance and Management*, 5(1), 21885. <https://doi.org/10.55267/djfm/13400>
- Marasco, A., Lazzeri, G., Tartari, M., Uboldi, S., & Sacco, P. L. (2024). Revisiting the CCLs-tourism nexus: insights from Smart Specialisation Strategies. *European Journal of Cultural Management and Policy*, 14(February), 1–11. <https://doi.org/10.3389/ejcmp.2024.12393>
- Marin-Pantelescu, A., Tăchiciu, L., Căpușneanu, S., & Topor, D. I. (2019). Role of tour operators and travel agencies in promoting sustainable tourism. *Amfiteatru Economic*, 21(52), 500–516. <https://doi.org/10.24818/EA/2019/52/654>
- McKercher, B. (2020). Cultural tourism market: a perspective paper. *Tourism Review*, 75(1), 126–129. <https://doi.org/10.1108/TR-03-2019-0096>
- McKercher, B., & Cros, H. du. (2002). Cultural Tourism: Partnership Between Tourism and Cultural Heritage. In *The Haworth Press Inc.* (1st ed.). Routledge.
- McKercher, B., & Ho, P. (2012). Tourism and quality-of-life: How does tourism measure up? In M. J. Sirgy (Ed.), *Cultural Tourism and the Enhancement of Quality-of-Life* (Issue October, pp. 105–132). Springer Dordrecht Heidelberg London New York. <https://doi.org/10.1007/978-94-007-2288-0>
- Mondal, S., & Samaddar, K. (2021). Responsible tourism towards sustainable development: literature review and research agenda. *Asia Pacific Business Review*, 27(2), 229–266. <https://doi.org/10.1080/13602381.2021.1857963>
- Mousavi, S. S., Doratli, N., Mousavi, S. N., & Moradiahari, F. (2016). *Defining Cultural Tourism*. 1996, 3–8. <https://doi.org/10.15242/iicbe.dir1216411>
- Mzembe, A. N., Koens, K., & Calvi, L. (2023). The institutional antecedents of sustainable development in cultural heritage tourism. *Sustainable Development*, 31(4), 2196–2211. <https://doi.org/10.1002/sd.2565>
- Nguyen, D. T., Kuo, K. C., Lu, W. M., & Nhan, D. T. (2023). How Sustainable Are Tourist Destinations Worldwide? An Environmental, Economic, and Social Analysis. *Journal of Hospitality and Tourism Research*, 45. <https://doi.org/10.1177/10963480231168286>
- Niedziolka, I. (2015). Sustainable tourism development. *Regional FoRmation and Development StudieS*, 3(8), 157–166. <https://doi.org/10.37040/geografie2001106030178>
- Ona, J. G., & Solis, L. S. L. (2017). Challenges and opportunities for the development and promotion of Ibaloy crafts as tourism products. *International Journal of Culture, Tourism, and Hospitality Research*, 11(4), 593–607. <https://doi.org/10.1108/IJCTHR-11-2016-0112>
- Ottaviani, D., De Luca, C., & Åberg, H. E. (2024). Achieving the SDGs through cultural tourism: evidence from practice in the TExTOUR project. *European Journal of Cultural Management and Policy*, 14(January), 1–13. <https://doi.org/10.3389/ejcmp.2024.12238>
- Ozturen, A., & Ozgit, H. (2022). Conclusion: transitioning from unsustainable to sustainable solutions. *Worldwide Hospitality and Tourism Themes*, 14(4), 403–408. <https://doi.org/10.1108/WHATT-03-2022-0040>
- Palacios-Florencio, B., Santos-Roldán, L., Berbel-Pineda, J. M., & Castillo-Canalejo, A. M. (2021). Sustainable Tourism as a Driving force of the Tourism Industry in a Post-Covid-19 Scenario. *Social Indicators Research*, 158(3), 991–1011. <https://doi.org/10.1007/s11205-021-02735-2>
- Penz, E., Hofmann, E., & Hartl, B. (2017). Fostering sustainable travel behavior: Role of sustainability labels and goal-directed behavior regarding touristic services. *Sustainability (Switzerland)*, 9(6). <https://doi.org/10.3390/su9061056>
- Priambodo, M., Prastiwi, L., Abbas, M., & Yunikawati, N. (2023). *Local Economy-Based Ecotourism Development Strategy in an Effort to Strengthen Community Economic Capacity*. <https://doi.org/10.4108/eai.5-11-2022.2326533>

- Qureshi, S. M. Q. (2020). Learning by sustainable living to improve sustainability literacy. *International Journal of Sustainability in Higher Education*, 21(1), 161–178. <https://doi.org/10.1108/IJSHE-01-2019-0001>
- Ramaano, A. I. (2021). Potential for tourism to promote indigenous resources for community development in Musina Municipality, Vhembe District, Limpopo Province, South Africa. *Forestry Economics Review*, 3(1), 53–78. <https://doi.org/10.1108/fer-02-2021-0006>
- Richards, G. (2003). What is cultural tourism. *Erfgoed Voor Toerisme. Nationaal Contact ...*, March 2003. [https://pure.uvt.nl/ws/portalfiles/portal/31125027/JHTM\\_Cultural\\_Tourism\\_Review.pdf](https://pure.uvt.nl/ws/portalfiles/portal/31125027/JHTM_Cultural_Tourism_Review.pdf)
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
- Richards, G. (2021). Rethinking Cultural Tourism. In *Rethinking Cultural Tourism*. <https://doi.org/10.4337/9781789905441>
- Ruhanen, L., Weiler, B., Moyle, B. D., & McLennan, C. Lee J. (2015). Trends and patterns in sustainable tourism research: a 25-year bibliometric analysis. *Journal of Sustainable Tourism*, 23(4), 517–535. <https://doi.org/10.1080/09669582.2014.978790>
- Sakshi, Shashi, Cerchione, R., & Bansal, H. (2020). Measuring the impact of sustainability policy and practices in tourism and hospitality industry. *Business Strategy and the Environment*, 29(3), 1109–1126. <https://doi.org/10.1002/bse.2420>
- Saydam, M. B., Ozturen, A., & Kilic, C. (2022). Cultural heritage tourism in North Cyprus: findings from in-depth interviews with experts. *Worldwide Hospitality and Tourism Themes*, 14(4), 349–364. <https://doi.org/10.1108/WHATT-03-2022-0035>
- Senna, M. L. G., Veruska, Dutra, C., Oliveira, K. L. F., Santos, P. A., & Santana, C. M. A. (2019). Diagnosis on Environmental Impacts of Tourism at Caju Beach in Palmas, Tocantins, Brazil. *International Scholarly and Scientific Research & Innovation*, 13(5), 663.
- Shakya, M., & Vagnarelli, G. (2024). *Creating value from intangible cultural heritage — the role of innovation for sustainable tourism and regional rural development*. March, 1–17. <https://doi.org/10.3389/ejcmp.2024.12057>
- Shang, Y., Bi, C., Wei, X., Jiang, D., Taghizadeh-Hesary, F., & Rasoulinezhad, E. (2023). Eco-tourism, climate change, and environmental policies: empirical evidence from developing economies. *Humanities and Social Sciences Communications*, 10(1), 1–9. <https://doi.org/10.1057/s41599-023-01777-w>
- Smith, K. S. (2003). Issues in Cultural Tourism Studies. In *Routledge*. Routledge. <https://doi.org/10.3938/jkps.71.579>
- Sowards, S. K., & Banerjee, P. (2021). Ecotourism as Leisure and Labor in the Experience of the “great” Outdoors. *Frontiers in Communication*, 6(December), 1–13. <https://doi.org/10.3389/fcomm.2021.736762>
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable Development*, 29(1), 259–271. <https://doi.org/10.1002/sd.2133>
- Tseng, M. L., Chang, C. H., Lin, C. W. R., Wu, K. J., Chen, Q., Xia, L., & Xue, B. (2020). Future trends and guidance for the triple bottom line and sustainability: a data driven bibliometric analysis. *Environmental Science and Pollution Research*, 27(27), 33543–33567. <https://doi.org/10.1007/s11356-020-09284-0>
- Vargas-Hernandez, J. G. (2012). Sustainable cultural and heritage tourism in regional development of Southern Jalisco. *World Journal of Entrepreneurship, Management and Sustainable Development*, 8(2/3), 146–161.
- Xu, B., Ahmad, S., Charles, V., & Xuan, J. (2022). Sustainable commercial aviation: What determines air travellers’ willingness to pay more for sustainable aviation fuel? *Journal of Cleaner Production*, 374(April), 133990. <https://doi.org/10.1016/j.jclepro.2022.133990>
- Xu, L., Ao, C., Liu, B., & Cai, Z. (2023). Ecotourism and sustainable development: a scientometric review of global research trends. *Environment, Development and Sustainability*, 25(4), 2977–3003. <https://doi.org/10.1007/s10668-022-02190-0>
- Yu, K., & Gao, H. (2023). Sustainable development, eco-tourism carrying capacity and fuzzy algorithm-a study on Kanas in Belt and Road. *Scientific Reports*, 13(1), 1–14. <https://doi.org/10.1038/s41598-023-41961-1>
- Zekan, B., Weismayer, C., Gunter, U., Schuh, B., & Sedlacek, S. (2022). Regional sustainability and

- tourism carrying capacities. *Journal of Cleaner Production*, 339(January), 130624. <https://doi.org/10.1016/j.jclepro.2022.130624>
- Zhang, H., Leung, X. Y., & Bai, B. (2023). Cultural attractiveness index for sustainable cities: Tourism Agenda 2030. *Tourism Review*, 78(2), 411–426. <https://doi.org/10.1108/TR-05-2022-0255>
- Zhuang, X., Yao, Y., & Li, J. (2019). Sociocultural impacts of tourism on residents of world cultural heritage sites in China. *Sustainability (Switzerland)*, 11(3). <https://doi.org/10.3390/su11030840>