



Tourism and the implications of transformation for Sustainable Development A theoretical study

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ABSTRACT

The research aims to draw attention to and gain insight into the contents, opinions and perceptions of the topic of Tourism and the implications of transformation for sustainable development, not limited in its orientations to responding to the requirements of Tourism and the labor market, because of its importance and value in the application of the Sustainable Development Goals, as well as this topic acquires other importance that clearly reflects the ability in transformation for sustainable tourism development as a result of the theses and ideas submitted by specialists in various scientific fields of studies and research in the subject of research to benefit from them .The researcher also dealt with an inductive theoretical analysis of the content of this effort aimed at establishing an understanding of the meaning of tourism in the framework of the Sustainable Development Goals and in the direction of supporting ideas supporting The research problem is caused by the deterioration of tourist attractions as a result of the waste of resources and excessive and absurd use of tourist resources. In line with the research methodology, the researcher tries to use the logical and inductive method as a way of conclusion based on putting forward logical concepts that do not deviate from the controls of scientific research .In order to develop theoretical ideas supported by some cases. The study was limited to reviewing and analyzing the most prominent concepts that dealt with the

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Introduction:

Most of the advanced organizations in various fields have taken to adopting more modern and advanced concepts in our modern world as a result of the waste of Natural Resources and the proximity of permeability witnessed by the world in the last decades of the twentieth century until it became the hallmark of the Twenty-First Century, and the concept of Tourism Development has produced many perceptions stemming from the enter the implementation of goals to Practical reality and its applications for many government organizations and in the structure of societies and states .

In light of these developments, there have been tremendous changes in the multiple types of Tourism and the continuous transformation in the tourism sector, which is expanding its activities in the society, whose tourism and entertainment requirements are increasing with the progress of life, with increased attention to the human and knowledge system, compatibility with international changes and the globalization of the economy, and an attempt to gain economic benefits for society in a way that enhances the role of tourism with the levels of modern civilization, leading to the welfare of society and its development through the presence of economic institutions that draw plans and programs .

The Sustainable Development Goals came in light of the countries ' orientation to achieve the Sustainable Development Goals 2030, set by the United Nations in 2015 as a road map for development in the world, by creating awareness of sustainable development and its dimensions, and its most important applications in various economic, social and environmental aspects. To promote sustainable behavior in dealing with resources and the environment in ancient civilizations and to emphasize some religious references that emphasize the correct handling of nature and its resources for the challenges that faced the international community during the twentieth century. The need to pay attention to the green economy in the context of sustainable development with the goals of economic and financial reform can be invested to achieve the Sustainable Development Framework 2030.

Methodological framework of the research

This paper dealt with a description of the research methodology, which includes the research questions first, then the importance of the research, its objectives second and its method third .

First: - the problem of research

The researcher tries to address the research problem in the form of asking the questions of the current research that should be asked or the questions of the rest of the researchers to address the topic from other points of view and provide important answers to questions about the research problem that:

1. Is there a crystallization of the factors of excellence of tourism in the framework of achieving sustainable development
2. What are the ways and priorities to prepare tourist directions that correspond to the contents and goals of Sustainable Tourism Development.?
3. What are the Sustainable Development Goals related to tourism trends .?

4. How the Sustainable Development Goals can achieve the goals of Tourism.¶

Second: the importance of research and its objectives

This research offers a new entrance to the review of views, theoretical ideas and goals of the topic of Tourism and sustainable development at the level of discussion and interpretation ,because of its importance and value in tourism development and sustainable development in enhancing the role of tourism in the construction of civilized cultures, as well as what this topic acquires other importance that clearly reflects the contribution of tourism to the Sustainable Development Goals and Based on the foregoing, we can indicate the research objectives in the following:-

1. An attempt to identify the importance of tourism in the Sustainable Development Goals, in the aspirations of the United Nations organization in the principles and procedural policies that call for establishing an understanding of the meaning of sustainable development in general in light of contemporary life.

2. Review the content of tourism in the framework of transformation to translate the Sustainable Development Goals within the framework of training and to clarify the role of government institutions and civil society organizations in the application of development goals.

3. Confronting the problems and their sources related to tourism activity and the challenges of implementing the Sustainable Development Goals 4. Present the appropriate conclusions, recommendations and proposals.

Third: the method of dealing with research

In line with the objectives of the research, the researcher tries to use the logical and inductive method as a way of conclusion based on putting forward logical concepts that do not deviate from the controls of scientific research.

Therefore, the research is a modest attempt by the researcher to crystallize theoretical ideas supported by some practical cases. The study was limited to reviewing and analyzing the most prominent concepts that dealt with the contribution of tourism to the implementation of the Sustainable Development Goals and the development of a guaranteed perception of the factors of excellence when adopting this orientation ‘

First topic: modern tourism

Information technology played an important role in the tourism industry at the end of the twentieth century through computerized reservation systems (CRS) and global distribution systems(GDS), which were among the first electronic networks in the world. It then evolved into ticketing and booking systems all over the world. That tourism is an information business and a huge industry, with an estimated 1.6 billion in 2020 before COVID-19, covering topics in economics, production, marketing, finance, entrepreneurship and education, it is necessary to investigate the roles of communication awareness and behavior in sustainable tourism by hearing the reactions of tourists about his need for more information, in relation to the climate there is a noticeable gap between awareness and the final change in travel behavior. The focus is on luxury travel and specialized tourism that includes areas such as golf tourism and taking advantage of the rich culture and historical assets along with the natural beauty, its sunny climate, and beautiful coastlines to attract discerning tourists who spend more.(Erkan,2016)[8]Tourists are most attracted by the registration system,(Ante & others:2019) [3] characterizing those experiences of tourists in the sights. And analysis of perceptions

. The matter may develop to collect a lot of tourist information that has an important impact on the nature of tourist events through (Ana :2011)[2]

- * Category of information posted on social networking sites

- * Data, explanatory Analyses, comments and discussions.

- * Issues raised in the media

Second: Sustainable Development and conceptual framework

The importance of the term sustainability could not be understood until the conference Human Environment held by the United Nations in Stockholm in 1972. Extensive studies were carried out on sustainability, which resulted in the Brundtland report in 1987. The term was popularized in the report called (Our Common) published by the world Commission on Environment and development in 1987. The phenomenon of sustainable tourism is based on sustainable development in the preservation of tourism by protecting the local characteristics of tourist areas. In this regard, environmental resources and values supported by economic resources can be transferred to future generations due to their close relationship with the environment and Natural Resources, Tourism is one of the most important milestones of the tourism industry that is important in the progress and regional development, so the term sustainable tourism appears by clarifying the basic goals of Tourism Development with the environment and the economy of increasing importance part of each other, preserving the quality of the environment, achieving equality in development taking into account the safety of the environment and the need to protect it. Sustainability means the adaptation of the ecosystem in all its elements to meet the requirements of the population, such as the use of resources to achieve comprehensive development and a high standard of living, while at the same time taking into account natural resources as a right for current and future generations.(tameem & khaleel:2020)[14]

Environmental values in the Sustainable Development Goals focus on the preparation of action plans to protect the ecosystem in economic and technological development strategies to improve the quality of life .(Filipa & Others:2021)[8]

The UN set Sustainability Development Goals in 2015, which are aimed at achieving peace and prosperity for people and the planet, focusing on the present and the future. As a result, (17) goals have been set that are intended to serve as an urgent call to Action for countries around the world. The Sustainable Development Goals emphasize that ending poverty and other deprivations must go hand in hand with strategies to improve health and education, reduce inequality , generate economic growth while addressing climate change and preserving our forests and oceans

The covid-19 pandemic has affected the international tourism movement, where two opposite types were born, one focusing on how to return to "normal life", the other on how to turn this crisis into an opportunity to redesign tourism within the framework of sustainable development, where the use of digital technology needs a high-quality internet connection and be able to develop a professional and social lifestyle on the internet or without it, and on the other hand, digital travel represents a growing trend around the world, which raises questions about the current forms of combining work and leisure and blurs the boundaries between commuting for work and tourism. As a result of the rapid growth of digital nomadism, various destinations have refocused their marketing strategy and present themselves as "digital nomad-friendly" destinations, with ideal living and working conditions. Urban spaces were a vital area and rural areas entered the game escaping the effects of the pandemic, being isolated and safe

areas.(Adina & Monica:2022)[1]

The main goal of tourism policies is to develop tourist destinations and make them compatible with the world level by providing infrastructure facilities. Its purpose was to harness the enormous tourism potential of the state by involving private sector agencies. Generating income, increasing employment opportunities, sustainable growth of tourism products, and integrating tourism for the development of society were other goals. NITI Aayog (2018) developed a methodological framework for Sustainable Tourism Development in the Uttarakhand Himalayas by identifying gaps and the best relevant initiatives for Sustainable Tourism, state-level dialogues among stakeholders, integrating sustainable tourism policies, identifying financial and institutional policies and initiatives to support tourism, and finally developing a regulatory framework to contribute to the development of sustainable tourism.

Third: Sustainable Development Goals.

The world is nearing the halfway point of the 2030 plan and is struggling to rebuild in the wake of (or in the midst of) the COVID-19 pandemic. In this context, practical solutions that can accelerate progress on the Sustainable Development Goals will be urgently needed. The Sustainable Development Goals Show the size and ambition of the new global program in seeking to build and complete what has not been achieved by the Millennium Development Goals, (Faraj & others :2023)[9] and the researcher has selected a number of goals related to sustainable tourism development, which can provide evidence that can help decision makers accelerate action and overcome obstacles that stand in the way of progress in sustainable development. The focus will be on accelerating transformation through critical entry points and enabling science to support this acceleration.(<https://sdgs.un.org/gsdrgsd2023>)[12]

1. The goal of poverty eradication

Rapid economic growth in countries such as China and India has lifted millions out of poverty, but progress has been uneven due to a lack of equal opportunities and unequal access to economic and social resources.(Vishwambhar :2020) [17] Progress has been limited in other regions, such as South Asia, (Ante& others.et.al. :2019) [3] which forces many countries to direct their resources and potentials and revive the economic and tourism reality to reduce the gap in their countries ' economies, employ the unemployed, increase their technical skills, reduce unemployment, provide social security services, increase access to basic resources and services, including tourism services, support decision-makers, encourage investors and link them to tourism projects that are related to the human touch, and then improve the living situation, allowing the entry of technology in most businesses and services, which is reflected in the economic reality in general, and tourism In particular, through the establishment of tourism projects, increasing income and providing more opportunities to practice tourism activities .

2. The goal of good health and well-being

Tourist services vary widely when they are related to medical tourism for incurable diseases, sometimes in countries developed in medicine or that have a great medical reputation in the treatment of various diseases, and because these hospitals were usually located in a quiet and attractive place with a distinctive and beautiful landscapes, some places will gradually appear as travel destinations for multiple purposes.(João:2018) [14]

It is necessary to achieve universal health coverage and health insurance and provide ways of a safe tourist environment to ensure tourist traffic and travel safely to prevent its spread, especially in countries where a large number of countries with tourist attractions suffer, and tourist countries are trying to stop the spread of epidemics and diseases in which negatively affect the participation of tourists in tourist events and follow the health safety guidelines at ports of entry and airports and subject people to having a health insurance certificate from infectious diseases and applying safety and security procedures in them if Joint task forces with the Department of Emerging Infectious Diseases.(Ante & others:2022)[4]_ In order to reduce their indiscriminate spread among tourists.

3. Quality education

Education and education systems are one of the infrastructure facilities and one of the most important economic and social capitals, including roads, bridges, public health, medical systems, and financial systems. The tourism infrastructure is linked to all the components available in the destination to promote tourism.(Vishwambhar.at.el.:2020) [17]

Therefore, tourism has shown advanced improvements in the transport sector, changing lifestyles, increasing leisure time, international openness and globalization, increasing the level of tourism education, destination development, improving tourism infrastructure as well as the contribution of tourism to improving rural livelihoods and the quality of life of rural communities because it has a multiplier effect on income and economy, the tourism environment and all these trends can not Tourism trends without a good education promote the multiple sectors that support the establishment of the tourism industry.(Vishwambhar .at.el. :2020) [17]

4. Clean water and hygiene

Urbanization, population growth and climate change are factors that exacerbate the scarcity of natural resources as the gap between supply and demand for water widens, (Ante & others,et.al :2022)[4] and the protection and restoration of water-related ecosystems in forests, mountains, wetlands and rivers must be provided is essential if we want to alleviate water scarcity, which is reflected significantly on tourist activities and attractions where the focus is on local people, who must fully participate in the design and delivery of travel experiences, present their heritage and build immersive experiences with polarization these measures have called for increasing access to health services basic and clean water,

And sanitation facilities, . As well as supporting the development of skills that support hygiene, strengthen monitoring and examination devices, increase confidence and a sense of responsibility to highlight tourist destinations with hygiene, especially in developing countries, and work to promote, promote and sell the tourist destination in developed markets with health insurance and health services, depending on a series of economic, political, social and health measures to support initiatives. (xiang & others:2022)[19]

5. Clean and affordable energy

Investment in available sustainable facilities and infrastructure has become an important requirement in order to support the improvement of technological capacity in general and Energy Economics and ICT,(Filipa & others.et.al.:2021) [8] in particular in order to provide green and sustainable energy services and against the backdrop of an accelerated trend in the development of logistics and infrastructure, the communication and knowledge economy is of increasing interest to

manage the delicate balance of growth (LICK SUSTAINABLE) in Dubai through a large number of policy initiatives focused on green buildings, clean energy and environmental tourism that the marketability of the luxury sustainability model in Dubai is growing, as well as highlighting the importance of Tourism and hospitality in the UAE for the long term.(Anukrati & others:2020) [5]

6. Works references further reading external links

The Sustainable Development Goals urge steadily growing economic growth, increasing levels of productivity and technological innovation, and as a result, tourists ' concerns are increasingly being expressed regarding the current actions of the green tourism company as an option for future generations,

and many questions are being raised whether tourists are really willing to pay more for Sustainable Destinations, indicating that those tourists who are familiar with sustainability are willing to pay more. However, those who are interested in the demographics are relatively low. (ante & others,at.el.:2019)[3]

In particular, the Sustainable Development Goals for tourism by identifying five pillars of policy-making (tourism policy, governance, economic performance and investment, enhancing business competitiveness, developing intellectual capital and sustainable career merits, sustainability of the natural and cultural environment, in addition to promoting the Sustainable Development Goals for tourism represented by economic feasibility,(romao:2018) local prosperity, quality of employment, social justice, visitor satisfaction, local governance, community welfare, cultural richness, biodiversity conservation, efficiency of available resources, and the natural environment.

7. Industry, innovation and infrastructure

The role of the green economy and innovation is increasing in the focus of Economic Research, and focusing on growth theory is the necessary mechanism to ensure the sustainability of the growth economy, overcome the element of diminishing returns and resources, and achieve increased returns. Which requires the development and implementation of policies aimed at promoting sustainable tourism that provides jobs and promotes local culture and products by 2030. Technological progress is key to finding lasting solutions to economic and environmental challenges, such as creating new jobs and promoting green energy efficiency . Promoting sustainable industries, investing in scientific research and innovation are all important ways to promote sustainable development.

The vertical innovation model the basis of the theory of creative economy theory is based on the economic theory of internal growth theory, and claims the creation of a new sustainable economy as the engine of growth. It replaces knowledge and creativity. Innovation can contribute to increasing the overall value of the digital economy in the field of green tourism through the use of internet technologies in the issues of booking various tourism services electronically, enabling actors in the exchange of knowledge and information Nutrition up to the process of learning and innovation,(Xiaoquan:2010)[18] and the creation of learning and innovation. It is assumed that the complexity of virtual networks and the provision of electronic facilities will decrease the tourism business environment by combining various resources, specialized knowledge and the basis of competence in the marketing and promotion of tourism services.

8. Sustainable cities and communities

Tourist resorts are one of the important reasons that attract tourists to tourist cities, therefore all cities that are full of tourist places, especially cities whose economy is based entirely on tourism, are

interested in improving resorts and making them better. Some of the most famous tourist resorts in the world are the Cambrian in Switzerland, sarojin resort in Thailand and Padma Ubud resort in Indonesia.

On the other hand, tourist resorts represent one of the important reasons that countries rely on in activating their marketing activities in order to attract tourists to their tourist cities, and the best resorts for tourists are located in the Maldives, Turkey, Malaysia and Indonesia. Which would work to restore the environmental balance, preserve tourist natural resources and promote the green economy and green tourism.

In addition, some researchers have proposed the establishment of smart cities because they have the ability to achieve many of the United Nations goals for the development of sustainability in establishing an effective balance between economic, social and environmental development, which is characterized by the dissemination of information and communications technology infrastructure to support social and urban growth through improving the economy, although the topic of smart cities attracted great attention from academics and practitioners. However, there is a lack of studies focusing on linking the concept of smart cities with the Sustainable Development Goals and the transition to a green economy, in order to conduct a comprehensive analysis of the role of smart cities in creating sustainable cities and communities. (Ismagiloiva & others:2019).[10] There must also be a variety of lists of indicators approved by organizations and studies to support planners and policy makers for sustainable urban planning,(Stratigea & others:2019)[12] which will achieve the progress that the Sustainable Development Goals aspire to achieve will provide a large area of tourist facilities that support white or sustainable tourism

9. Consumption and production

Production for tourist services is increasing and with it other products of food, textiles, requirements and resources associated with tourist events are increasing at the same pace.this growth of tourist consumption and production at the expense of environmental safety can have serious repercussions. They may reach the level of natural disasters in the form of floods, landslides, droughts, water and energy shortages. The current pace of resource consumption is a defensible position and there is a need to rethink how new companies can adopt a radically different approach to the design of buildings for the green environment.

Emerging economies can have a radically different approach to the construction of cities, the design of their buildings and their own means of Transportation. Even established companies need to look at Green elements, which can make their business more profitable and sustainable. Water, energy and other resources are all aspects that will greatly affect how the world lives in the coming century. Such as the decline of non-renewable energy sources, the rush to invest in renewable energy sources will increase. Companies, countries and governments investing in next-generation technologies. Which aims at low energy consumption using the most efficient technologies, such as solar water, heating panels and photovoltaic panels that produce electricity.(Vinnie:2014)[16]

10. Climate action

The climate and its changes are one of the important factors that play an important role in tourism and travel traffic due to the temperature difference between tourist areas and a motive for tourists to move from one tourist area to another depending on the geographical location of Tourism , and the climatic conditions that characterize it, and global warming may cause long-term changes to the global

climate system as it constitutes an increase in the average surface temperature in the world, and this is what prompts tourists to obtain extensive information about the nature of the climate and temperatures in the areas of tourist destination, which requires increasing the Meteorological Center and forecasting weather and climate conditions to provide integrated information about the atmosphere of tourist destination. On the other hand, the cause of climate change is due to the high number of heat and gas emitters, and therefore requires tourist facilities or adapt to climatic conditions to improve the tourist atmosphere and redesign their facilities to adapt to the nature of the climate .

Fourth: Sustainable Development Goals and Sustainable Tourism Development Goals

Tourism and the environment are one of the topics that have raised and continue to raise controversy in their various branches, and they have given the administration new dimensions and imposed complex roles, which prompted the administrations to shift their concerns towards sustainable development. Since tourism has become a sustainable, productive and efficient industry with a significant positive impact on all aspects of the Environmental economy, green and being an important pillar for achieving comprehensive development goals, tourism promotes economic growth in many ways . The importance of the special mutual relationship between the tourism industry and the environment within the sphere of attention of environmental policies focused on the guiding principles of the United Nations Organization, where the ecotourism industry itself relies heavily on the quality and scope of sustainable development through which it can provide a tourism product that can allow tourists to search for safe and discreet non-polluting tourism to visit,(tariq & salim:2019) [15] and help the community be more aware and aware to participate in the preservation of environmental development through tourism activities and an ally of the environmental conservation process in a sustainable way.

The researcher provides a model for a number of Sustainable Development Goals and areas of application for tourism according to each of the goals.

Num.	Sustainable Development Goals Sustainable	Sustainable tourism development
1.	poverty eradication	<ul style="list-style-type: none"> • Equal employment opportunities * Easy access to economic resources * Improvement of the pension situation * Increase income and direct investment
2.	Good health and well-being	<ul style="list-style-type: none"> * Interest in medical tourism • Safe tourist environment * Application of health safety procedures * Effective management of infectious diseases of travelers
3.	quality education	<ul style="list-style-type: none"> * Strengthening the infrastructure of specialized tourism education * Highlighting the role of tourism in educational

		<p>curricula</p> <ul style="list-style-type: none"> * Horizontal and vertical expansion of Tourism Studies * Developing the skills of workers in the field of festivals and tourist attractions
4.	Clean water and hygiene	<ul style="list-style-type: none"> * Conservation of the waters of tourist resorts * Promotion of water consumption behavior by tourists and society * Highlighting tourist destinations with hygiene * Recycling of tourist waste according to advanced programs
5.	clean energy and affordable prices	<ul style="list-style-type: none"> * Supporting tourism projects with clean energy * Development of infrastructure and logistics for Energy Economics * Focus on the green environment model for tourist buildings * Switching to alternative energy uses for tourist destinations,
6.	decent work and economic growth	<ul style="list-style-type: none"> * Enhancing the competitiveness of tourism business * Development of Tourism intellectual capital <ul style="list-style-type: none"> * Promotion of sustainable job skills * Upgrading workers ' skills for Sustainable Tourism,
7.	industry events and innovation	<ul style="list-style-type: none"> * Promotion of entrepreneurial and innovative projects in tourism * Developing solutions to decreasing tourism revenues and resources * Highlighting the tourism aspects of the creative economy * Promote the aesthetic and innovative values of tourism
8.	Sustainable Cities and communities	<ul style="list-style-type: none"> * Increase spending on the construction of tourist smart cities * Establishing an effective balance between economic, social and environmental development * Linking the concept of smart cities with the Sustainable Development Goals * Upgrading the level of knowledge and innovation to deal with Smart Cities,
9.	consumption and production	<ul style="list-style-type: none"> * Balancing consumption and production growth, tourism in front of environmental safety

		<ul style="list-style-type: none"> * Conservation of depleted resources and tourist attractions * Investing in renewable energies to meet the growing consumption * Securing the requirements for the success of Tourism Events by securing the inputs of the tourism sector
10.	climate action	<ul style="list-style-type: none"> * Increase information about the climate through meteorological centers * Providing tourists with integrated information about the weather conditions in the tourist destination areas * Addressing the impact of global warming and mitigating its climate impacts
11.	species in the wild	<ul style="list-style-type: none"> * Conservation of wild animals and insects from extinction * The expansion of the areas of nature reserves to maintain the ecological balance * Organizing tourist programs that touch on wildlife * Organizing campaigns to stop poaching of rare
12.	Establishing partnerships to achieve the goals	<ul style="list-style-type: none"> * Establishing a renewed global partnership to achieve sustainable development based on the foundations of * Take urgent measures to mobilize the updated energy to shift towards the requirements of sustainable development * Promotion of sustainable energy, transport, information and communication technologies within the framework of sustainable development and with international participation

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accommodate tourism activities and businesses within the framework of the Sustainable Development Goals and the nature of tourism activity in all its patterns.

2. There is a gap between the possibility of planning and implementing tourism projects within the framework of the Sustainable Development Goals to face the environmental challenges that stand in front of the development of Tourism and environmental conservation together with the concept of sustainability.

3. There are concerted international efforts to guide international and regional policies to build perceptions about the challenges faced by the environment and the crises faced by tourism .

4. There is a deep gap and a lack of perception of the environmental reality as a result of a lack of

international planning and guidance due to the weakness of regulatory organizations

5. There is a lack of information, information and guidance to guide environmental and tourism activities to improve the level of balance due to the economic deterioration of the environment and tourism

6. The environment of natural tourist attractions is exposed to the accumulation of problems and the scarcity of effective solutions in preserving the natural and tourist environment in order to serve the green economy.

7. There are interrelated relationships between Sustainable Development and tourism, and both give economic results to the other in a mutual way that can be invested in sustainable development projects.

Second: recommendations

Recommendations: the researcher recommends the need to apply the following points:

1. Preparing a national strategy to preserve tourism as an economic resource and the tourism environment and setting development programs and goals framed within a specific time limit.

.2. attention to the development of statistical data on the tourism and environmental reality as a result of the problems experienced in the implementation of the guiding principles, which is reflected in the real impact of Tourism and GDP in the national economy

3. Coordinating efforts between the ministries of Tourism and the departments concerned with environmental safety to serve their role

The aim is to achieve sustainable local tourism development.

.4. take appropriate measures to protect green spaces from natural valleys and wetlands

Which surrounds the provincial capitals and historical and civilized cities.

.5 encouraging the diversification of the tourism product in large cities by paying attention to the types of tourism as tourism

Adventure, ecotourism, Sea tourism and diving, rural tourism, family tourism

And festival tourism.... And work to identify and create priority sites for tourism investment in Qatari beaches, islands and nature reserves to ensure the preservation of the integrity of the environment.

.6 allocating a part of tourism revenues to cover the needs of sustainable tourism development projects

To reduce the negative effects of environmental pollution in coordination with government institutions, the private sector and international and regional organizations.

.7. preparing plans and programs by tourism organizations to secure their training and investment needs, specifying the modern trends of sustainable tourism and prospects for its development.

.8. support cultural activities that support the preservation of the environment as a neglected economic resource and direct the responsible authorities to develop an integrated tourism awareness program implemented through the media.

.9. invite the various media, political forces and civil society organizations, sensing their

responsibility, to play the role of introducing and raising awareness of the importance of tourism as an economic activity and resource, correcting misconceptions and misconceptions among the public opinion, and taking advantage of the existing capabilities in the field of tourism awareness among the community.

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