**Sustainable Tourism, one that establishes a suitable balance between the environmental, economic and socio-cultural aspects of tourism development, plays an important role in conserving biodiversity. It attempts to minimize its impact on the environment and local culture so that it will be available for future generations, while contributing to generate income, employment, and the conservation of local ecosystems.**

By doing so, sustainable tourism maximizes the positive contribution of tourism to biodiversity conservation and thus to poverty reduction and the achievement of common goals towards sustainable development.

Sustainable tourism provides crucial economic incentives for habitat protection. Revenues from visitor spending are often channeled back into nature conservation or capacity building programs for locals’ communities to manage protected areas.

Furthermore, tourism can be a key vehicle in raising awareness and fostering positive behavior change for biodiversity conservation among the millions of people travelling the globe every year.

Therefore, sustainable tourism refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

|  |  |  |  |
| --- | --- | --- | --- |
| Traveler by Generation | Agree | Disagree | Neutral |
| Z | 56 | 18 | 26 |
| Millennial | 51 | 13 | 36 |
| X | 49 | 10 | 41 |
| Baby Boomer | 46 | 12 | 42 |
| Average | **50.50** | **13.25** | **36.25** |

Table 1: Global traveler opinions on the importance of eco-friendly travel

