

# 10 Sustainability and tourism planning

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**When reading this chapter, you will engage with these key concepts:**

- Positive economic benefits vs. negative impacts on environment and communities.
- Research focus on socio-cultural, economic, political, and ethical aspects.
- Tourism policy and planning to benefit people and places.
- Sustainable development principles in local tourism planning in Queensland, Australia.
- Roles of local stakeholders, local policies and community impacts.
- National-level tourism policies in Australia.
- Australian policies for Indigenous tourism towards sustainable development.
- Marketing and economic growth focus over sustainability.
- Sustainability integration across different levels of government.
- Justice principles in tourism transition to net zero and climate change adaptation.

## Introduction

As tourism researchers we are all too aware of both the best and worst of tourism. For all the positive economic benefits it can bring countries and host communities, there are too many instances where tourism has not lived up to its potential; environmental impacts are secondary to development, benefits are not realised equally, or culture is treated as a commodity that is packaged to appeal to visitors. For me as a researcher, I have been guided by exploring how tourism, as one of the largest industries in the world, can do more to benefit people and places.

When I began my academic career under Chris Cooper's supervision, these were some of the questions that academics were grappling with. At the time, just over a decade post-Brundtland, there was much focus on the negative