

Versatility in Hospitality Industry around the Globe A Case Study on Sustainable Tourism in Kuwait

Rehmat Bhati¹, Amogh Prabhu², Nandini Roy³, Ashish Nevgi⁴

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India¹

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India^{2,3}

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India⁴

Abstract: *The desert was always part of the Arabian culture and a way of life. After the discovery of oil during the 1940's traditional Arab societies become urbanized and settled in newly constructed cities and towns. The desert become a place to visit for leisure and entertained by locals and tourist. In Dubai, the desert is used as a tourist attraction for foreigners. In Kuwait, the deserts is a seasonal attraction for families and group during the winter time. This involves informal leisure activities that endanger the fragile desert environment and cause its pollution and degradation. This sheet discusses the impact of informal desert tourism activities on the desert sustainability in Kuwait. It warns against the negative impact of current practices on the fragile desert environment as a result of informal local tourism activities and also impact on tourism after covid-19. It suggests sustainable measure to deal with the planning and designing for desert ecotourism facilities that aim at protecting the fragile desert environment and eventual extinction.*

Keywords: Economy, community, oil, tourism.

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