



TOURIST TEMPTATIONS AND THE ROLE OF RESPONSIBLE TOURISM IN ITS SUSTAINABILITY

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Abstract:

Growth in tourism sector in any country faces many important challenges such as scarcity of natural resources, climate change, biodiversity vanish, The necessity of preserving of the environment and maintain its resources, in addition to the importance of maintaining a high level of quality of service provided in tourist destinations(TD). These challenges have led governments, international organizations, (TD) and non-governmental organizations to work together to adopt appropriate policies and approaches to achieve required balance among the economic, social , environmental objectives of (TD), the importance of adhering to principles and principles of sustainable , responsible tourism comes at forefront of this balance requirement. It is essential that a person understands that resources of this planet are limited , must be used and exploited rationally and equitably.

This research deals with responsible tourism(RT) in terms of concept , characteristics as a modern tourist patterns , how it contributes to sustainability of tourist attractions in places of (TD)and how the tourist is a key player in this process with a look at some of the experiences of countries in this type of tourism

Keywords: Responsible tourism(RT), tourist attractions

INTRODUCTION.

The countries of the world have realized the comprehensive (TD) offers at all levels, so the issue of this sector and its sustainability has become a preoccupation for countries interested in this industry, and even for all countries of the world, and continue to work according to this principle until the sustainability and development of (RT) has become an approach and method upon which many governments are based. . The application of the concept of sustainable is not financially costly, but rather has a moral and material return. Therefore, all parties concerned with this industry are seeking to achieve its development, are making all their efforts to devise new ways , methods for the sustainability of tourism temptations, as well as to alleviate problems , economic pressures in an era in which it has become Economic and social prosperity is one of most important foundations of political stability. It is first industry in terms of employment and has become a growing , important role in economic and social development.

MATERIALS AND METHODS

1-1Research problem

Research's problem is to answer the following questions:

- What is responsible tourism , what are its main characteristics? Who is (RT)?
- How does (RT) contribute to maintaining and sustaining tourism temptations?

1-2: Research objective

Responsible tourism shows the extent of countries' commitment to making tourism an effective tool for achieving global peace , solidarity, especially in facing current economic challenges, by working to generate social and economic opportunities in a way that contributes to reducing the gap between the rich and the poor, in addition to respecting the human being, nature, the environment, as well as , rules and laws that regulate the work of the tourism sector, therefore (RT) means using tourism in order to achieve sustainable development through tourism , to achieve benefit of local population, that is, using tourism to find a better place to live and visit.

This research attempts to define (RT) as one of most popular forms of modern tourism development , how it enhances the preservation of the natural environment and local cultures , contributes to improving the quality of life. And how some countries have invested responsible tourism in preserving their resources and tourist attractions.

1-3:Research importance

Recent years have witnessed development of many concepts , models for tourism activity as governments, tour operators , tourists seek to direct the benefits of tourism sector into something socially, economically and environmentally beneficial, responsible tourism is one of these concepts that has achieved increasing success in various parts of the world. Which was formally defined by the Cape Town Declaration on Responsible Tourism



during the World Summit on Sustainable Development (SD) held in Johannesburg in 2002. Simply put, responsible tourism is use of tourism to first

1-4: Previous studies

The scientific library abounds with a lot of Iraqi, Arab, foreign research, studies that are concerned with the study of (ST), sustainable tourism as tourism that meets the needs of tourists as well as works to preserve tourist areas and increase job opportunities for the local community. As for responsible tourism, there is a scarcity in the number of Iraqi, Arab research that focused on its subject and its role in tourism activity, due to the intertwining of its concept with the concept of sustainable tourism. This is a review of some of these research and studies

❖ The research of the French researcher Mbaye Val Dello and others tagged ((Responsible Tourist Behavior: The Role of Social Participation)) published in the Saga magazine (English version) on 7/30/2015.

The main objective of this research is to study effect of social participation on responsible behavior among tourists as well as to account for the effects of tourist satisfaction with regard to responsible public management of tourism, personal participation of tourists in (RT) activities, and perceptions of ecological trends of tourism. By testing a proposed model, it was based on a field study of a group of 656 tourists, who differed in terms of gender, age, social and professional groups, monthly family income and education level. The results of the study revealed that social participation has a strong and relatively direct impact on (RT) behavior. While there were significant indirect effects on the levels of participation in responsible tourism and the general management of tourism, as well as on the environmental trends of tourism. The study concluded the need to pay attention to social participation to serve the environment, with the increase in environmental concerns at the local level

❖ Dvina Stanford's tagged study (Responsible Tourism, Responsible Tourists: What Makes Tourists Responsible in New Zealand?) published in the Journal of Victoria University, New Zealand, 2006

This study focused on actions of the tourist, seeks to understand the effect or limitation of responsible behavior during the holiday. To compare some responsible behaviors on vacation with similar behaviors at home. It also explores effective communication to encourage (RT) behavior, IT was conducted in several stages and using several methods and focused on making a comparison between two tourist sites in New Zealand, namely (Kaikoura), which is a fairly modern, newly (DT) destination, and

provide better places for people to live in, and secondly better places for people to visit, so the ambition is to use tourism instead of exploiting it. (Rotorua), which is a famous and distinguished tourism destination.

In the first stage of research, interviews were conducted with those interested in tourism and with tourists, the first stage allowed identifying five behaviors of responsible behavior. This account for responsible behaviors in a range of situations: environmental, cultural, social and economic. Then, in the second stage, these behaviors were applied through a survey based on a psychosocial framework. The survey identified cases of responsible behavior, the influences and restrictions on this behavior. The survey also examined effective means of communication to encourage responsible behavior. In third phase, general definitions of (RT), were developed, five measures representing responsible behavior were identified. Influences and limitations on these responsible behaviors have also been identified. Which is divided into internal stemming from tourism, included culture, values and attitudes, morals, motives, and external influences emanating from the tourist destination, which included marketing, visitor management, information and communication? Awareness was considered an important aspect of responsible tourism behavior, and the study concluded that availability of information about the tourist destination is important in achieving (RT) behavior. It is most effective if it advocates good citizenship and makes a logical and positive argument. The study found a three-step model to promote responsible tourism behavior. The first and crucial step is for the destination to set its goals, and then, to market to most suitable tourists. The third step is to improve the responsible behavior of these tourists once they arrive, through visitor management that encourages and facilitates responsible behavior.

❖ Olga Dibica and Anita Onisozuk (Responsible Tourism in Poland) research paper presented at the 2014 Tourism, Hospitality Industry Forum in Poland, IT aims to introduce concept of (RT) in theory, and to present the results of authors' questionnaire on awareness of (RT) in Poland. It proceeds from the fact that the development of the tourism industry often has negative effects on the wildlife, local communities, which are most valuable in attracting tourists to a particular place. The low tourist culture may threaten the foundations of the existence of tourism in it. Responsible tourism can be an answer to this problem by focusing on enhancing the sense of responsibility of the traveler towards the place he visits. So, presented relationship between (ST) responsible tourism, discussed the principles of responsible tourism. And measuring awareness of Polish citizens in this field



through a questionnaire conducted in 2013 by selecting simple random samples of Polish travelers. The research concluded that responsible tourism is still a new trend in Poland. It also called for need to find some measures that contribute to preserving natural resources, supporting local communities. Finding responsible tourism provides a way to reduce environmental impacts, benefit local communities, reduce poverty, which is reflected in the way trips are organized and practiced in the economic, environmental and cultural fields.

2-1; LITERATURE REVIEW

Tourist temptations

2-2: Concept of tourist attractions

The temptations, resources and elements of tourist attractions, whether religious, historical, natural, or therapeutic, are one of main pillars of tourist offer in any country. Thus, temptations are a group of elements that have a strong influence on decision-making in choice of tourist destination, they constitute the attractive factors that exist in the tourist destination, regardless of its size and the job for which it is famous. The term "tourist temptations" refers to set of elements included in system of tourist attractions that attract tourists, lure them to tourism product in its broad sense (tourism product), whether natural, historical, social or artificial, which can be divided in general into (1):

- **Natural temptations**, including forests, jungles, bushes, mountains, caves, valleys, deserts, terrain, plains, plateaus, seas, rivers, streams, natural reserves, climate and its elements.
- **Historical temptations** such as inscriptions, writings, stone drawings, caves, monuments, structures, temples, statues, ancient tombs, pyramids, museums, and others (2)
- **Cultural temptations**, including all aspects of science, literature, art, heritage, folklore, religion, sports, and the totality of customs and traditions that are practiced and presented through festivals, celebrations, parades, institutions, scientific edifices and others.
- **Artificial temptations** related to places of residence and living, such as hotels, homes, tourist apartments, motels, camps, restaurants, cinemas, theaters, public libraries, clubs and entertainment centers, as well as transportation, transportation, banking, health, postal, telephone and Internet services (3). The temptations tourism components are attractive factors to participate in the tourism experience, these temptations are a combination of a group of elements or factors that have power to influence choice of tourist and his decision-making

regarding the destination of tourism. Therefore, the tourist attraction must be characterized by several characteristics, namely (4)

- Achieving fun, entertainment and entertainment for tourists
- It has ability to match desires of current, future demand for those looking for entertainment, fun and entertainment
- Providing an appropriate level of services, facilities that are compatible with needs and desires of tourists, increase their interest and the period of their stay.

2-3: Classification of tourist temptations

The elements of tourist attractions in any site are the raw material on which the site is based in providing a tourist product or an integrated offer that motivates and motivates tourist to visit the site. It is difficult to link tourist attractions with certain types of visitors due to diversity of tourists, residing in region, visitor. Visitors to site are just tourists, for example, places of worship and holy shrines (5)

Tourist attractions can be classified, in terms of their impact on the decision-making of tourists about choosing the destinations of their tourist trips, into two types (6):

- Basic attractions, which positively affect the tourist's decision-making, before starting his tourist trip, towards choosing to go to a tourist destination without another, such as religious tourism sites.
- Secondary attractions, which are those that are not strong enough to influence the tourist's decision to choose one tourist destination over another, but which positively affect his decision about extending the period of his temporary stay in the chosen tourist destination, such as the establishment of an art festival in a tourist resort on the sea coast.

2-4: The ways to sustain tourism temptations

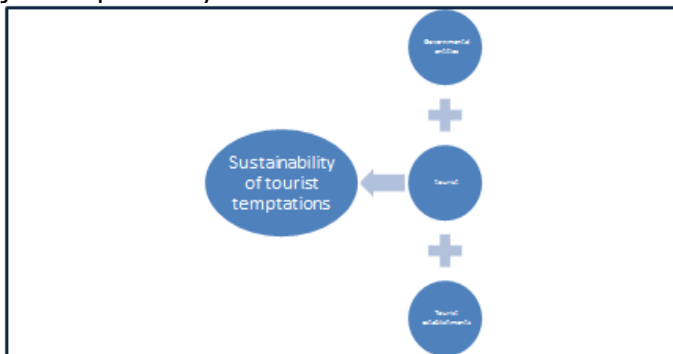
The origin of sustainability goes back to ecological science, where sustainability was used to express the formation and development of dynamic systems, which were subjected to structural changes, leading to a change in their properties and elements, and the relationships of these elements to each other. In the developmental concept, the term sustainability was used to express the nature of the relationship between economics and ecology (7)

Tourism affects economies of the host countries, which have to directly incur the costs of establishing the necessary infrastructure for tourism, such as airports and highways, as well as superstructures such as hotels, restaurants, green squares and playgrounds, which may lead to significant damage to the environment through the destruction of large areas of pristine natural areas. In addition, the costs of waste treatment, as tourist complexes produce thousands of tons of waste annually, and the needs of tourist sites for water in swimming



pools and hotel bathrooms and irrigation of green spaces may lead to the depletion of the water reserves of the local community without taking into account their water needs for agriculture or daily needs. It is noted in some countries that planning to achieve tourism development in certain areas may be the result of agreements between governments and those interested in the tourism sector without paying attention to knowing opinions of the local population, the extent of the impact of establishment of tourism activity on damage to natural and social environment, the establishment of tourist sites may lead to displacement of local residents from their areas, or a change in land uses

Therefore, recent period witnessed the emergence of many non-governmental organizations that called for defending the ethics of tourism, respect for local population, the environment, respect for social rights, necessity of involving the population in any plans to achieve (TD) in their areas. All of this must coincide with increasing the awareness of tourists, their observance of prevailing traditions, customs, respect for privacy of host communities. (ST) temptations is a joint responsibility that can be clarified as follows



Source: Prepared by the researcher

Tourism allows access to remote places, bringing with it promise of more people, more development. Of course, there are other impacts of a larger scale. We are all to blame for the high consumption of non-renewable energy that we need to reach remote areas, and no one is excluded. Even the most responsible tourist has to sit down for several meals a day. He uses a lot of water, disposes of packaging and other waste, and generally leads a contemporary lifestyle based on consumption. A slight increase in number of tourists can lead to disruption and change the natural life system, and the matter increases when it comes to endangered environments, or fragile or rare natural habitats, all of which are considered as sources of attraction for tourism, and even activities that may seem harmless such as skiing can be environmentally destructive, as it may contribute to soil erosion and

plant damage, especially in fragile or dry environments

Thus, individuals constitute an influential force in the sustainability of tourist temptations. They are the ones who have choice when buying local products and enjoying the place go to. They also have right to avoid buying products made from endangered species of fungi, buying local handicrafts, rationalizing the use of water, and other practices that Preserve the natural and cultural environment

As for tourism agencies, travel agencies, they must take into account the environmental, social, economic impacts when providing their services in order to reduce the negatives and increase the positives. Consumer expectations about tourism services depend on the prevailing consumer culture in his society(8)

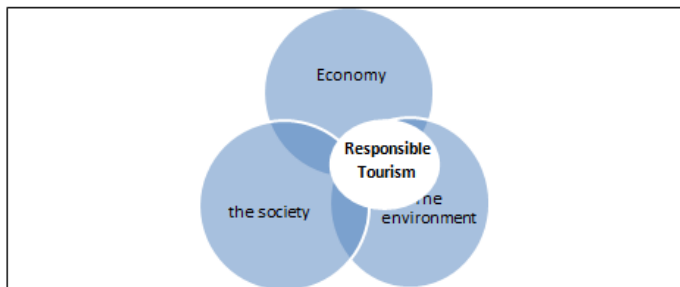
3-RESPONSIBLE TOURISM

3-1: The concept of responsible tourism and its characteristics

Responsible tourism conforms to the principles of social, economic justice, ensures full respect for environment, its cultures, recognition of local host community and its right to act, it aims for the tourist to enjoy the culture, customs and traditions of local population in a respectful manner, **thus** the term Responsible Tourism focuses on enhancing the sense of responsibility of traveler towards the place where He visits him. Responsible tourism means: that tourism behavior in which respect and discipline prevail towards the host communities or towards the environment (9), Or it is tourism that creates better places for people to live in, better places to visit (10), Or it is tourism that reduces negative impacts on the environment, society and the economy, creates greater economic benefits for local population and improves host community(11). It is tourism that minimizes negative social, economic, environmental impacts and generates greater economic benefits for local population (12)

As for our definition of responsible tourism, it is tourism that focuses in all its activities on ethics in dealing with society and the environment in tourist destinations.

Responsible tourism is not a separate and isolated form of tourism activity, but is intertwined with all forms of human activity and evolves with changing needs, attitudes of people. The growing interest in responsible tourism is linked to an increase in social sensitivity and in daily behaviors. Therefore, it is applied in three areas (13), as shown in the following figure.



<https://earth-net.eu/what-is-responsible-tourism/definition-of-the-concept> / Source:

▪ **Environment:** in order to reduce the environmental impact caused by tourists, this is done through the following points:

❖ Assessing the environmental impacts throughout the life cycle of tourism facilities and operations, including the planning and design phase, and ensuring that negative impacts are minimized and positive impacts are maximized.

Using resources sustainably, reducing waste and excessive consumption of resources.

❖ Sustainably manage and restore natural diversity where appropriate, consider the volume and quality of tourism that the environment can support, and respect the integrity of the ecosystems in protected areas.

❖ Enhancing education and awareness of sustainable development concepts for all parties to the tourism process.

• **Community:** by giving the local population a central role in the tourism development of their lands, and this is done through the following points:

A. Involvement of the local community in the planning and decision-making process and in capacity building.

B. Assessment of social impacts throughout the planning and design stages of projects in order to minimize negative impacts and maximize positive impacts.

C. Striving to make tourism a comprehensive social experience and to ensure the participation of all, especially vulnerable and disadvantaged communities and individuals.

combating all kinds of exploitation of human beings, especially the exploitation of children.

E. Taking into account the elements of the culture of the host societies, while preserving and encouraging social and cultural diversity.

F. Striving to ensure that tourism contributes to improving the health and educational aspects of the host communities.

• **Economy:** It aims to generate economic benefits equally distributed between local population, regions hosting tourists. This is done through the following points.

• Assessing the economic effects before planning for tourism development and choosing the best form of development that benefits local communities and reduces negative impacts on local livelihoods, bearing in mind that tourism may not always be the most appropriate form of local economic growth.

• Maximizing local economic benefits by increasing linkages and reducing leakage, by ensuring the participation of local communities in tourism and benefiting from it in reducing poverty by adopting pro-poor strategies.

• Develop high quality products that reflect, complement and enhance the tourist destination.

• Tourism marketing in ways that reflect the natural, cultural and social integrity of the tourist destination, and encourage appropriate forms of tourism.

• Adopt fair practices in dealing and payment, build partnerships in ways that reduce and share risks, and employ workers who deal with international labor standards.

• Provide adequate and appropriate support to small and medium-sized enterprises to ensure the prosperity and sustainability of tourism-related enterprises

As for the characteristics of responsible tourism, they are (14):

☑ Minimizing the negative economic, environmental and social impacts.

☑ Generate greater economic benefits for the local population, enhance the welfare of host communities, and improve working conditions.

☑ Involve local people in decisions that affect their lives and their life chances.

☑ Make positive contributions to the preservation of the natural and cultural heritage, and the preservation of global diversity.

☑ Provides enjoyable experiences for tourists by creating more beneficial relationships with local residents, and a greater understanding of local cultural, social and environmental issues

☑ Provides access to people with physical challenges

☑ Culturally sensitive, generates respect between tourists and hosts, and builds local pride and trust.

3-2: The benefits of (RT)

The Responsible Tourism application verifies that:

A- Respecting authentic values: all those involved in the tourism activity must give the traditions, local culture, and popularity the importance they deserve.

B - Respecting cultural wealth: by crystallizing tourism activities, in a way that allows the follow-up and development of cultural, traditional and folklore products and not subject them to a single normative pattern, or limit their wealth.

C - Preserving the environment: where it is the duty of all those interested in reviving the tourism sector to work



on preserving the environment and natural resources, within the framework of sustainable economic development that responds fairly to the needs and aspirations of present and future generations.

. D- Respect for the human being: Not to abuse the human element, in any form, especially children.

In this context, the importance of ethical dimensions in tourism work emerges, as environmental awareness and the desire to preserve natural life on the planet are no longer limited to groups against nuclear testing or deforestation, but extended to the tourism industry, through the development of cultural elements. , political, in addition to the environment in the context of attention when deciding to go to a tourist destination.

3=3: The (RT)

In responsible tourism, all parties to the tourism process participate in achieving the requirements of this tourism, and among these parties is the tourist who is kinetic element in this process. The World Tourism Organization (WTO) has issued a number of recommendations that a tourist is required to make when traveling or visiting places of tourist destination. Among these recommendations(15)

❖ Open your mind to other cultures and traditions. They transform your experience and make you respected , welcome by locals. Be tolerant and respectful of diversity, traditions, and social and cultural practices.

❖ Respect human rights. Exploitation in any form conflicts with the basic objectives of tourism. Sexual exploitation of children is a crime that is punishable for purposes or in country of the offender

❖ Help to preserve natural environment. Protect wildlife, don't buy products made from endangered plants or animals.

❖ Respect cultural resources. All activities should be conducted with respect for the artistic, archaeological and cultural heritage.

❖ Your trip can contribute to economic and social development. Buy local handicrafts and crafts products to support the local economy and use fair trade principles.

❖ Seeing current health situation in places of tourist destination , how to reach emergency and consular services before your departure. And not to jeopardize your health and personal safety.

❖ Learn as much as possible about your purpose, take your time to understand the customs, norms and traditions. And avoid actions that could off local population.

❖ Read laws so that you do not commit any act that is considered criminal under law of country you are visiting. He refrained from trafficking in illegal drugs,

weapons, antiquities, protected species, and dangerous or prohibited products and materials in national systems.

3-4: Role of responsible tourism in sustaining tourism temptations

The role of tourism in sustaining tourism temptations is represented by the following points (16) : -

▪ Preserving and restoring historic buildings, neighborhoods and landscapes. A city without a past is like a person without memory. Preserving historical buildings is important because they are the physical manifestations of the past that tell tourists about the tourist destination and its history.

▪ Make every effort to preserve the authentic aspects of local heritage and culture, including food, arts, music, handicrafts, architecture, landscapes and traditions

▪ Ensuring that the tourism superstructure facilities are compatible with its surroundings. Tourists need places to eat and sleep, and at different levels in a way that ensures their enjoyment and a sense of comfort throughout their visit and achieves contact with the surrounding environment.

▪ Paying attention to the tourist's first impression of society, for a good first impression is important and it is difficult to change a bad first impression, as is the case when meeting a person for the first time, as the appearance of society as seen by the tourist when visiting the first time is important and affects the image of society and its economic well-being and therefore On the tourist's feeling of comfort and desire to repeat the visit.

▪ Stay away from randomness in posting signs , billboards on roads because this causes a kind of chaos and distortion of the general view. Protecting scenic landscapes, planting trees, organizing streets , waiting areas are all logical factors from an economic point of view, but controlling signs and billboards is an important step. It must be taken by any tourism-oriented community for the purpose of bringing about an immediate and visible improvement in its physical environment

▪ Tourism is not only what a tourist sees or happens to a tourist destination, it involves everything people see and do from the time they leave home until trip ends. Getting to the place of the tourist destination can be half the fun, but the real fun is what the tourist finds in the place of the tourist destination and what corresponds to his expectations, and this requires knowledge of the resource and its importance to enhance the feeling of the place.

▪ The absorptive capacity and the size of the natural resources in the places of tourist destination must be taken into consideration, because tourism development that exceeds the carrying capacity of the ecosystem or does not respect the local community's sense of place will lead to the resentment of the local population and the



final destruction of features that attracted tourists in the first place. An increase in the number of cars or tourist buses, or spread of housing units at expense of green areas, or an increase in the number of people can negatively affect society and harm fragile resources.

3-5: The experiences of some countries in (RT)

The interest in responsible tourism has increased in recent years due to the prosperity achieved in the economy of countries and local communities through the application of this type of tourism without harming natural or heritage and environmental wealth. Which was hosted by the Sultanate of Oman in October 2010, which was preceded by similar conferences in South Africa, India, Brazil, and Central America (17)

In this section, a review of a number of experiences of some countries in the application of responsible tourism:

4-1 The United Kingdom

The International Center for Responsible Tourism at University of Leeds - ICRT - , a prestigious scientific institution specialized in responsible tourism primarily and was founded by Dr. Harold Goodwin, Professor of Responsible Tourism at Manchester Metropolitan University in the United Kingdom, before moving to the University of Leeds in 2006. This institution seeks to introduce the rules and principles related to sustainability in its broadest sense, calling for a sense of moral, social and environmental responsibility on the part of hotel owners, tourism projects, government agencies, tourists and people from the local host communities, and maximizing the economic role of tourism for all of them. In a sustainable manner, mitigating the negative effects that may accompany them, preserving natural, cultural and social resources in areas witnessing the establishment , operation of tourism projects that serve these trends, and providing rich opportunities for tourists to contact individuals from the host communities and deal with With them in one way or another and in an atmosphere of mutual respect. These are rules and principles that were established by Cape Town Declaration in 2002.

Effective organizations in the field of responsible tourism from (8) countries are linked to the International Center for Responsible Tourism at the University of Leeds, and there are similar national institutions in several countries, including Australia, South Africa, Ireland and Canada (18).

4-2: The experience of South Africa (Cape Town)

Cape Town won the award for the best tourist destination in 2009, due to the efforts made by the city to achieve the city's benefit from tourism in it .The tourism department consulted other departments in order to determine the aspects of concern to the city

and its residents . Global sustainable tourism has no interest, but they focus their efforts on things that are in the interest of the local population and their surrounding environment. Where they realized that achieving excellence and the imprint of change at the level of the tourist destination is the key to focus, and that they must address the social, economic and environmental priorities at the local level. The environmental priorities were efficiency in water and energy consumption and the reduction of waste, especially plastic bottles. As for social priorities, they focused on developing skills, contributing to finding jobs for the population looking for work, providing training, health care, and encouraging community initiatives. Commercial and government agencies in Cape Town have devoted their efforts to these priorities and to measuring performance according to a set of general indicators (19).

4-3: The experience of the Sultanate of Oman

A - Al -Anssab Lakes Project in Muscat (20)

The Al Anssab Lakes project in Muscat provides a distinct space for wildlife and a center for environmental education in addition to being a center of attraction for tourists, and since the people and the environment in the capital come at the forefront of the interests of the company executing the project to serve the community, it adopts the best way to collect, treat and reuse water, as it works on re-use Treated water in Al-Anssab sewage plant in order to preserve the green spaces in the city, taking advantage of the artificial lakes that were originally built to serve as a storage for sewage water, and their management and improvement to create a safe haven for wildlife.

This oasis, which is located on the path of the migration of African-European birds, attracts various birds, from eagles to waterfowl, and in the AL- Anssab lakes, more than half of the 495 species of different birds found in Oman can be seen.

This project aims to develop responsible tourism and achieve sustainable economic and social benefits in addition to the environmental advantages it provides. This project will bring global and local visitors closer to the wonders of lakes and wildlife through an inspiring and distinctive educational experience that conveys the vital relationship between nature and the needs of society B - Omani Botanical Garden (21)

There are approximately 2,500 gardens of plants and trees distributed in 120 countries around the world, and these gardens receive an estimated 150 million visitors annually, and each one of these gardens is different from the others, as each of them is characterized by a specific design and specific objectives, and it targets different groups of people, as it differs In the vision and the plants shown in it . Gardens of plants and trees can provide important economic benefits to local communities, by



providing job opportunities, contracting with suppliers, increasing incomes through direct and indirect expenditures for visitors, and providing services related to the tourism sector.

Among these gardens is the Omani Botanical Garden, which has a promising vision of preserving plants and cherishing the Omani heritage related to plants. The garden hopes to achieve this through its research on plant species, teaching people to change behavior towards plants and promoting practical applications for sustainable development, and reduce its impact on the environment through careful and thoughtful design, construction and operation.

Developed as a center for conservation, promotion of sustainable development, education and research, the Omani Botanic Garden seeks to attract visitors locally, regionally and internationally. This project aims to follow the principles of sustainability within the design, construction and operation process, including capacity building in Oman, by employing local labor, providing training and courses, establishing nature protection projects, and enabling the involvement of visitors in preserving the environment. The Omani Botanical Garden will provide Attractive offers from the Sultanate for the responsible tourism market, by encouraging economic diversification in the country by stimulating the markets for local plant products

4-4: India

Kumarakom is classified as a tourist village in Kottayam district, Kerala, India, which is home to diverse forms of flora, fauna, agriculture and hunting. It occupies a distinguished position on the world tourism map, as a wonderful tourist site with its temperate tropical climate and is characterized by the following environmental characteristics (22):

- It is a bird sanctuary, with 91 species of native birds and 50 species of migratory birds.
- It is the only life area for black egrets.
- It is one of the best places for life and the mating of many types of fish.
- There are types of trees that are not found in any other place, other than the Kumarakom area.

Responsible tourism initiatives in Kumarakom have contributed to highlighting the region as a model tourist destination in the application of responsible tourism. The program has received national and international support and has resulted in remarkable achievements, the most important of which are as follows:

- Follow up the cultivation of the land and increase agricultural production.
- Taking care of fish farms and planting lotus flowers.

- Establishing links with the hotel industry, and increasing the demand for local products.
- Developing the souvenir industry.
- Promotion of cultural tourism and local food kitchens.
- Increasing social awareness of environmental issues, energy conservation measures, and tourism management.

Responsible tourism has paved the way for holistic environmental development, in Kumarakom local areas; Surveying of roads, lanes, and street lighting was carried out. Among the important changes made under the Responsible Tourism Program are those related to control, elimination of plastic waste. Strict rules for disposal of plastic bags have also been implemented in these areas. And the expansion of use of paper and cloth bags.

4-5: Jordan (Dana Protectorate)

In 2010, Jordan joined the list of the best tourist sites, after Wilderness Jordan - one of the directorates of the Royal Society for the Conservation of Nature - won the Responsible Tourism Award, which is awarded annually by the British newspapers "The Guardian" and "The Observer". Thus, Jordan became the first Arab country wins the Ethical Tourism Award. The Royal Society for the Conservation of Nature has established several eco-tourism facilities in four nature reserves: Dana, Mujib, Ajloun and Azraq. These reserves are characterized by a diversity of environments and aesthetic landscapes, from oak forests in the north, to the central and southern mountain range overlooking the Jordan Valley, to the desert areas in the Jordan Valley, and in the east of the Kingdom.

The Dana Biosphere Reserve is considered the most developed in the field of ecotourism. It provides about 50 jobs, all of them local residents, 80% of them work in the field of eco-tourism in the reserve, as indication staff, reception staff, and in the food and beverage service. In addition to the financial income they achieve, they gain experience and general culture through the continuous training carried out by the association to qualify them scientifically and practically, and through their contact with visitors from all over the world, and they also have a positive impact on their local community. In addition, the economic and social development projects carried out by the reserve were able to provide alternative sources of income for at least 70 families in the area.

5: CONCLUSION & RECOMMENDATIONS

From a social and civilized perspective, tourism is a bridge of communication between cultures and human knowledge of nations and peoples, and a natural outcome of the development of societies and the rise in the standard of living of the individual. And its environmental resources and its wildlife, in addition to



identifying the social and cultural environment, and in addition, tourism revenues may contribute to filling the cost of preserving the natural features and historical and archaeological resources of these sites, especially for areas that do not have sufficient financial capabilities to implement programs. Nature conservation, protection and preservation of its archaeological and historical heritage.

, based on the economic, social and environmental importance, and depending on the indicators of the quantitative growth of tourism, there is a growing trend for development of tourism in its various forms. On the aspects of the social and cultural environment in general and on the resources of the natural environment in particular, the natural resources of natural environment in particular are experiencing increasing pressure as a result of the increase in demand for them. And high environmental quality, and the influx of tourists in large numbers, poor planning, management and random tourist activity will sabotage and destroy many environments and threaten the wildlife in them, will make these tourist sites environmentally , socially degraded areas, which in turn leads to The decline , reduction of possibilities of attraction for these sites, and consequently their low tourist importance , loss of an important resource of social and economic development.

(RT) means that tourism behavior in which respect , discipline prevail towards host societies , towards environment , heritage , historical features of hosting societies. It is concerned with taking responsibility and ensuring the development of tourist sites socially, economically and environmentally in a sustainable manner, and this responsibility rests with workers in field of tourism , governments in order to ensure the achievement of benefit for all, including the tourist site or destination, tourists, businesses based on tourism, as The benefit in the tourist area should not be limited to interests of facilities, tourism activities and tourists, but should include the community , the local population as well. Achieving a balance would create responsible tourism for us in tourist areas or destinations visited by tourists, that local communities, tourists, and government and private agencies interested in tourism would participate effectively in order to achieve sustainability of the various tourism resources and temptations.

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