

TRANSFORMATION OF TOURISM DESTINATIONS: OVERCOMING THE CHALLENGES OF THE CRISIS TOWARDS SUSTAINABILITY

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ABSTRACT

The tourism industry is faced with various challenges, including global crises such as the Covid-19 pandemic, which has significantly disrupted tourism activities. Transforming tourist destinations is the key to overcoming the challenges of this crisis towards the sustainability of the tourism industry. This research aims to analyze tourism destination transformation strategies in facing crisis challenges and promoting the sustainability of the tourism industry. The research method used in this research is qualitative, by conducting a literature review and analysis of various case studies regarding the transformation of tourist destinations. The research results show that the transformation of tourist destinations can successfully overcome crisis challenges by implementing strategies such as tourism product innovation, use of information and communication technology, environmental and cultural heritage preservation, empowerment of local communities, and collaboration between stakeholders.

Keywords: Tourism Destination Transformation, Tourism Crisis, Tourism Industry Strategy.

INTRODUCTION

A tourist destination is a location or geographic area visited by people for recreation, holidays or other tourist activities. These destinations can be cities, countries, natural areas, or specific tourism objects such as beaches, mountains and amusement parks. Tourist destinations often have unique attractions that make them attractive to tourists, whether in the form of natural beauty, cultural heritage, recreational activities, or other tourist attractions. Apart from that, tourist destinations can also be a place to experience and understand various different cultures, traditions and lifestyles, thereby increasing cross-cultural understanding and tolerance (Ramdan Yusuf & Restu Auliani, 2023).

As a complex entity, a tourist destination does not only consist of tourist objects or attractions, but also involves supporting infrastructure such as accommodation, transportation, and other supporting facilities such as restaurants, shopping centers, and other tourism support services. Good and well-managed infrastructure development is the key to improving the tourist experience and ensuring the sustainability of the tourist destination (Nurmiarani et al., 2023). The success of a tourist destination also depends heavily on effective and sustainable management. This includes preserving the natural environment and cultural heritage, responsible tourism management, and the involvement of local communities in the destination development and management process. Sustainable tourism destinations not only pay attention

to economic aspects, but also social and environmental aspects, so that they can provide long-term benefits for all parties involved.

Technological developments also influence tourist destinations, both in terms of promotion and marketing, tourist experience, and overall destination management. The use of information and communication technology (ICT) can help increase information accessibility for tourists, facilitate transactions and reservations, and increase efficiency in managing tourist destinations. However, challenges related to data privacy and security also need to be considered in the use of technology in the tourism industry.

At the timeThe Covid-19 pandemic is haunting various countries around the world. The emergence of Coronavirus Disease-19 was first recorded in Wuhan, China at the end of 2019, triggering a deadly flu outbreak that spread globally (Herlina, 2022). According to data released by the Covid-19 Acceleration and Handling Task Force in 2021, the number of individuals confirmed positive in Indonesia is spread across 34 provinces and continues to increase every day. The impact caused by Covid-19 is not only limited to the health aspect, but also has a significant influence on the environmental, educational, economic and psychological sectors of society (Suryatni, 2022). Responding to this situation, the Indonesian government has taken comprehensive steps to prevent further spread. This is reflected in the handling of the Covid-19 pandemic which is the main focus on the government's policy agenda. One of the strategies implemented is the implementation of large-scale social restrictions, which result in restrictions on community mobility activities both locally and internationally (Ahmad et al., 2023). However, unfortunately, these steps also have a big impact on people's economic lives, especially for those in the lower middle economic groups.

The tourism and travel industry is the sector most affected during the global health emergency (Fitriaty, 2023). Based on statistics from the World Tourism Organization (UNWTO), the number of international visits fell by almost three-quarters (72%) from January to October 2020. This decline also resulted in international tourism export revenues shrinking by 935 billion, an amount that is 10 times greater than in during the global economic crisis in 2009 (Mursalat et al., 2023). Moreover, the high risk of spreading the virus caused by foreign tourists forced the government to close entry and exit points to the country (Asmara, 2022). This situation clearly has a direct impact on the tourism sector which depends on human mobility. As a result, many prospective tourists choose to cancel their planned visits to Tourist Attraction Objects (ODTW) for fear of contracting the disease. Many tourist attractions have also been closed for health and safety reasons related to the spread of the Covid-19 virus.

In the past year, Indonesia's achievements in the tourism sector have decreased significantly compared to previous years. This decline is very visible from the number of foreign tourist visits which has decreased drastically. According to data released by the Ministry of Tourism and Creative Economy, foreign tourist visits decreased by 75% from 2019 to 2020. Apart from that, a significant decline also occurred in the number of domestic tourist visits, which fell by 30%. Another impact of the global Covid-19 pandemic can also be seen from the reduction in working hours. Data released by the Central Statistics Agency in 2020 shows that as many as 939 thousand workers in 18 tourism sub-sectors were forced to be

temporarily unable to work, and around 12.91 million people experienced a reduction in working hours. As a result, the income of tourism industry players has also experienced a significant decline (Yasintha, 2022).

Tourist destination transformation is a process that involves fundamental changes in the management and development of a tourist destination towards sustainability. This process covers various aspects, from marketing strategy, infrastructure, tourist experience, to local community involvement. The main aim of transforming tourist destinations is to increase the competitiveness and sustainability of these destinations, taking into account economic, social and environmental aspects. The transformation of tourist destinations often involves restructuring business and management models, which may include diversification of tourism products, development of new attractions, use of information technology, and improving the quality of services and facilities. Apart from that, this transformation also often emphasizes the importance of preserving the environment and cultural heritage, as well as empowering local communities in the management of tourist destinations (Weda et al., 2023). With a holistic and sustainable approach, the transformation of tourist destinations aims to create meaningful tourism experiences for tourists, while still ensuring fair economic benefits and environmental protection and cultural sustainability.

The transformation of tourist destinations is a crucial process in facing various crisis challenges, including environmental, economic, social and health crises. In the era of globalization and rapid growth of the tourism industry, tourist destinations around the world are faced with pressure to not only survive, but also develop sustainably. Sustainability is the main focus in managing tourist destinations, with the aim of ensuring that the economic, social and environmental benefits of tourism can be felt by current and future generations. The development of the tourism industry has made a significant contribution to global economic growth and poverty alleviation in many countries, but has also had serious negative impacts on the environment and local culture. Environmental crises such as climate change, ecosystem damage and natural resource degradation are the main challenges that must be overcome by tourist destinations. Additionally, the economic crisis resulting from global events such as the COVID-19 pandemic has shaken the tourism industry at large, forcing tourist destinations to find new ways to deal with uncertainty and restore financial sustainability.

Social crises such as political conflicts, security instability, and inequality in the distribution of tourism benefits are also challenges that must be overcome by tourist destinations. These problems not only threaten the tourist experience and the sustainability of tourism businesses, but also have the potential to damage the relationship between local communities and the tourism industry. In overcoming these challenges, the transformation of tourist destinations becomes increasingly important. This transformation includes a paradigm shift in destination management, by prioritizing sustainability in every aspect of operations and development. This involves efforts to reduce tourism's environmental footprint, improve the well-being of local communities, promote local culture and heritage, and create sustainable economic opportunities.

Through this approach, tourist destinations can build resilience to crises that may occur in the future, while still paying attention to the needs and interests of all stakeholders, including tourists, local communities and the environment. Transforming tourist destinations towards sustainability is not just about maintaining tourism businesses in the short term, but also about ensuring that natural beauty, cultural diversity and local life can be enjoyed by future generations.

RESEARCH METHODS

The research method used in this research is qualitative, with a case study approach. The qualitative approach allows researchers to gain an in-depth understanding of the phenomenon of transforming tourist destinations in facing crisis challenges towards sustainability. Case studies were chosen because they allow in-depth analysis of one or several specific tourist destinations undergoing transformation, allowing researchers to explore the complexity of the transformation process holistically. This method involves collecting data through interviews with relevant stakeholders, direct observation, and analysis of documents such as tourism development plans and sustainability reports (Sugiyono, 2017).

Data sources used in this research include scientific journals, articles and books related to the topic of transforming tourist destinations, overcoming crisis challenges and achieving sustainability. Scientific journals can provide in-depth insight into related theories and concepts, as well as relevant previous research results. Articles published in online or print media can provide up-to-date information on the latest developments in the tourism industry and best practices in facing the challenges of the crisis. Meanwhile, books related to tourism destination management, sustainability, and crisis can provide a comprehensive understanding of the theoretical and practical context relevant to this research. By utilizing these various data sources, it is hoped that this research can provide a valuable contribution in understanding sustainable tourism destination transformation strategies.

The analytical techniques used in research on the transformation of tourist destinations to overcome crisis challenges towards sustainability can include several qualitative approaches. One technique that can be used is content analysis. In content analysis, researchers will identify, categorize and analyze data obtained from various sources such as journals, articles and books related to the transformation of tourist destinations. The data will be identified based on themes relevant to the research objectives, such as transformation strategies, crisis challenges, sustainability, and the impact of transformation on tourist destinations. Apart from that, narrative analysis techniques can also be used, where researchers will analyze the stories or narratives contained in data sources to understand how the transformation of tourist destinations is faced, responded to and implemented by related parties. The analysis technique used can also involve a thematic approach. In this approach, data from various sources will be organized and analyzed based on certain themes or patterns that emerge in the context of tourist destination transformation. For example, themes such as innovation in tourism product development, community participation in destination management, or sustainable marketing strategies can be the focus of analysis. By using these qualitative analysis techniques, research will be able to provide an in-depth understanding of the dynamics of the transformation of

tourist destinations in facing crisis challenges towards sustainability, as well as the implications for various aspects including economic, social, cultural and environmental.

RESULTS AND DISCUSSION

The results of this research present a comprehensive picture of the transformation of tourist destinations in overcoming various crisis challenges towards sustainability. Through a qualitative approach involving content and narrative analysis, this research explores the dynamics of change, strategies implemented, and the impact of the transformation of tourist destinations. The main themes that emerged included transformation strategies, the impact of the crisis, and sustainability steps taken.

Results research conducted by (Van Huynh et al., 2022) revealed that the tourism destination transformation strategy involves various aspects, including tourism product innovation, environmental preservation, empowerment of local communities, and the use of information and communication technology. Data from related sources shows that tourist destinations are facing various crisis challenges, including a decline in the number of tourists due to the Covid-19 pandemic, environmental degradation, social conflict and economic uncertainty. In facing these challenges, the transformation of tourist destinations prioritizes sustainability by paying attention to economic, social and environmental aspects (Noorashid & Chin, 2021).

Results research conducted by (Seabra & Bhatt, 2022) also provides in-depth insight into the journey of tourist destination transformation from various points of view. The stories and narratives revealed illustrate the efforts made by related parties, including the government, the tourism industry and local communities, to face the challenges of the crisis and achieve sustainability. Various initiatives and collaboration between stakeholders are key in responding to the ever-changing dynamics in the tourism industry.

Results research conducted by (Persson-Fischer & Liu, 2021) provides a deeper understanding of the patterns or themes that emerge in the context of tourist destination transformation. Themes such as environmental preservation, community participation, tourism product innovation, and local economic empowerment are the main focus in efforts to achieve sustainability. By identifying and analyzing these themes, this research makes a valuable contribution to understanding the dynamics of tourism destination transformation.

From the results of this research it can be concluded that the transformation of tourist destinations is a complex and multidimensional process. Effective and sustainable management is needed to overcome the various crisis challenges facing the tourism industry. By paying attention to economic, social and environmental aspects, the transformation of tourist destinations can become a driving force for sustainable development, providing equitable benefits for all stakeholders, and ensuring that natural beauty and cultural heritage can be enjoyed by current and future generations (Cheer, 2020).

This research also highlights several challenges and obstacles in implementing tourism destination transformation. One of them is limited resources, both in terms of finance, labor

and infrastructure. Strong commitment and collaboration between various related parties is needed to achieve success in the transformation of tourist destinations. Apart from that, changes in policies and regulations are also needed to support efforts to transform sustainable tourist destinations. Overall, this research makes a significant contribution to the understanding of the transformation of tourist destinations in response to crisis challenges and towards sustainability. The implications of the results of this research are not only relevant for tourism industry practitioners, but also for policy makers, academics and the wider community who are interested in sustainable tourism development. It is hoped that the results of this research can become a basis for further development in the field of tourist destination transformation in the future (Čorak et al., 2021).

The discussion of research results regarding the transformation of tourist destinations in response to crisis challenges towards sustainability reflects the complexity and importance of efforts to strengthen the tourism industry holistically. One of the main findings of this research is that the transformation of tourist destinations requires a comprehensive and integrated strategy to overcome the various crisis challenges faced, such as the Covid-19 pandemic, environmental degradation and economic uncertainty. In the context of the Covid-19 pandemic, tourist destinations have experienced a significant decline in the number of tourist visits, resulting in adverse and challenging economic impacts. However, targeted and sustainable transformation efforts can become the basis for strengthening the resilience of the tourism industry in facing similar crises in the future.

One important aspect of the transformation of tourist destinations is the preservation of the environment and cultural heritage. This research found that environmental conservation efforts are a priority in tourism destination transformation strategies to maintain the sustainability of natural ecosystems and support responsible tourism. Apart from that, empowering local communities is also a focus in the transformation of tourist destinations, by involving them in destination management and ensuring that the benefits of tourism are felt equally by all related parties. In facing the crisis, the transformation of tourist destinations also requires innovation and adaptation. This research shows that tourist destinations that are able to innovate in tourism product development and marketing strategies have an advantage in increasing their attractiveness and competitiveness. The use of information and communication technology is also an important instrument in supporting the transformation of tourist destinations, both in terms of promotion, tourist experience and overall destination management.

In the context of sustainability, the results of this research highlight the importance of awareness of the impact of tourism on the environment and local culture. Sustainable transformation of tourist destinations must pay attention to economic, social and environmental aspects, and ensure that the benefits of tourism are felt by all stakeholders in a fair and sustainable manner. Implementation of transformation strategies that focus on sustainability, inclusivity and active involvement of local communities will help create tourist destinations that not only develop economically, but also preserve the environment and local culture. However, the transformation of tourist destinations is not without challenges. This research identified several obstacles, including limited resources, political uncertainty, and resistance to

change from various related parties. To overcome this challenge, strong commitment and collaboration is needed between various relevant parties, including the government, the tourism industry, local communities and non-governmental organizations.

In conclusion, the results of this research confirm that the transformation of tourist destinations is an important step in overcoming the challenges of the crisis and towards sustainability. By understanding and implementing appropriate transformation strategies, tourist destinations can become a driving force for sustainable development, providing equitable benefits for all stakeholders, and ensuring that natural beauty and cultural heritage can be enjoyed by current and future generations.

1. Crisis Challenges in the Tourism Industry

The tourism industry is a sector that is very vulnerable to various types of crises, from economic crises to natural disasters and global pandemics. In the context of globalization and increasing mobility, the tourism industry has become very sensitive to changes in economic, political, social and environmental conditions. The crisis challenges faced by the tourism industry have a significant impact not only on the local economy, but also on the social, cultural and environmental aspects of tourist destinations. In this discussion, we will describe several crisis challenges that are often faced by the tourism industry as well as the implications and efforts to overcome them.

One of the main challenges faced by the tourism industry is the economic crisis. An economic crisis, whether on a global or regional scale, can affect consumer purchasing power, currency prices and overall financial stability. The direct impact of the economic crisis on the tourism industry can be a decrease in the number of tourists, a decrease in income from tourism, a decrease in investment in developing tourism infrastructure, and a decrease in the availability of employment opportunities in the tourism sector (Scott, 2021). A clear example of the impact of the economic crisis on the tourism industry is the global financial crisis in 2008 which resulted in a significant decline in the number of international tourist visits and global tourism expenditure.

Apart from the economic crisis, the tourism industry is also faced with the challenge of an environmental crisis. Climate change, pollution, environmental degradation and damage to natural ecosystems are serious threats to tourist destinations throughout the world. The impact of the environmental crisis on the tourism industry can be a decrease in the attractiveness of destinations due to environmental damage, an increase in the risk of natural disasters such as floods, landslides and tropical storms, as well as a decrease in the quality of tourist experiences due to pollution and environmental damage. A clear example of the impact of the environmental crisis on the tourism industry is the damage to coral reefs on the Great Barrier Reef in Australia due to global warming and marine pollution.

The tourism industry is also faced with the challenges of social and political crises. Armed conflict, war, terrorism and political instability can hinder tourism growth, reduce tourists' sense of security and confidence, and cause a decline in tourist visits and tourism revenues. The impact of social and political crises on the tourism industry can also have a

negative impact on the reputation of tourist destinations, reduce investment in the tourism industry, and cause significant economic losses for local communities who depend on tourism. A clear example of the impact of the social and political crisis on the tourism industry is the decline in the number of tourists visiting Thailand during the political crisis in 2014 and a series of terror attacks in several tourist destinations in Europe.

The global Covid-19 pandemic has also become an extraordinary crisis challenge for the tourism industry. This pandemic has resulted in border closures, flight cancellations, regional lockdowns, and restrictions on tourist movements and activities throughout the world. The impact of the Covid-19 pandemic on the tourism industry has been extensive and profound, including a drastic decline in the number of tourists, huge economic losses, reduced income and profits for tourism businesses, as well as the closure of hotels, restaurants, tourist attractions and airlines.

2. Tourism Destination Transformation Strategy

Tourism is an important economic sector for many countries around the world. However, the tourism industry also faces various challenges, including changing tourist trends, environmental challenges, and crises such as the Covid-19 pandemic. In facing this challenge, the transformation of tourist destinations is the key to ensuring the sustainability of the tourism industry. The tourism destination transformation strategy involves various steps aimed at increasing competitiveness, strengthening resilience and promoting sustainability in destination management. In this discussion, there will be an in-depth analysis of tourism destination transformation strategies that are effective in overcoming crisis challenges towards sustainability (Polukhina et al., 2021).

1. **Tourism Product Innovation** One of the main strategies in transforming tourist destinations is tourism product innovation. This includes developing new and attractive tourism products and services to increase the attractiveness of the destination. Tourism product innovation can take the form of developing new tourist attractions, introducing different tourist activities, or improving the quality of services for tourists. For example, tourist destinations can develop extreme adventure tour packages, ecological tours, or unique and interesting culinary tourism programs. By presenting innovative and diverse tourism products, destinations can expand their market share and increase their appeal to tourists with different interests and preferences.
2. **Use of Information and Communication Technology (ICT)** The use of information and communication technology (ICT) is key in strengthening the transformation of tourist destinations. ICT can be used in various aspects, from destination promotion and marketing, reservation and transaction management, to improving tourists' experiences during their visit. For example, tourist destinations can leverage social media, websites, and mobile apps to promote attractions, display user reviews, and provide information about activities and events at the destination. In addition, the use of technology such as artificial intelligence and virtual reality can also improve the tourist experience by providing virtual tours, digital travel guides, or more efficient and personalized customer service.

3. **Environmental and Cultural Heritage Conservation** The transformation of tourist destinations must also pay attention to sustainability aspects, including the preservation of the natural environment and cultural heritage. Tourism destinations must develop sustainable management strategies to minimize negative impacts on the environment and local culture, while promoting understanding and appreciation of natural and cultural diversity. For example, tourist destinations can implement environmentally friendly practices such as efficient waste management, use of renewable energy, or environmentally friendly transportation. In addition, developing cultural heritage preservation and restoration programs as well as environmental education for tourists and local communities is also important in promoting sustainability in destination management.
4. **Empowering Local Communities** Sustainable transformation of tourist destinations must involve empowering local communities as an integral part of destination management. Local communities have unique knowledge and interests in their destinations, and their involvement in decision making and program implementation can increase sustainability and community acceptance of tourism. For example, tourist destinations can develop training and capacity building programs for local communities to get involved in the tourism industry, such as becoming tour guides, small and medium entrepreneurs in the tourism sector, or members of environmental conservation groups. By encouraging the active participation of local communities in destination management, the transformation of tourist destinations can become more inclusive and sustainable.

Collaboration between stakeholders is a key aspect of successful tourism destination transformation. Collaboration between government, the tourism industry, local communities, non-governmental organizations and the private sector is very important in formulating transformation strategies, implementing programs and ensuring sustainability in destination management. For example, the government can act as a facilitator in facilitating collaboration between stakeholders, providing policies and regulations that support tourism sustainability, as well as allocating sufficient resources for the development of tourism infrastructure and programs. On the other hand, the tourism industry can contribute to the development of sustainable tourism products, promotion of destinations, as well as education and training for employees and local communities. With close cooperation between various related parties, the transformation of tourist destinations can become more effective and sustainable in overcoming crisis challenges and promoting sustainability in the tourism industry (Li et al., 2022).

Through the implementation of holistic and integrated transformation strategies, tourist destinations can overcome various crisis challenges, increase competitiveness, and promote sustainability in destination management. However, implementing this transformation strategy is not easy and requires commitment, cooperation and participation from various stakeholders. Thus, it is important for governments, the tourism industry, local communities and non-governmental organizations to work together to formulate and implement sustainable transformation strategies to ensure a sustainable and competitive future for the tourism industry.

3. Sustainability in Tourism Destination Transformation

The tourism industry is a very important economic sector for many countries around the world. However, the growth of the tourism industry often causes negative impacts on the environment, culture and social aspects of local communities. Therefore, sustainability in the transformation of tourist destinations is the key to ensuring that tourism can provide long-term benefits for all parties concerned. In this discussion, we will analyze in depth the importance of sustainability in the transformation of tourist destinations, strategies for achieving sustainability, and the positive impacts expected from these efforts (Palazzo et al., 2022).

1. The Importance of Sustainability in Tourism Destination Transformation

Sustainability in the transformation of tourist destinations is important because the tourism industry has a broad and deep impact on the environment, culture and social aspects of local communities. Without paying attention to sustainability aspects, the growth of the tourism industry can cause environmental damage, loss of cultural heritage, and increased social inequality. Therefore, sustainability must be the main focus in the transformation of tourist destinations to ensure that tourism can provide long-term benefits for the environment, culture and local communities.

2. Strategies for Achieving Sustainability in Tourism Destination Transformation

There are several strategies that can be implemented to achieve sustainability in the transformation of tourist destinations. First, preserving the environment and cultural heritage must be a priority in managing tourist destinations. This includes sustainable management practices such as the use of renewable energy, efficient waste management and restoration of endangered cultural heritage. Second, empowering local communities is also important in achieving sustainability. Local communities must be involved in decision-making regarding destination management, and they must have fair access to tourism benefits. Third, education and environmental awareness for tourists is also important in promoting sustainability. Tourists should be provided with information about sustainable practices and empowered to act responsibly during their visits. Finally, collaboration between stakeholders is also needed to achieve sustainability in the transformation of tourist destinations. The government, tourism industry, local communities and non-governmental organizations must work together to formulate and implement policies and programs that support sustainability in destination management.

3. The Positive Impact of Sustainability in the Transformation of Tourism Destinations

Implementation of strategies to achieve sustainability in the transformation of tourist destinations is expected to have a significant positive impact. First, sustainability can help protect and strengthen a destination's natural and cultural assets. By preserving the environment and cultural heritage, destinations can maintain their appeal and increase tourist satisfaction. Second, sustainability can improve the welfare of local communities. By empowering local communities and providing fair access to the benefits of tourism, the transformation of tourist destinations can create jobs, increase incomes and strengthen local communities. Third, sustainability can increase destination competitiveness. Sustainably managed destinations tend to be more

attractive to tourists who are increasingly aware of environmental and social issues, and this can increase tourism visits and revenues.

In conclusion, sustainability in the transformation of tourist destinations is very important to ensure that tourism can provide long-term benefits for the environment, culture and local communities. By implementing strategies to achieve sustainability and understanding the expected positive impacts of such efforts, the tourism industry can contribute positively to overall sustainable development. Therefore, it is important for the government, tourism industry, local communities and non-government organizations to work together to formulate and implement policies and programs that support sustainability in the transformation of tourist destinations.

CLOSING

In facing the crisis challenges faced by the tourism industry, the transformation of tourist destinations is the key to ensuring the sustainability and sustainability of the industry. Through a comprehensive transformation strategy, the tourism industry can overcome challenges such as the Covid-19 pandemic, economic, environmental, social and political crises, towards a more sustainable and inclusive future. By focusing on tourism product innovation, use of information and communication technology, preserving the environment and cultural heritage, empowering local communities, and collaboration between stakeholders, tourist destinations can develop sustainably while still paying attention to environmental, cultural and social welfare.

The importance of sustainability in the transformation of tourist destinations not only impacts the tourism industry itself, but also local communities, the environment and the economy as a whole. By prioritizing sustainability in destination management, we can ensure that tourism is not only a significant source of economic income, but also preserves the natural environment, cultural heritage and the welfare of local communities. Therefore, the role of all stakeholders in supporting the sustainable transformation of tourist destinations is very important to ensure a better future for the tourism industry and future generations. Thus, let's commit together to realize the transformation of tourist destinations that overcome the challenges of the crisis towards better sustainability.

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