

Global Trends in Tourism:

How sustainability is transforming the world of travel

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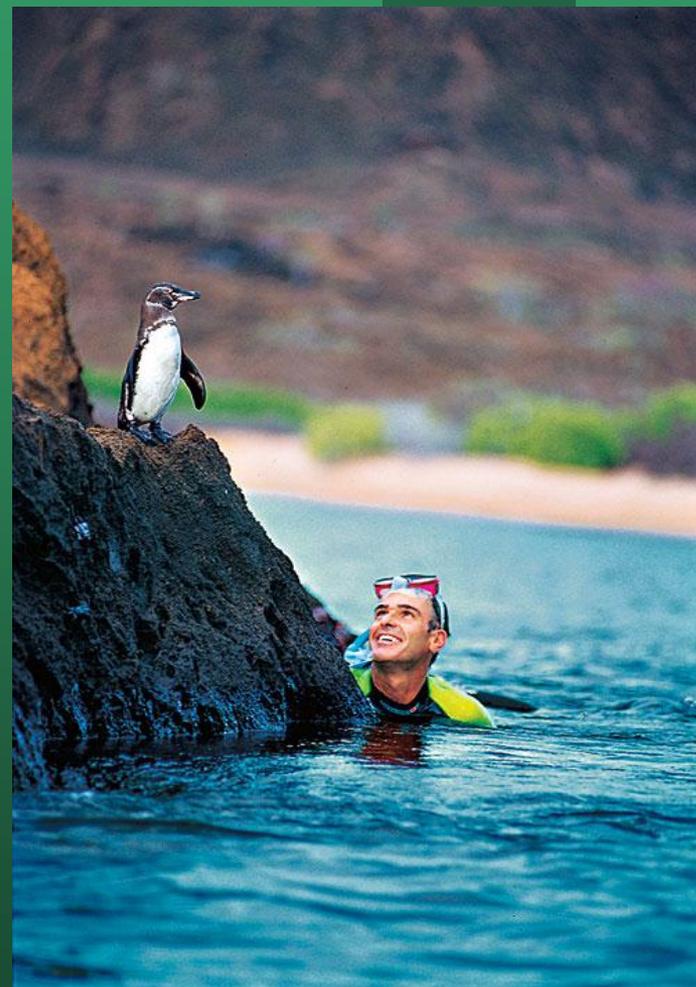
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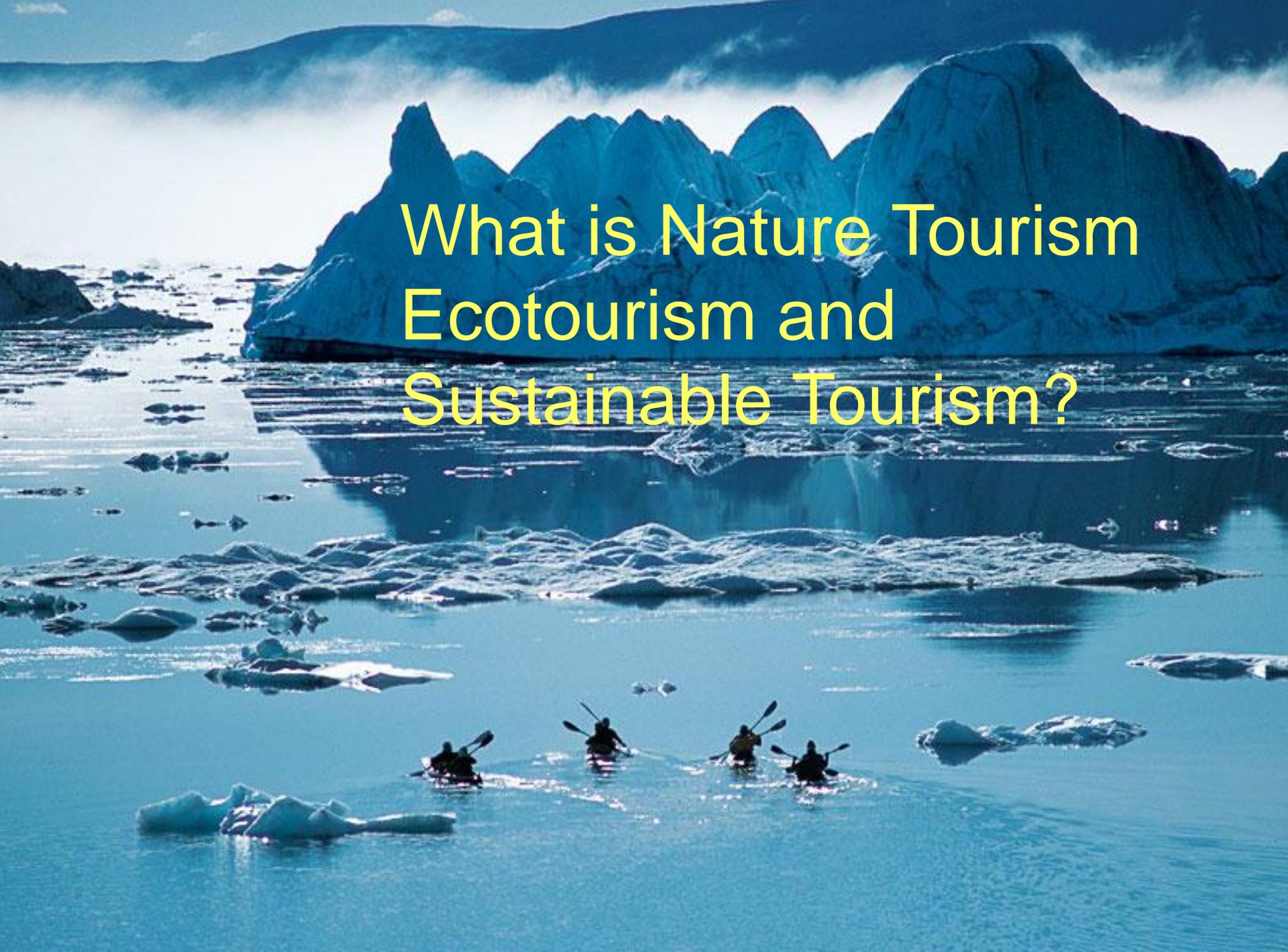


The global travel and tourism industry is growing rapidly and changing in new ways



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



A scenic view of a glacier with kayakers in the foreground. The image shows a large, jagged glacier in the background, with a body of water in the foreground. Several kayakers are visible in the water, paddling towards the glacier. The water is a deep blue color, and the sky is a lighter blue with some clouds. The overall scene is a beautiful representation of a natural environment.

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

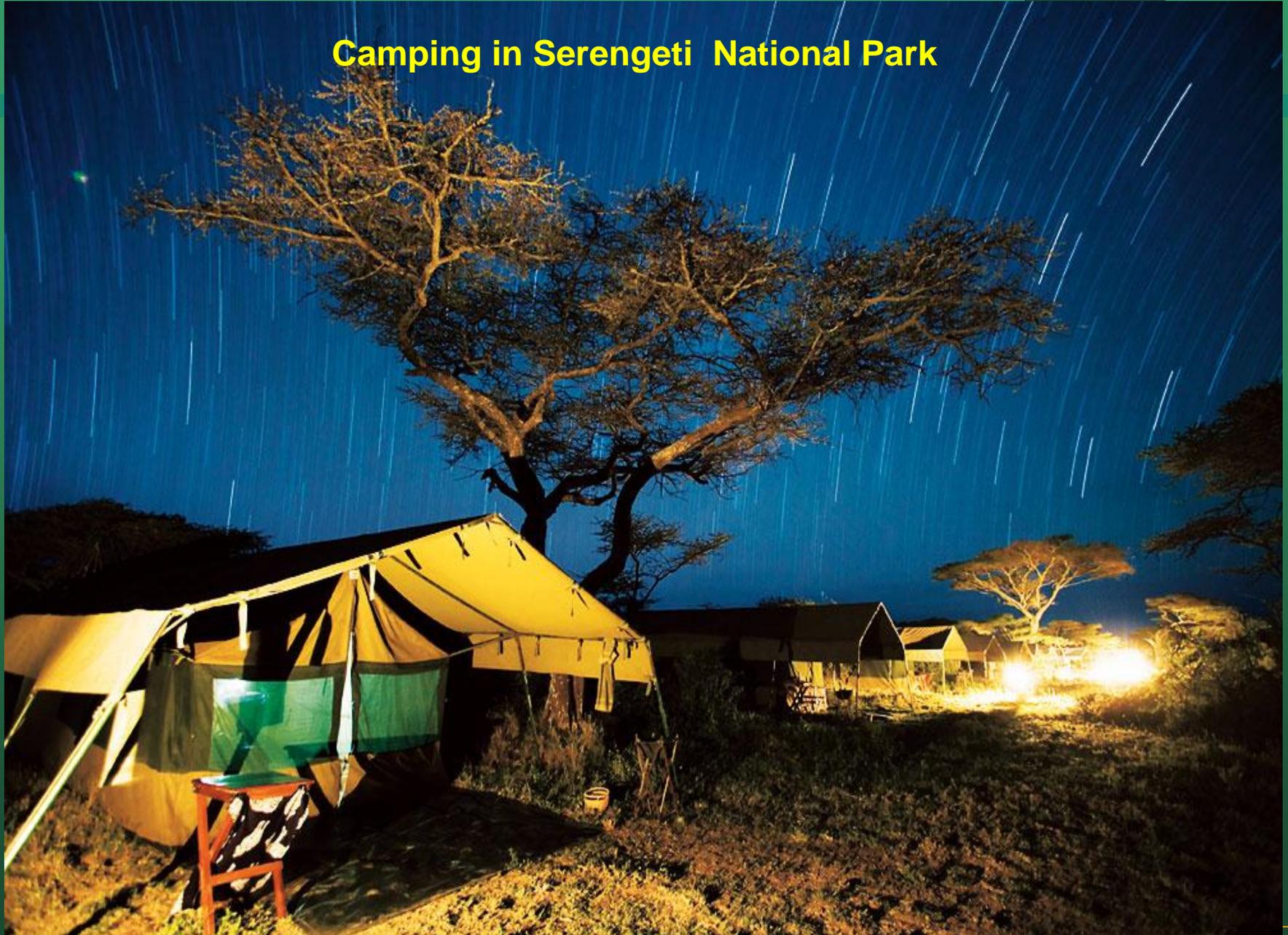
Sustainable Tourism has demonstrated itself to be an important and profitable way for tourism to expand in an environmentally friendly manner with direct benefits to local communities, cultural heritage and nature conservation



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

