

**Sustainable tourism**

International tourist arrivals have increased from 25 million in 1950 to more than 1.3 billion in 2018 and are even expected to reach 1.8 billion in 2030. This evolution shows the increasing importance of tourism all over the world [1].

These increasing numbers lead to several positive aspects concerning tourism, such as the creation of millions of new jobs, the construction, extension and improvement of infrastructures or the worldwide cultural exchange of languages, food or traditions, to give a few examples.

But there is also the shady side of this growing trend of tourism. In most cases, rich, developed countries as well as big multinational companies are taking most of the profit from tourism instead of the local population. In addition, the tourists' long journeys, the huge amount of waste and the depletion of natural resources are affecting the natural equilibrium.

Therefore, the idea of sustainable tourism was born. Due to the increasing statistics concerning tourism, we must rethink our travel habits to keep the positive aspects of travelling while reducing the negative ones. To pursue the main aim of sustainable tourism, the conservation of the environment, tourists should travel by bus or train instead of aeroplane or car. Looking for sustainable accommodation and reducing the amount of waste or the usage of natural resources is also recommended. This reduces the carbon footprint. Another aim is to support the local economy and culture. One way to keep the profit in particular regions popular for tourism, is by encouraging the tourists to consume local products instead of imported goods. This way, the locals take more of the profit of tourism and support their culture.

Following these and other recommendations of sustainable tourism, it is still possible to discover the world and all its cultures, while keeping the positive aspects of travelling and without increasing the negative impact and destroying our planet.

[1] [www.statista.com](http://www.statista.com)