

Global Sustainable Tourism Market Size study, By Type (Coastal Tourism, Mountain Tourism, Island Tourism), By Application (Solo, Group, Family, Couples), By Age Group (Millennial, Baby Boomers, Generation X, Silver hair), and Regional Forecasts 2022-2028

<https://marketpublishers.com/r/GBB976FDAC68EN.html>

Date: June 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GBB976FDAC68EN

Abstracts

Global Sustainable Tourism Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. The Sustainable Tourism can be defined as a type of travel that has minimal impact on the environment and local communities. According to the UN Environment Program and UN World Tourism Organization the definition of sustainable tourism is - “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”. The growing adoption of ecotourism and rising awareness among travel enthusiasts as well as favorable government initiatives are factors that are accelerating the global market demand. For instance, according to Statista – in 2019, ecotourism industry worldwide was valued at USD 181.1 billion, and this sector is projected to reach to USD 333.8 billion by 2027, witnessing a CAGR of 14.3 percent. Furthermore, Government authorities are coming up with favorable initiatives such as collaboration, new project launches, which are likely to fuel up the growth of Sustainable tourism. For instance, in June 2022, Government of India’s Tourism Ministry in partnership with the United Environment Program and Responsible Tourism Society of India (RTSOI) organized National Summit on Developing Sustainable and Responsible Tourist Destinations in New Delhi. The tourism ministry announced Swadesh Darshan 2.0 Scheme and sanctioned 76 Projects. Swadesh Darshan 2.0 scheme intended to develop Sustainable and Responsible Tourist

Destinations. Also, growing penetration of online booking channels coupled with rising advent of social media platforms such as YouTube & Instagram etc. are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, a lack of investment, and resources as well as high cost associated with offbeat traveling impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Sustainable Tourism Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing trend of ecotourism and presence of large number of tourism locations. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as favorable government initiatives and increasing investment towards ecotourism in the region, would create lucrative growth prospects for the global Sustainable Tourism Market across the Asia Pacific region.

Major market players included in this report are:

Bouteco
Kind Traveler
Responsible Travel
Wild Frontiers Adventures Travel
Wilderness Holding Limited
Beyonder Experiences
Kynder
Eco- Companion
Undiscovered Mountains
Rickshaw Travel

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

Coastal Tourism

Mountain Tourism

Island Tourism

By Application

Solo

Group

Family

Couples

By Age Group

Millennial

Baby Boomers

Generation X

Silver hair

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Sustainable Tourism Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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