

Global Trends in Tourism:

How sustainability is transforming the world of travel

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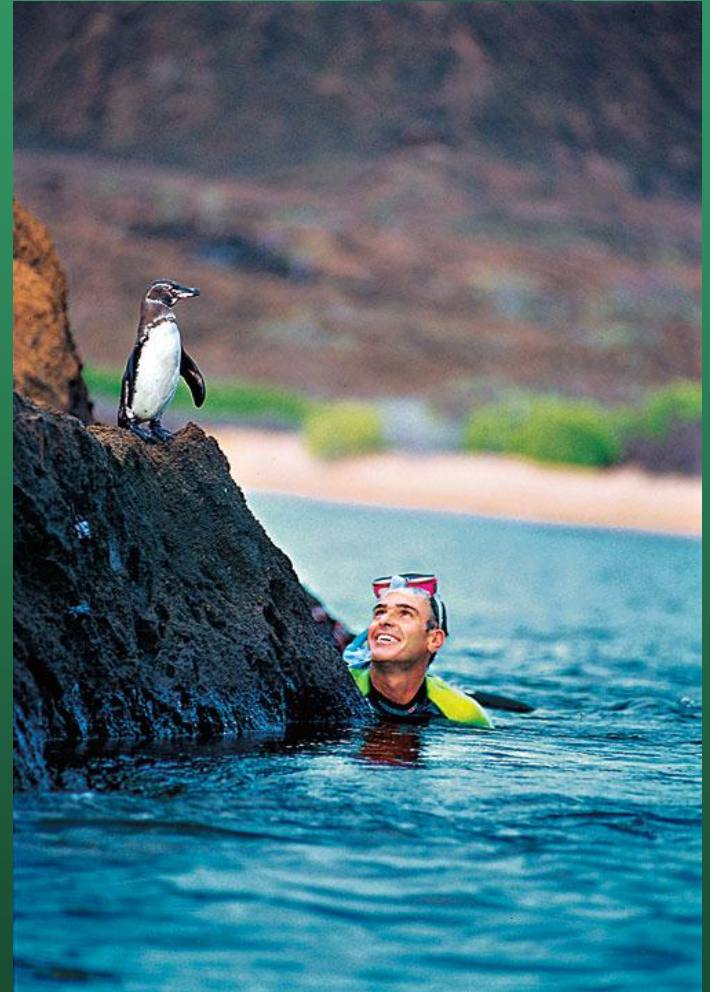
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The global travel and tourism industry is growing rapidly and changing in new ways



Nature and adventure travel continue to be the fastest growing sector in travel and tourism



A photograph of a glacier landscape. In the foreground, four kayakers are paddling across a body of water. The water is filled with numerous icebergs of various sizes. In the background, a large, jagged glacier wall rises from the water, with a smaller mountain peak visible behind it. The sky is blue with some clouds.

What is Nature Tourism Ecotourism and Sustainable Tourism?

Major progress continues to be made in terms of linking tourism, environmental best practices, cultural and natural heritage preservation, and local community benefits. More and more destinations are making this part of their tourism product





Sustainable tourism has its roots in low-cost, eco-friendly and culturally authentic holidays. Today it runs the full spectrum, from budget to high end, and from groups to solo travelers

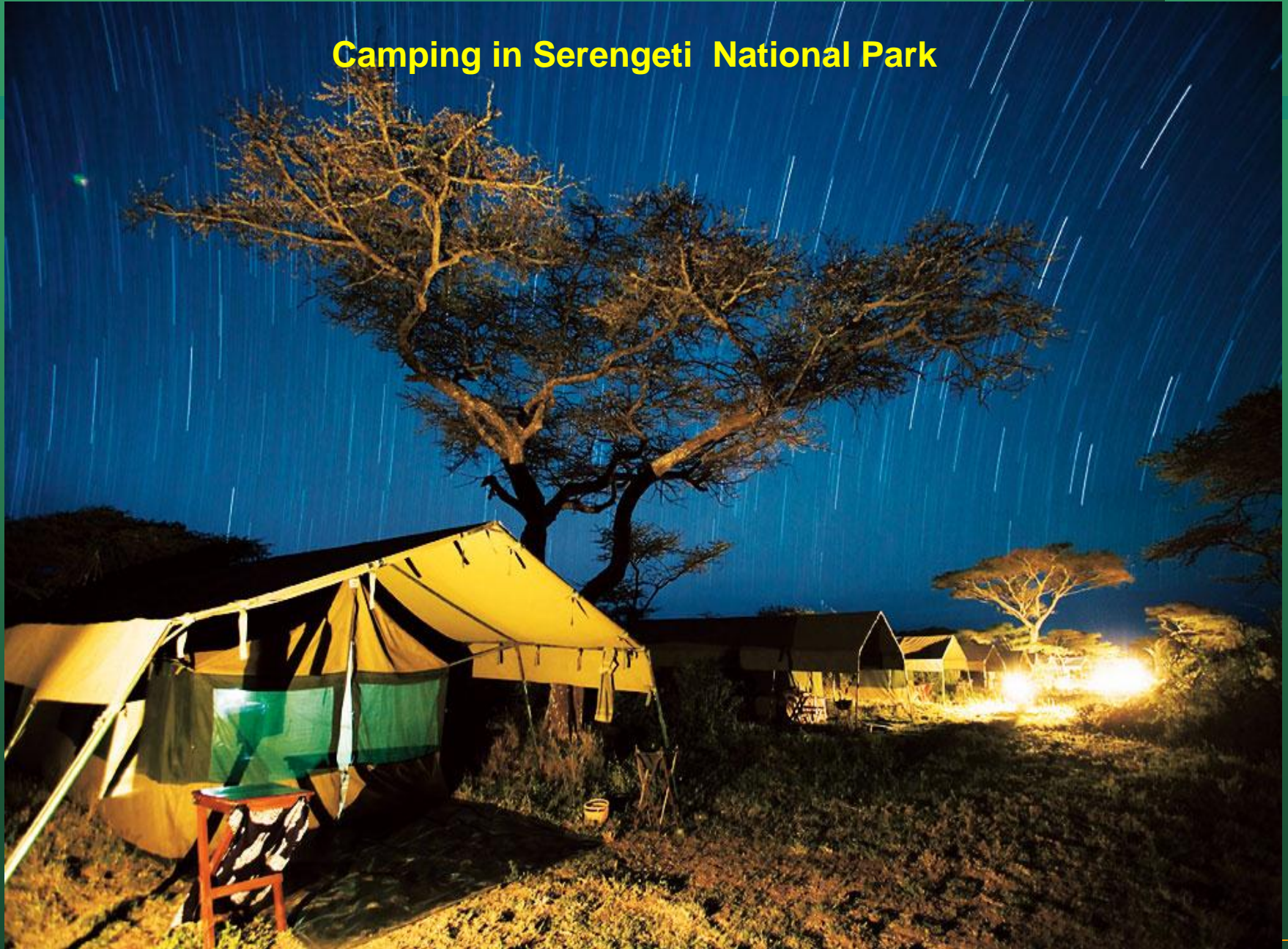
Sustainable Tourism has demonstrated itself to be an important and profitable way for tourism to expand in an environmentally friendly manner with direct benefits to local communities, cultural heritage and nature conservation



Authenticity is the new luxury in tourism with nature and cultural destinations



Camping in Serengeti National Park



More and more travelers today are seeking out the Earth's last unspoiled places and also want their trip to help protect them for future generations



Teaching tourists about local foods at Six Senses in Sri Lanka



Staying with the local community in Morocco



Learning eagle hunting traditions at Glen Eagles Hotel in Scotland



Ecotourism is supporting Local people at Six Senses, Thailand





**Resort including cultural heritage preservation at Six Senses Zighy Bay,
Oman**

“Sustainable tourism may be the most significant transformation in the history of modern travel”
- World Travel and Tourism Council

