1).Discuss the purpose of the Global Code of Ethics for Tourism and explain its importance for promoting ethical tourism practices.

The Global Code of Ethics for Tourism (GCET) is a set of instructions that promotes responsible, sustainable and ethical tourism globally. The Global Code of Ethics for Tourism was mainly developed by the United Nations World Tourism Organization (UNWTO).

It aims to give instructions to tourism businesses, tourists, stakeholders and governments for better tourism worldwide. It also provides guidelines for carrying out activities that protect tourists' rights and responsibilities, environmental health, as well as sustainable tourism at a global level.

Purposes of the Global Code of Ethics for Tourism

Support Local Communities:-

The Global Code of Ethics for Tourism (GCET) promotes tourism development and creates lots of opportunities and employment at a higher level, which may be very beneficial for local people.
It also helps in reducing discrimination and provides better living standards for local people.

Improve International Cooperation:-

The GCET gives guidelines to national governments for better improvements in tourism worldwide.
By working together on these specific guidelines for tourism, countries can make excellent bonding and work with better coordination for tourism.

Protection of Environmental Health:-

It encourages tourists and tourism businesses to protect the environment from harmful gases, reduce pollution from factories and make better use of natural resources.
These guidelines of GCET play a vital role in protecting tourism destinations and environmental health for a better future.

Rights and Responsibilities

With the help of GCET instructions, tourism businesses, tour operators and tourist guides protect tourists' rights, such as equality and dignity, and protect them from various risks and activities.
Furthermore, it supports tourism businesses to be more responsible about tourists' destinations, activities and the respect of workers and local people.

Importance of the Global Code of Ethics for Tourism Practices

1. Better Bonding and Relationships

The Code supports tourists, tourism businesses, tour operators and companies to work together for a better future of tourism.

2. Sustainable Tourism

It supports practices to work with better strategies for economic growth, environmental health and a more responsible approach towards the future of tourism.

Conclusion

The Global Code of Ethics for Tourism gives instructions to tourists, tour operators and businesses for better social well-being, responsible and sustainable tourism. It ensures that tourism is safe and fair for future generations.

2). Case study:

Select a tourism destination and assess whether tourism activities there follow the principles of responsible and sustainable tourism. Recommend three measures to improve responsible tourism practices.

Introduction

Amritsar is one of the best tourist destinations, which is located in the northern part of India. It is known for traditional and historical places such as the Golden Temple, Wagah Border and its huge markets of foods and clothes.
A large number of tourists visit here to explore its traditions and historical places.
Therefore, tourism plays a vital role in managing the tourist crowd and their rights and responsibilities.

1. Economic Growth of Local Communities

Tourism businesses, tour operators, local restaurants and hotels produce a large number of employment opportunities, which are actually beneficial for local people.

2. Negative Impacts and Challenges

The principles of tourism encourage tourism businesses and tour operators to protect natural resources and environmental health because, in today's era, it is much more difficult to manage sustainable tourism.
For example: Rising cost of living

Three measures to improve responsible tourism practices.

1. Proper Waste Management

Tourists should avoid throwing garbage in public places and tourist destinations. Dustbins should be installed at popular tourist places like the Golden Temple and Wagah Border. The government should promote cleanliness and reduce plastic pollution.

2. Promote Local Culture and Businesses

Tourists should support local shops, restaurants, handicrafts and traditional businesses. This will increase employment opportunities and improve the economic condition of local communities. Tourists should also respect local traditions, customs and religious places.

3. Environmental Protection and Awareness

The government and tourism businesses should organise awareness campaigns to educate tourists about environmental protection. They should encourage the use of public transport, reduce pollution and protect natural resources.