

Towards Sustainable Tourism Development: Theoretical Construction between Sustainability and Tourism Strategy

نحو تنمية السياحة المستدامة: تأصيل نظري بين الاستدامة واستراتيجية السياحة

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Abstract:

This study aims to examine the incorporation of the concept of sustainability into tourism development plans. As an activity with significant economic, social, and environmental impacts, tourism must move toward a sustainable approach to conserve resources, enhance the quality of life of local communities, and satisfy tourist desires. The objective of sustainable tourism is therefore to strike a balance between economic development, social equity, and environmental protection through effective governance, stakeholder involvement, and innovation.

However, the application of this method faces challenges, including the complexity of stakeholder collaboration, the lack of appropriate indicators, and constraints associated with traditional growth models.

Keywords: Sustainable development, Sustainable tourism, Sustainable tourism development.

الملخص:

تهدف هذه الدراسة إلى بحث دمج مفهوم الاستدامة في خطط التنمية السياحية. و باعتبار السياحة نشاطاً ذا تأثيرات اقتصادية واجتماعية وبيئية كبيرة، فإنه يجب عليها التوجه نحو نهج مستدام للحفاظ على الموارد، وتحسين جودة حياة المجتمعات المحلية، وتلبية رغبات السائحين. لذلك فإن هدف السياحة المستدامة يكمن في تحقيق التوازن بين التنمية الاقتصادية، والعدالة الاجتماعية، وحماية البيئة من خلال الحوكمة الفعالة، وإشراك أصحاب المصلحة، والابتكار.

ومع ذلك، فإن تطبيق هذا الأسلوب يواجه تحديات، منها تعقيد التعاون بين أصحاب المصلحة، ونقص المؤشرات المناسبة، والقيود المرتبطة بنماذج النمو التقليدية.

الكلمات المفتاحية: التنمية المستدامة، السياحة المستدامة، تطوير السياحة المستدامة.

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1. INTRODUCTION

Today, tourism plays a strategic role in the economic and social dynamics of regions. However, its intensive development has frequently caused environmental tensions, social imbalances, and overexploitation of resources. Faced with these challenges, incorporating sustainability principles into tourism strategic plans has become an essential requirement.

The sustainable tourism development approach thus presents itself as a holistic vision that goes beyond simply considering responsible practices. It is a process that combines planning, governance, and stakeholder involvement, with the aim of ensuring balanced, ecological growth that benefits local communities. This perspective calls for a detailed analysis of methods for combining tourism appeal, resource conservation, and social equity within a long-term sustainable approach. Within this framework, we have formulated the following question: How can the concept of sustainable development be coherently integrated into tourism development strategies?

2. The Theoretical Foundations of Sustainable Development

In order to study the theoretical framework of sustainable development, it is necessary to first present its definitions, then its origins, principles, and dimensions:

2-1: Definitions

The concept of development truly took shape and operational form, both as a Western belief and as a slogan. This is illustrated by US President Truman's speech in January 1949, in which he proposed a program to share his country's scientific and industrial advances with less developed regions. Development aid, which would evolve into various forms over the decades (World Bank, Regional Banks, etc.), was designed to generate this essential development, which must be achieved with a view to integration into the global economy. From this point onward, discussions intensified between the North and the South. The North supported its actions based on modernization theory¹ and Rostow's growth phases, while the South denounced this neo-colonial domination and demanded its independence, referring to the dependency theories of the Economic Commission for Latin America and the Caribbean (ECLAC). Beyond this new ideology, the concept of industrial globalization emerged within the framework of development and in relation to the environment.

The widely accepted concept of sustainable development arose following specific events and the involvement of particular entities, as evidenced by documents such as the World Conservation Strategy (1980), the Rio Declaration (1992), and the Brundtland Report (1987). It is also important to note that it drew upon previous studies, such as those by the Hammarskjöld Foundation and Ignacy Sachs on the idea of eco-development².

However, this single source did not lead to a homogeneous body of literature or agreement among stakeholders. While the very concept of development, which we discussed earlier, has been the subject of much debate, today sustainable development is open to diverse interpretations. Furthermore, it is worth noting that this concept was rapidly adopted by social movements, policymakers, and businesses.

2-2: Origins and Evolution of the Sustainable Development Concept

Given that Earth's resources are not unlimited, population growth, particularly when subsequently linked to increased individual consumption, has long sparked debate and concern. This is the genesis of the concept of sustainable development.

A) Malthus's Theory and the Fear of Famine

According to Thomas Malthus³, population has a natural tendency to increase geometrically, while agricultural production grows arithmetically. This means that newly cultivated farmland has the lowest productivity.

These two trends are contradictory and lead to a progressive increase in poverty among the population, as well as episodes of famine that force population growth to adapt to the changing availability of agricultural resources. This historical past is often referred to in criticism of the concept of sustainable development, based on two opposing points of view: • on the one hand because this doctrine is deeply pessimistic, • on the other hand because it has been completely refuted by reality.

Currently, the study has focused on short-term processes such as mechanization, economies of scale, and training. It is possible that the productivity of a specific plot of land could increase considerably and faster than the population's needs. This is due to technological advances that have contradicted long-term conclusions. It is therefore important to consider the significant risk of errors in current situations over an extended period.

B) The Club of Rome and the Temptation of Zero Growth

The Club of Rome⁴: a Swiss non-profit organization established in 1968, bringing together experts, economists, civil servants at various national and international levels, and industrialists from 53 countries. They are concerned about the complex challenges facing societies, whether industrialized or developing.

The Club of Rome conducts reflections inspired by fears, similar to those of Malthus. These studies address the risks associated with exponential economic and demographic expansion in terms of resource depletion, pollution proliferation, and overexploitation of natural systems. The Meadows Report, published in 1972 by the Massachusetts Institute of Technology (MIT) under the title "The Limits to Growth," provoked considerable criticism, perhaps exacerbated in France by its particularly provocative translation: "Stop the expansion." This leads to the dissatisfaction of humanity's basic needs, even in prosperous countries. The question then arises: is there a conflict between economic development and environmental preservation?

C) The Stockholm Conference and Ecodevelopment

On the eve of the United Nations Conference on the Human Environment in Stockholm⁵ (1972), the debate on the relationship between environment and development, led by Maurice Strong, demonstrated that it was possible to establish a model of economic growth that was in harmony with ecological precaution and social equity. This model is based primarily on responding to needs rather than on uncontrolled expansion of supply.

Under the influence of developing countries, which oppose the imposition of environmental standards on their economic problems, the Conference proposed an initial synthesis affirming that it is both necessary and possible to develop and implement just socio-economic development strategies that take the environment into account; these are called eco-development strategies.

D) The Brundtland Report⁶:

The concept of sustainable development was popularized by the report commissioned by the United Nations in 1987. It addressed the need to foster a new phase of economic expansion and to rely on policies that protect and value essential resources. The report called for a new approach to managing environmental resources to ensure the future of development itself. It is therefore necessary to promote development that harnesses natural laws to its advantage. Growth does not inevitably lead to deadly threats such as desertification, deforestation, acid rain, or the greenhouse effect. We must, and it is possible, to protect ourselves against these threats without hindering growth.

E) The Rio Summit and the Declaration on Environment and Development:

The rise of the principle of sustainable development, which has become a vital reference point in all UN international conferences, was marked by the international commitments made in Rio in 1992 with the participation of 178 nations. However, the assessment made by the United Nations General Assembly in 1997 revealed a disappointing record: promises regarding official development assistance were ignored, the agreement on a treaty for the protection of forests remained unfulfilled, and the United States continued to reject the proposal to limit its greenhouse gas emissions.

2-3: The Dimensions of Sustainable Development

Many people mistakenly believe that sustainable development is only about the environment. It encompasses three key dimensions: economic, social, and environmental.

- Environmental Dimension: Ensuring the preservation of the environment means integrating, into all the activities of human communities, concern for the sustainability and health of all natural terrestrial and aquatic ecosystems. This must be achieved by implementing various actions aimed at protecting environmental quality.

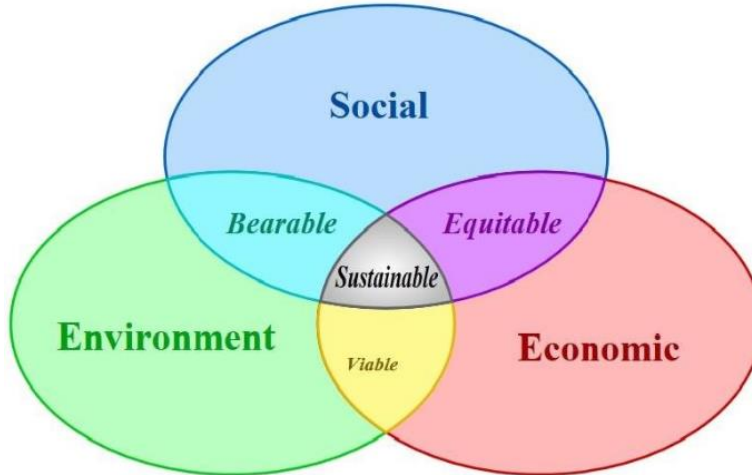
- Social Dimension: The objective is to improve social equity, which means guaranteeing the satisfaction of the basic needs of current and future human communities and enhancing the quality of life. This is achieved in particular through universal access to employment, education, healthcare, and social protection, as well as through the inclusion of all segments of society in various decision-making mechanisms.

- Economic dimension: Strengthening economic efficiency means promoting the effective use of human, natural, and financial resources to meet requirements.
human communities, particularly through increased accountability of businesses and customers

regarding products and services, as well as through the implementation of appropriate government strategies.

The following figure highlights the diverse aspects of sustainable development:

Figure 1: The Dimensions of Sustainable Development



Source: <https://www.grainesdepaix.org/fr/ressources/references/developpement-durable/les-trois-dimensions-du-developpement-durable>, August 24, 2025 at 2:13 PM

Regarding these dimensions, Wiedemann-Goiran and others describe them as follows: "a rapidly growing trend that is attracting the attention of civil society, businesses, and investors." This implies considering five complementary dimensions to evaluate a company's activity:

- Shareholder relations, human resources management, interactions with customers and suppliers, the company's relationship with civil society, and the environment.

Just like the distinction and value of the dimensions of sustainable development, the pursuit of sustainable development itself rests on the articulation of a number of principles or values:

2.4. The Main Principles of Sustainable Development:

Below, we present some definitions and observations on the major principles of sustainable development, based on dictionaries, official documents, and common sense. We summarize them in these main points.

4.1) The Precautionary Principle:

Measure taken to stop harm or mitigate its effects (Le Petit Robert)

This principle is based on an interactive approach to responsibility, especially with regard to future generations. It concerns contexts where information and knowledge are incomplete, referring to an irreversible impact.

4.2) The Principle of Prevention:

The act of anticipating. (Le Petit Robert)

Rather than focusing on caution, prevention aims to manage confirmed risks and minimize their consequences, employing the most effective techniques at a reasonable cost.

4.3) The Principle of Responsibility⁷:

Involves taking responsibility not only for the immediate future but also for the distant future of humanity.

Based on the "Polluter Pays" principle. The exercise of responsibility is based on a universal and global, timeless, individual and local commitment. Individuals who generate pollution or whose actions otherwise harm the environment must bear their share of the costs associated with actions to prevent, reduce, and monitor environmental degradation and efforts to combat it.

4.4) The Principle of Social Solidarity and Equity:

This refers to the relationship between people who are aware of a shared interest, which entails, for some, a moral obligation not to harm others and to provide them with assistance. (Le Petit Robert dictionary).

Development actions must be carried out with consideration for equity between and within generations, as well as for ethics and social solidarity. It is also essential that the principle of solidarity be implemented to try to reduce interregional disparities and achieve the objective of economic and social cohesion.

4.5) - The Principle of Participation

Participation is the most complete form of local democracy⁸.

It is clearly distinct from: - information, which aims to inform and guide people through a procedure,

- consultation, which aims to obtain an opinion that does not necessarily have to influence decision-making,

- dialogue, which seeks to initiate a dialogue and find a consensus.

According to Georges Goncharoff,⁹ participation refers to the distribution of power between citizens and elected officials, as well as the co-creation of decisions. It is therefore about involving citizens in projects that affect them and seeking compromise solutions. Access to information is facilitated by a citizen-led approach and the development of participatory local democracy, both of which are intrinsically linked to sustainable development. Sustainable development promotes a bottom-up approach to ensure the success of the projects it supports.

4.6) The Principle of Continuous Improvement:

Continuous Improvement aims at:

The adoption of principles and values, as well as the commitment to allocating resources for their implementation. A holistic vision of decision-making and management, supported by indicators,

evaluation processes, and reporting. The establishment of the principle of subsidiarity, entrusting decisions and actions to the most relevant level, as well as the principle of cross-functionality.

The Deming Cycle is particularly well-suited to managing complex systems operating in uncertain and interdependent contexts, notably the ISO 14001 and 9001 standards. It is a virtuous cycle with four components: PLAN, MEANS, ANALYSIS, and CORRECTION.

Based on these universal principles, we can support a dual approach, both temporally and spatially: On the one hand, we utilize Earth's resources while ensuring their sustainability for future generations. On the other hand, all humans have a right to the Earth's resources (the principle of the universal destination of goods).

Sustainable development affects all areas of activity: from agriculture to industry, from housing to family structures, not forgetting services (finance, tourism, etc.) which, contrary to a sometimes widespread perception, are not solely intangible.

2.5. The Sustainable Development Goals in relation to tourism

The Sustainable Development Goals (SDGs) represent the practical and measurable application of the principles of sustainable development.

Within the framework of the United Nations' 2030 Agenda, the Sustainable Development Goals (SDGs) were established in 2015 to replace the Millennium Development Goals (MDGs). There are 17 SDGs, and we list above the main objectives related to tourism:

Table 1: Sustainable Development Goals Related to Tourism

SDG	Official title	Link with sustainable tourism
SDG 1 : No poverty	Eliminate poverty in all its forms and everywhere in the world.	Tourism creates direct and indirect jobs, particularly in rural and coastal areas, contributing to the reduction of local poverty ¹⁰ .
SDG 8 : Decent work and economic growth	Promote sustained, inclusive and sustainable economic growth, full employment and decent work for all.	Tourism represents 10% of global GDP and generates one in ten jobs. Responsible tourism development promotes local employment and entrepreneurship ¹¹ .
SDG 12 : Responsible consumption and production	To ensure sustainable consumption and production patterns.	This objective promotes sustainable tourism practices (waste management, carbon footprint reduction, short supply chains) ¹² .
SDG 13 : Combating climate change	Take urgent action to combat climate change and its impacts.	Tourism is both affected by climate change and a contributor to emissions. The

		implementation of low-carbon tourism is essential (UNWTO, 2022).
SDG 14 : Aquatic Life	To preserve and sustainably use the oceans, seas and marine resources.	Coastal and maritime tourism must protect marine ecosystems, prevent pollution and promote the sustainable management of coastal areas.
SDG 15 : Earthly life	Preserve and restore terrestrial ecosystems, sustainably manage forests and combat desertification.	Nature tourism and ecotourism support biodiversity conservation and the income of local communities.
SDG 17 : Partnerships for achieving the goals	Strengthen the means of implementation and revitalize the global partnership for sustainable development.	Sustainable tourism development relies on cooperation between public, private and community actors.

Source: Compiled by authors based on the aforementioned literature review.

The tourism industry is crucial for achieving the SDGs, as it touches on various dimensions of sustainable development: economic, social, cultural, and environmental.

Economically, it promotes inclusive growth (SDG 8) and reduces inequalities (SDG 1) by generating jobs, especially for women and young people. Environmentally, the sustainable management of natural resources (SDGs 12, 13, 14, and 15) has become essential for the sector's sustainability.

However, tourism's contribution to the SDGs is not automatic: it depends on the governance system in place and the degree of involvement of local stakeholders. Uncontrolled mass tourism can exacerbate pressure on ecosystems, generate social inequalities, or disrupt cultural identities. Conversely, sustainable, community-based tourism...

Responsible tourism promotes a balance between economic attractiveness and respect for social and environmental equilibrium.

According to the UNWTO¹³ (2023), aligning tourism policies with the SDGs should be achieved through: integrated national strategies, monitoring of sustainability indicators, and multilateral collaboration to manage tourism flows.

3. Sustainable Tourism: A Sectoral Application of Sustainability

The application of the sustainability concept in the tourism sector allows for the implementation of a set of measures, policies, and strategies aimed at meeting the expectations of future tourists.

3.1 Sustainable Tourism:

According to the World Tourism Organization (UNWTO), "Sustainable development in tourism takes into account the needs of current and future tourists and tourist destinations while increasing

and ensuring their future capacity."

The forms of tourism thus presented are linked to alternative tourism. The latter emerged to address the negative aspects generated by mass tourism. Therefore, alternative tourism falls within the framework of sustainable tourism. It respects the environment and the cultures of local communities and generates income for local stakeholders¹⁴.

Sustainable tourism can be defined as an approach to tourism development that aims to satisfy the needs of visitors and host destinations while preserving and strengthening future prospects. According to the World Tourism Organization (UNWTO, 2004), this objective is to "fully consider the present and future economic, social, and environmental consequences," by balancing tourist satisfaction, the well-being of local communities, and environmental protection. UNEP (1993) emphasizes that this type of tourism requires behaviors that preserve local cultures and ecosystems, and that it must be integrated into a framework of sustainable resource management.

Sustainable tourism is now considered an essential strategic option in the face of the negative environmental, economic, cultural, and social impacts associated with tourism practices. A link must be established between social and environmental issues and tourism activity.

Economics (BOUTARCHA Fahima, 2023)¹⁵. These procedures can obviously be implemented in the tourism sector (BOUACHA Faouzia, LALAOUI Amor, 2017¹⁶). According to the UNWTO (2004), "the guiding principles of sustainable development and sustainable tourism management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and various tourism niches."

3.2 Evolution of Sustainable Tourism

The evolution of sustainable tourism is part of a historical trend influenced by the growing awareness of environmental and social issues. From the 18th century onward, ideas began to develop concerning the impact of human actions on the natural environment, thus initiating an awareness that would later be reflected in the tourism sector. Ecotourism emerged in the 1970s as an initial tangible solution, highlighting the importance of conserving natural environments in the face of increasingly pressing tourist influxes (Saarinen, 2006¹⁷). Around the mid-1980s, the concept of sustainable tourism emerged within North American naturalist circles. It aimed to minimize the impact of the large influx of visitors on natural areas through behavioral guidelines designed to encourage a more respectful approach to tourism.

The year 1987 marked a pivotal moment with the release of the Brundtland Report, which formalized the concept of sustainable development and paved the way for its incorporation into the tourism sector (WCED, 1987¹⁸). Since the mid-1990s, this approach has taken shape, and sustainable tourism has been characterized as a variant of sustainable development, based on three major pillars: economic, environmental, and social (François & Prin-Allaz, 2011¹⁹). This formalization has led to actions at the international level, particularly the Lanzarote World Charter for Sustainable Tourism in 1995, which clearly incorporates the principles of sustainability into the tourism sector. The World Tourism Organization reinforced this trend in 1999 by adopting the

Global Code of Ethics for Tourism, which defines guidelines for ethical and responsible tourism (UNWTO, 1999).

The adoption of the Millennium Development Goals (2000) and the Johannesburg Summit (2002), which highlighted the key role of tourism in combating poverty and preserving the environment (UNEP, 2002²⁰), marked a new phase in the early 2000s. Building on this approach, the European Commission proposed a definition of sustainable tourism in 2012, considering it as a set of environmentally responsible activities and progress aimed at sustainably preserving natural and cultural resources while ensuring social and economic justice (Marsac, Antoine, Leburn & Bouchet, 2012²¹; BOUTARCHA Fahima, 2023²²). The adoption of the Sustainable Development Goals in 2015 finally recognized tourism as a key element in ensuring social, cultural, economic, and environmental sustainability (UNWTO, 2015).

Consequently, sustainable tourism has developed progressively, taking into account global sustainability challenges. Its evolution reflects an effort to harmonize tourism development, environmental preservation, and social benefits, aiming for a balance between these three fundamental aspects to guarantee the long-term sustainability of this activity.

3.3 Objectives of Sustainable Tourism

The objectives of sustainable tourism are numerous and interconnected. We cite the following:

- 1) Protect the environment and natural resources: avoid overexploitation of fragile ecosystems, reduce pollution, and promote the judicious use of water and energy.
- 2) Optimize economic benefits for local communities: encourage employment, support local entrepreneurship, and ensure a fair distribution of tourism-generated revenue.
- 3) Strengthen social and cultural cohesion: foster authentic exchanges between tourists and residents, and safeguard local customs and skills.
- 4) Ensuring the economic sustainability of the sector: developing an attractive proposition while preserving social and environmental balance (Torrente, 2009²³; UNWTO, 2004²⁴).
- 5) Economic viability: ensuring the viability and competitiveness of tourism destinations and businesses so that they can continue to thrive and generate long-term profits.
- 6) Local prosperity: maximizing tourism's contribution to the economic prosperity of the host destination, particularly the proportion of tourism spending that benefits the local community.
- 7) Quality of employment: strengthening the number and quality of local jobs created and supported by tourism, including wage levels, working conditions, and equal employment opportunities, without discrimination based on sex, race, disability, or other factors.
- 8) Social equity: striving for a broad and fair distribution of the economic and social benefits of tourism throughout the beneficiary community, particularly by improving employment opportunities, incomes, and services offered to the poorest members of society.
- 9) Visitor satisfaction: Providing all visitors with safe, enriching, and enjoyable activities, without

discrimination based on gender, race, disability, or any other characteristic.

10) Local control: Enabling local communities to participate in and participate in the planning and decision-making processes concerning the management and future development of tourism in their region, in consultation with other stakeholders.

11) Community well-being: Maintaining and improving the quality of life of local communities, including social structures and access to resources, public services, and life support systems, while avoiding any form of degradation or social exploitation.

12) Cultural richness: Respecting and strengthening the historical heritage, authentic culture, traditions, and unique characteristics of host communities.

13) Physical integrity: Maintaining and improving the quality of urban and rural landscapes, and preventing any physical and visual degradation of the environment.

14) Biological diversity: supporting the conservation of natural areas, habitats, and wild flora and fauna, and minimizing any damage they may sustain.

15) Rational use of resources: limiting the use of scarce and non-renewable resources in the development and operation of tourism infrastructure and services.

16) Environmental purity: minimize air, water, and soil pollution and waste production by tourism businesses and visitors²⁵.

II.4. Means of implementing sustainable tourism

The implementation of sustainable tourism relies on a set of strategic, institutional, and operational approaches:

- Institutional and regulatory frameworks: the Lanzarote Charter (1995) and the Global Code of Ethics for Tourism (1999) are international benchmarks. The UNWTO (2004) established specific guidelines to align local and national policies with the principles of sustainability.

- National and regional strategies: many countries have incorporated sustainable tourism into their development plans. In Algeria, the National Spatial Planning Scheme (SNAT 2025) and the Tourism Development Master Plan (SDAT 2025) take environmental and cultural aspects into account in tourism planning.

- International collaborations: the partnership with UNEP, UNESCO, and UNCTAD supports the preservation of heritage sites and the establishment of fair tourism initiatives (UNEP, 2002).

- Community and local engagement: the participation of local residents is considered essential. This includes resident involvement in tourism governance, the promotion of traditional skills, and participatory resource management (Atout France, 2011²⁶; UNWTO, 2015).

- Economic and technological instruments: tax incentives linked to sustainable investments, environmental certifications (such as Green Key and Blue Flag), and the development of digital platforms to encourage sustainable tourism.

III: Towards Sustainable Tourism Development: The Link Between Sustainability and Strategy

The concept of sustainable tourism development stems directly from the integration of sustainable development into the tourism sector, across all its structures.

4.1. Sustainable Tourism Development: Definitions and Challenges

The rise of sustainable tourism represents the sectoral application of the concept of sustainable development to the tourism field. According to the UNWTO definition (2004), it is a process designed to "meet the present needs of tourists and destinations while preserving and enhancing future opportunities." Compared to the broader idea of sustainable tourism, sustainable tourism is distinguished by a strategic and organized approach that encompasses territorial, economic, social, and environmental aspects.

This characteristic highlights the need for a territorial strategy that goes beyond mere tourism activity to include spatial planning, resource conservation, and overall planning (Inskeep, 1991²⁷). Several challenges exist: safeguarding ecosystems, diversifying the local economy, raising the standard of living for residents, and offering tourists a truly enriching and authentic experience.

4.2. Key Factors for Sustainable Tourism Development

The implementation of a sustainable tourism strategy depends on several elements:

- Local Governance: Effective governance requires collaboration between the state, local authorities, and private stakeholders. It provides the opportunity to establish standards for site protection, manage tourism, and monitor its consequences. The case of Slovenia, which has implemented destination-specific sustainability indicators (OECD, 2025), demonstrates the importance of integrated territorial management.
- Stakeholder Engagement: Sustainability is impossible without the participation of local communities. By getting involved in tourism planning and organization, they ensure greater social acceptability and a fair distribution of benefits (Arab & Zidane, 2016²⁸). In Algeria, Saharan tourism in the Hoggar and Tassili n'Ajjer regions promotes Tuareg crafts and skills. It also engages residents in welcoming and managing tourist circuits.
- Local Governance: Effective governance requires collaboration between the state, local authorities, and private stakeholders. Innovation and adaptability: Sustainable tourist sites must incorporate innovation, whether technological (digitalization of flows, smart tourism) or organizational (ecological certifications, new products). According to Ivars-Baidala et al. (2021)²⁹, smart destinations play a crucial role by enabling real-time monitoring of tourism impacts through digital indicators, thereby strengthening resilience and adaptive capacity to crises, whether climate-related or health-related.

4.3. Integrating Sustainable Development into Tourism Strategies

It is necessary to incorporate tourism sustainability into government policies, business management,

and local practices:

- Regulatory Frameworks and Public Policies: The Tourism Development Master Plan (SDAT 2025) in Algeria represents this commitment to incorporating sustainability into strategic decisions. It promotes a diverse range of offerings, the preservation of natural spaces, and the enhancement of cultural heritage (Arab & Zidane, 2016). Globally, references such as the Global Code of Ethics for Tourism (UNWTO, 1999) and the Sustainable Development Goals (UN, 2015³⁰) serve as guiding standards.

- Corporate Social Responsibility (CSR): Companies in the tourism sector are encouraged to minimize their environmental impact, prioritize local employment, and fund cultural conservation. The use of environmental labels such as Green Key or Blue Flag serves as a marketing tool for a clientele that is increasingly aware of ethical issues (UNEP & UNWTO, 2006).

5. Conclusion

The rise of sustainable tourism represents an essential path to harmonizing economic growth, environmental preservation, and the well-being of local communities. However, its implementation still requires a strong commitment to overcome fragmented approaches and establish genuine strategic coherence.

From this perspective, several suggestions can be put forward: improving local governance to ensure more effective coordination between public and private stakeholders; stimulating direct citizen involvement in the development and implementation of projects; establishing evaluation systems based on precise criteria tailored to local contexts; and finally, fostering innovation—whether technical, organizational, or social—to strengthen the resilience of destinations in the face of current challenges.

Thus, sustainable tourism should not be seen as an end in itself, but rather as an evolving process requiring constant adaptation to economic, social, and environmental changes. In this context, the Tourism Development Master Plan (SDAT 2030) suggests several key areas for improving the sector's long-term viability.

Diversifying and updating the tourism offering, continuously integrating environmental factors into site design and management, and promoting the responsible use of natural and cultural heritage are among its major priorities. The SDAT 2030 also emphasizes the energy transition and the development of green infrastructure, while encouraging the direct involvement of local authorities to ensure a fair distribution of economic benefits.

Furthermore, the plan stresses the importance of innovation and digitalization as drivers of efficiency and competitiveness, while also providing for mechanisms for ongoing monitoring and evaluation to adapt policies to emerging challenges. Thus, sustainable tourism emerges as an evolving process, based on continuous improvement and adaptive governance, guaranteeing its long-term viability and relevance.

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