



ROLE OF SUSTAINABLE TOURISM TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS (SDGS) – AN ANALYSIS

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ABSTRACT

Sustainable tourism is nothing but a kind of tourism practices which is closely related to Social, Economic and Environmental factors of an economy. To achieve sustainable development of the nation, sustainable tourism can contribute towards attainment of 17 Sustainable Development Goals (SDGs), highlighted in global 2030 Agenda for Sustainable Development at United nations. This study focuses on to know about the concept of Sustainable Tourism and its role in achieving SDGs for the sustainable development of an Indian economy. The study also shows the performance or contribution of Tourism in G20 Countries towards achieving the Sustainable Development Goals. This study is descriptive and analytical in nature and based on secondary data collected through various published sources and from several official websites. The study concludes that each and every goal out of 17 SDGs Goals is related with Tourism directly or indirectly, illustrated through Sustainable Tourism Cycle (STC). There is need of empowering and strengthening of all SDGs globally. Also, whenever the nations will try to achieve the objectives of sustainable tourism i.e., fulfillment of basic requirements, facilities or infrastructure at particular tourists' destination, the nation will automatically achieve the Sustainable Development Goals (SDGs) and their targets. Hence, this will lead to the sustainable development of the each and every nation and will also contribute globally to achieve these Goals.

KEYWORDS: Mass Tourism, Responsible Tourism, Sustainable Tourism Cycle, Sustainable Tourism, Sustainable Development Goals, Tourism Sector.

INTRODUCTION

The word Tourism is related to Tour which is derived from a Latin word "Tornos", which means "a tool for describing a circle or turner's wheel." It is from the word "tornos" that the notion of a "round tour" or a "package tour" has come which is very much of the essence of tourism. Thus, Tourism can be defined as the movement of individuals from their regular place of residence to another location (with the intention to return) for a minimum of twenty-four hours to a maximum of six months for the sole purpose of leisure and pleasure. According to UNWTO "Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes."^[1]

Tourism comprises various industries or sectors related to each other directly or indirectly and termed as one of the world's fastest growing sector and also a major source of foreign exchange earnings and employment generation. Tourism acts as an economic powerhouse for various countries in terms of export revenues. Tourism ranked 54th globally in travel and tourism development Index 2021. Travel and Tourism Sector are the largest revenue generating sector, their total contribution is around 122 billion USD in GDP of India.^[2] It contributed 9.1% to global GDP, 28% of service exports and one out of every ten employments worldwide.^[2]

Currently, each and every nation of the world focusing on the concept of sustainable Development. Sustainable Development of any economy based on three pillars: Economic, Social and Environmental. When nation tries to contribute into these three pillars positively, the economy of that nation can be said Sustainable. Tourism sector can be considered as a tool for the fastest sustainable development of the country because it is closely related with the social, economic and environmental factors of various nations around the world. For sustainable development of Indian economy, Tourism has the potential to positively contribute in social, economic and environmental aspects to achieve the target of sustainability. In this context, all nations were obligated to work towards an ensemble of 17 Sustainable Development Goals (SDGs) as a part of the historic accord achieved by world leaders in 2015 at the United Nations on a global 2030 Agenda for sustainable development. This ambitious agenda outlines a worldwide strategy to combat climate change, eradicate extreme poverty and reduce inequality and injustice by 2030. Tourism has the potential to play a pivotal role in delivering sustainable alternatives for 5P's of



Sustainable development i.e., the people, the planet, prosperity and peace, as the 17 SDGs and the associated 169 SDG objectives offers the world an alternative trajectory or an opportunity for change (UN Sustainable Development).^[4] All of these objectives could potentially benefit from tourism, either directly or indirectly.

REVIEW OF LITERATURE

(John et. al, 2023) in their study investigates interrelationships between a variety of independent variables, such as government policies, tourism, and technology, and their impacts on dependent variables, such as community development, employment creation, gender equality, environmental sustainability, water conservation, women's empowerment, and financial inclusion. To conduct this study, researchers used primary data collected through survey by using systematic random sampling method and based on methodological and logical approach of research. Data analysis is done by using regression and correlation. The findings of the study conclude that there is a strong positive relation between the government policies, tourism, and technology in achieving sustainable development goals and the importance of their connection has been demonstrated to contribute in sustainable development index.^[5]

(Bhuiyan & Darda, 2021) in their paper identifies the opportunities and contribution of tourism related activities for achieving SDGs in Bangladesh and also analyzes the government tourism policies, plans or their regulations and reports to achieve the objectives of SDGs. The study is based on Secondary data collected through various published sources such as journal, articles and reports etc. In this study, it is found that the contribution of tourism to GDP and employment is in increasing trend. It also reveals that sustainable tourism development has the potential to ensure long term social, economic and environmental benefit to all those stakeholders who contributes in sustainable development of Bangladesh.^[6]

OBJECTIVES OF THE STUDY

1. To study about the concept of Sustainable Tourism.
2. To study about the role of Sustainable Tourism in achieving Sustainable Development Goals (SDGs).
3. To study about the performance or contribution of Sustainable Tourism to achieve Sustainable Development Goals (SDGs) in G20 Countries.

RESEARCH METHODOLOGY

The study is descriptive and analytical in nature and based on secondary data collected through various published sources such as research papers, articles, journals, reports such as National Strategy for Sustainable Tourism, Sustainable Tourism – Criteria and Application etc. The information is also collected through authentic websites of various platforms such as GSTC (Global Sustainable Tourism Council), United Nations- Department of Economic and Social Welfare (Sustainable Development), UNWTO Sustainable Development, Tourism for SDGs – Tourism and Sustainable Development Goals, Ministry of Tourism (Government of India) etc.

HYPOTHESIS FOR THE STUDY

H₀: There is no contribution or role of Sustainable Tourism in achieving Sustainable Development Goals (SDGs).

H₁: There is a contribution or role of Sustainable Tourism in achieving Sustainable Development Goals (SDGs).

CONCEPT OF SUSTAINABLE TOURISM

United Nations World Tourism Organization (UNWTO) is the United Nations specialized agency and an international organization for Tourism. It acts as the custodian agency to supervise or monitor the targets of sustainable development goals and also responsible authority for the promotion of sustainable tourism. The concept of sustainable tourism is evolved to reduce the consequences aroused by the “Mass Tourism” in 1960s or 1970s. In the year 1973, European Travel Commission highlighted the efforts being made for environmentally sound tourism. In the year 1996, South African National Tourism Policy introduces the concept of “Responsible Tourism”. Prof. Jost Krippendorff, was the first who gave the idea or concept of “Sustainable Tourism” in his Book titled as “The Landscape Eaters” where he also used the word “Sanfter Tourismus” which means Soft Tourism.^[7]

The United Nations World Tourism Organization (UNWTO) defines Sustainable Tourism as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.^[8]

The Global Sustainable Tourism Council (GSTC) defines “Sustainable Tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative.



It aims to minimize the negative impacts and maximize the positive ones. Negative impacts to a destination include economic leakage, damage to the natural environment and overcrowding to name a few. Positive impacts to a destination include job creation, cultural heritage preservation and interpretation, wildlife preservation landscape restoration, and more”.^[9]

In Chapter IV, Paragraph 43 of the Johannesburg Plan of Implementation, the 2002 World Summit on Sustainable Development advocated for the promotion of sustainable tourist development, including non-consumptive and eco-tourism. Rio Summit held in the year 2012 with 20 Countries at Rio De Janeiro, Brazil (Rio + 20), Sustainable tourism is described in its outcome document (first document on Sustainable tourism) “The Future We Want” its paragraph 130 as a substantial contributor "to the three dimensions of sustainable development" due to its close relationship to other sectors, capacity to produce respectable employment prospects, and ability to foster trade opportunities. The Cape Town Declaration held in the year 2014, focused on commercial activities or business practices which helps to promote responsible tourism. The Sustainable Tourism - Eliminating Poverty (ST-EP) concept was introduced at the Johannesburg Summit. The World Tourism Organization launched the effort in conjunction with UNCTAD to promote sustainable tourism as a tool for eradicating poverty. Sustainable tourism was last addressed by the UN Commission on Sustainable Development (CSD) in 2001, when it served as the Johannesburg Summit Preparatory Committee.^[10]

The year 2017 has been designated as the International Year of Sustainable Tourism for the development in accordance with the general assembly resolutions 70/193 by UNWTO.^[9] The sustainable development goals are the series of 17 interlinked global goals directed towards to achieve the better and sustainable future for all livings. The SDGs targets for Sustainable Tourism in various goals mentioned –

- In the 2030 Agenda for Sustainable Development SDG target 8.9 of SDG 8 (Decent work and Economic Growth) states that “by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.^[10]
- In the 2030 Agenda for Sustainable Development SDG target 12.b of SDG 12 (Responsible Consumption and Production) aims to “develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products”.^[10]
- In the 2030 Agenda for Sustainable Development SDG target 14.7 of SDG 14 (Life Below Water) asserts that “by 2030, increase the economic benefits to Small Island developing States and least developed countries”.^[10]


ROLE OF SUSTAINABLE TOURISM IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Sustainable Tourism may have the potential to achieve the SDG Goals and their targets through various facilities, activities or opportunities in the form of employment generating opportunities, revenue generation and infrastructure facilities and other activities etc. In this study, researchers discussed below about the Sustainable Tourism cycle (STC) through which tourism sector can achieve the goals of Sustainable Tourism and Sustainable Development Goals or their targets.

Table No. 1.0 Role of Sustainable Tourism Cycle (STC) to achieve Sustainable Development Goals (SDGs)

SDG Goals	Sustainable Tourism Cycle to achieve each SDG goals
Goal 1 - No Poverty	Job Creation in Tourism → Revenue Generation
Goal 2 - Zero Hunger	Availability of Food at Tourism Destinations/Sites ↓ Through Sustainable Production
Goal 3 - Good Health and Well Being	Availability OR improvement in Medical and Healthcare infrastructure or facilities
Goal 4 - Quality Education	Learning of Multiple Languages or Skills through Skill Development Programmes/Vocational Training Courses ↓ Skilled Workforce → Job Creation in Tourism → Revenue Generation
Goal 5 - Gender Equality	Increase in Women participation or Women workforce in Tourism Sector ↓ Job Creation for women in Tourism → Revenue Generation
Goal 6 - Clean Water and Sanitation	Availability of Clean or Safe Drinking Water facilities OR Clean or Hygienic Tourists Destinations
Goal 7 - Affordable and Clean Energy	Availability of Renewable Energy sources at an affordable cost ↓ Promotion or use of Renewable Sources of Energy at Tourists Destinations
Goal 8 - Decent Work and Economic Growth	Job Creation in Tourism → Revenue Generation ↓ Development or Growth in Economy
Goal 9 - Industry, Innovation and Infrastructure	Infrastructure Modernization AND Sustainable Industrialization through Innovation at Tourists Destinations
Goal 10 - Reduced Inequality	Increase in participation of Local and Rural People in Tourism ↓ Growth of Regional or Rural Economies
Goal 11 - Sustainable Cities and Communities	Development of Sustainable Urban or Rural Infrastructure ↓ Sustainable Growth of Ciities or Communities to develop as a Tourism Destination (Smart City Development)
Goal 12 - Responsible Consumption and Production	Adoption of Sustainable modes of Consumption and Production (SCP)
Goal 13 - Climate Action	Low Carbon Emission through Transportaion and Hospitality Sector's Facilities

Achievement of Goals of Sustainable Tourism and Sustainable Development Goals (SDGs)

Goal 14 - Life Below Water	Protection and Conservation of Waterbodies and Delicate Marine Ecosystem → Boost in Coastel and Marine Tourism Activities or facilities  Growth of Blue Economy
Goal 15 - Life on Land	Preservation of Biodiversity, Wildlife and Rich Ciultural and Natural Heritage Sites
Goal 16 - Peace and Justice	Promotion of Cultural Exchange → Development of Interfaith and understanding between individuals
Goal 17 - Partnership for the Goals	Encouragement to Community Development AND Public-Private Partnership

Achievement of Goals of Sustainable Tourism and Sustainable Development Goals (SDGs)

Source: Compiled By Researchers from UNWTO and Ministry of Tourism (Govt. of India)

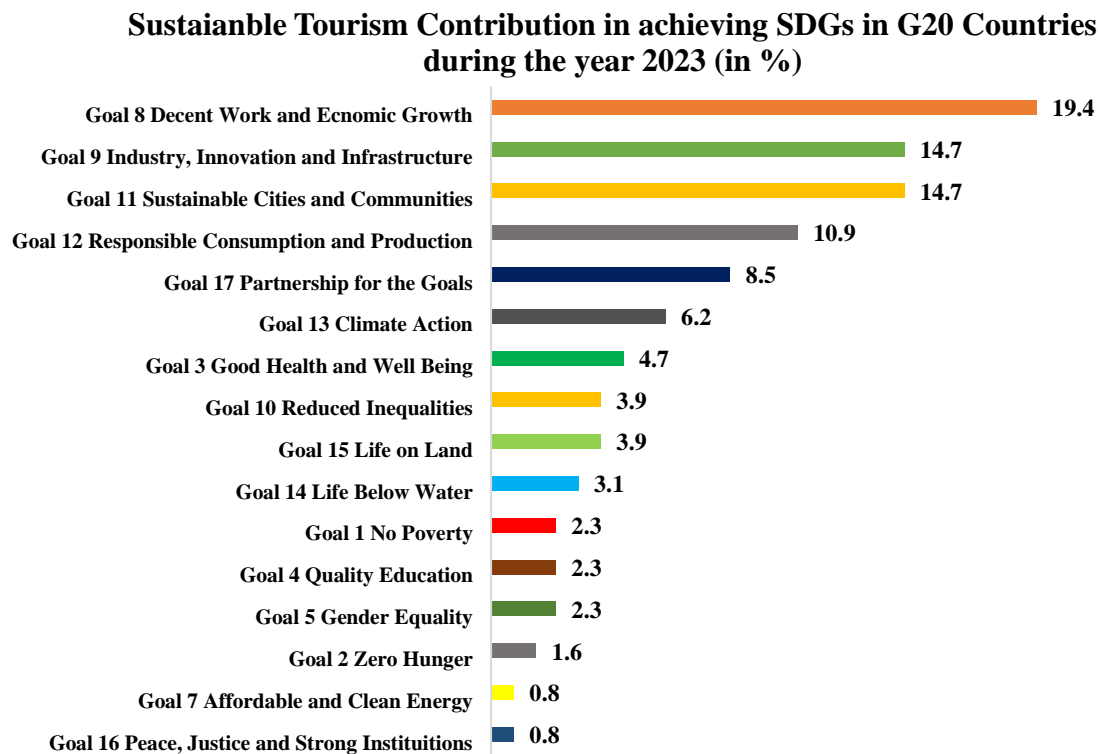
Above mentioned Table 1.0 depicts the Sustainable Tourism Cycle (STC) to achieve goals of Sustainable Tourism and sustainable development goals with the help of tourism which contributes to sustainable development of the economy. It shows that there is a close relationship between the goals or objectives of Sustainable Tourism and Sustainable Development Goals, as tourism has the potential to achieve these goals and their targets directly or indirectly. Therefore, this relation states that whenever the nations fulfill the goals or objectives of Sustainable Tourism, they will automatically achieve the Sustainable Development Goals and their targets because in that situation government of each and every nation will try to fulfill the basic requirements in a particular area or in Tourists destinations.

Table 2.0 Sustainable Tourism Contribution to achieve Sustainable Development Goals (SDGs) in G20 Countries during the year 2023

Sustainable Development Goals (SDGs)	Sustainable Tourism Contribution to achieve SDGs in G20 Countries during the year 2023 (in %)
Goal 16 - Peace, Justice and Strong Institutions	0.8
Goal 7 - Affordable and Clean Energy	0.8
Goal 2 - Zero Hunger	1.6
Goal 5 - Gender Equality	2.3
Goal 4 - Quality Education	2.3
Goal 1 - No Poverty	2.3
Goal 14 - Life Below Water	3.1
Goal 15 - Life on Land	3.9
Goal 10 - Reduced Inequalities	3.9
Goal 3 - Good Health and Well Being	4.7
Goal 13 - Climate Action	6.2
Goal 17 - Partnership for the Goals	8.5
Goal 12 - Responsible Consumption and Production	10.9
Goal 11 - Sustainable Cities and Communities	14.7
Goal 9 - Industry, Innovation and Infrastructure	14.7
Goal 8 - Decent Work and Economic Growth	19.4

Source: G20 Tourism Working Group Survey Result (2023)

Fig 2.0 Sustainable Tourism Contribution to achieve Sustainable Development Goals (SDGs) in G20 Countries during the year 2023



Source: G20 Tourism Working Group Survey Result (2023)

Goal 1 No Poverty - through Sustainable Tourism

Tourism sector, one of the biggest and fastest expanding sector in the world, and is well-positioned to promote economic growth and development at all levels. Tourism can help to alleviate or reduce poverty in two ways: first, directly by generating employment opportunities in the tourism sector, by fostering entrepreneurship through creating opportunities to start and run micro, small, and community-based tourism businesses, small companies and strengthening marginalized communities or population, especially women and young people. Secondly, indirectly by using the revenue generated from taxes and fees earned from tourism related activities, to fund initiatives that target the issue of poverty reduction such as pro-poor tourism etc. or investments in infrastructure development that encourages tourism development and may benefit those who are impoverished in the area. Table No. 2.0 represents the world's strongest economy group (G20 Group) where tourism contribute 2.3% to alleviate poverty.^{[11] [12]}

Goal 2 Zero Hunger - through Sustainable Tourism

By encouraging the sustainable production and supply of commodities such as food and beverages to corporates, companies, agencies engaged in Tourism business and to travelers the production, consumption, and sale of regional foods in tourist areas, tourism supports complete integration into the tourism value chain. Tourism can also support sustainable agriculture practices and can increase agricultural productivity. In addition, to boost the value of the tourism experience and the ability of local farmers, agritourism offers potential to generate additional revenue. The development of the infrastructure required for tourism would also help in availability of products and services, especially food, in those area and nearby towns where needed. Table No. 2.0 shows that in G20 Countries, Tourism contributes to 1.6% to achieve the Goal of Zero Hunger.^{[11] [12]}

Goal 3 Good Health and Wellbeing - through Sustainable Tourism

The COVID-19 pandemic has brought attention to identify link between tourism, health, and well-being since the sector depends on contact-intensive services. Tourism is capable to rebuild trust and confidence among tourists, which is essential for the sector's ability to recover economically both during and after the health crisis. And, it can be possible, if it has sanitation and cleanliness facilities and tourism businesses and, preventive measures, or



guidelines. Also, tax and fees collected from tourism-related activities can also be used to fund and upgrade healthcare services and other medical facilities. Table No. 2.0 shows that there is a 4.7% share of Tourism contribution in G20 Countries to achieve SDG Goal of Good Health and Well Being. ^{[11][12]}

Goal 4 Quality Education - through Sustainable Tourism

Substantial personnel or Skilled workforces are needed for tourism Sector to encourage inclusive and sustainable socioeconomic growth, and the success of a sustainable tourism sector depends on employing skilled labor. Programmes to deliver quality education needs to be designed specifically with tourism sector businesses and these efforts towards their employees can boost prospects for professional advancement and give the information and abilities needed to be successful in this sector. Additionally, stakeholders in the tourism sector may have a substantial impact on educating customers and local communities about how they may support the SDGs. Also, through cross-border agreements on credentials, norms, and other criteria, the sector can encourage investments in education and vocational training and support labor mobility certifications. Table No. 2.0 represents that there is a 2.3% contribution of Tourism Sector to cater Quality Education in G20 Countries. ^{[11][12]}

Goal 5 Gender Equality - through Sustainable Tourism

The tourism sector has one of the highest percentages of employed or self-employed women. Although, the majority of women are working in the sector are tends to be engaged in low-skilled or informal jobs. They are able to utilize this sector as a tool to reach or unveil their full potential and take the lead in all spheres of society. The sector has numerous avenues that may empower women in a number of ways, most significantly by giving them employment and income-generating opportunities in small and large-scale businesses associated to tourism and hospitality services. Also, Women are capable to enable other individuals to reach their full engagement and leadership potential in all facets of society. Table No. 2.0 shows that there is a 2.3% contribution of Tourism in achieving Gender Equality in G20 Countries which is exactly equal to the contribution towards (Goal 4) Quality Education. ^{[11][12]}

Goal 6 Clean Water and Sanitation - through Sustainable Tourism

Investments in resources and basic necessities are extremely important to boost sustainable tourism. In order to ensure all individuals should have access to safe and clean water, as well as to sanitation and hygiene, tourism may play a significant role. Appropriate water consumption in the tourism sector, along with necessary safety precautions, wastewater management, pollution control, and efficiency in technology may be essential in protecting the most treasured resources of the planet. Government Initiatives such as Swachh Iconic Places, Clean India and Swachh Bharat Mission etc. are proved beneficial to facilitate sanitation and hygiene across the country. ^{[11][12]}

Goal 7 Affordable and Clean Energy - through Sustainable Tourism

Tourism sector is considered as Energy Intensive Sector, as it can promote and expedite the transition to higher proportions of renewable energy in the world's energy mix and give energy efficiency a priority in all aspects of operations. The sector may have started the adoption and implementation of renewable energy sources in local communities. Through encouraging investments in sustainable energy sources and developing creative and advancing innovative energy solutions, tourism can lessen greenhouse gas emissions, slow down global warming, and improve every individual's access to energy. In Table No. 2.0, it is shows that there is a 0.8% contribution of Tourism in achieving SDG Goal of Affordable and Clean Energy, which is a least contribution of G20 Countries out of 17 SDG Goals. ^{[11][12]}

Goal 8 Decent Work and Economic Growth - through Sustainable Tourism

One of the main drivers of global economic growth is tourism, which is also seen as an effective sector for achieving decent work and economic growth in developing nations, particularly for the least developed countries (LDCs) and landlocked developing nations (LLDCs), as explicitly stated in Target 8.9. Sustainable and responsible tourism management will maximize the sector's potential to support rural development, generates job opportunities for groups that are susceptible, encourage economic diversification along the tourism value chain, foster inclusiveness and cultural awareness, and support the preservation of local customs. Table No. 2.0 reflects the contribution of Tourism Sector to 19.4% in achieving SDG Goal of Decent Work and Economic Growth, which is the highest share of Tourism Contribution by G20 Countries. ^{[11][12]}

Goal 9 Industry, Innovation and Infrastructure - through Sustainable Tourism

One of the main forces behind economic development and expansion is persistent investment in innovation and infrastructure. The growth of tourism depends on both public and private infrastructure. The sector may impact public policy to modernize and revamp infrastructure in a way that is more resource-efficient, creative and



sustainable, as well as to move toward low-carbon growth. Additionally, this will entice tourists and other foreign investment sources and would also encourage more sustainable industrialization which is necessary for innovation, progress, and economic prosperity. Table No. 2.0 Shows that there is a 14.7% of Contribution of Tourism to achieve SDG Goal related to Industry, Innovation and Infrastructure which is second highest share of tourism in achieving this goal after (Goal 8) Decent Work and Economic Growth.^{[11][12]}

Goal 10 Reduce Inequality - through Sustainable Tourism

Tourism has the potential to be a very effective tool for reducing inequality if local people and other important stakeholders are involved in the development of the sector. Poverty Alleviation, promotion of economic integration and diversification can be made attainable by tourism. It can affect people's ability to earn livelihoods, the growth of regional and rural economies, and the environment—both natural and cultural. Moreover, it may aid in both urban and rural development by providing individuals with the chance to thrive in their home environments. Table No. 2.0 Depicts the share of Tourism contribution in G20 Countries to reduce inequality which is 3.9% to achieve this goal.^{[11][12]}

Goal 11 Sustainable Cities and Communities - through Sustainable Tourism

A city which is hostile to its residents, is also hostile for the tourists. The development of urban infrastructure and accessibility, revitalization, and preservation of cultural and natural heritage are all possible with the aid of tourism—a sector dependent on these resources. Cities could be considered as sustainable that invest in green infrastructure (reduction in air pollution, more efficient transportation) should become smarter and greener that benefits not just local residents but also tourists too. In Table No. 2.0, it is shows that there is a 14.7% of Tourism Contribution in G20 countries to achieve the goal of sustainable cities and communities, which is the third highest contribution of Tourism and equal to the tourism contribution to (Goal 9) Industry, Innovation and Infrastructure.^{[11][12]}

Goal 12 Responsible Consumption and Production - through Sustainable Tourism

To expedite the transition towards sustainability, the tourism sector must embrace sustainable modes of consumption and production (SCP). To maximize the use of natural resources and minimize the effects that production and consumption have on the environment, it is essential to identify critical areas of intervention within the tourism value chain. To accomplish so, there is a need to “Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products” as stated in Goal 12's Target 12.b., which will improve social, economic, and environmental conditions or repercussions. In Table No. 2.0, there is a 10.9% share of Tourism in achieving SDG Goals in G20 Countries, which is highest after SDG Goal 8,9 and 11.^{[11][12]}

Goal 13 Climate Actions - through Sustainable Tourism

Climate change both exacerbates and is impacted by tourism sector. In the global response to climate change, tourism stakeholders should take the lead in implementing adaptation and mitigation plans both into action. Tourism can achieve and can be benefited from low carbon growth and contribute to addressing one of the most pressing issues of modern life by lowering its carbon footprint, particularly in the transportation and hospitality sectors. There is a 6.2% of contribution by Tourism towards climate action in G20 Countries (Table No. 2.0).^{[11][12]}

Goal 14 Life Below Water - through Sustainable Tourism

Marine ecosystem health is essential for both maritime and coastal tourism. therefore, the development of tourism should play a crucial role in the management of these environments, through enabling to protect and conserve delicate marine ecosystems and acting as a catalyst for the blue economy, which supports the sustainable use of marine resources. The largest parts of tourism, coastal and maritime, especially in Small Island Developing States (SIDS), depend on robust marine ecosystems. Integrated Coastal Zone Management must include tourism development to help and protect the delicate marine habitats and act as a means of advancing the blue economy. The preservation of marine resources is essential, since in some places they are the primary source of income. Additionally, the fact is that the Target 14.7 specifically mentions tourism serves as additional evidence of the economic advantages of this sector in regard to life below the ocean. Table No. 2.0 represents the share of tourism contribution which is 3.1% in preserving Life Below Water in G20 Countries.^{[11][12]}

Goal 15 Life on Land - through Sustainable Tourism

Tourists frequently travel to a place for the majestic landscapes, pristine forests, rich wildlife, and natural heritage sites. The destination's rich natural heritage and biodiversity are the primary lures for the tourists. Tourism is well-positioned to promote an awareness of local biodiversity knowledge, build linkages between biodiversity



conservation and the health and welfare of the community, and offer proactive steps that tourism stakeholders may do to preserve and reintroduce life on land. When managed responsibly, tourism may contribute significantly to the conservation and preservation of biodiversity in vulnerable areas, whereas also providing local residents with an alternate source of income. In Table No. 2.0, it shows that there is a 3.9% of share of Tourism contributing to conserve Life on Land which is equal to the SDG Goal 10 related to Reduced Inequality. ^{[11][12]}

Goal 16 Peace and Justice - through Sustainable Tourism

Due to the billions of interactions that occur periodically between individuals from different cultural origins, tourism has the potential to promote interfaith and multicultural tolerance and understanding, which will help to create more harmonious communities. By assisting regional companies and communities that conduct their operations ethically and sustainably and also fostering a culture of respect for the rule of law and human rights, tourism can advance access to justice and human rights. Coordinated and well-planned actions are essential to minimizing the detrimental effects that tourism-related activities could have on a destination's public security. Table No. 2.0 depicts that Tourism is contributing to 0.8% to bring peace and justice in G20 Countries. ^{[11][12]}

Goal 17 Partnership for Goals - through Sustainable Tourism

Owing to its cross-sectoral nature, tourism may enhance relationships between the public and private sectors as well as include a variety of stakeholders, including local, national, regional, and international groups, in collaborating to achieve the SDGs and other shared objectives. To achieve the 2030 Agenda, creative financing and public policies are essential. The expansion of the tourism sector requires a larger range of impacts through varied collaborations, which benefits all targets, not just those associated with the tourism sector. Table No. 2.0 shows that there is an 8.5% contribution of Tourism in G20 Countries to develop partnership for the Goals. ^{[11][12]}

FINDINGS

The study outlines that Tourism Sector plays a significant role in achieving the Sustainable Development Goals and their targets. In this study, Table No. 1.0 represents that Sustainable Tourism Cycle to achieve SDG Goals, which reflects that each SDG Goal can be fulfilled directly or indirectly and this can be made possible through several efforts or activities related to tourism sector' perform well in particular process to make it sustainable. The Sustainable Development Goals or Sustainable Tourism Goals both are coincide i.e., when the nations will try to fulfill the basic requirements of the particular tourists' destinations or region in that particular country, goals or objectives related to Tourism would be achieved to make it sustainable, and automatically it will turn into achievement of the Sustainable Development Goals and their targets.

- In this context, Table No. 1.0 shows that Sustainable Development Goals such as No Poverty (Goal 1), Zero Hunger (Goal 2), Gender Equality (Goal 5), Reduced Inequality (Goal 10) are indirectly related to Tourism and can be achieved indirectly with the help of Sustainable Tourism Cycle (STC) to achieve SDGs. On the other hand, Good Health and Well Being (Goal 3), Quality Education (Goal 4), Clean Water and Sanitation (Goal 6), Affordable and Clean Energy (Goal 7), Decent Work and Economic Worth (Goal 8), Industry, Innovation and Infrastructure (Goal 9), Sustainable Cities and Communities (Goal 11), Responsible Consumption and Production (Goal 12), Climate Action (Goal 13), Life Below Water (Goal 14), Life on Land (Goal 15), Peace and Justice (Goal 16) or Partnership for the Goals (Goal 17) are directly related to Tourism Sector and can be achieved directly with the help of Sustainable Tourism Cycle (STC) to achieve SDGs.
- Table No. 2.0 represents the performance or contribution of Sustainable Tourism in achieving Sustainable Development Goals (SDGs) in G20 Countries where there is a highest share of Tourism contributing to 19.4% in achieving Decent Work and Economic Growth (Goal 8) followed by Industry, Innovation and Infrastructure (Goal 9) with 14.7%, Sustainable Cities and Communities (Goal 11) with 14.7% and Responsible Consumption and Production (Goal 12) with 10.9%. There is an equal contribution or share of Tourism towards Goal 10 and Goal 15 i.e., 3.9% in G20 Countries. Also, to achieve SDGs related to No poverty (Goal 1), Quality Education (Goal 4) and Reduce Inequality (Goal 5) sharing the same percentage of share of Tourism which is 2.3% in G20 Countries. The performance or contribution of Sustainable Tourism is recorded least towards Zero Hunger (Goal 2) with 1.6%, Affordable and Clean Energy (Goal 7) and Peace and Justice (Goal 16) with 0.8% in G20 Group Countries.

CONCLUSION

The study proves that tourism has an immense potential to achieve sustainable development goals and their targets. This contribution of tourism in achieving Sustainable Development Goals would be beneficial for the sustainable development of an economy or sustainable economy. In this study, analysis and discussions done with the help of data presented in table no. 1.0 and 2.0 which proves that there is a role or contribution of sustainable tourism to achieve Sustainable Development Goals (SDGs). Hence, the researcher did not accept the Null Hypothesis (H_0)



which results in acceptance of the Alternative Hypothesis (H_1). The study states that the goals of sustainable tourism and sustainable development goals both are interrelated. Each goal out of 17 sustainable development goals is closely related with the tourism directly or indirectly. The study also concludes that there is a need to achieve the goals of sustainable tourism which would result in achievement of sustainable development goals through fulfillment of basic requirements, facilities or activities by the government at several tourists' destinations of the several countries. Also, there is a need to work towards the least tourism contributing Sustainable Development Goals in G20 Countries such as to achieve peace and Justice (Goal 16), Affordable and Clean Energy (Goal 7), and Zero Hunger (Goal 2) and to Strengthen the highest tourism contributing sustainable development goals such as to develop Decent Work and Economic Growth (Goal 8), Industry, Innovation and Infrastructure (Goal 9) and Sustainable Cities and Communities (Goal 11) etc. These 17 Sustainable Development Goals may be proved beneficial for the economy of each and every nation of the world and they may provide pace to accelerates the economy in Socio, Economic and Environmental aspects.

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