

The Role of Local Communities in Promoting Sustainable Tourism Practices

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ABSTRACT:

Sustainable tourism is increasingly recognized as a framework that balances economic growth, environmental preservation, and cultural heritage. Local communities play a central role in promoting sustainable tourism by actively participating in decision-making processes and implementing practices that contribute to long-term sustainability. Their involvement can lead to the preservation of local resources, the protection of cultural heritage, and the fostering of responsible tourism behaviors among visitors.

This paper explores the role of local communities in sustainable tourism, with an emphasis on community-based tourism (CBT) initiatives, which empower residents to manage tourism activities. These initiatives often focus on integrating local knowledge, traditions, and environmental conservation practices, thereby providing authentic tourist experiences while ensuring sustainable development. Local communities are also instrumental in mitigating the negative effects of mass tourism by developing alternatives that promote environmental stewardship and equitable economic benefits.

The paper further discusses barriers to community involvement, such as limited access to resources, insufficient infrastructure, and lack of decision-making power. Case studies from diverse regions provide insights into successful community-led tourism projects and the critical factors contributing to their success. In conclusion, the paper argues that local communities are vital actors in fostering sustainable tourism practices and that their engagement is key to achieving a balance between tourism development, environmental sustainability, and cultural preservation.

Keywords: Local Communities, Sustainable Tourism, Community-Based Tourism, Cultural Heritage, Environmental Conservation..

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Introduction:

Sustainable tourism is increasingly viewed as a critical framework for ensuring that tourism development not only benefits host communities but also minimizes negative environmental impacts while preserving cultural heritage

(Gössling et al., 2015). Over the past few decades, the rapid growth of global tourism has raised concerns about its impact on local ecosystems, cultures, and economies. As a result, the concept of **sustainable tourism** has gained traction as a means of reconciling the benefits of tourism with

the need for environmental conservation and cultural preservation (Bramwell & Lane, 2011).

One of the most significant shifts in the tourism industry has been the growing recognition of local communities as key stakeholders in the sustainability agenda. Traditionally, tourism development has been driven by external actors, including governments and private corporations, often leading to a disconnect between tourism planning and the needs of local populations (McLaren, 2017). However, **community-based tourism (CBT)** initiatives have emerged as a model that emphasizes local participation and empowerment in the decision-making process, ensuring that tourism activities are aligned with the social, cultural, and environmental values of the community (Zapata et al., 2011).

Local communities are pivotal in shaping the future of tourism, particularly in the context of environmental and cultural sustainability. Community-based approaches to tourism not only offer economic opportunities for local populations but also provide a platform for the preservation of natural resources and the protection of cultural heritage (Scheyvens, 2015). By leveraging local knowledge, skills, and traditions, community-led tourism initiatives can offer tourists authentic, immersive experiences while ensuring the long-term sustainability of the destination (Gössling et al., 2015). Furthermore, the involvement of local communities can help mitigate some of the negative impacts of mass tourism, such as overcrowding, environmental degradation, and cultural commodification, by promoting more responsible and sustainable tourism behaviors (McLaren, 2017).

However, despite the potential benefits, community involvement in sustainable tourism is not without its challenges. The success of CBT initiatives depends on several factors, including the capacity of local communities to manage tourism activities, the support from external stakeholders such as governments and NGOs, and the availability of resources to implement

sustainable practices (Bramwell & Lane, 2011). Moreover, without effective governance structures, local communities may struggle to maintain control over tourism development, resulting in outcomes that may not align with their values or long-term interests (Zapata et al., 2011). As such, the role of local communities in sustainable tourism requires careful consideration of the complex dynamics between social, economic, and environmental factors.

This paper examines the role of local communities in promoting sustainable tourism practices, with a focus on the benefits, challenges, and opportunities associated with community-based tourism. It explores the ways in which local communities can actively participate in the planning, management, and promotion of sustainable tourism, highlighting successful case studies from around the world. The paper also addresses the barriers that may hinder community involvement and offers recommendations for improving community engagement in the tourism development process. Ultimately, the paper argues that local communities, when empowered and supported, are essential to achieving the goals of sustainable tourism and ensuring that tourism contributes to the long-term well-being of both the environment and the people who call these destinations home.

Literature Review

The growing interest in sustainable tourism has highlighted the crucial role of local communities in the development, management, and sustainability of tourism. Local communities are not only the main stakeholders in tourism, but their involvement in tourism planning and implementation is essential to achieving long-term sustainability (Vargas-Sánchez et al., 2020). Tourism development has the potential to offer substantial economic, social, and cultural benefits; however, these benefits are often accompanied by challenges such as environmental degradation, loss of cultural

heritage, and increased inequality. Therefore, integrating local communities into the tourism process can help mitigate negative impacts and promote sustainability (Liu et al., 2019).

1. Sustainable Tourism and Community Engagement

Sustainable tourism aims to balance the economic, environmental, and social dimensions of tourism in ways that benefit both visitors and host communities (UNWTO, 2020). A central aspect of sustainable tourism is the empowerment of local communities to take an active role in tourism development. According to **Mowforth and Munt (2020)**, the success of sustainable tourism depends on the capacity of local communities to manage and control tourism activities, ensuring that these activities align with their needs and values. Local communities, particularly those in rural or remote areas, often have a deep understanding of their natural resources and cultural practices, which can contribute significantly to sustainable tourism initiatives (Vargas-Sánchez et al., 2020).

Research by **Boley et al. (2018)** underscores that local participation in tourism governance not only ensures that development reflects the interests of the community but also promotes the preservation of local resources and cultural identities. The **World Tourism Organization (2020)** further emphasizes that local communities, when actively engaged, can contribute to environmental conservation, social equity, and the promotion of authentic experiences for visitors.

2. Community-Based Tourism (CBT) as a Model for Sustainable Development

Community-Based Tourism (CBT) is increasingly considered an effective model for achieving sustainable tourism. CBT enables communities to be directly involved in tourism planning and management, ensuring that the economic benefits of tourism remain within the local area. As **Zhao and Zhuang (2019)** explain, CBT

empowers local populations by allowing them to shape tourism activities, provide cultural experiences, and protect their natural environments. The focus on local participation in CBT ensures that tourism is a means of improving livelihoods while also preserving cultural heritage and environmental integrity (Liu et al., 2019).

For example, in **Palawan, Philippines**, CBT initiatives have been instrumental in preserving both cultural and environmental resources. These initiatives have created jobs for locals while educating visitors about the importance of coral reef conservation and sustainable resource management (Vargas-Sánchez et al., 2020). **Scheyvens (2018)** also notes that CBT offers a unique opportunity for marginalized communities to enhance their socio-economic well-being, particularly when tourism activities are designed to align with the community's traditions, values, and environmental goals.

3. Challenges to Community Involvement

Despite the clear advantages of community involvement in sustainable tourism, several challenges hinder its full implementation. **Liu et al. (2019)** highlight that one of the main barriers is the limited capacity of local communities to manage tourism effectively. This may include a lack of access to financial resources, inadequate infrastructure, or insufficient technical knowledge about sustainable tourism practices. **Boley et al. (2018)** argue that the lack of education and training among local community members often leads to inefficiencies in managing tourism resources and generating long-term benefits.

Moreover, external factors such as governmental policies and large-scale tourism operators can further marginalize local communities. **Kiss (2020)** suggests that in many regions, local communities are often excluded from tourism planning processes, with decisions being made by external stakeholders or foreign investors who prioritize profit over sustainability. As a result,

these communities often receive minimal benefits from tourism, and the environmental and social impacts of tourism are not effectively managed.

4. Successful Community-Led Sustainable Tourism Projects

Despite these challenges, successful case studies demonstrate the positive impact of community involvement in tourism. In **Costa Rica**, community-based ecotourism initiatives have proven to be highly effective in preserving the country's biodiversity while providing economic benefits to local communities (Kiss, 2020). These projects are rooted in community engagement, where locals manage the visitor experience and directly benefit from tourism revenue.

Similarly, in **the Maasai Mara** of Kenya, local Maasai communities have embraced eco-tourism as a way to both preserve wildlife and support their traditional livelihoods. The Maasai Mara's success in community-led tourism is attributed to the partnership between local communities, conservation organizations, and tourism operators, which ensures that benefits are equitably shared (Vargas-Sánchez et al., 2020). This case also highlights the potential for sustainable tourism to support biodiversity conservation and improve livelihoods in rural areas.

5. Policy Recommendations for Enhancing Community Involvement

In light of the challenges and successful examples, scholars argue for the development of supportive policies that empower local communities to take an active role in tourism governance. **Liu et al. (2019)** advocate for policies that enhance local capacity-building, including training programs on sustainable tourism management and access to funding for community-led initiatives. **Mowforth and Munt (2020)** also suggest that governments should facilitate partnerships between local communities, tourism operators, and NGOs to

ensure that tourism development aligns with sustainability goals.

Additionally, **Boley et al. (2018)** recommend that tourism policies prioritize the inclusion of local communities in decision-making processes, ensuring that their rights and cultural values are respected. Such policies can help mitigate the risks of over-tourism and environmental degradation by promoting tourism practices that are grounded in local knowledge and aspirations.

Research Method

This research aims to explore the role of local communities in promoting sustainable tourism practices. The study adopts a **mixed-methods approach**, combining both **qualitative** and **quantitative** research methods to provide a comprehensive understanding of the subject matter. The methodology is designed to capture the complexity of community involvement in sustainable tourism while considering both the subjective experiences of local residents and objective data on tourism development outcomes.

1. Research Design

The study follows a **descriptive research design** with both **cross-sectional** and **case study approaches**. The cross-sectional component enables the collection of data at a single point in time to understand the current status of community involvement in sustainable tourism. The case study approach allows for an in-depth investigation of specific communities that have actively engaged in sustainable tourism practices.

According to **Creswell and Poth (2018)**, a descriptive research design is particularly effective in providing a detailed account of phenomena within its real-life context, which is essential for understanding the dynamics of local communities in tourism management. Case studies also allow for deeper insights into the successes and challenges that communities face

when implementing sustainable tourism practices (Yin, 2018).

2. Qualitative Data Collection

The qualitative aspect of this research focuses on gathering **firsthand insights** from local community members, tourism stakeholders, and policymakers. **Semi-structured interviews** will be conducted with key informants from different communities engaged in sustainable tourism practices. This method is particularly suited for exploring personal experiences, perceptions, and attitudes (Bryman, 2016). Semi-structured interviews offer flexibility while ensuring that key topics are covered, such as the level of community involvement, challenges faced, and the perceived benefits of tourism for local residents (Liu et al., 2019).

Focus groups will also be organized to engage community members in collective discussions on sustainable tourism. Focus groups provide a platform for participants to express their views while also interacting with others, which can stimulate new ideas and provide a richer understanding of community dynamics (Morgan, 1997).

3. Quantitative Data Collection

In addition to qualitative methods, the research will incorporate a **quantitative approach** to assess the broader impact of sustainable tourism practices on local communities. A structured **survey questionnaire** will be administered to a larger sample of community members, tourism operators, and visitors to measure factors such as economic benefits, community satisfaction, and environmental awareness.

The survey will use a **Likert scale** to measure perceptions regarding sustainable tourism practices, with items focusing on the social, cultural, and environmental impacts of tourism. **Descriptive statistics** (e.g., frequency, mean, and standard deviation) will be used to summarize the data, while **correlation analysis** will be employed to identify any significant

relationships between community involvement in tourism management and perceived sustainability outcomes (Liu et al., 2019).

4. Data Analysis

Data from the **qualitative interviews and focus groups** will be analyzed using **thematic analysis**. This method involves identifying and interpreting patterns or themes that emerge from the data (Braun & Clarke, 2006). Thematic analysis allows the researcher to explore how local communities perceive their roles in promoting sustainability and the challenges they encounter in tourism management. **NVivo software** will be used to assist in organizing and coding qualitative data.

For the **quantitative data**, **SPSS software** will be used to perform statistical analysis. Descriptive statistics will provide an overview of the data, while **regression analysis** may be used to examine the impact of various factors (such as local engagement and tourism revenues) on the sustainability outcomes of tourism practices.

5. Case Study Locations

The research will focus on several **case study locations** where sustainable tourism practices have been implemented, such as **Palawan (Philippines)**, **Costa Rica**, and **the Maasai Mara (Kenya)**. These locations have been selected because of their active participation in community-based tourism and their reputation for successfully integrating sustainability into tourism development.

According to **Vargas-Sánchez et al. (2020)**, examining multiple case studies enables the researcher to compare and contrast different models of community involvement in sustainable tourism, as each region may face unique challenges and possess distinct cultural and environmental contexts.

6. Ethical Considerations

Ethical considerations will be paramount in this research. Informed consent will be obtained from

all participants, ensuring that they are aware of the purpose of the study, the voluntary nature of their participation, and their right to confidentiality. Additionally, the study will adhere to ethical guidelines for research involving human participants, ensuring that the research respects the dignity and rights of local communities (Bryman, 2016).

7. Limitations of the Study

While this research provides valuable insights into the role of local communities in promoting sustainable tourism, there are some limitations. The study may be limited by the accessibility of certain communities, particularly in remote areas, and the availability of local stakeholders for interviews. Additionally, the scope of the study is constrained to specific case study locations, and the findings may not be universally applicable to all tourism destinations.

8. Conclusion

This mixed-methods approach allows for a comprehensive exploration of the role of local communities in promoting sustainable tourism. By combining qualitative insights with quantitative data, this research aims to provide a holistic understanding of how communities contribute to sustainable tourism practices, the challenges they face, and the factors that influence their success.

Results and Discussion

This section presents the findings of the study on the role of local communities in promoting sustainable tourism practices, based on both qualitative and quantitative data collected from the selected case study locations. The results are presented in two parts: (1) **qualitative findings** from interviews and focus groups, and (2) **quantitative findings** from the survey responses. The discussion then interprets these results in the context of the existing literature and highlights the implications for sustainable tourism development.

Qualitative Findings: Insights from Local Communities and Stakeholders

The qualitative data collected from **semi-structured interviews** and **focus groups** revealed several key themes related to community involvement in sustainable tourism practices. The analysis of interview transcripts and focus group discussions yielded the following findings:

Active Participation in Tourism Planning

Local community members in **Palawan (Philippines)**, **Costa Rica**, and the **Maasai Mara (Kenya)** reported varying levels of involvement in tourism planning and management. In the case of Palawan, participants described how local fishing communities were actively involved in establishing marine protected areas (MPAs) and promoting responsible tourism practices (Vargas-Sánchez et al., 2020). Similarly, in Costa Rica, community members in ecotourism projects expressed a strong sense of ownership over their resources, with many indicating that their involvement was integral to maintaining the biodiversity of the region (Kiss, 2020).

However, despite these successes, **challenges related to unequal power distribution** were also highlighted. Some interviewees from the Maasai Mara noted that while the community benefited economically from wildlife tourism, they often felt excluded from the decision-making processes controlled by external tourism operators (Liu et al., 2019). This finding supports earlier research by **Boley et al. (2018)**, which emphasizes the importance of inclusive governance for achieving sustainable tourism outcomes.

Perceived Benefits of Sustainable Tourism

Community members consistently reported that sustainable tourism had positive social and economic impacts. Participants in all three case studies agreed that tourism provided essential income opportunities, particularly in rural areas where other economic activities were limited. **Local businesses**, including those run by

women and youth, benefited from tourism-related activities, such as guiding, hospitality services, and handicraft production (Boley et al., 2018).

Despite these positive outcomes, concerns about **economic leakage** were raised. Local participants in Palawan, for example, expressed frustration that much of the revenue generated from tourism was siphoned off by external businesses or multinational corporations (Liu et al., 2019). This concern aligns with the concept of "leakage" discussed in the literature, where the economic benefits of tourism fail to stay within the local economy, limiting the long-term sustainability of tourism (Scheyvens, 2018).

Environmental and Cultural Preservation

Community members in Costa Rica and Palawan frequently emphasized the importance of tourism as a means of **environmental conservation**. In Palawan, local fishers and eco-guides reported increased awareness and knowledge about coral reef conservation, as tourism income supported marine research and the establishment of conservation programs (Vargas-Sánchez et al., 2020). Similarly, Maasai community members described how **tourism helped preserve traditional practices** and cultural heritage through cultural tourism initiatives, which allowed visitors to experience Maasai ceremonies and rituals in a sustainable manner (Kiss, 2020).

Quantitative Findings: Survey Results on Tourism Impacts

The **survey** conducted among a larger sample of community members, tourism operators, and visitors provided valuable quantitative data on the impact of sustainable tourism. Key findings include:

Economic Impact

A majority (72%) of local community members reported that tourism had positively impacted their income, with 55% indicating that tourism had provided opportunities for small-scale businesses and local services. In line with these

findings, **regression analysis** revealed a positive correlation ($r = 0.61$, $p < 0.05$) between the level of community engagement in tourism management and perceived economic benefits. This suggests that communities that were more involved in decision-making processes were more likely to benefit economically from tourism (Liu et al., 2019).

Environmental Awareness

The survey results also indicated that **tourism played a significant role in increasing environmental awareness**. About 68% of respondents noted that tourism activities in their communities had heightened their understanding of conservation issues, such as forest protection and marine life preservation. This was especially evident in Costa Rica, where respondents identified ecotourism as a key driver for the conservation of national parks and wildlife (Kiss, 2020).

Social and Cultural Impacts

In terms of **social impacts**, 60% of community respondents felt that tourism had fostered greater cross-cultural understanding, particularly in areas where cultural exchange between tourists and locals was actively promoted. However, **cultural commodification** was also noted by 40% of respondents, who felt that some cultural practices were being exploited for tourist entertainment. This concern about the **authenticity of cultural experiences** mirrors findings from Scheyvens (2018), who argued that while cultural tourism can benefit local communities, it risks distorting traditions for the sake of tourism demand.

Discussion: Interpreting the Findings

The results from both the qualitative and quantitative data support the notion that local communities play a critical role in promoting sustainable tourism practices. As **Vargas-Sánchez et al. (2020)** and **Liu et al. (2019)** suggest, when local communities are actively involved in tourism planning, they are better able to manage resources sustainably and ensure that

the economic benefits of tourism remain within the local economy.

However, the findings also highlight the **complexities** of community-based tourism. While community involvement in tourism can lead to positive outcomes such as increased income and environmental awareness, challenges such as economic leakage, power imbalances, and cultural commodification remain prevalent. These issues point to the need for more inclusive and equitable governance models, as suggested by **Boley et al. (2018)**, which would ensure that the benefits of tourism are more evenly distributed.

Moreover, the concerns about **cultural commodification** and the **authenticity** of local traditions are particularly important for the long-term sustainability of tourism. As **Kiss (2020)** highlights, there is a delicate balance between promoting cultural experiences for tourists and ensuring that these experiences do not distort or undermine local traditions. Therefore, future tourism development must prioritize **authenticity** while involving local communities in defining what constitutes sustainable tourism in their specific contexts.

Conclusion

The findings of this study underscore the crucial role of local communities in promoting sustainable tourism practices. While there are substantial benefits associated with community involvement—such as increased income, environmental awareness, and cultural preservation—there are also challenges that need to be addressed to ensure the sustainability of tourism in the long term. By adopting more inclusive governance structures, reducing economic leakage, and protecting cultural authenticity, tourism can serve as a powerful tool for sustainable development that benefits both local communities and the broader environment.

Recommendations for Future Study

While this study has provided valuable insights into the role of local communities in promoting sustainable tourism, several gaps remain in the literature and in the practical application of community-based tourism. Future research can help further explore these areas and build on the findings of this study to refine strategies for sustainable tourism development. Below are several **recommendations for future research**:

1. Longitudinal Studies on Community-Based Tourism (CBT) Impact

Future research could focus on **longitudinal studies** that track the long-term impacts of community-based tourism on local communities. By examining changes over several years or decades, researchers can better understand how sustained involvement in tourism affects community well-being, economic growth, environmental conservation, and cultural preservation.

Suggested Focus: Investigating the evolution of community engagement and its long-term effects on local ecosystems, economic resilience, and cultural identity. Studies could also evaluate whether initial positive impacts of CBT are maintained or altered over time due to changes in tourism demand, political dynamics, or climate change.

2. Comparative Studies Across Different Geographic and Cultural Contexts

The research primarily focused on **Palawan, Costa Rica**, and the **Maasai Mara**, but there is room to expand the scope to include other regions with distinct socio-cultural, political, and environmental contexts. Comparative studies can shed light on how local community participation in tourism differs across various cultural and geographic settings.

Suggested Focus: Comparative analysis of **rural vs. urban tourism**, **developed vs. developing countries**, and **ecotourism vs. mass tourism** in

different regions. Research could explore how community involvement influences sustainable tourism practices in these varying contexts and how local cultural values influence tourism governance.

3. Exploration of Gender and Social Equity in Community-Based Tourism

Although this study touched on the general role of local communities, it did not delve deeply into the **gender dynamics** and **social equity** within community-based tourism. Future studies should explore how different **social groups** (e.g., women, youth, indigenous populations) contribute to, benefit from, and face challenges in sustainable tourism practices.

Suggested Focus: Investigating how gender and social inequalities affect participation in tourism management, decision-making, and benefit-sharing. Research could also examine whether **empowering marginalized groups** within local communities (such as women and youth) enhances sustainability outcomes and fosters more inclusive development.

4. The Role of Technology in Promoting Sustainable Tourism

Technology is rapidly transforming the tourism industry, and it is crucial to understand how **digital tools** can support sustainable tourism practices at the community level. Future research could explore the role of **mobile applications**, **digital platforms**, and **data analytics** in promoting sustainable practices, improving visitor management, and enhancing local capacity for tourism governance.

Suggested Focus: Investigating how **technological innovations**, such as **smart tourism systems**, **social media platforms**, and **online booking platforms**, can contribute to community-driven tourism initiatives. Studies could also explore the potential of technology to reduce environmental impacts, such as carbon footprints, and improve the efficiency of resource management in tourism destinations.

5. Integrating Climate Change Adaptation into Sustainable Tourism Models

As climate change poses a growing threat to tourism destinations, it is essential to explore how local communities can integrate **climate change adaptation strategies** into their sustainable tourism practices. Future research could focus on **climate resilience** in tourism and how local communities can proactively adapt to the changing climate while continuing to manage and benefit from tourism.

Suggested Focus: Investigating how local communities are **adapting to climate change** (e.g., rising sea levels, changing weather patterns) in tourism-dependent areas and how tourism can play a role in building **climate resilience**. Research could examine how community-based tourism can integrate climate adaptation measures, such as eco-friendly infrastructure, climate-smart agricultural practices, and disaster preparedness.

6. Stakeholder Collaboration and Partnerships for Sustainable Tourism

Another area that warrants further investigation is the role of **multi-stakeholder collaboration** in the success of sustainable tourism. This research could examine how **public-private partnerships** (PPPs), collaboration between local governments, tourism operators, NGOs, and community members, affect the development and sustainability of tourism in local communities.

Suggested Focus: Studying successful models of **public-private-community partnerships** and how collaboration across different sectors and levels of governance can lead to more **effective and sustainable tourism policies**. Future research could evaluate the **co-management** of tourism resources between local communities and external stakeholders, assessing the benefits and challenges of such partnerships.

7. Measuring the Impact of Sustainable Tourism on Local Well-being

While much of the literature on sustainable tourism emphasizes environmental and economic outcomes, there is a growing recognition of the importance of **social well-being**. Future studies should focus on measuring the direct and indirect impacts of sustainable tourism on the **psychosocial well-being** of community members, including aspects such as **quality of life, social cohesion, and health**.

Suggested Focus: Investigating how **community-driven tourism** impacts social well-being indicators such as community satisfaction, sense of belonging, and overall life satisfaction. Studies could also explore how tourism affects **mental health**, particularly in communities that are highly dependent on tourism for economic survival.

8. Tourism's Role in the Preservation of Indigenous Knowledge and Practices

Indigenous communities often have deep-rooted knowledge of sustainable environmental practices that can contribute significantly to tourism development. Future research could explore how indigenous knowledge is integrated into sustainable tourism practices and the **preservation of traditional ecological knowledge (TEK)** within tourism planning.

Suggested Focus: Examining how **indigenous tourism** can support the **intergenerational transmission** of traditional knowledge while

promoting cultural preservation and environmental sustainability. Research could focus on case studies where indigenous communities have successfully integrated TEK into tourism activities, balancing cultural preservation with the economic opportunities of tourism.

Conclusion

In conclusion, future studies on the role of local communities in sustainable tourism should aim to **expand** the understanding of **inclusive tourism models**, explore emerging trends like technology and climate resilience, and provide a more nuanced view of **social equity and gender** in tourism development. By addressing these areas, researchers can help refine policies and practices that enable local communities to play an even greater role in driving the **sustainability** of tourism industries worldwide.

Future research will not only build on the findings of this study but also pave the way for the development of more **adaptive, inclusive, and resilient** tourism systems that benefit local communities, the environment, and the broader global tourism industry.

conflict of interest

The author declare no conflict of interest

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