1). Why is International tourism governance, and why is it important for the tourism industry?

International tourism governance is a structure of rules, policies and agreements, cooperation between countries and foreign organizations such as UN tourism and World Health Organization who manage and work upon tourism at international levels. It guides how to manage global travel and tourism operates internationally.

Why is it important for the tourism industry?

International tourism governance is really important for the tourism industry because it promotes the tourist's safety and security, helps national governments and foreign organizations to work with better coordination and management plans.

International cooperation :-

International cooperation stimulates the various countries to work with better plans, policies,rules and regulations for the global development of tourism industry.

Tourism safety and security:-

It supports countries to make better rules and regulations, health emergencies, natural movements and hazards that may be very dangerous for the tourism industry.

Digital and sustainable tourism:-

International tourism governance helps to make common standards for several technologies such as artificial intelligence, digital travel services and companies as well as looking for different destinations from the online travel platforms.

Improves infrastructure and connectivity:-

It guides public or private foundations to investments into services like transportation, waste management, transport networks, water and AI transformation.

Drives Economic Stability and Growth:-

It creates the regulatory framework, streamed licensing and policatal stability to the investors

CONCLUSION:-

International tourism governance is really important for the tourism industry because it improves international cooperation, protects tourists rights and responsibilities, improves standards and helps with digital and sustainable tourism. It ensures that tourism helps local economies grow, protects the environment, and builds better facilities for everyone.

2). Why is cooperation between international organisations and national governments important for regulating international tourism?

Cooperation between international organisations and national governments is important for regulating international tourism because it supports legal framework and standards and helps in global and digital developments. International organisations like the UN tourism and World health organisation create the rules and guidelines, but only national governments have the legal power to enforce them through laws, border controls, and national budgets.

Maintain Common Standards:-

It involves a legal framework and safe guidelines for growth of tourism industries such as (UNWTO). UN Tourism Supports Countries with different strategies and infrastructure for global development of the tourism Industry.

Rights and responsibilities :-

National governments and international recognitions also protect the rights of tourists and take care of their own responsibilities regarding health emergencies, disasters as well as other risks.

Economic trade and investment:-

Agreement through the bodies like World Trade Organisation regulate services and the cross-border movement of travelers, while institutions like the World Bank help fund critical infrastructure in developing nations.

Funding for Large-Scale Infrastructure:-

Global lenders like the World Bank provide the financial credit and loans, while national governments manage the local construction of modern airports, clean water grids, and highway networks.

Development of knowledge and facilities:-

With the cooperation of governments and international organisations, they work together for better strategies and policies. They share data and allow funding for better plans and agreements.

CONCLUSION:-

Cooperation between organisations and governments helps international tourism to continuously develop, protect tourists from hazards and other risks and also work with better strategies and policies as well as durable growth of the tourism industry. Also international

organisations provide the plans, funding and expert data, while national governments use their law to enforce those plans.