

TOURIST PERCEPTIONS ON THE ROLE OF GOVERNMENT POLICIES AND INITIATIVES IN ADVANCING SUSTAINABLE BORDER TOURISM IN PUNJAB

Shabnampreet Kaur Gill¹, Dr. Suyash Pawar²

¹ Research Scholar, School of Hotel Management, Airlines and Tourism, CT University, Ludhiana, Punjab, India.

² Assistant Professor, School of Hotel Management, Airlines and Tourism, CT University, Ludhiana, Punjab, India.



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ABSTRACT

This study researches the perceptions of tourists concerning the role of policies and initiatives by the government in enhancing sustainable border tourism in Punjab. The overall research questions to be addressed in this paper were the views of the tourists toward the government's efforts, with a recommendation of feasible action for the improvement of such policies. This research uses a structured questionnaire which is distributed online to 320 tourists visiting different border tourism destinations in Punjab, which includes Amritsar (Attari-Wagah Border) and Tarn Taran, from where 224 valid responses have been obtained for further analysis. The data is being analyzed using descriptive statistics such as weighted mean and standard deviation, which would assess the efficacy of government policies. In summary, generally the perception of the government efforts that promote sustainable tourism practices appears to be positive. Most of the respondents agreed that the governments have developed the eco-friendly infrastructures for tourism and taken initiatives to support local communities, though some areas appear to be left wanting especially in waste management and the environment. The research indicates further policy strengthening, more attractive incentives for business to implement sustainability and better preservation of cultural heritage sites. This, in turn, would contribute to public-private partnerships that promote sustainable tourism. In summary, the research highlights that government efforts, effective policies, and community engagement are critical for long-term sustainability of border tourism in Punjab.

Keywords: Tourists Perceptions, Government Policies and Initiatives, Sustainable Border Tourism, Punjab

Introduction

Border tourism has emerged as a major constituent of India's tourism industry, particularly in the context of districts like Amritsar, Tarn Taran, Gurdaspur, Ferozpur, and Fazilka, which house the most important border areas. The Attari-Wagah Border, Ganda Singh Wala-Hussainiwala Border, and Sadqi-Sulemanki Border are some of the places that offer unique cross-border experiences and are visited by tourists because of their historical, cultural, and geopolitical importance. Border tourism holds the potential to uplift the local economy, enhance peace, and encourage cross-cultural relationships, but its sustainability relies upon government policies and initiatives meant to maintain ecological balance, protect cultural heritage, and provide local communities with welfare. Of recent, the role of the government has been highlighted in terms of sustainable border tourism through interventions in policy, aiming at finding a balance between development and sustainability. This research paper focuses on exploring tourist perceptions about the effectiveness of government policies and initiatives in advancing sustainable border tourism in Punjab, especially concentrating on the districts mentioned above.

Sustainable tourism, the ability to meet the needs of current tourists and regions as long as it preserves the conditions for future development, becomes a key objective that the respective governments of nations aspire toward (Bramwell & Lane, 2011). In border tourism, sustainable development goes beyond mere consideration of environmental concerns while striving for the preservation of cultural identity in addition to equitable distribution of economic gains (UNWTO, 2018). As border tourism is mostly conducted in sensitive geopolitical zones, the government policies need to ensure that both cultural and natural resources are preserved while promoting economic growth. In regions like Punjab, the government's role in advancing sustainable border tourism becomes particularly important due to regional disparities, infrastructural deficits, and socio-political complexities (Chaudhary et al., 2020). Border tourism has a lot of potential to develop the regional economy, but issues of over-commercialization, degradation of

natural resources, and security also pose a significant threat against long-term sustainability. Of course, government measures such as infrastructure development, promotional exercises, and conservation of heritages are crucial developments that have created tourism awareness in these border districts. For example, the ceremony of lowering of flags held every night has been drawing international and national tourists visiting the Attari-Wagah Border. Government policies, such as border tourism circuits promotion that may include integrating local communities with tourism activities, play a central role in sustaining tourism by ensuring that benefits are accrued at the grassroots level (**Kaur, 2019**).

Although governmental efforts have been remarkable, tourists' perceptions of these policies' effectiveness remain an unexplored area. In fact, tourists, as the major stakeholders, have unique insights into the effect of governmental initiatives on their overall experience and satisfaction. Understanding these perceptions is critical for fine-tuning policies and enhancing the sustainability of tourism practices. Satisfaction among the tourists with infrastructure, facilities, security arrangements, and cultural preservation would indicate the success of the policies in achieving the optimal balance between growth and sustainability (**Sharma & Rana, 2020**). The paper emphasizes perceptions regarding tourists visiting the border tourism districts of Amritsar, Tarn Taran, Gurdaspur, Ferozpur, and Fazilka. By assessing the satisfaction of tourists regarding the policies, this research tries to understand the positives and negatives of current policies. The research also tries to identify areas for improvement to contribute to the improvement of sustainable border tourism practices in Punjab (**Bansal & Pandey, 2021**). Conclusion The sustainable border tourism in Punjab does not just focus on promotion of tourist arrivals but also on policy making that sustains both culturally, economically, and in terms of the environment. It outlines the government's efforts that will be evaluated to critically assess their ability in instilling perceptions in tourists related to sustainable border tourism. The findings of this study will have huge implications on policies, tourism authority policies and local communities undertaking border tourism activities.

Review of Literature

Concept of Border Tourism

Border tourism is a niche in the tourism sector that promotes and facilitates trips to regions along or near an international border (**Więckowski, 2023**). This concept benefits from the specific geographical, cultural, and historical aspects of a border region to offer experiences that are uniquely influenced by the convergence of various nations, traditions, and landscapes (**Bremer, 2004**). Border tourism tends to be comprised of activities like cross-border excursions, cultural exchange programs, heritage exploration, and eco-tourism, enabling tourists to engage themselves with the diverse offerings that borderlands have in store for them (**Panagopoulos et al., 2024**). Often these areas have a wealth of shared history and dynamic cross-cultural experiences, such as bilingual populations, distinctive regional foods, and folk art with origins in multiple nations. Moreover, border tourism also leads to increased awareness and collaboration between neighboring nations and has been shown to drive regional economic development, promote cultural heritage, and provide for peace (**Timothy & Saarinen, 2013**). By using border areas as tourist destinations, governments and stakeholders can attract both domestic and international travelers while at the same time working to overcome challenges such as infrastructure development, safety concerns, and environmental conservation (**Ashley et al., 2007**). Border tourism is therefore an innovative way of transforming areas that are perceived as peripheral into vibrant centers of cultural and economic activity while promoting sustainable development and fostering global unity (**Al-Khatib et al., 2023**).

Concept of Sustainable Border Tourism

Sustainable border tourism is the process of developing and promoting border tourism while taking into account the need for environmental conservation, cultural preservation, and socio-economic benefits for the local communities. The approach underlines the importance of balanced development with minimum degradation of the environment and furthering cross-border cooperation for mutual benefit (Hall et al., 2020). Border tourism, in adopting such sustainable practices, can promote local communities to earn an income through ecotourism activities and cultural exchanges (Bramwell & Lane, 2019). Furthermore, it can protect fragile ecosystems, often seen in border areas, and support heritage conservation integration in tourism planning (Mosedale, 2016). Effective governance and stakeholders' involvement, that are the government, local communities, and tourists, should promote sustainable border tourism in which tourism development benefits the respective communities evenly (UNWTO, 2021). It is also technology with digital platforms and smart management systems which enhance border tourism accessibility and sustainability (Gössling & Scott, 2018). However, geopolitical tensions, lack of infrastructure, and climate change require adaptive strategies to allow for sustainable development in the regions (Timothy, 2020). Thus, these challenges will unchain the potential of border areas as thriving hubs for tourism and ensure the preservation of natural and cultural heritage.

Tourists Perceptions Towards Sustainable Border Tourism

Different factors that result in sustainable border tourism encompass cultural experiences, accessibility, safety aspects, and novelty in regards to interactions between two international borders. Research at Indo-Pak Suchetgarh border highlighted the necessity of considering these elements by tourists regarding their attitude on border tourism. In order for destination attraction and sustainability, therefore, perception management should be positive (Thapa & Chouhan, 2023). Further, cross-border destination image construction research emphasizes the importance of understanding tourists' perceptions in promoting sustainable tourism in border regions (Zhang & Zhao, 2024). Sustainable tourism development also requires support from residents' attitudes and perceptions, as their perceptions can directly influence the outcome of tourism initiatives (Gursoy & Rutherford, 2004). Further, researchers have ascertained that tourist motives and perceived service quality are relevant predictors of their attitude towards sustainable tourism, which is important for determining satisfaction and propensity to choose a sustainable destination (Hussain et al., 2015). The knowledge of such perception is therefore very critical to inform policy decisions for tourism policy and operation so as to employ appropriate strategies in fostering the attainment of sustainable tourism along border regions while preserving economic benefit from such activity. The involvement of local communities and their concerns may encourage a favorable environment for the sustainable development of tourism, with positive outcomes for both the tourists and the hosts (Nunkoo & Ramkissoon, 2011).

Government Policies and Initiatives in Advancing Sustainable Border Tourism

Government policies and initiatives play a key role in developing sustainable border tourism through cross-border collaboration, infrastructural improvement, and cultural and environmental conservation (Kurowska-Pysz et al., 2018; Pardo et al., 2024). Realizing the opportunities of border tourism to enhance economic growth and improve international relations, many governments have implemented policies to make visa procedures more streamlined, enhance connectivity, and construct environmentally friendly tourist facilities at borders (Nshimbi & Fioramonti, 2013). Most policies center on developing transboundary conservation parks and heritage sites to enhance cooperation among neighboring nations to preserve the natural and cultural heritage resources common to both (Chaderopa, 2013; Kark et al., 2015). These efforts also include community-based tourism programs, local skill development, and public-private partnerships to ensure tourism development is for the benefit of local communities while

ensuring not to harm the environment (**Dangi & Jamal, 2016**). Additionally, government investments in technology, such as digital border management systems and mobile applications, enhance the experience of visitors while ensuring safety and security (**Leong et al., 2024**). Sustainable border tourism policies also focus on cultural exchange and peace-building by promoting cross-border festivals, heritage trails, and educational programs that highlight the shared histories and traditions of bordering nations (**Vasiljević & Pezold, 2011**). The integration of sustainability principles into tourism planning is aimed to minimize the ecological footprint of tourism, promote responsible travel, and ensure long-term viability for border regions as an attractive destination for travelers (**Pan et al., 2018**).

Objectives of the Study

- To examine tourist perceptions of the effectiveness of government policies and initiatives in promoting sustainable border tourism in Punjab.
- To recommend actionable measures for enhancing the role of government policies in addressing challenges and optimizing opportunities for sustainable border tourism in Punjab.

Research Methodology

The research methodology for this particular study on "Tourist Perceptions on the Role of Government Policies and Initiatives in Advancing Sustainable Border Tourism in Punjab" has adopted a structured approach to gather data and analyze it properly. A structured questionnaire is prepared with utmost care considering the review of literature consulted with the research supervisor afterwards. The questionnaire, meant to gather relevant information, was distributed through online media like Google Forms, which is accessible to everyone and very convenient. It targeted tourists who had visited various border tourism destinations in Punjab, including Amritsar (Attari-Wagah Border), Tarn Taran, Gurdaspur, Ferozpur (Ganda Singh Wala-Hussainiwala Border), and Fazilka (Sadqi-Sulemanki Border). Convenience sampling technique has been adopted in this study, and respondents have been selected who were willing to participate in the study and also relevant to the research. The survey was conducted in December 2024 when the questionnaire was distributed among 320 tourists. Out of this, 230 participants have filled the form and, after proper screening regarding completeness and relevance, 224 valid responses have been obtained for analysis. The questionnaire consisted of two sections: section one covered the demographic profile of the tourists which consisted of age, gender, and frequency of visiting border tourism sites. The second section had 12 questions that were related to perceptions of tourists about the efficacy of government policies and interventions in promoting sustainable border tourism in Punjab. These questions were framed on a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," thus allowing respondents to express the level of agreement with each statement. For data analysis, descriptive statistics have been applied, with a particular focus on central tendency techniques. The weighted mean was computed to measure the general perception of the tourists about the government policies and initiatives, and the standard deviation was computed to estimate the variation in responses. This method was very helpful in giving an insight into the general trend of tourist perceptions as well as the degree of consensus or disagreement among respondents. It is hoped that the outcome of this research will clarify how well these government schemes work for sustainable tourism at Punjab border regions.

Data Analysis and Interpretation

a) Demographic Profile of Respondents

Table 1: Demographic profile of respondents

Parameter	Variables	Frequency	Percentage
Gender	Male	126	56.3
	Female	98	43.8
Age	18-25 Years	48	21.4
	26-35 Years	56	25.0
	36-45 Years	34	15.2
	46-55 Years	46	20.5
	Above 55 Years	40	17.9
Marital Status	Single	102	45.5
	Married	122	54.5
Educational Qualification	Intermediate	21	9.4
	Graduate	80	35.7
	Postgraduate	77	34.4
	Doctorate	38	17.0
	Others	8	3.6
Occupation	Student	64	28.6
	Government Employee	73	32.6
	Private Job	45	20.1
	Self-Business	33	14.7
	Others	9	4.0
Annual Income	Not Earning	55	24.6
	Up to 3 Lakhs	50	22.3
	3-6 Lakhs	60	26.8
	6-10 Lakhs	41	18.3
	More than 10 Lakhs	18	8.0
Area of Residence	Within Border Districts of Punjab	79	35.3
	Districts of Punjab Other than Boder Districts	81	36.2
	Other States of India	64	28.6
Frequency of Visits to Border Tourism Destinations in Punjab	Once a year	141	62.9
	2-3 times a year	66	29.5
	Monthly	16	7.1
	Weekly	1	.4
Primary Mode of Transportation for Tourism	Personal vehicle	176	78.6
	Public transportation	39	17.4
	Tour operator services	9	4.0
	Others	--	--
Border Tourism Destinations of Punjab where You have Visited	Amritsar (Attari-Wagah Border)	79	35.3
	Tarn Taran	44	19.6
	Gurdaspur	19	8.5
	Ferozpur (Ganda Singh Wala-Hussainiwala Border)	57	25.4
	Fazilka (Sadqi-Sulemanki border)	25	11.2

b) Tourist Perceptions of the Effectiveness of Government Policies and Initiatives in Promoting Sustainable Border Tourism in Punjab

Findings from Table no. 2 show how the perception of effectiveness in government policies and efforts is perceived among the tourists of sustainable border tourism in Punjab. Each parameter reflects the different aspects of governmental effort toward fostering sustainable tourism in border areas. Responses are distributed in five categories—Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA) that are weighed by providing Weighted Total (WT), Weighted Mean (WM), and Standard Deviation (SD). For the first parameter, "Government policies do effectively promote sustainable tourism practices in border areas," there is a significant portion of participants who disagree and strongly disagree with the effectiveness of said policies, at 67 or 30% and 33 or 14% respectively. Only 14 strongly agree, and the weighted mean score for this parameter is 2.68, indicating a mix of neutral to slightly negative perception. The standard deviation of 1.090 indicates that responses are slightly scattered, meaning no consensus exists. This might be an indication of dissatisfaction or confusion by tourists regarding the government's efforts to promote sustainable tourism. The low agreement and strong agreement scores indicate that the public may not fully understand the effectiveness of such policies. In the second variable, "Government initiatives have given way to the eco-friendly tourism infrastructure," perceptions have been more positive. Large scale, 40 (18%) strongly agree and 37 (17%) agreeing upon the statement with the mean value of 3.15. The SD level is 1.213, which falls at a moderate level that explains how many of the participants might be of the perception that the eco-friendly infra has improved, while others are neutral and opposite in their perception. This could be attributable to the visible improvements on infrastructures in some border area regions, though the uneven response pattern suggests that some tourists are not perceiving changes uniformly.

The third parameter, "The government enforces regulations to prevent environmental degradation in border tourism sites," shows mixed perception. While 29 (13%) strongly disagree and 63 (28%) disagree, a significant number of 15 strongly agree, with a weighted mean of 2.76. The standard deviation is 1.086, indicating some variation in opinions. This finding points out that there is a strong fraction of the tourists who believe that regulation is either not adequate or not effectively implemented, due to the visibility of degradation in some sites, whereas others believe that there is implementation but it is not pervasive and can't work all the time. The weighted mean of 3.20 for the statement "Government programs support local communities in benefiting from border tourism in a sustainable manner" indicates a relatively positive response. Indeed, most respondents (42 strongly agree, 41 agree) consider that government initiatives are helping local communities positively, while the standard deviation of 1.219 shows a bit of variability in the responses. This could be an indication of regional differences in the perception of benefits from tourism, where some areas perceive the tangible benefits of tourism-related government programs, while others may have experienced limited success. On the fifth parameter, "Government investments in waste management have improved cleanliness at border tourism sites," the perception is moderately negative, as indicated by a weighted mean of 2.72. Most respondents, 71 percent disagreeing, believe that efforts towards waste management are futile. Only 17 percent of respondents agree strongly with the improvement. The reasons for this could be visible litter and poor waste disposal practices in certain regions, indicating that investments into waste management might have been made, but the impact of such efforts was not equally felt at all tourist sites.

In the case of "Border tourism initiatives are aligned with environmental conservation efforts by the government," the perceived value is relatively positive. The weighted mean is 3.15, and the standard deviation is 1.231, but the mixed distribution is a sign that while some tourists identified and supported alignment with some conservation efforts, others will not have seen enough cases of integration of

sustainability in border tourism initiatives. Parameter 'Government provides adequate incentives to tourism businesses to adopt practices'-has yielded an average of 2.77, indicating a generic neutral-to-disagree perception. The deviation measures being set up around is 1.059 units, which implies that business ventures while some are motivated, it is not a significant majority that has seen government help in adopting sustainable practices. This implies a lacuna in the effectiveness of government policies in reaching out to or impacting tourism businesses in the border areas. The positive perception for the statement "Government policies help in the preservation of cultural heritage sites in border areas" is evident with a weighted mean of 3.17. This shows that most tourists agree that government actions are helping preserve cultural heritage in these areas. With a standard deviation of 1.198, the opinions seem to vary in a moderate degree, thus, the preservation efforts may not be experienced or recognized unanimously. In "Government initiatives have improved the accessibility of border tourism sites in an environmentally responsible way," the weighted mean value is 2.78, which reflects a neutral or negative attitude. The responses indicate that however much there might have been intentions to improve accessibility, the public may feel that such efforts at improving accessibility are not considerably environmentally responsible or are done unevenly in all border sites. For the statement "The government encourages public-private partnerships in order to foster sustainable border region tourism," the mean score of 3.21 reflects a high degree of agreement. Public-private partnerships can be considered a successful strategy in promoting sustainability, though the standard deviation of 1.131 indicates that responses were not uniform, possibly based on the differing effectiveness of partnerships in various border areas. In "Government actions have reduced the negative environmental impact of tourism at border destinations," a weighted mean is 2.74: negative or neutral. Many of these respondents indicate that the harmful environmental impacts have not been truly reduced and this could be perceived as either the visibility to them of degradation in at least some sites or to them as inadequate government actions with regard to the negative influences of tourism. Finally, the "Government efforts in border tourism development have raised awareness about sustainable tourism among tourists" statement has an overall positive response, with a weighted mean of 3.10. This indicates that, on account of government initiatives, the tourists are generally aware of sustainable tourism, though the standard deviation of 1.242 implies that there may be great variation among the tourists as far as the level of awareness is concerned.

The results show that government efforts to promote public-private partnerships for sustainable tourism in border regions received the highest positive perception, with a weighted mean of 3.21. This implies that tourists recognize the potential effectiveness of such collaborations. Other parameters with relatively positive perceptions are government support for local communities (mean = 3.20), preservation of cultural heritage sites (mean = 3.17), and development of eco-friendly infrastructure (mean = 3.15). All of these have been perceived to be moderately agreed. Government programs that are consistent with environmental conservation (mean = 3.15) have also been positively responded to. On the other hand, parameters like effective government policies that promote sustainable tourism (mean = 2.68), investments in waste management (mean = 2.72), and reducing negative environmental impacts (mean = 2.74) were rated lower, which may be an expression of dissatisfaction or a neutral view. Finally, issues like incentives for businesses to implement sustainable practices (mean = 2.77) and improving site accessibility responsibly (mean = 2.78) also obtained relatively lower agreement, meaning there is a lot that needs to be improved upon in government initiatives.

Table 2: Tourist perceptions of the effectiveness of government policies and initiatives in promoting sustainable border tourism in Punjab

Parameters	SD (1)	D (2)	N (3)	A (4)	SA (5)	Total	WT	WM	SD
Government policies effectively promote sustainable tourism practices in border areas.	33	67	77	33	14	224	600	2.68	1.090
Government initiatives have led to the development of eco-friendly tourism infrastructure.	26	32	89	37	40	224	705	3.15	1.213
The government enforces regulations to prevent environmental degradation in border tourism sites.	29	63	80	37	15	224	618	2.76	1.086
Government programs support local communities in benefiting from border tourism in a sustainable manner.	25	31	85	41	42	224	716	3.20	1.219
Government investments in waste management have improved cleanliness at border tourism sites.	28	71	78	30	17	224	609	2.72	1.087
Border tourism initiatives are aligned with environmental conservation efforts by the government.	23	43	79	36	43	224	705	3.15	1.231
The government provides sufficient incentives for tourism businesses to adopt sustainable practices.	20	81	70	37	16	224	620	2.77	1.059
Government policies help in the preservation of cultural heritage sites in border areas.	23	35	86	40	40	224	711	3.17	1.198
Government initiatives have improved the accessibility of border tourism sites in an environmentally responsible way.	24	71	75	38	16	224	623	2.78	1.076
The government encourages public-private partnerships to promote sustainable tourism in border regions.	16	37	94	38	39	224	719	3.21	1.131
Government actions have reduced the negative environmental impact of tourism at border destinations.	25	75	72	38	14	224	613	2.74	1.066
Government efforts in border tourism development have raised awareness about sustainable tourism among tourists.	24	46	82	28	44	224	694	3.10	1.242

Suggestive Measures in Addressing Challenges and Optimizing Opportunities for Sustainable Border Tourism in Punjab

The second objective of the study is to recommend actionable measures for enhancing the role of government policies in addressing challenges and optimizing opportunities for sustainable border tourism in Punjab. Based on the findings of first objective, following are the suggestive measures:

- Tougher regulations must be enforced by the government that ensure tourism activities are integrated into sustainability goals, including prevention of environmental degradation. Tourism infrastructure development and waste management solutions must become top priorities at border tourism sites.
- Promote sustainable tourism practices between government agencies and the private sector. Public-private partnership becomes the most significant area where promoting the development of ecologically-friendly infrastructure can take place along with incentive towards tourism businesses in taking practices that are eco-friendly and sustainable.
- The government should do more focused support to the local community to ensure sustainable benefits are received from the border tourism. This includes creating employment, nurturing local enterprise, and community involvement in decision making in relation to the development of tourism.
- Provide the government with more incentives- financial or otherwise, that will encourage tourism businesses to adopt sustainable practices. It might involve a form of subsidy on the environmental

infrastructure and training programs, among other certification for businesses that have complied with sustainability criteria.

- The government should invest in comprehensive waste management systems across border tourism sites based on the positive responses to improvements in waste management. This includes setting up recycling programs, waste reduction initiatives, and supporting local governments in maintaining cleanliness.
- It must make border tourism sites accessible in an environmentally responsible manner, so the improvements on infrastructure should cater to everyone: it doesn't matter if the visitor has some kind of disability or not.
- It should involve the government making investments in awareness campaigns on sustainable tourism practices for the tourists as well as for local communities. There can be collaborations with NGOs, educational institutions, and tourism operators so that it can promote benefits of sustainable tourism and how the regions along borders are positively influenced.

Conclusion

Generally, the findings of the research paper "Tourist Perceptions on the Role of Government Policies and Initiatives in Advancing Sustainable Border Tourism in Punjab" have been found to be fairly positive towards the government efforts for promoting sustainable tourism in the border areas, but there is a scope for improvement in certain areas. Respondents acknowledged the role of the government in encouraging sustainable tourism practices, and the policies were moderately agreed upon as effective in promoting the eco-friendly initiatives of the development of tourism infrastructure and support for local communities. The enforcement of regulations to prevent environmental degradation by the government was also recognized, though opinions differed. Investments by the government in waste management and actions to reduce impacts on the environment were viewed as positive, but respondents believed that there is still room for improvement in terms of cleanliness and sustainability at tourism sites. Positive comments were expressed about the initiatives of the government, such as incentives given to businesses for adopting sustainability, but questions were asked regarding the level of the incentives. There were good mentions of preservation of cultural heritage sites and improving access to them. Respondents showed that they support actions by government toward environmental responsibility and more accessible tourism destinations. The public-private partnership toward sustainable tourism was also well supported. Overall, the research focuses on how government efforts need to be maintained and enhanced continuously for long-term sustainability in border tourism and how important effective policies, infrastructure, and community involvement are in that aspect.

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