# Tourism Policy for Sustainable Mountain Tourism: A Systematic Literature Review

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DOI: http://doi.org/10.3126/jtha.v6i1.67390

### **Abstract**

The tourism sector is a key driver of socio-economic advancement. This study aims to assess tourism policy for sustainable mountain tourism using a systematic literature review. The research is based on a review of empirical studies, reports, and policy documents. The Google Scholar search engine was applied using the keywords "tourism policy" and "sustainable mountain tourism". All papers that were published from January 2010 to February 2024 have been checked for the study and 27 research papers were selected for this study using the PRISMA framework. An increased emphasis on sustainability and responsible practices has resulted in a paradigm change in the global tourism business. Sustainable tourism promotes ecological sustainability, economic viability, and social equality by mitigating the negative effects of tourism on the environment, society, and economy. Collaboration with stakeholders is essential for implementing integrated sustainable mountain tourism policies. For this, government strategies should be directed toward improving sustainability awareness, strengthening local communities and political leaders' participation, and adopting new technologies and renewable energy sources for sustained growth.

Keywords: mountain tourism, regulations, sustainability, tourism industry, tourism policy

#### Introduction

One of the main components of the United Nations (UN) 2030 agenda is the sustainable development goals (SDGs) (UN, 2015). After the UN declared 2017 to be the international year for sustainable tourism for development (Boluk et al., 2019; Sharpley, 2020), it is appropriate to re-examine the effects of tourism and encourage policies for attaining SDGs. The Brundtland report primarily addressed the ideas of sustainability and sustainable development regarding ecological or environmental sustainability. To quantify sustainability, economic, environmental, and social performance were taken into account using the Triple Bottom Line (TBL) conceptual framework (Hourneaux et al., 2018; Khan et al., 2022). Table 1 shows the sustainability measures in the framework of TBL suggested by Slaper and Hall (2011).

Enterprises must assess their operations through metrics beyond the conventional financial performance, which is conveyed through earnings, return on investment, and shareholder value. Broader effects on the environment and the society in which they operate should be taken into consideration while measuring (Dainienė & Dagilienė, 2015). The triple bottom line emphasizes social justice, environmental quality, and economic prosperity—a factor that business tends to ignore (Jennifer Ho & Taylor, 2007). Establishing a balance between these factors is necessary for sustainable mountain tourism. It includes various cross-disciplinary

elements such as smart technology, green buildings, green infrastructure, green agriculture, green energy, and green transportation (Ali et al., 2021; Pan et al., 2018; Perkumienė et al., 2020; Trombadore, 2018). To reduce poverty, promote sustainable development, and facilitate the shift to a green economy worldwide, mountain economies are crucial building elements (Pan et al., 2018; Zeng et al., 2022).

Table 1
Sustainability Measurement in TBL Framework

<b>Economic Measurement</b>	Environmental Measurement	Social Measurement
<ul><li> Job opportunities and growth</li><li> Sectoral employment</li></ul>	<ul> <li>Consumption of fossil fuel</li> </ul>	
<ul><li>distribution</li><li>Number and size of firms</li><li>Revenue contribution by sectors</li></ul>	<ul><li>Management of hazardous waste</li><li>Depletion of resources</li></ul>	<ul><li>Relative poverty</li><li>Violent crimes</li><li>Post-secondary degree</li><li>Life expectancy</li></ul>

Source: Khan et al., 2022.

Tourism policy identifies the tourism sector as an important vehicle for economic and social development (Sharpley, 2020; Smith, 2007; Telfer & Sharpley, 2015). Several empirical research found that there is a nexus between tourism and economic growth (Brida et al., 2020; Dhungana, 2023; Tugcu, 2014; Wu et al., 2022). The development of tourism policy is a complicated process that may prioritize environmental sustainability, establish industrial diversity, encourage innovation, and strategically improve the sector's productivity (Baloch et al., 2023; Haxton, 2015; Weidenfeld, 2018). A worldwide concern for biodiversity and cultural preservation is connected to the growth of sustainable mountain economies through mountain tourism (Ali, 2023; Lama & Sattar, 2004; Shokirov et al., 2014). Development of the mountain tourism industry should adhere to sustainability norms, reducing effects on biological resources and ecosystem diversity, supporting the preservation of mountain cultures, and enhancing the welfare of mountain peoples (Boudjemaa, 2023; Draper, 2000; Nepal, 2002).

Respect for cultural diversity, fairness, and minimal negative effects on the environment are the eco-development and sustainable tourism theories (Sachs, 1993). Focusing on the environmental, financial, and cultural facets of tourism promotes sustainable tourism and its goals are enhanced by the eco-development approach. Several indices of eco-development are the environment, the welfare of the host population, the economic advantages, and the material and intangible heritage (Leroux, 2010).

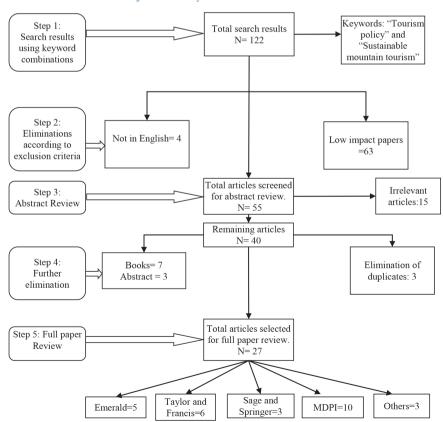
The main concerns in sustainable mountain tourism include the direction of policy towards building responsible tourism, infrastructural development, cultural heritage and social repercussions, environmental conservation, and climate change (Castellani & Sala, 2010; Geneletti & Dawa, 2009). This study aims to assess tourism policy for sustainable mountain tourism using a systematic literature review. The outcome of this research helps governments and policymakers to adopt tourism policies for adopting sustainable mountain tourism with environmental, social, and governance goals. To explore the issues of sustainable mountain tourism, the following questions will be designed: (i) What are the strategies for adopting sustainable mountain tourism? and (ii) How can a tourism policy address the issue of

maintaining sustainable mountain tourism?

### Materials and methods

This study aims to assess tourism policy for sustainable mountain tourism. The research is based on a review of empirical studies, reports, and policy documents. The Google Scholar search engine has been used to find research publications on tourism policy for sustainable mountain tourism. The search keywords are "tourism policy" and "sustainable mountain tourism" under the domain of the Google Scholar Open Database. All papers that were published from January 2010 to February 2024 have been checked for the study. The reasons behind limiting the period are to study the most current advancements and trends in this field and to make the analysis more manageable in terms of the quantity of critical publications. 122 documents were discovered during the initial inquiry. We removed 63 low-impact articles (beyond Scopus and Web of Sciences) and 4 not in English. Out of 55 documents for abstract review, we further removed 15 irrelevant articles, 7 books, 3 abstracts, and 3 duplicates. Finally, 27 research papers were selected for this study using a systematic literature review. The inclusion and exclusion criteria for this research are mentioned in Figure 1 using the Preferred Reporting Items for the Systematic Reviews and Meta-Analyses (PRISMA) framework.

Figure 1
Inclusion and Exclusion Criteria for this Study



### Results

Based on systematic review on tourism policy for sustainable mountain tourism, the following results are presented on different themes:

## **Key issues and opportunities of mountain tourism**

The tourism sector has experienced fast growth on a global scale, and its negative impacts on cultural values, natural resources, and social structures have made tourism a significant issue (Kişi, 2019). The growth of mountain tourism may be hampered by a variety of causes, including lack of attraction, low demand, resistance to change in the community, and effects of climate change. The development of tourism destinations based on consumption patterns, as well as reciprocal cooperation and partnerships, depend heavily on cross-border cooperation (Paunović & Jovanović, 2017).

Mountain people and landscapes are extremely vulnerable to the effects of climate change. Mountainous areas rely heavily on natural resources and tourist destinations are vulnerable to fluctuations in the weather (Steiger et al., 2022). Sustainability parameters like environmental, sociocultural, and economic factors are used to assess the growth of tourism. The environmental, sociocultural, political, legal, and technological contexts are more crucial for the development of mountain destinations than the economic environment (Kuščer et al., 2017). The natural ecosystem of mountains is harmed by tourism. The protected places are thought to be in danger from tourism (Karim et al., 2022).

The consequences of climate change on mountain tourism have given rise to three main themes: (1) the relationship between weather and mountain tourism, (2) the effects of climate change on mountain tourism, and (3) climate change adaptation in mountain tourism destinations. The most weather-sensitive type of tourism is mountain tourism. The weather can influence recreational activities in both positive and negative ways. Adaptation and engagement, accessibility and risks, biodiversity and landscape appeal, seasonality, and climate attractiveness, and subsequent visitors are all factors that affect mountain environments. The implications of global warming, such as the increased danger of natural calamities and decreased accessibility, have an impact on mountain tourism locations (Steiger et al., 2022).

There are great opportunities for the promotion of economic development because of the faster rate of tourism development. To promote mountain tourism activities such as hiking and trailing, cultural, and sports tourism, tourism development authorities may collaborate with local communities (Karim et al., 2022). The development of mountain destinations is directly influenced by environmental factors, which also have a significant impact on the capacity for innovation. The metrics used to gauge a destination's innovativeness, including the ability to adapt, the degree of local support for change, the use of alternative energy sources, the opportunities presented by climate change, and the use of dynamic online resources (Kuščer & Mihalič, 2016). Sustainable tourism enables us to optimize the socioeconomic benefits of tourist sites while minimizing their negative environmental effects. Tourism growth and the preservation of the tourism industry are two aspects of sustainability (Kişi, 2019).

Sustainable development in rural and mountainous locations is largely dependent on naturebased and mountain tourism. In areas endowed with natural resources, there is potential for both environmental preservation and new business ventures. It is believed that diverse economic activity is produced by mountain tourism (Tampakis et al., 2019). Long-term tourism destination competitiveness is significantly influenced by sustainability (Paunović et al., 2020). Rich historical and cultural legacy, diverse scenery, mild climate, natural resources, the availability of healing mud and mineral waters, and an excellent location all contribute to the potential for successful tourism development (Panasiuk & Zubrytska, 2021).

The behavior of Millennials is influenced by sustainability principles, and there is a high degree of willingness and awareness of sustainability. Millennials typically spend longer vacations in the mountains during the summer, while their stays are usually shorter during the winter (Bonadonna et al., 2017). The development of sustainable tourism mitigates the effects of tourism on the local economy, environment, and community while preserving and improving the area's resources to meet the requirements of both visitors and locals in the present and the future (Milićević et al., 2021). The tourism sector improves societies, creates jobs, advances economic growth, and enriches culture. Benefits of sustainable community-based tourism include enhanced "community involvement, cultural exchange, support for local skills, and local knowledge" (Jeelani et al., 2023). The tourism industry is prioritized in Nepal's 2009 Tourism Policy as a crucial tool for the country's socioeconomic growth (Ojha, 2020).

# Role of government and stakeholders in developing sustainable mountain tourism

A community-based initiative involves a variety of stakeholders, including corporations, non-governmental organizations, and public and private agencies. It is challenging to expand tourism without greater cooperation between various organizations and resource users. It is crucial for attaining economic, environmental, and social development for women, minorities, and locals to be community-based (Acharya & Halpenny, 2013). Innovations in sociocultural sustainability and stakeholder participation are required to adjust to demographic shifts; reciprocal relationships between people, organizations, systems, and institutions are also required (Kuščer et al., 2017). Ski resorts require the informed participation of all pertinent stakeholders and strong governmental support to develop successfully. Public-private collaborations can be advantageous. In contexts of tourism development, it might be possible to get stakeholders together, but it has proven more difficult to sustain commitment over time (Kuščer & Dwyer, 2019).

The tourism industry comprises multiple stakeholders, each with distinct goals and concerns. The success of the industry relies on the active participation of these stakeholders (Wagenseil et al., 2022). By utilizing modern information and communication technologies, maximizing the use of available environmental resources, and establishing an organizational structure that fosters stakeholder engagement, destination managers may foster innovation (Kuščer & Mihalič, 2016). Communication regarding sustainable tourism must be directed at consumers or visitors, as well as towards local stakeholders, citizens, or the local community, to implement sustainable tourism (Paunović & Jovanović, 2017). Planning for sustainability necessitates addressing stakeholders' and tourists' perspectives to implement the services and goods that make destinations popular. Collaboration and local community empowerment are now critical issues for sustainability (Usmonova et al., 2022).

Mountain tourism is primarily supported by ecological performance, the "uniqueness" of

mountain environments, which includes cultural landscapes, a base in natural and cultural heritage, and central engagement of local stakeholders and actors (Dax & Tamme, 2023). The tourism industry's participation and sustainable expansion are largely dependent on the views of local people towards it. A key component of sustainable tourism development is the local population's acceptance and tolerance of tourists (Jeelani et al., 2023). Within the existing institutional and legal framework, the role of local people and organizations determines the sustainability of mountain tourism. To do this, they must jointly develop and apply sufficient resources and competencies to create a sustainable tourism model (Dornier & Mauri, 2018). The goal of the policy is to raise the standard of living for Nepalese citizens through improving quality, collecting foreign reserves, and generating employment opportunities (Ojha, 2020).

## Strategies for sustainable mountain tourism

The primary tactics for sustainable mountain tourism are funding for integrated development in the mountains, collaboration between mountain regions, adopting scientific research, education and awareness of mountain ecosystems, and biodiversity conservation management (Karim et al., 2022). To adapt to climate change, mountain destinations must devise a plan for introducing novel procedures, goods, and services. Advanced transportation technologies, such as electric cars and bikes, improve accessibility to destinations and promote sustainable transport management. These developments are complemented by more ecologically friendly ski infrastructure, such as solar-powered lifts and sophisticated snowmaking machinery (Kuščer et al., 2017). Integrating sustainability, social responsibility, and ethics into a fundamental strategy for sustainable and responsible tourism is required for the operator. The sustainability of ski resorts depends on environmental education, which helps to lower the net consumption of materials and resources and use the money saved for the preservation of the natural and sociocultural environments (Kuščer & Dwyer, 2019). Tourism systems will need to learn new skills and tactics to deal with shifting water supply, species seasonality, weather, and risks to adapt to nature (Steiger et al., 2022). The implementation of eco-friendly technologies can mitigate the adverse effects of a declining natural environment through innovation (Kuščer & Mihalič, 2016). The governance of tourism in mountain regions plays a crucial role in supervising, regulating, and controlling activities that pose a risk to the resources that are essential to mountain tourism (Mutana & Mukwada, 2020).

In the tourism industry, sustainability has been accepted at a strategic level but is not well operationalized or executed (Paunović & Jovanović, 2017). A long-term sustainable approach must be used to properly plan, manage, and monitor tourism-related activities (Kişi, 2019). Changes in business models, the adoption of organizational procedures for providing climate change mitigation, the adoption of clean and smart technologies, the significance of cultural heritage for sustainable tourism product concepts, rural development, green investment, sustainable standards, and sustainable reporting are all important aspects of sustainable tourism practices (Roblek et al., 2021). Managing social, economic, and environmental challenges can boost sustainability performance. Reducing socioeconomic effects on the local population, fostering local entrepreneurship, fostering human capital development, and offering local financial facilities are all areas where stakeholders should be involved in promoting environmental preservation (Usmonova et al., 2022). The organizations engaged in mountain tourism and sustainable development need managerial support (Barthod-Prothade & Leroux, 2020).

# Tourism policy for sustainable mountain tourism

Sustainable tourism has emerged, to reduce the negative effects of tourism-related activities (Milićević et al., 2021). National mountain policies are necessary for decisions and actions related to mountain management that are important to mountain habitats (Karim et al., 2022). Increased political support, developed policies, increased stakeholder participation, enhanced sustainability awareness, and satisfaction, strengthened relationships with local communities, adoption of new technologies and renewable energy sources, increased collaboration, innovative and creative service delivery, and adaptation to the growing demand for sustainable ski-related goods and services help to promote sustainable mountain tourism (Kuščer & Dwyer, 2019). Sustainable tourism development is a long-term strategic objective that requires coordinated efforts as well as effective management and planning procedures (Wagenseil et al., 2022).

Most mountain tourist destinations in Europe are subject to strict regulations, whereas those in Africa and Asia are not. This has led to several unfavorable effects of tourism, including garbage pollution and damage to the natural environment. Incentives for local communities and organizations to mitigate the negative effects of tourism are another important function of tourism governance. The approval of tourism policy by business operators and tourists determines its effectiveness in promoting sustainability. To improve tourism governance and sustainability in mountainous areas, the state should endeavor to enhance local government as well as institutions (Mutana & Mukwada, 2020). A mountain destination must invest significant resources in building networks of stakeholders in sustainability who collaborate with common goals and values (Paunović & Jovanović, 2017).

The tourism sector is attempting to adopt responsible and sustainable business practices around the globe. To maintain a balance between the natural environment, local populations, and economic interests, a thorough assessment framework is required to assure its long-term viability (Xu et al., 2023). The Alpine Convention's "Mountaineering Villages" program is one of several initiatives aimed at changing attitudes and encouraging tourists to participate in eco-friendly travel experiences. Achieving low-intensity tourism development can be viewed as an art form that balances ecological performance, preservation, and the prudent use of mountain area amenities, such as scenic values and landscapes, to create room for outdoor experiences and activities (Dax & Tamme, 2023). Improved sustainability indicators play a greater role in transforming mountain tourism from a predominantly white tourist destination to green tourism based on national and regional sustainable framework policy (Milićević et al., 2021). The sustainability of the Nepalese tourism industry will be greatly enhanced by the appropriate use of sustainable tourism principles (Ojha, 2020). The insufficient attention given to mountain tourism by the tourism policy has resulted in an unbalanced growth of the tourism industry. To make mountain tourism sustainable, responsible, and sensitive—both ecologically and culturally—separate and distinct regulations including an integrated approach are urgently required.

### Discussion

As the effects of tourism on the environment and society are becoming more widely acknowledged, integrating sustainable practices into the tourism sector has become increasingly important (Murphy & Price, 2012). Sustainable development emphasizes the equitable use of resources while taking the needs of future generations into account (Guerra

et al., 2022). Maintaining a high level of customer happiness, ensuring a noteworthy experience, raising consumer awareness of sustainability issues, and promoting sustainable tourism behaviors are all necessary components of sustainable tourism (Breiby et al., 2020). Tourism growth is evaluated using sustainability metrics such as social, environmental, and economic aspects (Joshi et al., 2017).

The key components of sustainable tourism include smart technologies, green buildings, green infrastructure, green energy, and green agriculture (Pan et al., 2018). Sustainable tourism focuses on ecological sustainability, economic viability, and social equity by mitigating the adverse impacts of tourism on the environment, society, and economy (Maniktala & Sharma, 2024). A cross-disciplinary approach to implementation is required to transform tourism toward sustainability and a green economy (Millar et al., 2012). Integrative policies at the international, national, and local levels include investments in cutting-edge technologies, strong partnerships between governments and tourism companies, and the promotion of green practices, such as integrated waste management and the efficient use of water and energy (Falcone, 2019).

Activities related to tourism need to be carefully planned, managed, and monitored using a long-term sustainable strategy (Guerreiro, 2019). A mountain destination needs to devote substantial resources to creating networks of stakeholders who work together toward common objectives and values to maintain sustainable tourism (Spadaro et al., 2023). The government's plans and programs, as well as the stakeholders' productive collaboration, are critical to the long-term development of mountain tourism (Colasante et al., 2024).

### **Conclusions**

The tourism industry is a key driver of social and economic advancement. Sustainable tourism development balances social, ecological, and economic growth to ensure prosperous conditions for future generations. Due to changes in global warming, the disruption of the ecological balance, the erosion of societal values, and the disregard for natural, historical, social, and cultural resources, sustainable tourism is crucial. An increased emphasis on sustainability and responsible practices has resulted in a paradigm change in the global tourism business. Sustainable tourism promotes ecological sustainability, economic viability, and social equality by mitigating the negative effects of tourism on the environment, society, and economy. Collaboration with stakeholders is essential for implementing integrated sustainable mountain tourism policies related to enhancing the role of government and tourism industry, innovative technology investments, and environment-friendly behaviors at global, national, and local levels. For this, government strategies should be directed toward improving sustainability awareness, strengthening local communities and political leaders' participation, and adopting new technologies and renewable energy sources for sustained growth.

# Acknowledgments

I would like to express our sincere gratitude to the Editorial Board and anonymous referees for their thoughtful recommendations and input, which helped us improve the paper's content.

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