

Can STD Really Be the Cure for the Transformation of Tourism Industry?

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Abstract: Today's digitally transformed tourism industry has encountered the impact of an unprecedented epidemic, leading to stagnant development. Some scholars believe that the combination of sustainable development and tourism will largely contribute to the upgrading of tourism, and that sustainable tourism development will be a breakthrough in the future development of tourism. This paper discusses sustainable development as well as sustainable tourism development, and after considering the different challenges faced, it argues that sustainable tourism development needs to be carefully considered in terms of how it will be implemented, followed by exploring practical issues in the face of future performance, and stakeholder issues, and making corresponding recommendations.

Keywords: Sustainable Tourism Development; Transformation; Tourism industry

Introduction

All industries are seeking the path of sustainable development, especially after the epidemic, most industries have been seriously affected, especially the airline and tourism industries, etc. Since the end of 2019, due to the spread of the epidemic, its severely hampered the development of tourism, but provided some time for the tourism industry to reflect. The more in the face of crisis and difficulties, the more the practicality and accuracy of the theory can be tested. Therefore, it is argued that in the context of this new crown epidemic, although the road is full of trials and thorns, it is still an important period of change, giving the tourism industry the opportunity to break through the bottleneck ^[1].

It is already necessary to think about how to combine sustainable development and tourism ^[2]. It is also essential to consider how the theory of integrating sustainable development and tourism can be extended to the industry and beyond, so that people are truly willing to embrace the concept of sustainable tourism development from a conscious level.

1. SD (Sustainable Development)

Introduced by WCED U.N. in 1987, Sustainable Development (SD) stands for meeting the needs of the present without compromising the ability of future generations to meet their own needs, in other words providing a better quality of life now and for future generations. A key issue raised by UNWTO and UNDP in 2017 is that the analysis of the SDGs is to see the relationship between tourism and the SDGs as a social issue, for example, the five key themes on the 2030 Agenda are - people, planet, prosperity, peace and partnerships. It points out that in the present day, the role of tourism is mainly reflected in the themes of prosperity and planet. There is currently no doubt that tourism can contribute to economic prosperity, but with the current spread of epidemics, more consideration should also be given to the topic of the planet. But we all recognize that studying sustainable policies and concepts without taking into account the situation of existing businesses, companies and organizations and the results of their interactions is likely to lead to a bias in the practice of sustainable concepts, and in the context of the current global recession, the first question that needs to be considered is how best to integrate sustainability and tourism. This question can no longer be of a theoretical degree, but needs to be more focused on practical and application implications.

2. STD (Sustainable Tourism Development)

Sustainable tourism is one of the most important themes in the global tourism industry, and sustainability is often considered as one of the main reasons for improving competitiveness among different tourism destinations ^[3]. Sustainable tourism research has been a hot research topic at the moment, for which it has also been suggested that sustainable tourism development is largely an opportunity and breakthrough for tourism development. We all know that the topic that deserves as much attention as sustainable development today is the circular economy, and one of the most researched topics within the circular economy is sustainable tourism development, which shows that sustainable tourism development is an aspect that deserves a lot of attention ^[4]. Nowadays, in crisis situations, there are mandatory restrictions on tourism mobility around the world, and due to the significant reduction of tourism, there is growing evidence that some parts of the world are less polluting than in the past decades ^[5].

3. Challenges

All of these have a great negative impact on the life of the community, contradicting the three principles of sustainable development to enhance the well-being of the people; the government's goal is to boost the local economy and improve the overall competitiveness of the city through tourism activities. Sustainable tourism development in general is partly beneficial, but because the sustainable concept does not put economic development in the first place, so for some enterprises may be contrary to the attitude of profit first, the decline of economic profits of enterprises will affect the construction and development of enterprises themselves to a certain extent, for tourists, the use of tourism enterprises products use experience related to tourism satisfaction, and people's well-being. Happiness index is also the principle considered by sustainable development; tourism satisfaction relatively lower whether it will affect the happiness index in sustainable development? For example, in the current environment, some hotel industries adhere to the concept of sustainable development and refuse to provide single-use products in the rooms, will this process really affect the process of tourism experience of tourists and consumers, thus affecting the happiness index? If the consumer's happiness index is reduced in the short term, even if the environment is protected, does it go against the current sustainable development? In this context, the concept and the process can create a partial dissonance, so how they can be balanced is worth exploring and its consideration in the future. There is a need to find the differences in sustainability measurement indicators between different industries and different companies, and thus to be flexible. The stakeholder theory, often used in management-related literature reviews, has a prominent position as a descriptive, instrumental and normative tool to promote this aspect of all groups of civil society that can be equally represented in the decision-making process of sustainable tourism management ^[6]. The concept of sustainable development, although only a hot topic of discussion at the moment, affects millions of different industries as a concept about global well-being, especially the tourism industry, which involves all aspects, from small individuals to large countries, and almost every industry is related to tourism in one way or another, and nowadays the mass circulation of goods and people under globalization has increased the spread of epidemics, and the most affected Can the concept of sustainable development really be a cure for the crisis rather than simply a Band-Aid for quick recovery?

Although most businesses acknowledge the importance of sustainable development for tourism development, some continue to claim that they believe their main concern is to maximize profits and seek the potential economic viability of their business. According to the results of the study, the main priority for the sustainability of the local tourism mission should be to ensure long-lasting economic benefits, while then ensuring the optimal allocation and use of environmental resources^[7]. Many scholars suggest that the active participation of all stakeholders is one of the most important factors in implementing the concept of sustainable tourism development^[8]. Therefore, it can be seen that although the concept of sustainable tourism development proposed by governments and organizations is a very good idea, it still encounters various challenges in the process of implementation, for example, many researchers believe that the development of sustainable standards is a major obstacle, such as the need to adjust the standards when encountering different types and situations of enterprises, and the need to consider the normative aspects of the implementation program even after the standards are clearly developed. consideration, the operational costs during implementation are also a high cost, and the financial audits faced at a later stage

are possible challenges and problems ^[9].

4. Discussion and Conclusion

In order to fully ensure sustainability, it is important to first establish a composite indicator to assess the contribution of each SDG, but some may question that a composite indicator is unnecessary and that pursuing individual indicators will achieve this, but the opposite is true: if these individual objectives are independent of each other and do not form a systematic and organized indicator, then it will certainly not help in sustainable tourism development. The second is to adhere to the top-down implementation, although the implementation of the concept of sustainable development presupposes that every tourist has such awareness, if we want to proceed from the bottom up, the invisible hand may not be efficient in the promotion of awareness, there may be the idea of market-oriented, deviated from the original intention, so the need for a tangible hand to control, appropriate to put forward the appropriate policy laws to encourage support and publicity education sustainable The concept can be appropriately regulated by law if necessary. This reduces the resistance to sustainable development at the consciousness level. Third, the ultimate goal of any sustainable development, including tourism, is to create an environment that is environmentally friendly, less polluting, more economically efficient, and where people can live happily, so the primary goal to achieve this is technological innovation and industrial renewal, including the use of digital, intelligent, and new energy-based tourism products. In today's era of Internet interoperability, we hope that the SDG process will move in the direction we have proposed and that we can accumulate experience from this epidemic to achieve the overall goal of sustainable tourism development in a more secure manner.

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