

# Sustainable Tourism Development and Governance

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## Abstract

*In order to have sustainable tourism development, there should be integrated approaches to establishing a proper balance between economic growth, environmental stewardship and socio-cultural well-being and overcome challenges (including climate change, overtourism, global crises) simultaneously. The study will consider the four fundamental pillars of sustainable tourism governance, namely, policy frameworks, economic models, stakeholder engagement, crisis resilient planning and destination carrying capacity management. A combination of research methods such as policy analysis, stakeholder surveys and case studies of some of the destinations of interest can be used to examine the issue of how the governance structures, incentive mechanisms and regulation impacts sustainability performance of tourism systems. The results show that the destinations that have consistent policy frameworks, participatory governance and well defined carrying capacity limits experience better environmental safeguards, stronger local utilize fragmented and growth-oriented strategies. Considering this set of findings, a suggested comprehensive governance framework will connect the sustainable tourism policy, destination management and stakeholder collaboration to facilitate. An efficient cooperation between policymakers and practitioners in the developing economies. Creating an estimated 20-30 percent increase in the rate of higher local retention based on studies by Oxford Economics. In India, the Kerala state has an exemplar of the Responsible Tourism Mission which proves to be scaled, enhancing the resilience of the small and medium enterprises by establishing diversified sources of revenue. Pandemics, natural disasters and overcrowding in terms of crisis management, resilience and carrying capacity are pushing tourism to the edge in the case of natural calamities. Those categories of carrying capacity measures – physical (quantity of visitors/day measures), ecological (loss of biodiversity measures), and perceptual (resident tolerance measures) – have played well in assessing capacity constraints in the tourism industry, as evidenced by the experimental 55 Euro entry fee in Venice to curb tourism peaks by 20%. Strategies of resiliency like scenario planning, creation of an early warning system and diversification of tourism portfolios can help the destinations to enhance their*

*post crisis recovery plans. Risk and Emergency Management Framework, is one of the examples of crisis management frameworks, which involve the reduction of risks and adaptive governance in managing tourism crises and is increasingly using digital tools to monitor real-time information of the status of the tourism and the economy relative to potential crises.*

**Keywords:** Sustainable Tourism, Governance, Carrying Capacity, Stakeholder Engagement, Resilience

## **Introduction**

Tourism is a significant foreign currency and jobs generator mainly in the third world, however, tourism also brings about considerable amounts of environmental pressure, hostility among the people, and infrastructure pressures. The fast growth of tourism and natural disasters or climate changes (pandemics), have demonstrated inefficiency of tourism destinations lacking proper governance and sustainability measures. Sustainable tourism tries to balance the economic sustainability of the tourism with the preservation of both the natural and cultural resources as well as equitable sharing of the benefits by the local communities and is founded on the general concept of sustainable development. The problem is that most tourist destinations still overvalue the quantity of visitors in the short term over the long-term resiliency, which causes overtourism, ecosystem destruction and social tensions. Studies concentrate on the manner in which the governance systems (policies, financing, stakeholder engagement and crisis management) generate sustainable tourism outcomes, and long-term resiliency to shocks. Sustainable tourism and governance is a multi-dimensional way to travel which focuses on long-run sustainable sustainability as opposed to short-term profitability by the triadic bottom line of environmental integrity, socio-cultural integrity, and economic equity. United Nations World Tourism Organisation (UNWTO) defines sustainable tourism as tourism that takes into account both the present and future consequences of the concerns of the tourist and the host. This kind of tourism transcends mere conservation towards increased governance; the governing structure is the key component by which mutual decision-making by the public sector, the private sector and the local communities, standing mutually decide the long-term bearing capacity of a tourism destination, managing the sustainable utilization of resources used to service tourism, and subsequently ensuring that a part of the revenue brought about by tourism is applied into alleviating poverty and infrastructural development. To deliver a tourism governance that is sustainable; tourism governance should be done in line with the guidelines set under the Global Sustainable Tourism Criteria (GSTC).

## **Literature Survey**

Sustainable tourism as a concept was broadly extended as time progressed; whereas conservation remained the central factor of the concept, a broader concept was introduced involving economic, social and environmental goals. Early literature of sustainable tourism had an inclination to emphasize on particular forms such as ecotourism; recent studies have looked towards extending the discussion of broader sustainability transitions within an entire system and the need to redesign conventional forms of tourism. The argument of sustainable tourism having to adhere to ecological, cultural and livelihoods of the localities are supported by research findings which state that there are vast differences between what is perceived to be sustainable and what is happening in the networks of the institutional, civil-society and private actors, or decision making processes, which help in tourism development. A long-term sustainable governance system has systems to maintain transparency, accountability, and conflict resolution systems to help in development of long-term sustainable tourism. It is empirically proven that there are barriers to aligning tourism with the targets of sustainable development due to the lack of cooperation and involvement and lack of fairness among decision-makers in governance failures as reflected in different studies.

Other more recent studies also identify the possibility of devising means of creating more inclusive and flexible systems of governance, building on trust, social capital and multilevel cooperation. Examples of policy instruments on sustainable tourism are land-use planning, zoning, and environmental standards, taxation, certification, strategic destination management plans, etc. An argument backed by the policy research, therefore, is that in destinations where a coherent policy framework that is integrated, well-resourced, and enforced; negative impacts are greatly reduced and create innovative green practices. A lot of the destination areas have however their tourism policies scattered across various sectors and not in line with environmental regulation and more focused on growth as opposed to sustainability indicators. Researchers also suggest integrating tourism policy with bigger

### **Research Methodology**

The research design is a mixed-methods design, which comprises both qualitative and quantitative approaches to achieve the complexity of tourism governance and sustainability outcomes.

It employs a cross-sectional study with inbuilt case studies of chosen tourism destinations so as to be able to compare them in various governance settings. The qualitative aspect looks at the institutional structure, the attitude of stakeholders, and the process governing this, whereas the quantitative aspect quantifies the sustainability indicators and the attitude of stakeholders. Three tourism-destinations in emerging-economy settings that vary in their degree of governance structure and level of tourism development (examples of destinations include a coastal resort, a heritage city, and an eco-tourism region) are used to purposively select key informants including government officials, tourism entrepreneurs, community leaders, and civil-society representatives directly concerned with the governance of the destination. In the case of the quantitative survey, stratified random sample will be used to sample the local residents and tourism workers to represent the socio-economic groups. The primary data will be gathered using semi-structured interviews, focus-group, and structured questionnaires, and field observation. Interview guides address issues of policy implementation, collaboration with stakeholders, crisis management, and carrying capacity and sustainability perceptions. The questionnaire contains Lickert scale questions on how people perceive environmental effects, economic sustainability, quality of governance, and resilience, based on the existing sustainable tourism and governance scales. The sources of secondary data include policy documents, tourism statistics, land-use plans, and crisis-management protocols of government and industry sources. Interpreted qualitative data derived through interviews and focus groups are transcribed and coded using thematic analysis to determine common patterns in practice of governance, conflicts and collaborative processes. Quantitative survey data are used to examine the relationships between governance variables and perceived sustainability outcomes using descriptive statistics, reliability tests, correlation analysis and multiple regression to analyze the data. The comparative analysis of the cases is applied with the aim of comparing the destinations and determining the enabling and restricting governance aspects in varying institutional settings. Pilot test of the questionnaire will provide clarity and internal consistency of questionnaire items and Cronbachs alpha will be used to determine reliability. Triangulation of multiple methods and data will improve construct validity and minimize bias. Informed consent, confidentiality and right to withdraw are some of the ethical protocols, and the study is proposed to be approved by a relevant institutionM?

### **Analysis**

The policy documents can be analysed using content analysis to identify the extent of alignment among the tourism strategies, environmental policies, and local development policies. Tourism destinations that have well coordinated tourism and environmental policies reflect more clear

sustainability goals, zoning and clear environmental standards, as opposed to those with fragmented mandates, overlapping jurisdiction. The data on interviews point to the policy- implementation gap such as the lack of funds, the lack of the enforcement ability, and the political interference. According to the results of the surveys, there is fluctuation in how tourism creates sustainable local jobs, contributes to small business and generates local supply chains. Tourism destinations that promote community-oriented tourism, purchase locally and fair wages policies report increased perceived economic fairness and pro-tourism policies among locals. On the contrary, regions that are dominated by foreign investors have revenue leakages, increased living standards, and social inequality perceptions. Interpretation The thematic analysis of the interviews indicates that participatory mechanisms can be enhanced to include all stakeholders through thematic mechanisms including multi-stakeholder councils and frequent consultations that enhance trust, transparency and conflict resolution. Where government is ex-post and with a small number of strong players, residents claim low voice, low trust, and opposition to tourism projects. The social capital and long-term relations among actors turn out to be the important facilitators of the collaborative governance and adaptable management. The recent crisis (e.g., pandemic shocks or natural disaster) case studies reveal that those destinations, which already have crisis-management plans, diversified markets and contingency funds, manage to recover faster, and maintain sustainability standards. The quantitative measure indicates that destinations that use carrying-capacity measures, visitor quotas, or dynamic pricing have fewer cases of environmental stress and societal conflict in the peak seasons. Nonetheless, long term resilience is usually compromised through the pressures of politics and economy, which results in the weakening of limits. The cross-case comparison shows that the sustainable results can be linked to a set of consistent policy frameworks, the participatory governance, the pro-poor models of economy, as well as the effective crisis-management and carrying-capacity mechanisms. The destinations that lack one or more of these pillars demonstrate worse sustainability performance, which proves that comprehensive governance strategies should be applied instead of individual interventions. The focus of the study is on developing or emerging economies as tourism destinations since this is where the institutional capacity and gaps in governance tend to be the most conspicuous. It has a contribution in terms of synthesising the governance theory with prior knowledge of the tourism practice and in proposing a holistic governance model which can be used to inform policy change and management of the destination. Developing countries, most of their destinations have sustainability laws, but there is weak implementation because these laws are poorly fragmented in terms of governance, limited in participation, and carrying capacity is not well monitored. The goal of the study is to evaluate the effect of integrated governance systems to the performance of sustainable tourism and resilience during crisis in chosen destination.

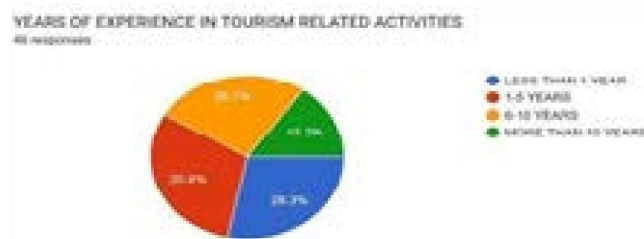
### Survey Analysis



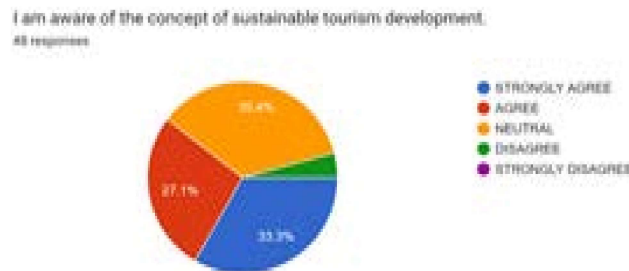
Image 1 Depicts What Group Respondents are From



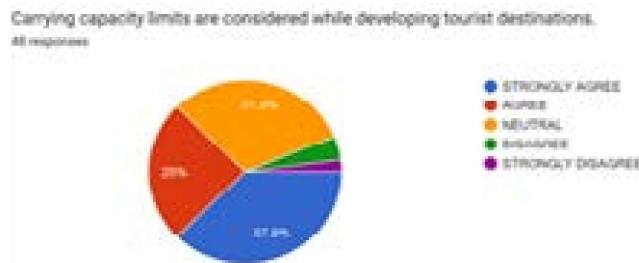
**Image 2 Depicts the Respondents Educational Qualification**



**Image 3 Depicts their Experiences in Tourism Activities, and the Majority Responded with 1-5 Years**



**Image 4 Depicts That The Respondents Strongly Agree that they are Aware of Tourism**



## Results and Decision

To begin with, destinations that have integrated tourism-environment policies and well-defined governance structures are characterised by the existence of greater perceived environmental protection and community satisfaction. Second, trust, capacity to resolve conflicts and resident support of tourism are positively associated with participatory governance and good networks of stakeholders. Third, all- inclusive economic approaches that put emphasis on local jobs and entrepreneurship improve the perception of fairness and willingness to conserve. Fourth, the systematic utilization of carrying-capacity instruments and crisis-preparedness strategies makes a

destination less vulnerable to shocks and ensures the destination quality over the years. The results control governance-based theories of sustainable tourism which make trust, power relations, and social capital as the main factors in achieving the sustainable tourism outcomes. They also advocate sustainability-transition views that require that the systems shift in methods of governance and business models instead of undertaking small changes. The developed integrated governance model in this research paper addresses the gap between the micro-level interactions with stakeholders and the macro-level policy, which helps to develop a more comprehensive view on sustainable tourism systems. Policymakers ought to integrate sustainability in the tourism laws by setting measurable indicators, setting incentives to performance, and enhancing enforcement capacity. The destination managers are advised to set up multi-stakeholder governance platforms, institutionalise participatory planning and invest in capacity building of local actors. The economic strategies must be conducive to community based and locally owned enterprises, local sourcing and a fair revenue sharing plan to ensure the maximum of the social-economic resilience. Lastly, destinations ought to operationalise carrying capacity by visitor limits and visitor monitoring systems, as well as adaptive pricing, which should be combined with sophisticated crisis-management systems

### Conclusion

The study developed that sustainable development of tourism and governance are dependent and must be governed through systems that are integrated to enable sustainable economic, environmental and socio-cultural impacts. The practice of the chosen destinations revealed the relevance of stable structures of policy, participatory governance, inclusive economic policies and clear carrying capacity and crisis management strategies on sustainability and resilience performance. The suggested integrated governance framework will be a useful instrument to policymakers and destination managers in emerging economies that are susceptible to shocks. The model is to be additionally tested in other cases in the future and longitudinal data will be analysed and the correlations between digital technologies and ESG-metrics on sustainable tourism better governance will be discussed. It is necessary to uncouple effective governance and sustainable development so as to develop resilient, equitable and sustainable destinations. Despite the great economic development potential of tourism; unchecked tourism may cause a deterioration of natural environment, social instability and inequality of economies. By seeking the governance-related approach of joining the strategy of strategic policy alignment and the focus on environmental stewardship and social and economic inclusion, destinations can establish the equilibrium between the requirem74444455567

of the tools that can help shift the tourism sector to generate long-term sustainability-driven opportunities rather than short-term income-generating opportunities include certification systems, stakeholder cooperation and adaptable policy frameworks. Lastly, safeguarding of priorities on how to make sure that the tourism reinforces an area instead of destroying it includes the development of sustainable and resilient tourism-based business

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