



Methods and strategies of economic diversification by activating the dimensions of sustainable local tourism development-Qatar experience-

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Abstract:

The tourism sector is one of the important sectors in improving and developing the local and international economy, and it helps in achieving comprehensive local development. The tourism sector is also closely related to activating the dimensions of sustainable development and encouraging the preservation of Natural Heritage.

The study aimed to highlight the sustainable local tourism development in the countries, the methods of achieving it and its indicators. In this study, we followed the descriptive-analytical approach to arrive at the results. In the practical aspect, the state of Qatar was accredited and discussed its experience.

In this study, we found that sustainable local development is one of the important topics that work on the development of countries. As for the practical side, the state of Qatar witnessed remarkable progress in the tourism sector during 2023, as this year represented a period full of achievements and developments that reflected the commitment of the Qatari state to promote the tourism sector dynamically within the Qatar National Vision 2030 and achieve the comprehensive development vision. The number of visitors to the country during 2025 reached 2.6 million.

Key words: Local Development, Tourism Development, Sustainable Development, Tourism sustainable local development.

1.Introduction:

The topic of tourism is one of the important topics that improve the international economy, improve society, achieve well-being and develop social and environmental aspects in countries. They work alongside other sectors of industry, trade, etc. Being engaged in providing work positions, improving facilities and various areas. The concept of tourism was also associated with the preservation of the environment and natural legacies. The concept has thus moved from the traditional concept of tourism to the modern concept of sustainable tourism.

And following it as a modern approach and a modern method to improve tourism services on the one hand and preserve the environment on the other. One of the topics that the thinkers paid attention to was the topic of local development, as the tourism sector is one of the sectors that helps to promote the local and international economy, and it is closely related to sustainable



development, the dimensions of sustainability and its principles: economic, social and environmental. The tourism sector is one of the sectors that are interested in development programs and raising living standards.

The state of Qatar is one of the countries that is diverse in terms of tourist, environmental and natural areas, and acquires various nature reserves, water and is interested in the tourism sector, especially as it has been achieving growth during the previous and current periods. From the above it is possible to formulate the following problematic:

What are the most important methods and strategies for activating the dimensions of sustainable local tourism development, especially the state of Qatar?

Sub-questions:

Through the main question, sub-questions can be posed:

- What is the concept of sustainable local tourism development?
- What are the most important methods for achieving sustainable development of local tourism?
- What are the most important aspects of tourism in the state of Qatar?
- What are the methods of developing sustainable local tourism development in the state of Qatar?

Study hypotheses:

To answer the main question we establish the main hypothesis:

here are many methods and strategies for activating sustainable local tourism development in the countries of the world and in the state of Qatar in particular.

By the main hypothesis the following sub-hypotheses can be formulated:

- There are several definitions given for the term local sustainable development;
- One of the methods to achieve sustainable development of local tourism is to rationalize energy consumption;
- The state of Qatar acquires many tourist aspects, including nature reserves;
- The state of Qatar has adopted the method of developing biological diversity.

Study objectives:

Through this research we are trying to achieve the following goals:

- Knowledge of various concepts related to the term sustainable local tourism development;
- Addressing the various strategies that affect the topic of sustainable local development and exposure to the requirements;
- Exposure to various methods that achieve the dimensions of sustainable local tourism development;
- Introducing the state of Qatar and the most important legacies that it acquires from the natural aspects;
- Addressing the strategies adopted by the state of Qatar and its interest in animal and natural diversity.

Study methodology:

To achieve the objectives of the Study and answer the questions, we relied on the descriptive analysis method, to describe the phenomenon, analyze it and reach the most important proposals and results. By collecting books and articles that are relevant to the Study topic. Qatar is one of the countries where there are many natural areas.



2. Theoretical aspect

2.1. the concept of local sustainable tourism development:

The concept of tourism is one of the evolving concepts throughout history and times, there are those who view it as a social phenomenon and others include it among the economic phenomena. The definition of tourism was removed in 1905 by the German scientist Joyer Friedler, who defined it as a modern phenomenon arising from the growing need for comfort and a change of air, the birth of a sense of the beauty of nature and the growth of this sense to a sense of joy, pleasure and residence in areas with their own nature, as well as the growth of communications, especially between peoples, and these communications were the fruit of the expansion of trade and industry and the fruit of the advancement of Transportation (Boumaza, 2020, p.71).

The concept of sustainability has also been linked to tourism and local development, and this term has become commonly used in all fields. The concept of Sustainable Tourism Meets the needs of tourists just as it works to preserve tourist areas and increase employment opportunities for the local community. It works to manage all available resources, whether economic, social, aesthetic or natural, in dealing with heritage and cultural data, in addition to the need to maintain environmental balance and biodiversity. The World Tourism Organization (WTO) has focused on the concept of sustainable tourism in the Manila Declaration 1980, in acopolco 1982, in Sofia 1985 and in Cairo 1995 (Hawchin and Ben Bayra, 2020, p. 311).

Sustainable local tourism development is the main axis in recalibrating the role of tourism in society, defined as a development that begins to be implemented after a full scientific study within the framework of integrated planning for economic, social and environmental development within the country as a whole, or within a territory where the components of Tourism Development are combined from natural and civilized attractions (Amiri, 2020, p. 88).

Sustainable and balanced tourism development is also defined as a development that begins to be implemented after a full scientific study within the framework of integrated planning for economic, social and environmental development within the country as a whole or within any territory where the components of Tourism Development are combined from natural and civilized attractions. In 1993, the European Union for the environment and national parks defined sustainable coastal development as an activity that preserves the environment, achieves economic and social integration and improves the architectural environment. it is also defined as a development that meets and satisfies the needs of tourists and current guest communities and ensures the benefit of future generations. it is also a development that manages resources in a way that achieves economic, social and aesthetic benefits while maintaining cultural unity, continuity of ecological processes, biodiversity and the basic components of life. Sustainable tourism development is defined: They are the ones that meet the needs of tourists and host sites, besides protecting and providing opportunities for the future, they are the guiding rules in the field of Resource Management in a way that the requirements of economic, social and cultural issues are met, cultural integration and environmental factors are achieved, biodiversity and life support systems (Salmi and Ben Joumaa, January 2019, pp. 108-109).



From the above, we can consider sustainable local tourism development as one of the concepts that many researchers and thinkers have been interested in, as it is the development that includes the tourism sector and works to attract tourists and hard currency from abroad. It is also a development that includes tourism components and tourist areas located inside and outside the region. It touched upon the aspect of sustainability to preserve the rights of future and current generations, achieve profits and raise economic performance.

The difference between traditional local tourism development and sustainable local tourism development can be illustrated in the table:

Table No. (01): comparison between traditional tourism local development and sustainable tourism local development.

Differences	traditional tourism local development	sustainable tourism local development
In terms of characteristics	Rapid development	Development takes place in stages
	Short-term	Long-term
	It has no boundaries	It has certain limits and absorptive capacity
	Quantum tourism	Type tourism
	Managing development processes from abroad	Managing development processes from within by local residents
In terms of characteristics	Planning development processes from abroad	Comprehensive and integrated planning
	Focus on the creation of constructions	Observance of environmental conditions in construction and land planning
	Project planning programs	Project planning programs are based on the concept of sustainability

Source: (Barzouan, 2012, p. 28)

The importance of sustainable local tourism development is also shown in the following: (Prabou, 2025, P. 151)

a-economic importance: for sustainable local tourism development through many points, the most important of which are the following:

- Improving the balance of payments ;
- Providing job opportunities and solving the unemployment problem;
- Increase profitable investment opportunities;
- Achieving balanced development between regions.

b-social goals: the main ones are the following:

- Improving the quality of life of the local community;
- Preservation of equal rights;
- Protection of Environmental Quality by preserving ecological, systemic and Biological Diversity;



- Maintenance of the cultural authenticity of communities;
- Providing high quality of information and expertise in the appropriate form for visitors.

2.2. Strategies and principles of sustainable local tourism development:

The essence of sustainable tourism development is to include the process of Tourism Development in a broader concept, which takes into account the economic return, as well as the socio-cultural and environmental dimensions of the development process while preserving and perpetuating tourism resources. Therefore, the strategy of sustainable tourism development is based on the need for decision-makers in governments to realize that a balance must be achieved between economic development needs and social and environmental requirements. Ensuring the sustainability of tourism requires a rational management of the effects of tourism at all levels and awareness of the development of environmental conditions based on environmental indicators and improving the quality of the tourism product and tourist markets. In addition to continuous monitoring and follow-up and taking urgent measures as soon as problems arise, in general, the strategy of sustainable tourism development of any country is summarized in five main axes: (Hamri, Al-baqour, and boubayaa, 2021, pp. 172-173)

- **Vision:** it is based on what the best tourist future can be.
- **Ambition:** define the objectives of the outputs of the tourism planning process.
- **Objectives:** setting performance standards and targeting the achievement of development by activities and their development horizons.
- **Programs:** develop ways to achieve economic development goals. Which must be time-bound and measurable.
- **Action steps:** priority programs should be developed in tourist areas and then determine their costs. Sustainable local tourism development is characterized by a number of principles, the most important of which we mention: (cheikh, 2022-2023, P. 64)
 - Protecting the environment and increasing appreciation and attention to natural resources and legacies;
 - Meeting the basic needs of the human element and protecting living standards;
 - Achieving justice at the level of one generation as well as between different generations in terms of the right to benefit from environmental resources and income distribution....Etc;
 - Creating new opportunities for investment, and therefore new jobs and incomes and diversifying the economy ;
 - Increase government revenues through tax opportunities on various tourist activities;
 - Improve the infrastructure and public services in the host communities and upgrade the level of recreation facilities and make them available to tourists and residents alike;
 - Raising environmental awareness and environmental issues among tourists, workers and local communities;
 - Participation of local communities in making tourism development decisions, thereby creating a community-based tourism development;
 - Creation of standards for environmental accounting and control over the negative effects of Touris;
 - Effective use of land and planning of land spaces in proportion to the local environment.

2.3. Methods of requirements for achieving local sustainable tourism development:



2.3.1. methods of achieving local sustainable tourism development:

Tourism development is one of the goals of the Comprehensive Economic and social development of the state because of its ability to improve the balance of payments, provide job opportunities, create income-generating opportunities, as well as contribute to improving the social and cultural lifestyle and lifestyle of all members of society. Studies indicate that the theories and philosophies of sustainable tourism development remain taken for granted if they do not have basic elements when implementing tourism development plans, and despite the difficulties facing the implementation of sustainable tourism development, there is no disagreement on the importance of adopting sustainability principles to manage and protect natural resources. It is also necessary for the success of sustainable tourism development in the future to adapt the devices and organizations based on tourism activity to the change of style that achieves sustainability of tourism activity of various kinds. The concept of the best practice of Environmental Management in the sustainable tourism sector aims at the following: (Ayachi, 2015-2016, pp. 79-80)

- Rational use of natural resources such as land, soil, energy, water and others;
- Work to reduce the rates of pollution in its various solid, liquid and gas form;
- Preservation of Biological Diversity through the protection of flora, fauna and the ecosystem;
- Preservation of cultural heritage in its various forms of customs, traditions, architectural heritage, etc. local participation of all communities of society in development processes while working on the integration of local cultures;
- Use of local labor and product;
- Reduction of chemicals polluting the soil;
- Developing a policy that takes into account environmental conditions at all stages of Tourism Development;
- Taking into account the complaints of tourists.

2.3.2. Requirements for achieving sustainable local tourism development:

Sustainable tourism development can be achieved by activating some of its requirements, which are concentrated in the following: (Tourkia, October 2018, pp.10-11)

- **Regulatory requirements:** related to the organizational and administrative factors that determine the rules and controls that concern the tourism activity, whether the ministries or the agencies of culture or the entire tourism sector, from determining the competencies and responsibilities between the various concerned agencies.
- **Environmental requirements:** environmental requirements are concerned with protecting and preserving the environment in order for the climate to be suitable for tourist activity and receiving tourists. environmental development is closely related to tourism development because of its effective role in the process of tourist attraction, including the protection of monuments and resources.
- **Administrative requirements:** administrative demands are demands related to the management of tourist activity and workers in the tourism field.
- **General requirements:** the general requirements include the services provided by the International and put them in its general plan, such as: services provided for the development



of tourist traffic in the country and for the development of the tourism industry from decisions, legislation, laws and facilities for tourism projects, Customs and others.

2.4. Indicators of local sustainable tourism development:

The previous indicators were derived from the work of the European Council 1997 and the World Tourism Organization in 1999-1997, and they are divided into: (Cheikh, 2022-2023, p. 66)

a-economic indicators: these indicators measure the impact of tourism activity on the economic environment, the most important of these indicators are currency and income (cost/profit ratio analysis), considering that tourism is an important source of income and free currencies, as the tourism sector is characterized by the expansion of front and back entanglements with other sectors, in addition to its contribution to the development of GDP and the fight against unemployment by creating many and diverse job opportunities in all specialties.

B-social indicators: the social indicators of Tourism Development were based on the reality of the increasing reflection of tourist activity on the social environment, where tourists cause some social problems such as (delegating traditional ways of life, increasing living costs and real estate speculation) and the specific positive reflection of certain types of tourist activities on the local economy. There are five main indicators for measuring tourism indicators on the social side, namely:

- **Economic pressure indicator:** it is measured by the number of tourists visiting the site daily, monthly, seasonally or annually to the local population, or by the intensity of use of tourist sites by the number of tourists.
- **Social reflection index:** it is a measure of the impact of tourism on the living conditions of the local population in terms of employment, education and the development of their abilities.
- **The satisfaction index of local peoples:** it is used before and after the establishment of tourism projects and is to measure the extent of the development of the satisfaction of these peoples, the most important of which is the rate of use of the population for restaurants, tourist hotels, sports, and cultural sites associated with tourism.
- **The Security Index:** it is to indicate the reflection of the flow of tourists on the security component and is measured by the rate of crimes, misdemeanors and thefts declared to the number of tourists, i.e. measured (the rate of crimes, misdemeanors and thefts declared to the number of tourists), and is also essential in the permanent development, as it allows to ensure the stability of the tourist link. the Security Index also came to measure the impact of the terrorism factor on tourism development in general and the work of tourism companies in particular as well as the work of measuring the target audience of Police Services.
- **Public Health Index:** it is to measure the reflection of the development of tourism activity on the level of health of the local population.

C-environmental indicators: exceeding the capacity of the tourist area to pressure and human activity exerted on the environment or the tourist community usually produces a set of five harms of the types of environmental indicators and their measurement, namely:

- **Electricity intensity index:** which is measured either by the volume of tourists 'use of electricity / the volume of local residents' use or by the volume of tourists ' use of electricity/



the total available volume of electricity. Electricity intensity index= the volume of tourists 'use of electricity/ the volume of residents' use of electricity .

- **The indicator of the intensity of soil use:** which is measured either by the rate of density of tourists/ locals, especially during the seasons, or by the rate of the flat area occupied by the tourism infrastructure/ total area.

- **Water use intensity index:** which is measured either by the volume of tourists 'use of water / the volume of local residents' use or by the volume of tourists ' use of water/ the total reduction of potable water.

- **Air Pollution Protection Index:** which is measured by the extent of air pollution, i.e. the rate of carbon dioxide gases per capita. The amount of carbon monoxide pollution/ population.

- **The indicator of the fragility of biodiversity and natural ecosystems:** applied to areas that are rare or threatened with extinction, meaning that tourism development requires adopting an approach that does not exceed the carrying capacity of the tourist site, to preserve the Environmental Quality and the level of saturation of visitors so that the tourist economy is not exposed to deterioration.

3. Applied aspect

3.1. Sustainability and local development Qatar:

The 2030 Agenda and the Sustainable Development Goals, adopted by all UN member states in 2015, describe a global agenda that must be implemented by all countries and applies to all of them. The SDG Index and Dashboards Report is the first study in the world to assess the position of each country according to its achievement of the Sustainable Development Goals. Metrics and data are essential for turning the SDGs into practical problem-solving tools, as the SDGs set standards that apply not only to emerging and developing countries, but also to industrialized countries. Governments and civil society alike can benefit from the SDG Index report and dashboards to identify action priorities, understand key implementation challenges, track progress, ensure accountability, and identify gaps that need to be filled in order to achieve the SDGs by 2030.

It is interesting to mention that Her Highness Cheikha Moza has been chosen for the second time to be an advocate for the Sustainable Development Goals, in recognition of her leading role in providing quality education, youth empowerment and human development through her initiatives at the local and international levels. (Sustainable, 2025)

Qatar's vision of achieving sustainable development is based on its environmental dimension, achieving a balance between meeting current needs and the requirements of Environmental Conservation, and this is done by: (zerroukhi, makhzouni, and Ghallab, December 2018, p. 91)

- Raising awareness of the Qatari people to preserve the environmental heritage;
- A flexible legislative system aimed at protecting the components of the environment and responding to new developments;
- Building effective and advanced environmental institutions that strengthen the public sense of the importance of environmental safety while using the latest technologies to preserve it, and these institutions are conducting environmental awareness programs;



- Develop a comprehensive plan for urban expansion and population distribution;
- Encouraging regional cooperation between the countries to adopt preventive standards that reduce the negative effects on the environment of the region from pollution caused by various economic activities;
- Support international efforts to reduce the harmful effects of climate change;
- To play an initiative and prominent regional role in the field of assessing and reducing the negative effects of climate change, especially on the Gulf countries.

The state of Qatar has adopted many initiatives aimed at enhancing efforts towards achieving sustainable development, the most prominent of which are: (el-Saliti, January 2023, p. 7)

- Establishment of the fund to support development in the south: the idea of establishing the fund came during the second South summit of the China Group, held in Doha in 2005, which was established by His Highness The Father Emir Sheikh Hamad bin Khalifa Al-Thani in order to fight poverty in developing countries, as well as help them achieve the Millennium Development Goals with an amount of 20 million dollars.

- The state of Qatar has achieved great achievements related to the goals and objectives of the seventeen Sustainable Development Plan and the Qatar National Vision 2030, where the planning and Statistics Authority, represented by the statistics department, and in cooperation with various ministries and state agencies, was able to produce national indicators for the Sustainable Development Goals and targets for 2030 by 80.3%.

- The Center for Sustainable Development was established in the academic year 2013-2014 under the supervision of the College of Arts and Sciences at Qatar University with the aim of developing pioneering scientific research in research programs in various disciplines dealing with biotechnology, food and energy sustainability, water, waste and human sustainability.

- The Ministry of Environment and climate change was established in 2021, and this ministry attaches great importance to preserving the biodiversity of the state of whales and turtles because of its importance in maintaining the balance of the ecosystem. One of its most notable initiatives is the opening of the Green Growth Institute, which focuses on sustainability and climate change issues.

- The national reporting platform for the Sustainable Development Goals was prepared in Qatar in partnership between ESCWA and the planning and Statistics Authority, with the aim of monitoring the progress achieved in achieving the Sustainable Development Goals. The vision of sustainable development in Qatar is based on the following aspects: (Qatar, 2025)

* **Human development:** Develop and develop the population of the state of Qatar so that they can build a prosperous society. Human development is based on the development of individuals together to maintain the development of society. Qatar seeks to achieve the goal of building a modern educational system at a world level, providing optimal education for outstanding students, providing excellent training and opportunities for citizens and developing them to their maximum potential to face the dramatically changing world that requires higher technical requirements, and developing abilities based on the interest of students, therefore it encourages only analytical and critical thinking and also encourages creativity, innovation and capacity



development. Ultimately, this promotes social cohesion and respect for the values of Qatari society.

* **Social development:** Develop a just and safe society based on good morals and social welfare and capable of dealing and interacting with other societies. Social development refers to the development of a society that serves justice for all and is based on high moral values, having more social abilities to relate to various authorities that have been an integral part of the global partnership. The state of Qatar is working to build a safe and stable society based on the principles of justice and equality and to promote tolerance and empathy with other cultures in the context of its Arab and Islamic identity. In the constantly evolving Qatari society, women are given a prominent position in all walks of life along with the scope of participation in the economic and political sphere.

* **Economic development:** The development of a competitive and diversified economy capable of meeting the needs, securing a high standard of living at the present and in the future. Economic development refers to the development of a prosperous society with sufficient capacities to meet the needs of the people living in it. wise management of exhaustible resources is required to ensure that future generations inherit enough to meet their requirements with optimal use to create a balance between products and reserves and between diversifying economic activities and reducing resources. Qatar has abundant hydrocarbon resources that can ultimately be used optimally to ensure sustainable development for future generations.

* **Environmental development:** Managing the environment in a way that ensures harmony and harmony between economic and social development and Environmental Protection. The management of harmony within society maintains a balance between social, economic and environmental aspects, environmental development seeks to provide a suitable environment for a growing society, the combination of the three pillars provides the ideal environment in which children are safe and are given optimal learning opportunities, women are safe and free to choose what they want, and also have an equal say in political and economic development.

The state of Qatar will accelerate the pace of economic growth at an average annual rate of 4% until 2030 by expanding gas production and accelerating the growth of activities related to economic diversification. the economic diversification agenda aims to make Qatar among the top 10 destinations in the world for investors and companies, to establish specialized economic clusters, and to build a vibrant innovation system based on the private sector. It will also focus on increasing productivity by 2% per annum to promote economic growth, creating jobs that require 2% per annum to promote economic growth, and creating high-skilled and high-paying jobs, while maintaining a sustainable rate of population growth that does not put pressure on the social fabric and infrastructure.

3.2. The tourism sector in the state of Qatar:

Qatar is experiencing rapid growth in the tourism sector, which is one of the many economic sectors that the country is focusing on to promote economic diversification over the next decade. The state of Qatar enjoys a strategic location at the crossroads between East and West, an average of 6-7 hours away from many major population centers and travel centers in the world. Qatar Airways, a five-star airline, connects more than 160 destinations around the world to Doha and visitors enjoy unparalleled safety, comfort and generosity upon arrival.



Qatar's tourism strategy aims to position the country as one of the most sought-after destinations worldwide for leisure and business. Qatar's tourism offerings - from arts and culture, to adventure and sports, to sand and sea - are outstanding, offering traditional experiences with a unique modern twist. Qatar Tourism is the main governmental body for planning and regulating the tourism sector. Its mission is to establish Qatar's position on the global map as a place where cultural authenticity meets modernity, and where people from all over the world gather to experience unique offerings in culture, sports, business and family entertainment. (Tourism, 2025)

The state of Qatar acquires the sights and tourist areas that are an important factor in attracting tourists, the most important of which are:

- **Souq Waqif**: a renovated historical traditional market, located in the center of Doha, which is one of its most lively areas, contains a chain of restaurants of traditional Qatari cuisine and modern ones serving various international cuisines, Souq Waqif is one of the most popular destinations for tourists.
- **Doha corniche**: a crescent-shaped winding with a length of several kilometers around the city, forming its waterfront, and located next to it are prominent tourist attractions such as the Museum of Islamic art, Sheraton Hotel and Rumaila Park.
- **Al-Zubara**: a historical religious located in the north of Qatar, about 100 km from Doha, surrounded by walls with towers in the middle on three sides and open towards the seashore.
- **World Cup stadiums**: the eight stadiums built by Qatar to host the 2022 World Cup are among the most prominent landmarks in the country, attracting a large number of tourists.
- **Katara Cultural District**: a cultural village that includes theaters, exhibition halls and various other facilities, established in 2008 and aims to introduce the cultures of the world, and the name was chosen for it, which was given to the peninsula of Qatar in the maps of the Roman philosopher and geographer Claudius Ptolemy in 150 birth.

The tourism sector is one of the 5 priority sectors in the process of diversifying the Qatari economy. It provides profitable opportunities for developers and investors, through a comprehensive approach that combines the public and private sectors.

To improve the tourism climate in Qatar, the program includes the implementation of major development projects such as the Doha Metro, the Qatar National Museum, Msheireb the heart of Doha, and other projects. The country is also on the verge of an unprecedented boom in sports and corporate tourism by hosting upcoming World Championships, such as the 2030 Asian Games and the FIFA World Cup Qatar 2022. This track record of hosting international events is part of a comprehensive plan to transform Qatar into one of the world's leading tourist destinations. (Qatar, Tourism, 2025)

The following table reflects the tourism in the state:

Table No. (02): tourism in the state of Qatar

Arab tourism capital of the year 2023	6 million global tourists by 2023	USD 16.8 billion in visitor spending in 2022	10% of the contribution of the travel and tourism sector
Doha won the title of the Arab tourism capital of the year 2023 from the Arab Ministerial Council for tourism	Qatar Tourism Strategy 2030 aims to attract more than 6 million international tourists annually by 2030	Qatar ranked second in terms of the highest spending of international travelers in 2022	In the gross domestic product in 2022

Source: (Qatar, Tourism, 2025)

Qatar has established itself as a tourist, artistic and cultural destination, where visitors from all over the world can enjoy a unique blend of authentic Arab traditions and modernity. Due to its strategic location between East and west, almost 80% of the world's population is within 6 hours of Qatar, and citizens of more than 95 countries are allowed to enter Qatar without a visa. The tourism sector is one of the most important pillars of Qatar's economic diversification and a key contributor to its sustainable growth. Qatar Tourism, as the official body responsible for regulating the tourism sector, has five key functions to strengthen the country's position as a gateway to the World: (International, 2025)

- Strategic planning and policy development;
- Develop and implement a comprehensive plan to promote investment opportunities in the tourism sector;
- Marketing the state of Qatar as a distinctive tourist destination and promoting entertainment events and business activities in it;
- Enhancing the visitor experience in cooperation with tourist authorities;
- Management of regulatory affairs, including the rapid and effective implementation of all tourist licenses and similar services.

3.3. Qatar's sustainable development strategy

The state of Qatar has launched a national strategy for the tourism sector for the year 2030 in an effort to further develop the tourism sector in the country. The strategy of the state of Qatar aims to attract 6 million visitors annually by 2030, and focuses on several key areas that reflect the commitment of the state of Qatar to strengthen the tourism sector, such as: (international, state of Qatar, 2025)

- Exploitation of a wide range of museums and cultural monuments;
- Hosting many international events, exhibitions and events;
- Construction of exceptional urban projects;
- Hosting many sporting events and events;
- Promoting outstanding educational opportunities at international universities in the UAE;
- Construction of a modern airport and one of the most advanced rail transport systems in the world.



The state of Qatar relies on ecotourism in order to activate sustainability and encourage tourism on the one hand and investments. According to the definition of the United Nations economic and Social Commission for Western Asia, ecotourism is a relatively recent concept, which is intended to organize tourist activities for areas that have certain environmental characteristics, such as nature reserves and their biological diversity, from these activities, environmentally responsible trips and visits to areas of pristine nature, in order to enjoy and contemplate nature and associated cultural features. Ecotourism promotes the preservation of natural environments while providing educational and enjoyable experiences for visitors, it also aims to reduce the environmental footprint of travelers, contribute to the conservation of biodiversity and local communities, and it also plays a crucial role in protecting systems. In addition, they contribute to raising awareness among visitors about environmental issues, promote a sense of responsibility and respect for nature. They include the following: (climatic, 2025)

* **Wild environment:** The percentage of wild nature reserves is 27% of the wild area of Qatar, and includes 12 reserves, namely: Al-Shahaniya Reserve, Al-Riffa Reserve in Al-Rayyan region, Al-masahbiya Reserve in Abu Samra region, Al-Reem Reserve in Al-jumaileya region, Al-Wasil Reserve, erkiya Reserve, Sanaya Reserve, Umm Qarn Reserve, Umm Al-Amad Reserve. In addition to the kindergartens, which number more than 1273, it includes a rare plant and animal diversity, as the Qatari environment is considered a crossing for a large number of migratory aircraft. The wild environment in the state of Qatar also includes about 31 incomes of various sizes and shapes, and the traveler's income is the most important Qatari income, as well as the income of the dark, and it was named so because of the darkness at the bottom of it, and there are studies and statistics that show that the number of incomes in Qatar reaches almost 9 thousand incomes and may exceed this number according to other studies, and have been classified into types including simple, compound, and large rectangular or irregular type. As for the valleys, the Qatari wild environment is characterized by a large number of ancient dry valleys, an estimated number of 615 Dry Valleys, and 90% of these valleys are spread in the northern half of Qatar, and these valleys flatten the surface, rake it, and cause a natural change in Very cool and beautiful. In addition, the state of Qatar includes many crescent-shaped sand dune areas, which are located in the south-west and central Qatar, and it includes a great biodiversity of living organisms, and the sand dunes with wavy shapes give a view that testifies to its scenic beauty in the Qatari desert, and it is also a popular destination for recreational safaris or enjoying the picturesque landscapes.

* **Marine environment:** The marine environment in the state of Qatar is considered the most diverse in the region, because Qatar is considered a peninsula, which makes it have large coasts on the Arabian Gulf, and the length of the Qatari coasts reaches 563 km, and the depths of regional waters range from 0 meters to about 60 meters. The percentage of marine reserves in Qatar is 2.5% of the total area of the state, and the state is also seeking to increase the area of marine reserves to 30% of the exclusive economic zone of the state of Qatar, to reach the desired goal within the Qatar National Vision 2030. The marine reserves in Qatar include the distinctive Khor Al Udeid (Inland Sea) Reserve, and the ammunition reserve, which includes the oldest mangrove forests in Qatar.



* **Qatari territorial waters:** Qatar's regional waters are characterized by a distinct diversity of ecosystems, where the water colors vary from bright turquoise to deep blue, and the coast from Brown to green, Qatari waters host a myriad of resident and migratory organisms, including dugongs and whale sharks, benthic seaweed and coral reefs that attract diving enthusiasts, as well as Qatari waters include flamingos, cormorants, crabs, seaweed and marine bacterial counts, which makes it one of the most beautiful places for marine ecotourism, as these organisms share a set of behavioral and physiological adaptations for life in the changing coastal and marine environment Constantly.

* **Country Islands:** The state of Qatar has a group of diverse islands with picturesque landscapes, which number up to nine islands, these islands contain a wide biodiversity between flora and fauna, in addition to the different nature of the formation, some of which are rocky, some of which are coastal Sandy covered with green spaces, in addition to the creation of the state of other artificial islands. Due to this wide diversity and excellence, these islands have become a destination for many visitors both from inside and outside Qatar, which has made them one of the basic elements of ecotourism in Qatar, where the Ministry of Environment and climate change has worked to rehabilitate and develop these islands, through a plan that included providing them with all tourist services and facilities, and the establishment of infrastructure It contributes to the expansion of eco-resorts and the establishment of local and international events, which gives visitors the opportunity to get acquainted with the components of the Qatari natural environment, and enjoy the weather and the charming nature of these islands.

During a panel discussion on the sidelines of the Qatar Economic Forum 2025 on "tourism under the spotlight", experts in the state of Qatar stressed that Qatar is moving towards achieving the goal of the Tourism Strategy 2030, which is represented by the contribution of the tourism sector to 12% of GDP, highlighting its growing role in supporting the efforts of National Economic Diversification. During his participation in the panel discussion, the president of Qatar Tourism highlighted the global shift in tourism demand towards lifestyle and purpose-driven experiences, such as health resorts, cultural experiences and luxury trips. He pointed out that travelers are increasingly paying attention to unique experiences, such as tailor-made accommodation, exploring dining experiences and cultural activities, at the expense of traditional material spending. A Qatari expert explained that Qatar's tourism strategy is in line with these trends, as it focuses on 6 high-potential demand areas, and is working on implementing 54 strategic projects in the areas of product development, organization, and enhancing the visitor experience.

The Qatar expert touched upon major development projects, including the smeismet tourism project worth 20 billion riyals (5.5 billion dollars), and the ongoing expansions at Hamad International Airport, which strengthens Qatar's position as a high-level, sustainable and competitive global destination, pointing to the work with the Ministry of Health to develop a strategy for health tourism. He said that Qatar is one of the countries that spends up to 12% of its annual budget on health care, and sees this as an opportunity and is working with the Ministry of Health to develop a strategy for health tourism. An expert from Qatar said that some plans have been approved, and this will help to invest in this sector for people to come to



Doha to enjoy excellent health care and the safety of the country, and a large investment in this sector also serves the tourism sector. The president of Qatar Tourism pointed out that the country is looking forward to hosting a package of major events in the coming years, most notably the FIFA U-17 World Cup this year, as well as the Basketball World Cup in 2027, and hosting the Asian Games in 2030. Al Kharji stressed the commitment of the state of Qatar to the standards of luxury and sustainability and integrating them into every project being prepared, as a number of projects are based on this, such as Ras Abu Aboud resort, Qatar National Convention Center (the first center in the region), which received a license in sustainability and luxury at the same time, in addition to Msheireb the heart of Doha, which was also designed in a luxurious and environmentally friendly way. (Qatar a. 2025)

Regarding the size of Project estimates in the tourism sector, cheikh Hamed ben Ahmed Al Thani said that the tourism sector is one of the 5 priority sectors in the process of diversifying the Qatari economy. It provides profitable opportunities for developers and investors, through a comprehensive approach that combines the public and private sectors, to benefit from a USD 200 billion national investment program dedicated to the tourism sector, including improving the tourism climate in Qatar, and implementing major development projects. The country is also on the verge of an unprecedented boom in sports and institutional tourism by hosting upcoming World Championships, after the 2022 World Cup, such as the 2030 Asian Games. "The country aims to increase the contribution of the travel and tourism sector to the gross domestic product from 7% to 12%, as well as to double employment opportunities in the tourism sector while continuing efforts to strengthen Qatar's position as a leading global destination in service excellence,"the president of Qatar Tourism and CEO of Qatar Airways Group said in a statement to the Qatar News Agency this week.

A report issued by Qatar Tourism, which is the first responsible and supportive entity for activities and events in Qatar, for the first half of 2022 showed the accelerated growth in the Gulf markets, which contributed to 38% of the total arrivals, as Saudi Arabia replaced India in the first place of the source markets for international arrivals to Qatar by about 24% of the total arrivals, followed by Oman 5%, Kuwait 4%, and the UAE 3%.. The report indicated that the hotel sector in Qatar showed flexibility in performance in the first half of this year, and the demand drivers maintained their momentum, and the supply volume witnessed good growth, reaching 30 thousand rooms in the first half of 2022 from 27 thousand rooms in the first half of 2019. According to the Qatar Tourism report, the stability of the supply and demand drivers has helped to promote long-term growth in the sector.(Qatar a. To establish major projects and attract millions of visitors annually, huge investments in the tourism sector of Qatar, 2022)

The state of Qatar also witnessed remarkable progress in the tourism sector during 2023, as this year represented a period full of achievements and developments that reflected the commitment of the Qatari state to dynamically promote the tourism sector within the Qatar National Vision 2030 and achieve the comprehensive development vision. Among the most notable achievements of Qatar 2030 in the context are: (Qatar M. 2023)

- **Development of tourism infrastructure:** Qatar has made great efforts in improving its infrastructure in the tourism sector, as it has witnessed major projects in the preparation of high-level hotels, and the development of airports to meet the needs of visitors, and these efforts



seek to make Qatar a distinguished and preferred tourist destination at the global level, and revive the tourism sector.

- **Enhancing the cultural and artistic role:** the state of Qatar has encouraged cultural and artistic interaction through the organization of various events and festivals, and this commitment to cultural diversity has effectively contributed to attracting a wide range of visitors and different segments, and providing unique experiences for tourists.

- **Effective tourist recreation:** Qatar organized effective promotional campaigns targeting global markets to attract more tourists, and promote the tourism sector used social media and international events to highlight the beauty of Qatari culture and its unique tourist attractions.

- **Promoting sustainable development:** Qatar has focused on developing tourism in sustainable ways, launching projects aimed at preserving the environment and sustaining natural resources. This reflects the commitment of the state of Qatar to achieve a balance between economic development and environmental conservation.

- **The fastest growing tourist destination in the Middle East:** the state of Qatar has made advanced achievements in the tourism sector to become the fastest growing tourist destination in the Middle East. This is due to its distinctive ability to organize many distinctive international and Arab events in an exceptional manner, and it is optimal to organize the World Cup 2022 in an eye-catching way.

4. Conclusion:

Through the above and what has been presented in this study, we conclude that a sector of tourism sectors that helps in achieving economic development, increasing revenues in countries and raising economic performance. The tourism sector is also important in activating investments and improving the tourism resources that exist in the countries, as tourism activates other sectors by providing financial sources that help to pump investments and encourage various activities. Tourism has a close relationship with the rest of the other sectors, it promotes both infrastructure and technology development, supports technology, and works to achieve local development and encourage sustainable development by activating ecotourism and supporting the three aspects of sustainable development (economically, environmentally, and socially).

Results:

through this research we come to the following results:

* We have found that local tourism is one of the concepts that many researchers and thinkers have been interested in, as it is tourism, which is an important sector that has an impact on increasing national income, and it works to attract tourists and hard currency from abroad. Tourism also works to create local development that includes the tourist components and tourist areas located inside and outside the region. * The results showed that tourism development seeks to achieve the Comprehensive Economic and Social Development Goals of the state because of its ability to improve the balance of payments, provide job opportunities, create income-generating opportunities, as well as contribute to improving the social and cultural lifestyle and lifestyle of all members of society.



* We have come to the conclusion that the goals of sustainable local tourism development are limited to the rational use of natural resources such as land, soil, energy, water and others; work to reduce the rates of pollution in its various solid, liquid and gaseous forms; preserve biodiversity through the protection of plants, animals and the ecosystem; preserve cultural heritage in its various forms of customs, traditions, architectural heritage and others; local participation of all communities of society in development processes while working on the integration of local cultures.

* We have found that the state of Qatar has established its position as a tourist, artistic and cultural destination, where visitors from all over the world can enjoy the unique combination of authentic Arab traditions and modernity. Due to its strategic location between East and west, almost 80% of the world's population is within 6 hours of Qatar, and citizens of more than 95 countries are allowed to enter Qatar without a visa. The tourism sector is one of the most important pillars of Qatar's economic diversification and a key contributor to its sustainable growth.

* We have found that there is a report issued by Qatar Tourism, which is the first responsible and supportive entity for activities and events in Qatar, for the first half of 2022, the accelerated growth in the Gulf markets, which contributed to 38% of the total arrivals, as Saudi Arabia replaced India in the first place of the source markets for international arrivals to Qatar by about 24% of the total arrivals, followed by Oman 5%, Kuwait 4%, and the UAE 3%.

Recommendations:

* We recommend the need to provide development and strategic programs for the development of facilities and natural areas that attract tourists;

* We recommend the need to allocate financial resources in order to establish investments that promote the development of the tourism sector.

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