Name

Professor

Course

Date

Introduction and background

The concept of sustainable tourism has been widely captured in diverse avenues that aim to ensure that the destinations continue to provide services to the clients at the same standard without depleting the resources upon which the tourism concept was based. Cultural tourism involves travel from one destination to another to enjoy the local people's cultural setting. While this form of tourism has been considered one of the most attractive in recent times accounting for up to 26% of the total numbers received in various destinations globally, tourism causes some adverse impacts on the local cultures. In some settings, there has been the commercialization of culture, which has made it lose its heritage value. The introduction of foreign cultures at the destination is another major concern that has resulted in the erosion of morals. In some instances, there is the emergence of pop culture's leading to the loss of heritage value. The continued introduction of new culture results in the loss of value for their culture. The local people, therefore, end up participating in unethical practices that were not part of their culture.

Industry operations evaluation

Tourism organizations in many countries have realized the impact of their practices on local cultures. They are advocating for a more responsible form of tourism that will encourage the communities to engage in their ethical behavior and recognize the local culture's value. Loss of cultural diversity within communities is an unacceptable practice that needs to be controlled. While the introduction of tourism needs to focus on revenue development the adverse impacts resulting from uncontrolled tourism could cost more than the initial intentions. Therefore, all players in the tourism sector need to come together and address the situation beginning with the government, the tourism attraction destination, and the local community. The local people need to teach the importance of maintaining their heritage value and improving the current situation to reduce impacts and thus foster ethical tourist behavior.

Tourism development happens in the tourism life cycle that goes through different stages. in the initial stage, the site has not been discovered by many and therefore few numbers visit the site and are dedicated to the protection of the culture. There is no cultural degradation, and their impact on the local culture is low. In the second stage information about the site becomes more pronounced, and visitors get to know about the destination. The numbers, therefore, start to increase substantially. When the practices are not managed, commercialization of culture occurs, and more people perform cultural practices as an economic activity. The cultural value of the local people is lost. Control of the tourism activity, therefore, needs to be done at this stage. Nevertheless, when the activities are not changed, the numbers will start to stagnate at the next stage and later begin to decline. The negative effect is that the people's culture is lost, and most of them are engaging in unethical behavior; societal morals are lost, and the tourism business is also lost, thus attracting conflict within the communities.

Based on the tourism life cycle communities and other players within the tourism industry forgets about the protection of culture and concentrate on the real-time business operations that generate profit. While getting to know about the profit-making aspect is important, people do not recognize their impact on the culture and resources upon which the tourism aspect was born. Sustainable tourism preserves and conserves the values of the local community and the natural environment for posterity in the future. This serves the current and future generations. Lack of information or concern about the business operations' possible future causes detrimental impacts on the local communities. However, the current business practices are based on ignorance of sustainability, and the community members focus on increasing the numbers that translate to high revenue. There is less concern about the impact on moral values. A change is needed within the communities to encourage positive development within the tourism sector.

Recommendation

A major recommendation to solve the problem of tourism attracting unethical behavior in the community is creating a program that will raise awareness about the impacts of tourism on culture and the potential results that can be obtained if the situation is not resolved. The root of the problem is that the local communities and tourism developers are not aware of how tourists affect the local communities. There are no boundaries set by the players about how the tourists should engage with the locals on the different platforms to control their behavior and avoid any unethical practice within the community. This is what causes tourists to impact local cultures negatively. Creating awareness about tourists' different perspectives and the extent of their impact on the local communities, particularly on their culture, is an important undertaking that needs to be considered by every community. Once they are aware of reducing and controlling the impact, it will become easier as most people will be dedicated to achieving this end.

Communication

The creation of awareness, however, cannot be done in isolation. There is a need for better communication and implementation strategy to meet the intended goal. Among the important audiences in this concept are the local government, players in the tourism sector, the local communities, and the tourists. There is a need for communication and inclusion of all the stakeholders within the sector to achieve sustainable tourism and reduce unethical practice. Communication will require the use of different channels, which will help realize the specific goals. For instance, communication with the government requires creating a channel for advocacy for destination-based tourism marketing instead of focusing on quantity. This can be done through policy formulation for the tourism sector. The tourists need to be informed using the existing communication channels such as ethical codes that should be given to them before they arrive at the destination. Communication with the local people involves raising awareness about the importance of their culture and preserving it for future generations. This will ensure that every party involved in the tourism business is intrinsically motivated to be responsible.

Implementation

In the implementation process, sound strategies are needed to reduce the possibilities of resistance to change. The main problem that is likely to be encountered is the lack of sufficient funding for the program to be successful. Most institutions, especially when the top management does not understand the importance of cultural tourism and the engagement in ethical tourist behavior, will conflict with the existing institution. There is a need to develop a strategy that will promote awareness among the populations and their leaders to gain their support. Top management support is a critical success factor, and therefore, when the top management does not support a program, its probability of failing is high. Therefore, successful implementation of a change needs to incorporate a change model such as the Lewins change management model that includes all the stakeholders at the different points of the program and meets the institution's goals attracting less resistance to change.

Additionally, there is a need to include some form of motivation that will encourage people to participate in the program. For instance, the local communities need to understand the concepts being implemented and introduce a strategy that will help counter the challenges of establishing a lasting solution. The inclusion of the awareness program can be shared between the different generations and, therefore, guarantees a successful change process towards sustainable tourism.