REVIEW OF LITERATURE

The review of literature is an important part of the research in any field. The aim of this literature review is to generate awareness, understanding and interest for studies that have explored in a given topic in the past. It helps the researcher to know the knowledge and trend in the theoretical and conceptual research and guide him how to proceed in his areas of research. This research is an attempt to study the conservation, management and development strategies of tourism places in chamarajanagradistrict.

Inskeep, 1991 says that Positive impact in conservation of important natural areas. It includes development of parks and reserves, both regionally as well as nationally. He also stated that conservation of archaeological and historical sites and architectural character tourism helps the conservation that might otherwise be allowed to deteriorate or disappear, and therefore result in the loss of the cultural heritage of areas. Noah shepherd (1994) suggested that it is possible to develop and maintain a sustainable business by giving priority to the conservation of the environment. “Sustainable development of environmental tourism is possible to develop and maintain a sustainable business by giving priority to the conservation of the environment (Noah shepherd 1994). The success of the company, speculating in recreational adventure tourism is largely due to the involvement of local, share owning staff and managers who maintain a commitment to training, cross cultural and natural history education.

The Caribbean Environment Programme Technical Report of United Nations Environment Programme1997 (CEPUNE P,) explained the various impacts and best management practices with an overview of tourism and coastal resources degradation in the wider Caribbean. It specifically focused on costs and benefits of the use of coastal resources best management practices in coastal tourism and initiatives for mitigations of coastal resource degradation. On the other hand Sun D. Walsh D. 1998 has emphasized the setting up tourism and recreation based environmental management plans that have extensive impact on natural ecosystems, their descriptive and spatial relationship must be examined. Tourism is receiving close scrutiny in environmental terms because of its actual and potential impacts in land use, energy consumption, biodiversity loss, and climate change and water consumption. European
Commission 2000 expressed their view that integrated quality management offered an opportunity to act on all the three fronts, i.e., economic development, environmental protection and preserving the identity of the local people by promoting tourism in coastal destinations. Sustainable tourism is managed under the principle of the triple bottom line, environmental, social and economic, in order to minimise impacts from tourism. The publications of ‘Tourism and the Environment’ (2007), Fáilte Ireland's environmental action plan and the ‘Review of Good Environmental Policy and Practice’ (2007), highlight the need for careful management of the delicate nature of the unique symbiotic relationship between tourism and Ireland’s environment. This study specifically addresses some of these issues in relation to the environment and management. Nicholas, L.N. | Thapa, B. | Ko, Y.J. (2009) examined the factors that influence local community residents' support for the Pitons Management Area (PMA) as a World Heritage Site and their support for Sustainable Tourism Development. Dobrica Jovicic (2011) discusses the role of the Environmental Management Systems (EMS) applied to the tourism sector. Among contemporary instruments, being used to encourage the movements of tourist companies towards sustainability, an important role has voluntary/market instruments. An international journal of tourism research the article says “Religious tourism and its management: the hajj in Saudi Arabia”(2011) Religion and tourism share a close relationship in which the former motivates travel and is a source of assorted visitor attractions. Pilgrimage is one expression of the ties between the two and the paper identifies key pilgrimage tourism issues pertaining to demand and provision that are discussed within the context of the contemporary hajj.

Reports on review of 11 case studies describing tourism development in peripheral regions from the world (Winnett’s 1992) were analyzed using a tourism systems framework adapted from factors found to contribute to the successful of tourism development in peripheral regions included the presence of a champion or leader, effective private public sector partnerships, Hamidreza Rastegar, (2010)tries to throw light on The Yazd residents look at tourism development with a promising future to bring more income to the area that can be shared. Investors search to find new attractive business and middle and low classes in the community look to find better job opportunities. This paper assesses the attitude and perception of local residents toward the fast growing industry and also their expectation of authority
regarding tourism development in Yazd city. Nasser Egbali, Abbas Bakhshandea Nosrat and Sayyed Khalil Sayyed Ali pour, (2010) made an investigation challenges and guidelines development of rural tourism of Semnan province “and said that greater number of rural residential areas in Semnan province have many tourist attraction potential for their geographical advantages of landscapes, ancient buildings, climate variety, and traditions. The data was analyzed through the statistical software of SPSS. The role of transportation in the development of tourism in Nigeria was examined by Ibrahim Jaro Musa & Buba Adamu Ndawayo (2011) They made an attempt to quantitatively test the relationship between presence of transportation (as measured by road connectivity, road condition) and tourism development (as measured by location national parks) in Nigeria. It was found out that there are eight national parks located in different states in Nigeria. In Joan C. Henderson’s (2011) “Tourism development and politics in the Philippines” The paper examines tourism in the Philippines, a South East Asian nation which has yet to reach its potential as an international destination. Conditions in the country are analysed and possible reasons for its relatively poor performance are discussed. Various barriers to development are identified. Study on the rural tourism in China reveals that rural tourism in the last three decades have witnessed the rapid development in China, which is being promoted by the Chinese government as an important new type of tourism due to its special role in revitalizing China's rural economy, (Baoren Su 2012) address the issue by examining the Poverty Alleviation through Tourism program and ‘Nongjia le’ (Happy Farmer Home) tourism within the Chinese context. The findings not only confirm the widely held importance of RT, as expected, but also identify the problems and challenges. Tourism development constraints with regard to religious perception in a religion dominated country Iran (Akikhaksaritimothyjeonglyeolle.et al.2014) observed that the five year development plan is a first step towards a transition to the recognition of the importance of tourism for economic development and improved international relations.

David Barkin (2009) suggest’s that unless ecotourism actively incorporates the local society into service planning and provision, and includes programs to meet the fundamental needs for income and employment for all people in the region, the special qualities of the site and its flora and fauna may be irreparably damaged. Himanikaul and Shivangi Guptha (2009) provided a holistic perspective on various
dimensions of sustainable tourism. The discussion with key practitioners authenticates the issues that have already been identified, his paper provides the route map of initiatives than government and industry could adopt. The methodology adopted is the analysis of government documents as well as insights from practitioners. The paper discusses issues of sustainable tourism, strengths of the industry, challenges faced and policy implications for government. The debate of how to achieve the objective of sustainability in the tourism sector is in vogue. Often weakly illuminated, however, is the interesting question as to whether the underlying framework conditions of the tourism industry are consistent with the concept of sustainability? Werner Gronau and Rudi Kaufmann (2009) aims on contributing to the dialogue with a new interdisciplinary perspective. Rather than putting the emphasis on the question of whether the tourism industry can be sustainable or how sustainable it can be, the perspective of this paper focuses on whether tourism can support sustainable development. Therefore, in a first step, the possible influences of the tourism industry towards supporting sustainable development will be discussed. In a second step, the results of a qualitative study performed by the authors in the context of the Cypriot Agro Tourism will be presented, in order to empirically elicit existing influences of tourism on sustainable development in the rural areas of Cyprus. Charlie Panakera, Greg willson, Chris Ryan & Geliu(2011) throw light on Nations of the South Pacific face a number of major challenges with respect to sustainable tourism development. Much of the literature presents overtly pessimistic conceptualisations of South Pacific nations as environmentally vulnerable and economically dependent. This paper argues that the narrative concerning sustainable tourism development in the South Pacific is incomplete and the predominant narrative viewing the South Pacific nations as economically and environmentally vulnerable is too simplistic. Based on experience derived from operational experience and consultancy, this paper provides insights into the challenges and possibilities for sustainable tourism development in the South Pacific.

The early research in this area focused on identifying the various perceived impacts of tourism development (Belisle & Hoy, 1980; Liu, Sheldon & Var, 1984 Liu & Var, 1986; Perdue, Long, & Allen, 1987; Sheldon, & Var, 1987; Ross, 1992). The major impacts and variables have been identified, methodological approaches are developed, and problems and research needs are delineated. Generally, residents
recognized the positive economic impact of tourism development, but were concerned with potentially negative social and environmental impacts such as traffic congestion, crime, public safety issues, and pollution. Tourism development has both positive and negative impacts on the economy of the places as well as on their countries as a whole. There is no doubt that tourism has a most important effect on the economies of destinations areas. Tourism appeared as a clean industry associated with a higher economic multiplier as a service sector. It is for this reason that development of tourist facilities and recreational opportunities has normally been viewed as a positive contribution to the national balance of payments (Mathieson, A., and Wall, G. 1982). One of the main effects of mass tourism is the over dependence of tourist destinations on tourism (case of Majorca). This is dangerous because tourism is volatile and highly susceptible to changes from inside (e.g. price, changing fashions etc.) and outside (e.g. global economic trends, political situations…) the industry (Mathieson, A., and Wall, G. 1982). Some destinations have made themselves vulnerable to changes in tourist demand because they have become over dependent on tourism, they have adapted all their resources to tourism without realizing that some factors such as the political situation of a country, the economy, a war or the terrorism are the most important points at the time of choosing a holiday destination. There is no doubt that when there is an unstable situation in a certain country, it affects the tourism. People do not go on holiday to a country where there is war like conflicts or even in countries with a political situation of instability. Tourism then naturally decreases. The economic impacts of tourism on an area can be understood at two different levels - the national level and the local level. At national level the most publicized effect of foreign tourism is its ability to generate foreign exchange and thus contribute positively to the country’s balance of payment. At a local level, job creation or the reduction of unemployment has been identified as one of the most prominent benefits of tourism development. Economic gain, an increased standard of living (Milman&Pizam, 1988), income redistribution for hosts and government, the price of goods and service, the cost of land and housing, the cost of living, the development and maintenance of the infrastructure and resources are other examples of the economic impacts of tourism development. Impact studies emerged in the 1960s with much emphasis on economic growth as a form of national development, measured in terms of "Gross National Product (GNP)," rate of employment, and the multiplier
effect (Krannich, Berry & Greider, 1989). Protecting the environment, proper tourism management can also result in positive economic consequences since the destinations or attractions will be preserved for tourists in the future (Inskeep, 1991). Moreover, tourism seems to be more effective than other industries in generating employment and income. International tourism is an invisible export and creates a flow of foreign currency that contributes directly in the balance of payments. This flow has an influence into the economy of a destination country. As other export industries, this inflow creates business turnover, household income, government profits and employment. Domestic tourism has also an economic effect upon the host regions of a country. Whereas, international tourism brings a flow of foreign currency into a country, domestic tourism redistributes domestic currency inside the boundaries of a country. From the point of view of a tourist region, domestic tourism is a form of invisible export as well (Archer, B. and Cooper, C. 1994). Tourism offers opportunities for the development of leisure activities, cultural awareness and international exchanges as well as providing employment and income in the coastal towns (Coccossis & Nijkamp, 1995). In addition, the positive economic impact of tourism may contribute towards, or even provide much needed funds for preserving the historic and or natural environment and the cultural heritage of the local environments. Tourism is a complex industry. It provides employment opportunities and tax revenues and supports economic diversity. It has very different impacts, both positive and negative, or even mixed ones. However, from a national, regional or local planning point of view, tourism should support the development of the quality of life of residents too (Puczko & Smith, 2001).

Among the three impacts of tourism namely, environmental, economic, and socio-cultural and the economic impact has undoubtedly played a dominant role in tourism literature and policy making till 1960s. With the focus on the economic benefits obtained by the areas due to the development of tourism, the adverse impacts on socio-cultural and environmental domains are totally ignored. Environmental costs continued to be neglected because of the prevalent belief of the nature being inexhaustible and renewable. This led to an indiscriminate and unplanned growth of tourism infrastructure in many countries and soon the negative effects in the form of social and environmental degradation started emerging. In addition to this, the influence of tourists can cause young people to become involved in bad habits, to get
involved in different crimes. It can also create a degree of apathy between tourists and locals as a result of different and perhaps unexpected behavior and the obvious wealth of the tourists (Doxey, 1975). Bryden 1980 observed that impacts of tourism ventures on social-cultural issues witnessed in 1970s. Careful and monitored tourism can also leads to the recreation and preservation of the identity of local culture (Liu and Var, 1986). As has already been stated, information gathered from the literature, reveals and confirms that tourism can lead to the improvement of local public services (Keogh, 1990), Tourism increases traffic congestion and crowdedness in the public area, and brings social problems. Tourism also contributes to social ills such as begging, gambling, drug trafficking, and prostitution, as well as the uprooting of traditional society, and causes deterioration of the traditional culture and customs of host countries (Ahmed & Krohn, 1992). However, tourism brings more opportunities to upgrade facilities such as outdoor recreation facilities, parks, and roads, but brings crowdedness in theaters, movies, concerts, and athletic events (Lankford & Howard, 1994) and increased cultural activity (McCool & Martin, 1994), In other words, tourism creates opportunity for locals to learn and share the cultural traditions and aspects of the tourist’s indigenous culture and heritage, whilst also giving rise for concern and the alteration to some aspects of traditional culture (Akis et al., 1996). However, the social and cultural impacts of tourism development could negatively affect the perception of residents (Jurowski et al., 1997; Liu & Var, 1986; Milman & Pizam, 1988; Perdue et al., 1987). According to Gartner (1996), most jobs which are available for local people in the tourist industry, such as servants, housemaids, waiters, gardeners and other menial work may make people feel inferior. In addition to this, the inhabitants may lose their jobs on account of the seasonality of such works in these areas. Tourism contributes to an undesirable increase in the consumption of alcohol, increased traffic congestion, and overcrowding because of visitors (Backman & Backman, 1997). The growth of tourism has also its impacts on social environment of the tourist place. The socio-cultural impacts are often highly qualitative and subjective in nature (Cooper et al., 1998). Tourism also creates cultural exchange opportunities and more recreational facilities, but it can also cause disruption to various quality of life factors. Tourism comes in many shapes and forms such as social, cultural, economic and environmental (Godfrey & Clarke, 2000). Tourism is a multi-sector, and as a means of economic, social and cultural exchange,
it has many aspects, types and also has many social consequences (Mowforth & Munt, 2003). Tourism has been a source of social-economic change in many developing countries. According to the World Tourism Organization (2009), tourism is one of the world’s fastest growing industries and is one of the global engines of development. The tourism industry is an important economic activity involving different groups of community. Dive tourism affected many aspects of community life. Besides physical/environmental impacts (new infrastructure), research found varied economic impacts including employment/business opportunities and differing economic linkages. (Bilge Daldeniz; Mark P. Hampton 2012) Participation varied between locations, and obstacles to increased participation were revealed. Mainly negative socio-cultural impacts were observed with minimal participation in cultural productions (handicrafts, performances). However, positive educational impacts emerged, especially environmental awareness.

The study of the Environment Impacts of Tourism is currently in a growing stage and more research is expected to appear. The first effort towards environmental Impacts Assessment was directed basically to Impacts of Leisure activities and especially outdoor recreation. The first group of studies concerning the environmental impacts of tourism appeared after the mid-seventies (Tangi, 1977, Bavy-Bovy and Lawson, 1977) followed by more research activity in the 1980s. Residents of Cape Cod expressed the opinion that tourism negatively affected the noise, litter, and air and water quality (Pizam, 1978). Virgin Islanders agreed that the water and beaches were being spoiled by tourism. (Sentha and Richmond 1978). Lindsay, 1986 has developed the impact structure matrix combining environmental elements and the range of possible impacts of these elements from the development of tourism to a certain level (carrying capacity levels). To fill out the structure matrix a set of different tools are used (Social surveys, behavioral inquiries, multiple measurement techniques, ecological indicators etc.). The study of the environmental impacts of tourism thus started basically after 1970s. Butler 1980 opined that, the environmental impacts of tourism became the sole concern of tourism researchers in the 1980s the analysis of the environmental impacts of tourism has been predominantly qualitative and mostly descriptive. Studies of resident’s perception of the impact of tourism on the environment imply that residents may view tourism as having either a positive or negative impact on their environment. Some people believe
that tourism helps create a greater awareness and appreciation for the need to preserve the environment to capture its natural beauty for tourist purposes, and increase investments in the environmental infrastructure of the host country. Tourism is also thought to be a clean industry, without the pollution problems associated with other types of economic development. Residents have expressed agreement with statements that suggest that tourism improves the appearance of their town or surroundings (Perdue et al., 1987). Ritchie (1988) found that 91% of respondents agreed that tourism affected the quality and upkeep of attractions and 93% believed that tourism affected the quality of national provincial parks. However, others believe that tourism causes environmental pollution, the destruction of natural resources, the degradation of vegetation and the depletion of wild life. Inskeep, 1991 observed negative impact are visual pollution that can come from poorly-designed hotels or tourist facility buildings that are not compatible with the local architectural style, not well included into the natural environment, litter from the tourists, inappropriate landscaping, and obstruction of scenic views by tourism development, and poor maintenance of landscapes. Improper disposal of waste from hotels, restaurants, and resorts is also a negative impact because it can generate both litter and environmental health problems from vermin, pollution, and diseases. Waste disposal problems can also lead to a bad reputation and the tourist destination can therefore become unattractive in the eyes of the tourists. Wheeler, 1991 has suggested that controlling the volume of tourism might alleviate the situation, especially since the tourism is typically found in locations with fragile environments, such as mountains and coasts which are peripheral to the world economy. The natural environment exists in the following elements; nature-climate and weather, the land, soils, topography, geology, water features, flora, fauna and ecological systems. Inskeep, 1994 studied the negative experience of many unplanned tourist destinations and the success of local and regional planned destinations demonstrate that tourism development should be based on a planning process that includes a solid assessment of the resources at the destination and their attractiveness potential. The relationship between tourism and the environment is taking place on various levels. In addition to direct tourism impacts on the environment through e.g., pollution, noise and disturbance, indirect, irreversible and long term consequences between tourism and environmental quality is characterized by dynamic feedback mechanisms (OECD 1994). Tourism, a
multifaceted economic activity, interacts with the environment in the framework of a two-way process. On the one hand, environmental resources provide one of the basic "ingredients", a critical production factor, for the production of the tourist product: the natural and/or manmade setting for the tourist to enjoy, live in, and relax. On the other hand, tourism produces a variety of unwanted by-products, which are disposed, intentionally and unintentionally, to modify the environment in the case of negative environmental externalities. Moreover, economic activities besides tourism use up and modify environmental resources quality available for tourism purposes. Because of this linkage, the tourism sector needs increasingly to become a knowledge participant in the planning as the use of the environment and its impacts (Batta, 2000). The type and intensity of the environmental impacts of tourism depends on the interaction between the types of tourism development, the socio-economic and other characteristics of tourist and the natural, socio-economic and institutional characteristics of the host area. The environment is being increasingly recognized as a key factor in tourism. In the last decade of the twentieth century, it was noted that tourism depends ultimately upon the environment, as it is a major tourism attraction itself, or is the content in which tourism activity takes place (Holden, 2000). Impacts on biodiversity are particularly severe for large new tourism developments in relatively undisturbed areas, such as those in and around conservation reserves and other Protected Areas. These developments involve clearing vegetation, major disturbance to fauna through loss of habitat, noise, barriers etc. (Buckley, 2001). In some destinations, tourism can produce a local economic boom leading to uncontrolled high impact private development, high resource consumption, waste generation beyond the capacity of local waste treatment disposal systems, if any, and land clearance and harvesting with major impacts on biodiversity. In addition, infrastructure built for tourism may be used for illegal collection of endangered plant and animal species (Buckley, 2002). The environmental impacts of tourism include water pollution, waste and noise brought by tourists. Moreover, soil becomes vulnerable to erosion when the vegetative cover is disturbed or removed by intensive trail use, off - trail activities and facilities related to construction activities including road, visitor center, restaurant and hotel. Ecotourism not only depends on mass tourism enterprises and infrastructure (air, travel, other forms of transports, tour operators, hotels, etc.), but also involves the danger to eventually promote mass
tourism itself. As a result of increasing globalization and liberalization, the competition within the international tourism industry and among tourist-receiving countries has become so fierce that there is hardly any margin left for social and ecological concerns. As said by Eric Cohen (as quoted in Cavlek, 2002): “Tourism, like any other industry contributes in the long term to the destruction of the environment”. It is when the concentration of tourists in particular sites is getting too large that it results in overuse and exploitation of natural resources of the area, that the tourists’ attendance will be damaging to the environment. Many studies throughout the world have now documented the ecological impact of indigenous population on the environment (Bhattacharya, 2003a & 2003b). Ecotourism or nature-based tourism is promoted to maintain some of the positive effects of tourism, and eliminate or reduce the negative environmental impacts. This type of tourism is promoted by environmental organizations (such as Conservation International, World Wild Foundation, and The Nature Conservancy) to educate visitors, finance conservation work and provide income to local communities (Christ et al. 2003). Tourism occurs in environmentally fragile areas with high landscape quality; its impact on the environment is significant on ecological, visual and socio-cultural terms. Tzatzanis et al. (2003) stated that landscapes in the Mediterranean have evolved under constant, intensive, human impact. This has resulted in a highly differentiated mosaic of landscape types, ranking from semi natural to highly artificial ones. Demand for tourism exaggerates the pressure on coastal areas of high natural and visual value, and is becoming a major concern in the Mediterranean. While many problems concerns mining industry exist in tourism, such as social/cultural influence on local communities, environmental impact on ecosystem and income distribution within host community and between it and outsiders, tourism is still widely regarded as probably the one with most potential to provide a green alternative to communities live on agriculture, herding and mining. Strategies for making tourism more “pro-poor” have shown some success at the local level (Ashley, Roe et al. 2004). Scaling these approaches up and applying those to biodiversity based tourism could result in positive synergies between tourism. The great variety of combination of natural resources can create environments that are attractive to tourism development. Ralf Buckley (2004) in his study on Environmental impacts of tourism and recreation in national parks and conservation reserves observed that typical impacts in Australian
parks and reserves include soil erosion and compaction, damage to vegetation, disturbance to wild life, water pollution, and increased fire frequency. To minimize this, we may require appropriate land use zoning, regulation and surveillance of access and activities. It is important to provide incentives to encourage low-impact types of recreation, such as contemplative, naturalist and wilderness travel activities; and discourage high-impact types such as sportening and social activities, use of motorized vehicles, and accommodation involving building and engineering constructions. The quality of the natural resources must be maintained to sustain tourism demand, and when planning to develop a tourist destination, proper levels of quality must be considered. In this case ecological and environmental considerations are important in order to maintain sustainability and at the same time keep it attractive for the tourist (Goeldner & Ritchie, 2006). However, despite the rising importance for recreation and tourism, the amount of research on their environmental effects is still scarce. Himani Kaul and Shivangi Guptha (2009) in their studies on Sustainable tourism in India made a holistic perspective on various dimensions of sustainable tourism. The discussion with key practitioners authenticates the issues that have already been identified, this paper provides the route map of initiatives that government and industry could adopt. The methodology adopted is the analysis of government documents as well as insights from practitioners. The paper discusses issues of sustainable tourism, strengths of the industry, challenges faced and policy implications for government.

According to the opinion of the Inter-organization committee 1994, there is consensus on the types of impacts that need to be considered (social, cultural, demographic, economic, social psychological). However, it is stated by Milne (1998) that truly sustainable tourism can almost certainly never be achieved, but there is a need to act as sustainable as possible. To understand this, it is necessary to examine who of the tourists are genuinely concerned about the environment when travelling and who is not (Milne, 1998). Tourism is one of the least regulated industries in the world which leads to serious implications for ecosystems, communities and cultures around the world. Even though it seems to be a tendency that tourists are getting more concerned about the environment and starting to think and act “sustainable” (Cavlek, 2002), it is unknown how willing the tourists are to adopt the changes required for the achievement of more sustainable forms of tourism development. By statistics it is
shown that international tourism has increased dramatically during the second half of the twentieth century, from 25 million arrivals in 1950 to 698 million in 2000 (Bowden, 2003). In order for tourism to remain over time, it has to be sustainable, which means that the specific sites have to retain the historical and recreational values without changing its natural character (Gunce, 2003). Haretsebemanwa Dr. (2003) “Wild life based tourism, ecology and sustainability made a critical analysis of wild life based tourism in Zimbabwe using the stakeholder theory. It disputes the view that community based tourism benefits the local community. Instant, only the power brokers among the communities are the beneficiaries at the expense of the hidden stakeholders, the very poor and women who are the traditional users of recourses. In This paper conclude by recommending a wild life protection strategy that can ensure the sustainability of wild life based tourism in Zimbabwe. Weaver and Lawton (2006) argue that clean, scenic settings are desirable assets for attracting tourists in most places, which again lead to the motivation to protect and enhance the environmental assets at destinations. On the other hand, Weaver and Lawton (2006) also press that the tourism industry has in the latter half of the twentieth century demonstrated a capacity to intrude on different kinds of natural environments. An example of this is tourism facilities that want to locate as close as possible to nature-based attractions, but they do not realize that this development damages the vulnerable environment.

If the tourism stakeholders do not participate in the protection of the attraction or destination, there is a danger of overuse by tourists and the attraction will eventually be destroyed (Weaver & Lawton, 2006). However, it is still important to recognize that tourism, if well planned and controlled, can helps maintain and improve the environment in various ways. A number of stakeholders are involved in the tourism industry and the fact that tourism products are produced by the contribution of various industries makes it complicated to achieve sustainability. Through literature in the tourism field there has been a lack of research on whether tourism can be sustainable at all. Another question is how this is possible to measure (McNamara & Gibson, 2008).