PEACE THROUGH COMMUNITY-BASED SUSTAINABLE TOURISM DEVELOPMENT

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ABSTRACT

Tourism is considered one of the most advanced sectors and not only contributes socio-economically, but creates a harmonious platform for all to exchange, share and better understand each other to achieve a sense of cooperation and mutual understanding, and immunity. The purpose of the study is to assess the Community's contribution to the development of tourism in countries that can play an important role in the development of destinations while promoting the prospects for peace in the countries. The main aim of this study is to study the relationship between peace and the sustainable development of tourism in the community. Other objectives of the study were to investigate the role of the local community in tourism development and peacebuilding and to investigate a positive change in open and sustainable tourism: attitudes, institutions and structures that make and sustain a society peacefully. Due to the concept inherent in this document, some relevant data has been obtained through the second methodological method. The author went on to discuss various research papers, articles, conference procedures, notebooks, state archives, and national and international data collection projects. Sustainable tourism can be a catalyst for environmental protection, protect the diversity of cultural heritage and contribute to world peace. Tourism growth Indeed, the industry can have a major impact on the overall growth of the region the ability to create jobs and entrepreneurship. Tourists are in conflict reacts sensitively and positively to pleasure. For this reason, as a cause of positive change, tourism can help stabilize the region and improve the quality of life for the people. Tourism only promotes peace if it is done in a way that affects the destination.

Key Words: Community, Development, Peace, Sustainable, Tourism

1. INTRODUCTION

Tourism is defined as the movement of people across cultural boundaries for business, education, leisure or leisure. Tourism strategy to promote peace through poverty, unemployment, etc. The development of sustainable tourism requires an effective link between "tourism initiatives" and "peace". The tourism industry is one of the most important sources of income and jobs in the world (UNWTO, 2017).

Tourism also has an important role to play in bridging the gap between different cultures and religions across the world and in promoting intercultural communication which directly promotes peace between different countries. Intercultural communication leads to tolerance, inclusion of nationalism, compassion, love, level of education, honesty and mutual respect. The relationship between leisure and tourism is very interesting because they complement each other; Tourism can be an important force for peace, and as an alternative, it needs peace for enlargement and development. Tourism can continue for people with the necessary proximity and make a significant contribution to creating a peaceful environment. Tourism knows no borders or destinies and offers tourists a positive experience. This article focuses on community involvement in tourism development in countries that can play an important role in destination development, as well as promoting mutual expectations. Tourism development through community participation can have a significant impact on the overall growth and survival of a region, as it can create jobs and goods (Kumar, 2018).

Tourism is called the "world peace sector" and is often seen as a natural link between tourism and peace. The United Nations International Year of Tourism (1967) adopted the slogan "Tourism: A Passport to Peace". "Tourism can be a great tool to promote peace," said Kenyan Nobel Laureate Wangari Mathai and founder of the 2006 Green Belt Movement Farewell Conference in Tanzania. To create a relationship between tourism and peace,

the conditions on both sides of the equation must be right: peace must be more than the competition, and tourism must be planned in a way that is truly beneficial to communities and nature.

Although tourism in developing countries has grown rapidly, the question is whether it can play a role in the pillars of peace: social justice, economic justice, sustainable development and wider democracy. In the context of a peaceful society in which justice, equality, human rights and prosperity are indisputable, this is partly due to the significant contribution of tourism to include people in a common intellectual platform. Society and its people have witnessed social and economic development, the creation of equal opportunities for life for all and sustainability, which is achieved primarily due to the stimulating nature of tourism, which in turn promotes and promotes peaceful coexistence.

2. LITERATURE REVIEW

When the word peace comes to the mind of an ordinary person, it automatically defines the absence of war or violence, and at the same time solidarity, equality, prosperity and equal opportunities. Peace is a word that is very difficult to define. However, is the very general language of the absence of war, but that does not make it easier for society to relax and people are happy. Human rights are fully protected and preserved, and there is a peaceful environment in which everyone is treated equally in the eyes of the law. Denial of basic needs, such as education, shelter, food, and health care, leads to a lack of a peaceful environment. Thus, a peaceful society requires the presence of such fundamental rights, not just the absence of physical warfare (Moufakkir, 2010).

The Global Peace Index measures the rate of negative peace in a country based on three areas of peace: the ongoing internal and international conflict, social security, and militarization. The Positive Peace Index is based on eight pillars that identify the core of a peaceful society: a healthy business environment; Good connections with neighbours; High level of humanism; Accepting the rights of others; Low-level Corruption; A well-functioning government; Free flow of information and fair allocation of resources.

Peace is one of the most important and prevalent dreams of humanity, and it is also a pillar of unity and balance in society, which implies not only a lack of violence and fear but also encourages people to have good relations with each other. people from all walks of life.

Trends in tourism, violence and peace

The Global Peace Index shows that the world has become more violent since 2008. The death toll has increased in Latin America, as has the death toll from internal conflicts in sub-Saharan Africa. The United Nations estimates that there are currently more than 50 million refugees and internally displaced people, the highest level since World War II. Terrorism is on the increase and terrorist attacks affect not only "ordinary suspects" in Afghanistan and Iraq, Nigeria, Pakistan and Syria, but also peaceful countries like Belgium, Denmark and France.

Today, tourism is severely affected by wars, terrorism and violence in the country, and countries depend heavily on tourism for economic growth (Mubarak and Issath, 2019), which has been curtailed by declining numbers of visitors. Tourists are generally vulnerable to incidents of war and violent behaviour because "such events threaten a peaceful and uninterrupted vacation". They avoid visiting places with negative reflections and only move to other destinations when they notice that there is no peace in their destination (Kumar, 2018).

Tourism is growing due to the absence of violence and the tourism index relates to a higher level of negative peace. There is a stronger correlation between the tourism index and internal peace than between the tourism index and external peace. This means that countries with less violence and conflict have more sustainable tourism sectors. The relationship between positive peace and the openness and sustainability of tourism is not the same all over the world. In most regions of the world, there is a positive correlation between maintaining positive peace and maintaining tourism, although the power in this regard varies from region to region. Terrorist countries are deliberately targeting tourists with poorer history.

3. METHODOLOGY

Due to the conceptual nature of this study, highly relevant data were obtained using a secondary methodological approach. The author has reviewed various national and international scientific papers, articles, conference papers, conference brochures, state records and data collection projects. The literature was reviewed mainly to analyze the results. The research result is based on descriptive and analytical research, while the research objectives are based on secondary data. All the data gathered are analyzed to fulfil the objectives.

4. RESULTS AND DISCUSSION

The study showed that the benefits of tourism are numerous in nature. Tourism promotes cultural exchange and assimilation between the community and tourists, which helps to promote peace. Promoting tourism for peace is one of the most beloved offers and the most popular concept, which is developing rapidly and tourism-related initiatives are strongly represented in all corners. In fact, tourism is an effective strategy for promoting peace through the eradication of poverty and unemployment. Things could go very well with the effective and productive executive and the civilian authorities.

4.1 Promote tourism for peace

During the contest, tourism is a strategy to promote peace and understanding in the community. It is seen as a force for developing social justice and solution in a divided society (Kumar, 2018). Tourism has enormous potential to contribute to peace and the restoration of social balance, to the promotion of conflict resolution and the elimination of discrimination and poverty. Although tourism and peace are not in nature or inseparable, various tourism activities have the potential to bring peace to the minds of tourists. At a higher level, tourism has the potential to change society into a harmonious and peaceful environment.

Jimenez and Kloeze (2014) show that peace through tourism is not only about understanding development but also about understanding poverty, heritage protection, safety and security and sustainability. The authors also suggest exploring the relationships between environmental protection, poverty and poverty, and hereditary protection for peace. Furthermore, Aghazamani and Hunt (2015) have called it a tool for promoting peace, diplomacy and human security. They also believe that tourism can bring more peace between historical opponents. Besides, a visit to tourists is more beneficial for economic, social and environmental development, which needs to be deepened.

IIPT (2011a) suggests that peace is a prerequisite for both travel and tourism and the overall growth and development of populations. Tourism promotes cultural change and assimilation between communities and tourists and contributes to peace. Burtner (2010) argues that tourism helps to make society social, wealthy and economically stable, which leads to a reduction in conflict and injustice. The contribution of tourism has led to various social developments and fostered mutual understanding, connecting people, cultures and communities through a platform. Internally, unity is strengthened by mutual understanding between peoples and cultures. (Theobald, 1998).

Enduring community efforts, activities and collaborations have led and transformed peaceful and happy neighbourhoods. If tourism strategy and planning involve community organizations, on the contrary, they can realistically promote and support peace.

Peace, community and tourism

Peace refers to peaceful relations not only between peoples but also between groups and between communities, individuals, man and nature. The concept of culture and peace cannot be imported or forced from outside but must be developed from the culture of the people concerned. Through peace, tourism is based on the belief that cultural perspectives can promote behaviour change and thus facilitate peace (Jiménez and Kloeze 2014). Tourism benefits from negative and positive peace. Positive peace is the absence or reduction of all forms of violence, while negative peace leads to violence and conflict. Satan, K. (2003). Tourism can bring the desired density closer to people and go beyond creating a peaceful environment.

The community is a unified and unified way of modelling people who live, reflect and work together to achieve common goals. It is also a small institution where the art of living is taught to maintain peace, unity, and integrity among the people of society. It is also a voluntary and independent organization of people who are constantly striving to implement socio-economic, cultural and other aspects of society. The fundamental values and virtues of the community are also equality, inclusion, cooperation, unity and responsibility.

Tourism can be defined as a peace-based sector. In the current era of growing awareness, tourism is inseparable from the concept of sustainable development and the environmental strategy for sustainable development. Local peace is therefore very important for tourism and also for the natural environment.

The tourism and tourism industry is the largest sector in the world, helping to bridge the gap between communities, religions and cultures. People around the world and their culture play an important role in promoting peace. Tourism is an effective tool for promoting peace that leads to intercultural interaction, leading to tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect. t is. The relationship between peace and tourism is very interesting because the two complement each other; tourism can be an important force for peace, and in turn, peace tourism is essential for enlargement and development. Tourism can provide people with the desired density and go beyond creating a peaceful environment. Tourism has no boundaries or hostility and provides a positive experience for travelers (Kumar, 2018).

4.2 Sustainable development of society and tourism leading to peace

The company is a model to follow to create peaceful and sustainable development. It aims to protect and safeguard human rights, values and the natural environment, to inform the public about their freedom and to inform them about the desired paths of peaceful coexistence. They also sustainably sell products and services to improve their standard of living.

Tourism for Peace (TFP) brings together guests and visitors from a specific country. Guests will learn peace from each other by understanding different cultural beliefs, art, music, food, stories, spiritual ceremonies, and connections to the natural world. Responsible tourism is also a principle of sustainable tourism and world peace (ALeong, 2008).

The attitude of the population was crucial for the sustainable and successful development of tourism because understanding the attitude and perception of the population and how tourism development developed is

important information for decision-makers. The locals were the main part, as they were most positively or negatively affected by the planning and development of tourism. By identifying the attitudes of the local population, programs can therefore be developed to reduce friction between tourists and the population (Zhang et al., 2006).

The company strengthens the rural economy by actively participating in the development of tourism sustainably. Society and sustainable tourism are therefore part of the development of peacebuilding. The contribution of the community is seen as an ambassador of peace in the community and nature to maintain and promote human well-being. Besides, it contributes to the attitude of the local population towards the environment. This can affect the participation of local people in tourism development, which can be a prerequisite for the development of sustainable tourism (Zhang and Lai Lei, 2009).

Source:
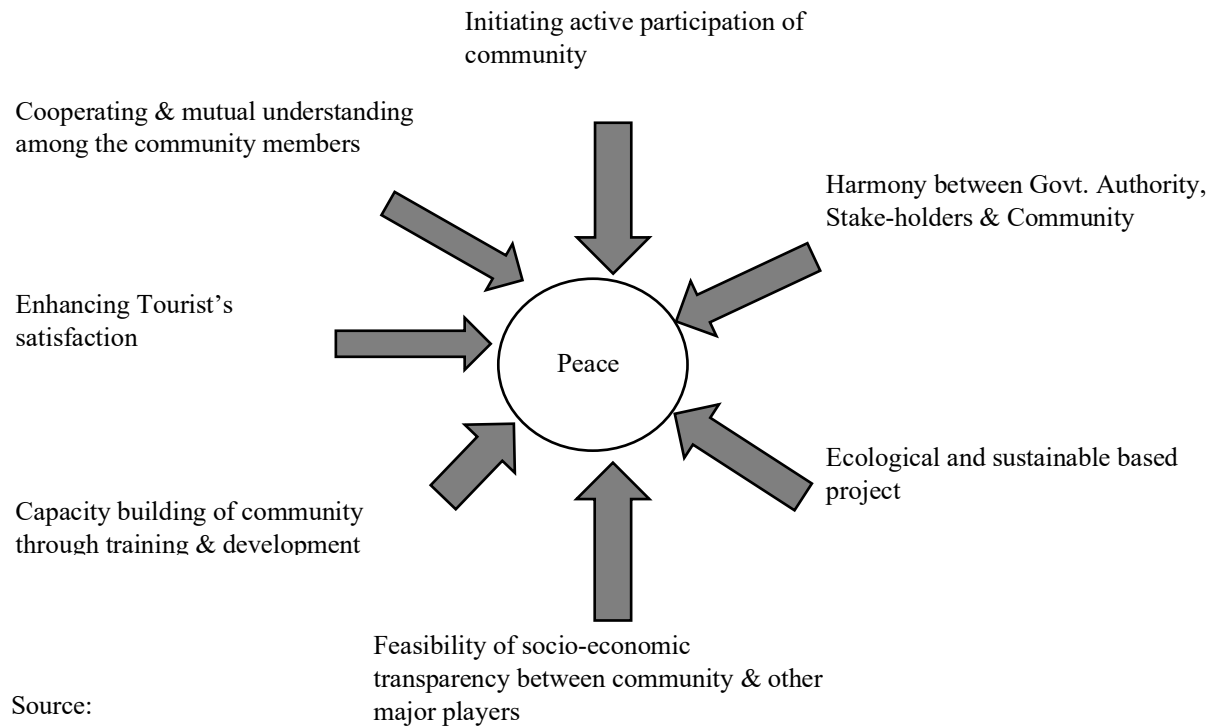
Figure 1: Community Sustainable Development and Peace Model

Community based sustainable tourism development – A tool for fostering and promoting peace: A case study of Odisha, India, 2019.

Tourism and its active members, as well as various rural communities, deliver a message of peace. To achieve the desired sustainable development of tourism, two main requirements must be taken into account, such as maximum satisfaction of tourists and maintaining an ecological balance.

The interaction between the recipient and the visitors is reciprocal with the Community Sustainable Tourism Development Plan, which brings peace and harmony to each destination. Tourism actors, public-private partnerships and community participation are key actors in building peace and sustainability. It works both ways, which leads to the satisfaction of tourists and contributes to the well-being of the host population. While the country has encouraged mass tourism as a whole, little attention has been paid to the environment, sustainability and community involvement.

Municipal tourism is based on ecotourism approaches such as nature conservation, ecological balance, conservation, responsibility and sustainability which lead to peace and harmony. When community and ecotourism go hand in hand, there are many benefits, such as:
A) Minimize side effects.
B) Social, cultural and environmental awareness and respect.
C) Counteroffer customers and hosts a real-time experience.
D) The detention provided for a new arrest.
E) Energy of the local population.

Developing ecotourism in communities is the most effective way to improve people's livelihoods and maintain the integrity of biodiversity by protecting nature reserves. The initiative and awareness of the local

community and their active participation everywhere has led to significant sustainable development and inclusive growth.

Public attitudes are important for sustainable tourism development because attitudes and perceptions of public tourism development will be important information for decision-makers. Thus, by identifying the attitudes and perceptions of the local community, programs can be created to minimize clashes between tourists and the population (Zhang et al., 2006).

5. CONCLUSION

The relationship between tourism and peace is reciprocal. There is a symbolic relationship, so both benefit from each other. And tourism is a key factor in the spread of peace because it operates at a basic level and disseminates information to the citizens of another country about its personality, beliefs, aspirations, attitudes, culture and politics. In addition, stakeholders have an important role to play in shaping the concept of tourist destinations, which encourages tourists, industry and hosts. According to Kelly (2006), tourism is good peace.

Whether it is ecotourism, sustainable tourism, ecotourism or responsible tourism, the main purpose of such a matter is to protect and safeguard the environment for future tourism activities. Therefore, potential risks can be minimized by monitoring negative environmental, economic and socio-cultural impacts. There is an urgent need for Community involvement to demonstrate that sustainable tourism is a direct and indirect consideration in promoting peace. Due to the highly sensitive and volatile nature of the tourism industry, non-cooperation and repressed practices by the local community can damage the sector. However, there must be no conflict between the tourism industry and the community, as this will only hamper the efforts of tourists and reduce economic activity. Community awareness needs to be raised to understand the interdisciplinary relationship between peace, tourism and the environment.

Peace can be built when both the tourism industry and the local community are involved in decision-making, benefit-sharing, and the preservation and protection of socio-cultural and environmental considerations. For tourism to be sustainable and conflict-free, mutual understanding, cooperation and transparency between local communities and civil society must be maintained. According to Satan (2004 :), the Heavenly Peace Market in 1989 and the Rwandan genocide in 1994 led to a decrease in the number of tourists and a recession in the host countries. As suggested by Upadhyay and Sharma (2010), the poor picture of the country's political landscape and the resulting conflict led to a decrease in the number of tourists.

This should be crucial in promoting community-based sustainable tourism through close relations between public, private and social stakeholders. The active involvement of the Community is therefore an important part of the development of sustainable tourism in each country.

Although the tourism industry is very sensitive, vulnerable and vulnerable to many desirable and undesirable conditions, it can cause unrest and disturb the peace, but the constant search for a local community for sustainable development projects and increases future resources. It protects socio-cultural integrity and balances healthy ecological processes, and also protects to some extent biotic diversity so that better and more sustainable tourism can take place shortly.

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