

# **Sustainable Tourism: Cisneros, Martin**

## **Educating the Next Generation**

Sustainable Tourism is a good approach to maintain local cultures while promoting the education, and future business practices. Educating the next generation about tourism is key to ensure a way to respect resources, and businesses. A good impact on the young community is the practices of business, a way to expand the next generations mind to opportunities. This education can take place in schools, through media, and even tourist sites themselves, while promoting a sense of responsibility among young business travelers.

One critical aspect of tourism education is preserving local cultures and ecosystems. The next generation must understand that business can have positive and negative effects. While education is teaching young entrepreneurs about success and loss, it is important for them to comprehend, while this majorly has a positive impact on local market populations. However, without proper education, tourism can lead to wasted resources due to cultural erosion, resources, and environmental degradation. By educating young business travelers about supporting the idea of helping local businesses, we are reducing the waste, and promoting cultural traditions (This may also bring a higher value to the market).

Encouraging young entrepreneurs may have long-positive impacts. As the influential entrepreneurs that are being currently educated, they become aware of the Global challenges we are currently facing, promoting their local market literacy and they make more conscious decisions about business decisions/traveling.

In addition to responsible travel and good habits, encouraging education to the next generation about sustainable tourism may influence global citizens to become aware of their decisions, and influence it towards each other. Throughout exposure, traditions, histories, and ecosystems, young travelers can develop a deeper idea of the places they visit. This understanding goes far more then just then protecting the environment, it extends to promote social responsibility, and supporting local businesses, and communities. By knowing this now, we can pave the way for a good future where tourism not only means an exploration of opportunities; knowledge, and a global influence, but a new cultural appreciation towards communities.