Sustainable Tourism

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**Introduction**

For decades, the tourism industry has experienced continued growth. According to Ladeiras, Mota, & Costa (2010), the diversification in the sector is deepening and therefore, it has become the biggest player in the economic growth of nations. Tourism is regarding as traveling of people for fun and for business reasons (Ladeiras, Mota, & Costa, 2010). Tourism is one of the income earners for the State of California and the United States and therefore, it is significant to the country. It increases the GDP of a country due to foreign earnings. Long Beach, California is a known tourism destination which received thousands of visitors annually. Long Beach is a giant playground located in the heart of California. It composes of eclectic neighborhood, sandy beaches and urban waterfront playground. The population in the region is dense and it is estimated to be 250,000 people and receive millions of visitors as well. According to Michael (2015) Long beach generates over &300,000 million annually for California and therefore, it is evident it plays a key role in the development of the California. Majority of people are young and middle age from middle and upper income. The purpose of plan is to establish a structural method of working with stakeholders for the benefit of the environment and to increase the tourism attractive to Long Beach, California.

However, majority of visitors to Long Beach California are party lovers, holiday lovers and people who love entertainment. Visitors are both domestic and international seeking to have leisure time in a good and entertaining environment (Long Beach, 2019). There are several entertainment events and places for relaxing which make it attractive to many people from across the world.

The strategic tourism plan is the process of determining comprehensive services or business which needs to be offer to visitors. As stated by Ladeiras, Mota, & Costa (2010) the strategic tourism plan brings aboput the analysis of the sector through assessment of the destination, market research, visioning planing and workshops, tourism master plans and business planning. The strategic plan is needed for the purpose of increasing visitors to the community (Richardson, 2015). It defines the marketing strategic needed to be utilized to attract many tourism to the visinity and therefore, it is an important aspect of tourism sustainability. It is also meant to improve the services or the tourism attraction sites and products to the community. However, the community Long beach California is meant to improve tourism sites and market the Long Beach Califonia as the best trourism destination to increase the income earning to the community and to the state.

**Sustainabale Clause**

The tourism sustainanbility requires the industry sector to take a decisive action to protect the envionment. The Sustainability clauase demand that all the stakeholders should go green. It is therefore, required for the players to include sustainable tourism as an alternative in the trip, go green at the hotels and reduce the emision of carbon footprint. Accoridng to practice of sustainable tourism is healthy for th sector and help improve tourism by building a sustainable environment for the future (Altoon & Kojian, 2015). It is an important aspect in tourism which needed to be promoted and therefore, it is included in most tourism trip. It is aslo require individual participants to discredit any kind of illegal trade which can bring down the industry, take care of heritage sites and support various sustainable practices in insland destinations. In order to growth the community tourism, this aspect of sustainable tourism must be included to ensure that a better envrinment is built for tourism attraction.

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