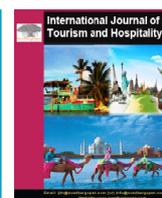




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## Tourism: A Look from Sustainable and Responsible Tourism

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### Abstract

The purpose of investigating tourism from a sustainable perspective arises as an initiative that allows strengthening environmental culture through education, especially in places where there is a high influx of tourists who must preserve the natural environments that are part of their visits. For this reason, a reflection article is presented in which it begins by presenting the concept of tourism and then the different types of tourism, and the actions that each one must carry out to carry out responsible and sustainable tourism. The origin of tourism dates to when thousands of people traveled to attend the Olympics in Ancient Greece. Its definition is in a commercial activity in England with Thomas Cook, who in 1841 founded the first travel agency: Thomas Cook and Son. Currently, tourism is one of the industries that generates the most economic income for countries. As already mentioned, tourism has existed since ancient times, but only until a few decades ago it was considered as an activity that encompasses various economic sectors. You can also receive multiple concepts, depending on the area you come from. Thus, from the economic definition they could define tourism based on consumption, while from psychology it can be defined in tourist behavior. In this sense, this article is proposed as a means of reflection for readers, and that can become a means of generating environmental culture.

**Keywords:** *Tourism, Sustainable tourism, Social responsibility, Technology, VICA*

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## 1. Introduction

The environments of Volatility, Uncertainty, Complexity and Ambiguity, known as (VICA), have generated a series of challenges for today's society, which are oriented towards the search for a sustainable place to live. The survival of the planet is threatened by various factors. In this sense, tourism has become an economic activity that negatively impacts the ecosystems that are part of the tourist regions. For this reason, strategies are required to make these problems known, because one of the causes is the lack of knowledge about these issues. With this purpose in mind, this document is consolidated as a guide for recognition in the categories of Tourism, Responsible Tourism and Sustainable Tourism.

Tourism is an activity oriented to know a series of places around the planet. The purpose of the visitors is oriented, in different purposes, among these: cultural, recreational, sport, entertainment, among others. In this sense, professors Hunziker and Krapf, from the University of Berne, defined it as the set of phenomena and activities that arise from travel and tours of non-residents of a city, which are not related to permanent residence, nor to a paid activity (Hunziker and Krapf, 1942), the authors are called the founders of academic studies of tourism conducted at the time of the Second World War. On the other hand, in modern contexts, tourism is defined as the short and temporary displacements of people to destinations other than their place of residence and work, who carry out activities during their stay in those destinations (Burkart and Medilk, 1981), with this definition, a new perspective of tourism is given.

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Also, the World Tourism Organization (WTO) defines tourism as the activities carried out by people during their trips and stays in environments other than their usual environment, for a consecutive period of time of less than one year for leisure, business and other purposes. However, the social approach presented by José Manuel Castaño in his definition in his book “*Psicología Social de los Viajes y del Turismo*” (*Social Psychology of Travel and Tourism*), which is oriented in the spatial sphere, in which a series of resources designed as a whole are located to attract and satisfy different needs and expectations of tourist consumers who travel, stay and interact in that place for a certain period, which should not be less than 48 hours (Castaño, 2005), is interesting (Castaño, 2005). In its definition, it also identifies that there are different types of tourism, as presented below:

According to the World Tourism Organization and some contributions of the Mexican Government, some classifications for tourism are defined as follows:

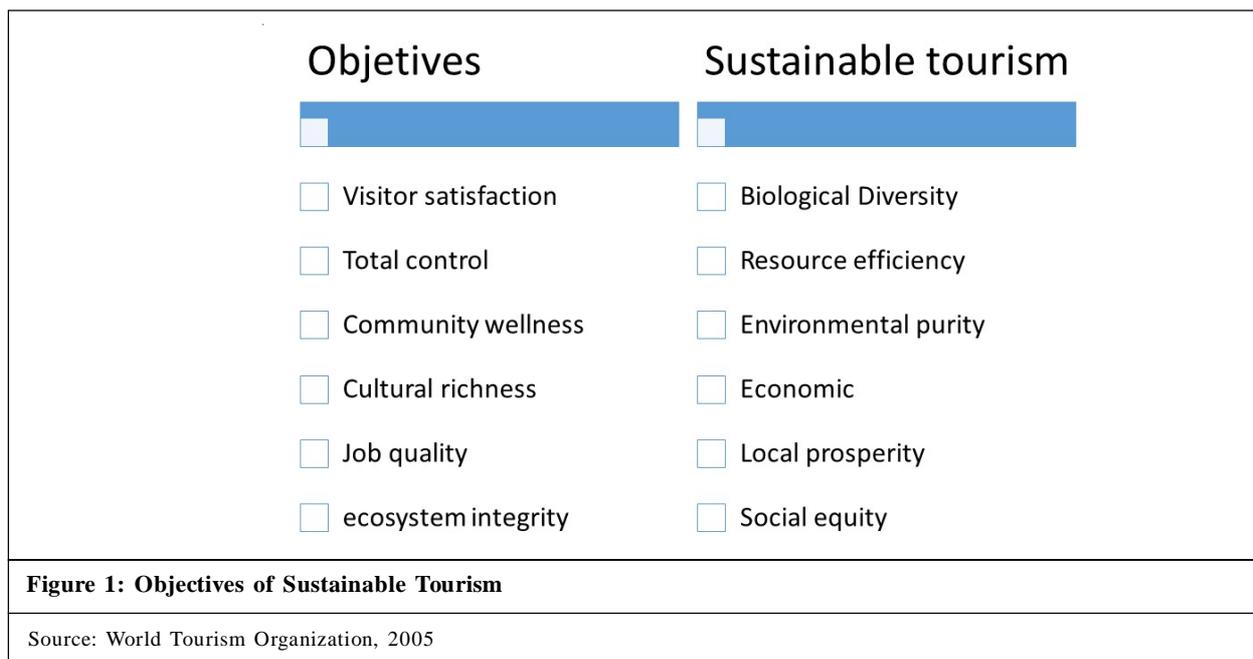
1. Cultural: This type of tourism is established to know and learn different concepts, which are related to material or intellectual topics.
2. Religious: Which focuses on religious activities, in which people seek to fulfill or satisfy the needs of religious beliefs.
3. Gastronomic: Established to learn about the typical foods of each region of the countries visited.
4. Idiomatic: Carried out by visitors to learn another language.
5. Health: Established for the improvement of health, it is a trend especially for the low cost of procedures.
6. Sports: It is specified that this type of tourism is carried out to attend sports activities.

Also, there are different types of places to practice tourism as identified in Table 1.

<b>Table 1: Types of Tourist Sites</b>	
<b>Types of Locations</b>	<b>Description</b>
Theme parks	These are trips to places with emblematic or extreme theme parks.
Business	Viajes exclusivos para la realización de negocios, donde la finalidad es realizar actividades netamente laborales
Ecotourism	Exclusive business travel, where the purpose is to carry out purely business activities.
Adventure	Performed for physical activities which are in nature such as mountain climbing.
Rural	These are activities in which the tourist focuses on learning about the culture he/she is visiting with the intention of learning from it without affecting its social system, this tourism is practiced in complete peace and solidarity.

With respect to sustainable tourism, the prevention of the impact of the actions that tourists exert on the places they visit must be taken into account, avoiding damage, deterioration and the use of the resources of each tourist site. The WTO in the guide << Local Administrators: sustainable tourism development >>, determined that the needs of tourists and of the receiving regions must be attended, and at the same time to guarantee a sustainability in the regions, in which the tourism is exercised. It is conceived as a way to manage all resources in such a way that they can satisfy economic, social and aesthetic needs, while respecting cultural integrity, essential ecological processes, biological diversity and life support systems (WTO, 1998). It is also defined by other authors as one that provides economic benefits, but at the same time maintains ecological diversity and quality; in other words, it combines conservation with economic development (Wearing and Neil, 1999). In this perspective, sustainable tourism can be determined in a more managerial and administrative perspective for local entities, which seek strategies that allow coexistence between tourism and sustainability. With the characteristics established more specifically for tourism sustainability, several governments around the world started a plan, which allowed a concrete growth for the tourism structure of each city, then the WTO in 2005, developed 12 objectives which establish the relevance of sustainable tourism, and establish guidelines for each tourism organization, in Figure 1 you can visualize the objectives mentioned.

With the classification of the objectives, 3 processes were developed for the application in the sectors of economic sustainability, environmental sustainability and socio-cultural sustainability, thus allowing the conception of a program that would provide guidelines for sustainable tourism.



As for responsible tourism, it focuses on the fact that the tourist should have a sense of responsibility with the places he/she visits, avoiding creating a negative impact in each sector. At the moment of entering any locality, the tourist should carry out a brief investigation of the culture of the place he/she is going to visit, the ethical, cultural, religious and customary issues. For responsible tourism, it is advisable to consume local products, whether gastronomic or souvenirs, since this supports the local economy, generating at the same time a sustainable tourism. It is evident that sustainable tourism cannot exist without responsible tourism; therefore, the tourist has to respect the cultural heritage, which is invaluable in each region, this is oriented in the respect for the heritage or historical monument. Also, it is sought that each tourist negatively impacts the environmental heritage, in this case, it is achieved by avoiding consuming water, electricity or throwing garbage in areas not allowed, which is why each tourist must follow the rules of “reduce, reuse and recycle”, thus avoiding the negative impact on the ecosystem of each locality. The main thing to know about responsible tourism is that each tourist should have an ethical and moral conception regarding the use of resources (Silva, 2022).

Regarding the mission to be fulfilled by educational institutions, it is important to take into account that strategies should be generated to incorporate the teaching and learning of an environmental culture, which can be oriented in academic activities (Mejía et al., 2020) that are supported by different mediations such as technological ones (Silva, 2018; Silva and Herrera, 2022) In addition to including innovative methodologies for environmental awareness (Silva et al., 2019). The learning styles of students should also be taken into account so that meaningful learning is generated (Silva and Sandoval, 2019).

Finally, it is mentioned that the objective of this document, is oriented in presenting a guide to highlight the importance of protecting tourist sites, we are in environments of great complexity (Silva, 2022), the ambiguity that changing environments, leads us as a Society to rethink our skills and attitudes towards the conservation of the planet.

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