

Sustainable tourism

Sport & Tourism



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Task 3: Sustainable Tourism Task 3: Sustainable Tourism Conclusion By analyzing the information, it can be seen that the tourism industry in Malaysia has been attracting people throughout the time. Malaysia is a well-known country for its tourism because of scenic beauty that includes idyllic beaches, lakes in between lush green forests with mountains and clear blue waters. The tropical forests and beaches have been one of the major attractions for the tourist around the world. The Malaysian tourism industry provides a chance to the foreigners as well as the locals to enjoy recreational activities, which are considered of great importance in the today's busy lifestyles. However, a decline in the tourism industry has been seen. It may be because of the declining consumer trend towards tourism due to the financial crisis. The industry is also helping in creating possibilities of low cost tourism that accommodates people from different phase of lifestyles to enjoy the beauty of nature. The tourism industry of Malaysia is said to be the second highest contributor in the Malaysian economy, which helps in generating foreign exchange as well as creates job opportunities for the locals. Malaysia is less developed as compared to other tourism places of the world, but Malaysia is renowned for its niche tourism due to world events and marketing strategies, which are employed. The Malaysian tourism can be improved; therefore, a report on ' Sustainable Tourism Development' is given to provides an in-depth view of the issues and gives a measure to deal with such issues which cater the heavy tourism industry of Malaysia.

Self evaluation

The report provides a stakeholder inclusive model which helps in resolving skirmishes between the local, national and international authorities. This model also provides realistic approaches, which are mandatory for the

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formulation planning and development process. The report gives a brief overview about the bodies, which are responsible for organizing and running the tourism industry of Malaysia.

The report discusses principle of planning as its core segment. The planning of tourism in Malaysia is done with highlighting the upcoming five years. This five-year plan includes the aim of developing and rehabilitating the tourism industry as it is the second highest contributor to the Malaysian economy.

Then the principle of planning discusses its second part, which is the national ecotourism plan (Warn 2010). It is aimed at providing suitable strategies, which help in developing the tourism on the basis of sustainability factors with relation to ecotourism. The third part of the principle of planning is termed as rural tourism master plan. The rural tourism of Malaysia is equipped with rural ambience and warmth of rural hosting. Therefore, the tourism industry of Malaysia takes rural tourism of great importance.

The report also highlights the strengths and weakness of the tourism industry of Malaysia, which is important in evaluating the performance of the tourism industry, which is in the great relation to the country's economy (Warn 2010). The tourism industry requires much time to develop and flourish. Cross border tourism provides a chance to trade liberalization as well as it helps in developing the concept of globalization. Tourism industry helps in developing economic stabilization for a country, as well as immaterial benefits like cross cultural cohesion and exchange.