

# Versatility in Hospitality Industry Around the Globe A Case Study on Sustainable Tourism-Armenia

Sarfraz Khan<sup>1</sup>, Pranali Khavnekar<sup>2</sup>, Nandini Roy<sup>3</sup>, Ashish Nevgi<sup>4</sup>

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>1</sup>  
Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>2,3</sup>  
Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India<sup>4</sup>

**Abstract:** *This paper summarizes the arguments and counterarguments within the scientific discussion on the issues of possible effects of tourism on sustainable development. Sustainable tourism must contribute to meeting the visitor needs, maintaining the environment and raising the wellbeing of host communities, developing the economy and local culture. The main purpose of the research is to analyze the meaning of sustainable tourism, aims and directions. The article presents the essence of sustainable tourism, aims identified by UNWTO and UNEP, pillars identified by UNWTO, the European Tourism Indicator System (ETIS) launched by the European Commission. The article evaluates some indicators of sustainable tourism in Armenia using the following seven dimensions: tourism assets, tourism activity, tourism-related linkages, tourism-related leakages, environmental and social sustainability, overall infrastructure, attractiveness. The investigation of the topic shows that the whole world walks towards sustainability. The global challenges are of high importance and every country must think about the negative effects of global warming, pollution, degradation, poverty, etc. The empirical analysis shows that there are many problems in sustainable development of tourism in Armenia. The research empirically confirms and theoretically proves that Armenia has a great potential for tourism development and steps must be undertaken to increase the environmental, cultural sustainability, develop infrastructures, raise competitiveness, etc. The main conclusion is that for sustainable development of tourism it is necessary to raise public consciousness and knowledge of other aspects of ecology and sustainable tourism, use renewable energy sources, ensure sustainable landfill and waste management, use electric or hybrid vehicles, etc. Sustainable tourism development in Armenia should contribute to socio-economic, cultural and environmental development of the country. The results of the research can be useful for the state organs, private sector, and also for researchers in the tourism sphere.*

**Keywords:** Principality, Romanian, Autonomous, Cultural

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