

# The Role of Government Policies in Promoting Green Tourism in Developing Countries with Special Reference to India; Malaysia Costa Rica Thailand UAE and Brazil

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## Abstract

Green tourism is an evolving concept in sustainable development, particularly important for developing countries rich in biodiversity and cultural inheritance. The present study surveys the role of government policies in promoting green tourism in developing countries, with a focus on Malaysia, Costa Rica, India, Thailand, UAE, and Brazil. The article is based on secondary data analysis, comparative studies, and content evaluation.

The findings expose how government policies, such as tax incentives, eco-certification programs, and public-private partnerships, have helped the countries adopt sustainable tourism practices. However, several challenges like gaps in the implementation of policies, monetary burdens, environmental collapse, and absence of stakeholder responsiveness keep on creating hindrances in the development of green tourism, predominantly in developing countries.

A broad comparative analysis approach is adopted in this research study. It brings out realistic recommendations like boosting policy structures, signifying financial enticements, furthering accountable tourism, and encouraging local community involvement. The article points out the implication of broad strategies adopted by the governments of select developing countries in promoting green tourism and ensuring global environmental conservation and socio-economic growth.

**Keywords:** Green Tourism; Sustainable Tourism; Environmental Conservation; Policy -Frameworks; Socio-economic Growth.

## 1. INTRODUCTION

Green tourism, also termed as sustainable tourism, lays emphasis on environmental conservation, social and cultural enhancement, as well as economic benefits for local societies. It plays a vital role in tackling the challenges posed by climate change and resource diminution. Developing countries generally enjoy rich biodiversity and cultural heritage. Thus, they enjoy enormous potential to prosper in green tourism. However, government policies play a significant role in the promotion of this sector because these policies provide the required basis for sustainable practices, monetary stimuli, and stakeholder involvement.

Tourism is a fast-growing sector worldwide, particularly in the developing countries. It contributes extensively to financial progress, the creation of jobs, and social and cultural upliftment. However, the

conservational and social effects of over-tourism have raised fears about its sustainability. Green tourism has come to be known as a viable solution to overcome these obstacles. It accentuates accountable travel practices that lessen ecological footprints, encourage cultural protection, and safeguard reasonable pecuniary benefits for local societies.

In developing countries, where natural and cultural resources are generally profuse, green tourism offers enormous potential. The developing countries can depend on their incomparable biodiversity, geographies, and inheritance to charm tourists while fostering sustainable development. However, sustainable development necessitates a dynamic policy framework to push green tourism practices, improve compliance with these practices, and tackle obstacles like over-tourism, resource management, and public displacement.

Government strategies have a crucial role to play in shaping the green tourism environment of the country. Policies initiated by the governments in developing countries like eco-certification programs, tax benefits for ecological infrastructure, and alliances between public and private agencies, etc. provide the basis for sustainable tourism. Furthermore, guidelines issued by the government along with strict monitoring systems confirm that tourism activities support environmental and socio-cultural goals.

This study explores the role of government policies in promoting green tourism in developing countries, focussing particularly on Malaysia, Costa Rica, India, Thailand, UAE, and Brazil. These nations, despite their exclusive challenges, have exhibited innovative tactics to incorporate sustainability into their tourism sectors. This research aims to provide acumens and proposals for developing green tourism worldwide by analyzing the policies and practices of these developing countries.

## 2. Objectives of the Study

- **To Comprehend the Role of Government Policies:** Analyse how government initiatives impact the progress and promotion of green tourism in developing countries.
- **To make a Relative Analysis:** Study the policies and initiatives employed by developing countries like Malaysia, Costa Rica, India, Thailand, UAE, and Brazil, to identify sound practices and challenges.
- **To Assess Policy Effectiveness:** Appraise the influence of these policies on ecological protection, societal empowerment, and commercial sustainability.
- **To Ascertain Challenges:** Underline the blockades to executing and supporting green tourism policies in developing countries.
- **To Suggest Recommendations:** Provide strategies for policymakers and stakeholders to augment green tourism ingenuities.

## 3. Research Methodology

The present research is exploratory in nature. It employs a qualitative approach based on secondary data to survey the dynamics of green tourism in developing countries, with particular focus on India, Malaysia, Costa Rica, Thailand, UAE, and Brazil. Based on existing data, the research aims at providing a comprehensive understanding of the topic. The secondary data is primarily collected from academic journals, research papers and books; government reports and reports from international organisations such as United Nations World Tourism Organization (UNWTO) and the World Bank. The article also relies on analysis of scholarly articles, reports, and media coverage to assess policy impact in developing countries.

#### 4. Review of Literature

Green tourism has reaped growing attention from scholars and policymakers, particularly in developing countries, where it is seen as a means of sustainable development. This section reviews existing literature on the importance of green tourism, the role of government policies, and case studies from developing countries such as Malaysia, Costa Rica, India, Thailand, UAE, and Brazil.

##### 4.1 Green Tourism and Its Importance

Green tourism is identified as tourism that reduces environmental effects while encouraging the preservation of natural and cultural inheritance. According to the United Nations World Tourism Organization (UNWTO, 2022), sustainable tourism is vital for realizing the Sustainable Development Goals (SDGs), particularly Goals 12 (Responsible Consumption and Production), 13 (Climate Action), and 15 (Life on Land).

Researchers like Bramwell and Lane (2013) point out that green tourism not only alleviates environmental degradation but also helps in supporting nations and local communities. It nurtures responsiveness among tourists about the need for environmental protection and offers opportunities for communities to benefit directly from revenues generated from tourism.

##### 4.2 Role of Government Strategies in Green Tourism

The development of green tourism in a country depends greatly on its government's policies and strategies that determine regulatory frameworks, encourage workable practices, and encourage stakeholder collaborations. Analyses by Hall (2011) and Gössling and Hall (2019) emphasize that efficient government policies may be categorized by enduring planning and amalgamation with countrywide sustainability goals; pecuniary motivations, such as subsidies for eco-friendly infrastructure; public-private partnerships to promote novelty and venture.

Governments in developing countries play a crucial role in order to balance economic growth with environmental preservation. For instance, Scheyvens (2011) contends that policies directed at community-based tourism are vital for ensuring an unbiased distribution of gains.

##### 4.3 Challenges in Policy Execution

Several challenges hamper the effective employment of green tourism policies inspite of the gains. These challenges include:

- **Policy Gaps:** Several studies (e.g., Dredge & Jenkins, 2007) point out the disconnect between policy proposal and implementation due to insufficient institutional facility.
- **Financial Difficulties:** Buckley, R.,(2012) highlights that the reliance on tourism proceeds generally leads to prioritizing of short-term advantages over sustainability.
- **Over-Tourism:** Studies by Peeters et al. (2018) discuss how unregulated tourism can lead to ecological deprivation and cultural corrosion.

**5. Examples from Developing Countries:** Some examples of developing countries that have taken initiatives in promoting green tourism -

##### 5.1 Malaysia

The government of Malaysia has been emphasizing on the importance of sustainable tourism since a long time and it is reflected in the implementation of policies that balance economic growth with environmental conservation. The government is committed to promoting green tourism and ensuring the preservation of the nation's rich biodiversity, which is evident through various initiatives taken by the government.

### **Malaysia's National Ecotourism Plan**

In 1995, Malaysia introduced its first National Ecotourism Plan, providing a framework to develop the country's ecotourism potential. This plan emphasized ecotourism as a niche market, distinct from broader mass tourism, and aimed to use the ecotourism industry as a catalyst for economic development, (Siow, et. al, 2014).

### **National Sustainable Tourism Policy**

The National Sustainable Tourism Policy highlights Malaysia's dedication to amalgamating sustainability into tourism expansion. This policy is in line with international standards, such as those from the United Nations World Tourism Organization (UNWTO) and the United Nations Environment Programme (UNEP), warranting that tourism expansion plans deliberate on environmental, cultural, and social requirements. (Pradeep Kumar Nair and Toney K. Thomas, 2013)

### **Green Technology Master Plan (GTMP) 2017–2030**

The GTMP summarizes Malaysia's strategy to encourage green technology across various segments, including tourism. Thereby, the plan aims to diminish the environmental impact of tourism-related activities and infrastructure. (Federal Government Administrative Centre, 2017).

### **Challenges and Future Directions**

Despite these wide-ranging policies, challenges are being faced in copiously executing sustainable tourism practices. Issues being encountered including harmonizing economic development with ecological protection, handling the varied expectations of tourists, and ascertaining local community participation require incessant consideration. Future tips include boosting alliances between private and public sectors, developing infrastructure at ecotourism terminuses, and intensifying efforts to create awareness about sustainable practices among tourists and local communities.

## **5.2 Costa Rica**

Certification for Sustainable Tourism (CST) program of Costa Rica is broadly regarded as a global model. According to Honey (2008), the program provides incentives for businesses to adopt sustainable practices by relating certifications to marketing advantages.

Costa Rica has been a global leader in sustainable tourism over the years. It has initiated the implementation of policies that complement ecological conservation with economic growth. The government has exhibited its pledge to green tourism by taking initiatives and designing agendas for protecting the nation's rich biodiversity while encouraging accountable travel.

### **National Tourism Development Plan 2022-2027**

The National Tourism Development Plan 2022-2027 is the foundation of Costa Rica's tourism strategy. The plan stresses sustainability, novelty, and comprehensiveness to promote green tourism in the country. The National Tourism Development Plan proposes to achieve the rewards of tourism duly. It assures improvement of the quality of life of the nation and establishes Costa Rica's position as a valuable society dedicated to an eco-friendly environment. (Hepple, 2023)

### **Certification for Sustainable Tourism (CST) Program**

Launched by the Costa Rican Tourism Board (ICT), the Certification for Sustainable Tourism (CST) program promotes businesses to implement sustainable exercises. The CST appraises business houses based on their environmental bearing, resource management, and community participation and assigns grades that help travelers make enlightened choices. (Costa Rica Tourism Board, 2025)

### **Guarded Areas and Biodiversity Conservation**

Costa Rica's wide-ranging network of protected areas that cover approximately 25% of the state territory is evidence of its commitment to environmental preservation. Several initiatives have enabled the country to overturn deforestation developments, with forests covering nearly 60% of Costa Rica's land. The country's commitment to promoting biodiversity conservation is also reflected in the robust legislation, and innovative schemes like the 'Payment for Ecosystem Services Program'. Costa Rica's 'Payment for Ecosystem Services Program' recommends incentives to landowners to preserve forests and biodiversity. (Rafael Monge, Apr 21, 2024).

### **Assimilation of Renewable Energy**

Costa Rica's green tourism policies have led to significant progress in the field of renewable energy. Nearly all of the country's electricity is being produced from renewable sources. This has boosted the country's appeal as an eco-friendly destination for tourists and brought to light its reassurance of sustainability. (Katherine Simon, 2021)

### **Global Recognition**

The sustainable tourism model of Costa Rica has earned global acclamation, which has led to alliances with worldwide establishments. The ICT's affiliation with the Global Sustainable Tourism Council (GSTC) intends to reinforce sustainable tourism development with the help of public policies, associations, and programs that stick to universal benchmarks. (GST Council, 2022).

Therefore, the adoption of broad procedures and a firm assurance of sustainability have helped Costa Rica establish a widespread benchmark for green tourism. Integration of ecological protection with economic and social development has enabled the government to make sure that tourism supports the nation's welfare as well as sustains its natural heritage for future generations.

## **5.3 India**

India's eco-tourism schemes, such as the Swadesh Darshan Scheme, aim to expand thematic journeys that uphold regional legacy and ecology. Singh and Mishra (2019) deliberate upon the accomplishment of projects in Kerala and the Northeast region of India but also highlight challenges like weak implementation and inadequate community engrossment.

The Government of India has realized the rising significance of sustainable tourism as part of its wider ecological and economic development approaches. As a consequence of global apprehensions about climate change and environmental deprivation, India has been taking substantial actions to encourage green tourism. The country focusses on integration of environmental protection, community participation, and financial growth through accountable travel practices. The Green Tourism Strategy is a crucial constituent of India's vision for a more sustainable future, both for the tourism segment and the nation as a whole. (Ministry of Tourism, Government of India, 2023)

### **India's Green Tourism Policy: Overview and Objectives**

India's Green Tourism Policy is formally called the "National Strategy for Sustainable Tourism. The policy aims to address the environmental influence of tourism along with sustaining economic advantages. It attempts to create a structure that promotes biodegradable tourism practices in the country. (Ministry of Tourism, Government of India, 2022).

The chief objectives of the policy include:

- **Encouraging Ecological Infrastructure:** The policy encourages the development of tourism set-up that diminishes the carbon footprint, preserves water, and exploits renewable energy sources.

- **Maintenance of Natural Resources:** A fundamental principle of the policy is the safeguard required to be provided to India's abundant natural inheritance, including forests, wildlife, and water bodies, which are vital for sustainable tourism.
- **Giving power to Local Societies:** The policy concentrates on the contribution of local societies in the development of green tourism in India. This warrants that tourism benefits are disseminated equitably and boost community-driven initiatives.
- **Furthering Accountable Travel:** The policy stresses upon the need for growing awareness among tourists about the value of sustainable practices such as waste management, curtailing pollution, and revering local cultures.

### Important Characteristics of the Green Tourism Policy

#### a. Certification and Standards

The Ministry of Tourism in India, together with numerous state governments, has presented certification programs to boost eco-friendly tourism institutions. The Green Star Rating system, established by the Ministry, appraises hotels and resorts on the basis of their conservational functioning. Institutions that meet rigorous sustainability conditions such as energy preservation, waste reduction, and water management, are granted a Green Star rating. This helps travellers classify environmental lodgings and encourages a shift toward greener practices within the tourism industry. (nccf.in, 2025)

#### b. Boosting Nature-based Tourism

India is regarded as a prime destination for nature-based tourism due to its varied topography and biodiversity. The Green Tourism Policy promotes the expansion of eco-tourism circuits that focus on the country's natural spectacles, which include its national parks, wildlife reserves, and coastal provinces. These initiatives intend to create sustainable tourism destinations that prioritize conservation efforts while offering unique travel experiences.

The policy also underlines the need for upholding the ecological balance by constraining over-tourism in insubstantial ecosystems and controlling human intervention in protected areas.

(Ministry of Tourism, Government of India, 2022)

#### c. Public-Private Partnerships

The Indian government has realized the significance of alliances between the public and private sectors in promoting sustainable tourism. Public-private partnerships have been encouraged to promote eco-friendly infrastructure through the development of solar-powered hotels, waste-to-energy projects, and electric vehicle (EV) schemes in popular tourist destinations. These alliances are expected to make the tourism sector more sustainable. (Ankit Agrawal, 2023)

#### d. Community-Based Tourism Initiatives

One of the most novel facets of the Green Tourism Policy of India is its emphasis on community-based tourism (CBT). The Indian government encourages local communities to develop and manage tourism ventures, making sure that they have a share in the profits generated by tourism. This comprises of encouraging homestays, rural tourism, and native experiences, where tourists can acquire knowledge about local cultures and traditions while espousing sustainable incomes for the community.

By concentrating on rural and tribal tourism, the policy also helps preserve indigenous knowledge and crafts, which are fundamental to the country's cultural heritage. (Ministry of Tourism, Government of India, 2022)

### **Incentives for Green Tourism Initiatives**

In order to foster the implementation of sustainable practices, the Indian government proposes a variety of inducements for tourism businesses that focus on green projects, which include financial backing, tax discounts, and access to low-interest loans for development of eco-friendly set-up. For instance, hotels and resorts that adopt renewable energy systems, like solar panels, are qualified for government subsidies and allowances.

Furthermore, the Indian government has been vigorously encouraging the idea of low-carbon tourism by proposing motivations to tour operators who offer eco-friendly travel packages, including nature tours, wildlife safaris, and heritage walks. (Ministry of Tourism, Government of India, 2022)

### **Challenges Faced by the Indian Government**

The Green Tourism Policy of the Indian government is a positive step toward sustainability. However, its implementation involves several challenges for the government. Lack of awareness among stakeholders, including tourism businesses and individual tourists, about the need for observing green practices, remains one of the primary concerns for the nation. The government is initiating education and training programs for tourism professionals to make sure that they understand and implement sustainable practices.

One more challenge is the prerequisite for tougher implementation mechanisms to confirm compliance with environmental standards. The Indian government has recognized the significance of monitoring and gauging the impact of tourism on natural reserves and is functioning towards solidifying regulatory frameworks to tackle these issues.

The Green Tourism Policy of India denotes a substantial endeavor to balance tourism development with environmental upkeep. By encouraging eco-friendly practices, engaging local communities, and improving sustainable tourism infrastructure, India is setting a standard for other nations to follow. Notwithstanding the challenges, the commitment to green tourism is an imperative part of India's approach to protect its natural and cultural heritage for future generations. (Shruthi. B, 2023)

## **5.4 Thailand**

Thailand has been following a policy of vigorously encouraging green tourism in order to create a balance between economic development with ecological protection. The green tourism policy of the Thailand government comprises numerous projects designed at encouraging accountable travel and warranting the enduring sustainability of the nation's geographical and enriching resources. Thailand's shutting of Maya Bay for refurbishment of coral reef, as deliberated by Rittichainuwat (2020), demonstrates an audacious policy move to give priority to ecofriendly sustainability above pecuniary advantages.

### **Bio-Circular-Green Economic Model (BCG)**

In order to push sustainable expansion throughout numerous spheres, comprising tourism, the government of Thailand has implemented the Bio-Circular-Green Economic Model (BCG). The BCG model utilizes Thailand's valuable bio-multiplicity and cultural inheritance to encourage biodegradable practices, minimize conservational influence, and accomplish the Sustainable Development Goals (SDGs) as prescribed by the United Nations.

(<https://www.thecoloursofthailand.com>, 18 April, 2023)

### **Green Hotel Standards**

For the purpose of boosting ecologically responsive exercises within the hospitality industry, Thai government has initiated the Green Hotel Standards. This initiative directs hotels in executing sustainable processes, such as energy proficiency, waste diminution, and water preservation. The standards have

earned acknowledgement from the Global Sustainable Tourism Council (GSTC), thereby improving Thailand's status as an ecological destination. (GSTC, June 28th, 2024).

### **National Park Conservation Efforts**

With the objective of defending and rehabilitating natural allurements, the government of Thailand has executed strategies such as shutting popular national parks during specific times. Such plans reveal the government's assurance to sustain natural possessions for upcoming generations. (<https://www.thecoloursofthailand.com>, 18 April, 2023)

### **Encouragement of Accountable Tourism**

The Tourism Authority of Thailand (TAT) enthusiastically encourages accountable tourism with the help of drives that inspire travelers to get involved in environmental pursuits and defend local societies. By emphasizing justifiable travel opportunities, TAT endeavors to diminish the conservational footmark of tourism and augment the socio-economic advantages for local inhabitants. (Thailand Insider, 2021)

### **Alliances and Impending Guidelines**

The government of Thailand teams up with global associations and participants to forge ahead with its green tourism program. By promoting collaborations and unceasingly developing strategies that focus on eco-friendly obligations, the Thai government attempts to place the state as a chief destination for accountable and environmental tourism. (<https://forbesasiacustom.com>), November 10, 2023.

With the help of these wide-ranging strategies and projects, Thailand establishes a robust promise to green tourism, warranting that its inherent beauty and enriching heritage are conserved while bestowing profound experiences for visitors.

## **5.5 Brazil**

Brazil, well-known for its abounding biodiversity and enormous ecological sceneries, has been aggressively encouraging sustainable tourism to bring about an equilibrium between economic expansion and eco-friendly protection. The government's green tourism plans and its projects propose to place the country as a foremost ecotourism terminus whilst conserving its exceptional ecosystems.

Brazil's emphasis on community-based tourism in the Amazon underlines the significance of including native populations in tourism development. Wallace and Pierce (1996) observe that this scheme not only saves biodiversity but also augments cultural safeguarding.

### **National Initiatives and Policies**

The Brazilian Ministry of Tourism, in alliance with the Brazilian Association of Tour Operators (Braztoa), has been active in encouraging sustainable solutions for tourism. One outstanding scheme is the Braztoa Sustainability Award, acclaimed by the United Nations World Tourism Organization (UNWTO), which recognizes elite practices in sustainable tourism throughout Brazil. ([goodtravel.guide](http://goodtravel.guide), 2025)

Furthermore, the Ministry has commenced a synergistic online map underlining sustainable tourism schemes countrywide, offering tourists with news on environmental destinations and exercises. (<https://galapagos.com/countries/brazil>)

### **Legal Framework**

Brazil's assurance to ecological protection is also strengthened by way of regulation such as the Environmental Crimes Law, which concentrates on safeguarding plant and animal species, predominantly those which are in danger of extinction. This legal framework boosts sustainable tourism by confirming that geographical habitats are well-preserved and that tourism pursuits do not damage the environment. (Chimu, 5 Feb, 2024)



### **Community-Based Green Tourism**

Community contribution plays a vital role in Brazil's green tourism approach. The 'Barra do Una Sustainable Development Reserve' is an instance where regional communities participate in sustainable tourism procedures that encourage green safeguard and cultural legacy conservation. Tourists can partake in ecotourism events like wildlife observation, hiking, and societal events, unswervingly profiting the regional economy and nurturing eco-friendly governance. (Milena Ramires, et al, 2023)

### **Global Recognition**

Brazil's attempts in ecological tourism have achieved global appreciation. The country has been recognized for its capability of becoming a chief green tourism destination. Brazil ranks third universally for its geographical resources as per the World Economic Forum's Travel and Tourism Competitiveness report. (Daniela Carneiro, 2023, MIPIM World Blog)

Additionally, numerous Brazilian destinations have been awarded accreditations for ecological tourism practices, boosting the country's status as a green travel destination. (TTG Media, 23 Oct 2024)

### **Forthcoming Guidelines**

In order to further boost its environmental tourism segment, Brazil is concentrating on:

- **Capability Fostering:** Augmenting the capacities of the tourism segment and thereby responds to environment transformation challenges by way of strategy development and novel solutions. The Tourism Climate Action project of Brazil aims to strengthen the Brazilian tourism sector's capabilities to adequately respond to climate change-associated challenges. (Inter-American Development Bank, 2024)
- **Public-Private Collaborations:** Enhancing eco-tourism development by liaising with corporations like Sebrae to encourage tourism establishments to implement sustainable practices. (Adele Cardin, March 19, 2024)
- **Universal Engagement:** Taking part in global forums and collaborations to divulge the finest procedures and appeal to eco-conscious tourists.

With the help of above wide-ranging strategies and proposals, Brazil aspires to attain an appropriate equilibrium between tourism expansion and conservational protection, making sure that its geographical and cultural resources are protected for forthcoming generations. (Stephanie Vermillion, August 13, 2024)

## **5.6 United Arab Emirates**

The United Arab Emirates (UAE) has adopted several policies in encouraging ecological tourism in the country, put into operation strategies and plans that are in alliance with its wider environmental objectives. The government's assurance to sustainable tourism is apparent by the fact that it has initiated numerous strategies that aim at abating ecological impact along with boosting tourist involvements.

### **National Schemes and Drives**

The UAE's Tourism Strategy 2031 accentuates the elevation of environmental, cultural, and inheritance sites, incorporating sustainability into the tourism segment. The purpose of this strategy is to position the UAE as a chief green tourism destination worldwide. (UAE Ministry of Economy, Media Centre, 2 August, 2022)

Moreover, national drives have been launched to encourage conservational consciousness and showcase the country's environmental exquisiteness and sustainability endeavours. (Devdiscourse News Desk, 17-12-2024)

### Emirate-Level Schemes

- **Abu Dhabi:** The Department of Culture and Tourism, Abu Dhabi has incorporated green tourism by putting into action ecologically friendly strategies and procedures to reduce carbon emissions. (UAE Sustainable Tourism, December, 2024)
- **Dubai:** Dubai has commenced more than 50 schemes to encourage sustainable tourism, including the Dubai Sustainable Tourism Initiative, which requires hotels to abide by sustainability standards, and the "Dubai Can" plan concentrating on resource conservation. (travel and tour world, December 18, 2024)

### Legal Framework and Environmental Protection

The UAE's pledge to green tourism is strengthened by lawful protections for biodiversity, innovative digital technologies, and environmental infrastructure that is expected to contribute to the country's determined 2050 environment neutrality ambitions. Endeavours to promote green tourism are evident across the UAE, with schemes like Dubai's "Dubai Can" encouraging resource protection and Sharjah's ecological tourism policies boosting responsible practices.

These initiatives are responsible for UAE's upsurge to 18th place in the World Economic Forum's 2024 Travel and Tourism Development Index, depicting its leadership in eco-friendly tourism and sustainability. (ARN News Staff, Dubai eye103.8, 17 December 2024)

Due to these wide-ranging policies and plans, the UAE continues to be the leader in encouraging green tourism, making sure that fiscal progress corresponds with eco-friendly conservation and cultural inheritance.

The UAE is enthusiastically following ecological progress by concentrating on accomplishing the UN Sustainable Development Goals (SDGs).

Some of the significant initiatives of UAE include:

- **Green Agenda 2030:** It is a long-term plan that aims at achieving the objective of ecological expansion in the UAE and make the country eco-friendly. It proposes tactical aims and includes numerous projects and initiatives to realize them. The Green Agenda 2030 is an all-inclusive plan to diminish carbon emissions, foster clean energy, and generate an ecological environment. (2025 U.ae – The United Arab Emirate's Government Portal)
- **Estidama Framework:** 'Estidama' is an Arabic term that implies sustainability. UAE has adopted a sustainability ranking system for buildings, which is obligatory in Abu Dhabi and deals with ecological, financial, social, and cultural facets. The decisive purpose of Estidama framework is to improve worth of life for the inhabitants of the Emirate on four major aspects of sustainability, namely, ecological, financial, societal and cultural. (Ibrahim Tukan, 2025)
- **Dubai 2040 Urban Master Plan:** It is a far-reaching plan for environmental urban development in Dubai. Dubai 2040 Urban Master Plan was launched to carry out the environmental expansion in a synchronized way through its organized plan approach, comprising of policies, philosophies, strategies, and schemes to direct and push other lower-order plans. (Dubai Municipality, 2025)
- **National Committee for Sustainable Development Goals:** The committee was formed by decree of the UAE Cabinet, in January 2017. It is devoted to executing the UN SDGs at a nationwide level and includes state units in charge of the national execution of the SDGs. They examine progress, report on goals, and involve participants to propel environmental development in the country. (2025, U.ae - The United Arab Emirate's Government Portal)

## 6. Conclusion

Green tourism has surfaced as a significant approach for sustainable growth in developing countries, ensuring economic development along with ecological protection. Governments in developing countries like India, Malaysia, Brazil, Costa Rica, Thailand, and the UAE have acknowledged the potential of environmental tourism and have executed strategies to promote it.

The Eco-Tourism Policy of India aims at ecological growth by way of community involvement and biodiversity preservation. Malaysia incorporates eco-friendly tourism into its National Ecotourism Plan, boosting accountable tourism in protected regions. Brazil lays emphasis on eco-certification programs and preservation plans in the Amazon. Costa Rica, known to be a global leader in green tourism, has followed strict approaches on carbon neutrality and biodiversity protection. While Thailand fosters low-impact tourism through green hotel projects and ecological travel drives, the UAE backs environmental infrastructure and luxury green tourism.

Notwithstanding these initiatives, developing countries face challenges such as scarce finance, strategy execution breaches, and harmonizing financial interests with sustainability. Nevertheless, with robust regulatory frames, increased public-private collaborations, and augmented public engagement, green tourism can lead to environmental development. Besides, incessant modernization and cross-country cooperation shall ensure that tourism development does not come at the expense of conservational degradation.

## 7. Recommendations

- Intensify Policy Frame: Adopt broad green tourism strategies with well-defined targets and performance processes.
- Impetus for Stakeholders: Offer pecuniary motivations, such as tax rebates and grants, for environmental exercises.
- Public-Private Collaborations: Boost partnerships between governments, businesses, and NGOs for pioneering solutions.
- Aptitude Mounting: Organize training programs for regional societies and tourism operatives.
- Promote Responsible Tourism: Initiate awareness operations to guide tourists about green practices.

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