Towards Sustainable Tourism: Utilizing E-Commerce Applications for Minimizing Impacts of Climate Change

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Abstract
The impact of climate change caused by human activities in the course of transacting business threatens tourism sector. This paper reviews literature on areas of sustainable tourism, e-commerce, and climate change with the aim of identifying how e-commerce can be used for climate change combating for sustainable tourism. Commuting and deforestation are ranked high as the cause of climate change due to production of Carbon-dioxide, and eliminating the carbon-dioxide sink respectively. The impacts are particularly more significant in developing countries with growing economies than the developed countries. That, unlike developed countries, developing nations are less reliant on fossilized fuels - accordingly they have the ability to change and adapt to this escalating concern. Firstly, because their economies are just emerging. Secondly, it appears that developing countries will be the most affected by the consequences of global warming, such as droughts and the spread of infectious diseases. This paper advocates use of web technologies and mobile technologies as a way of reducing carbon emission that would otherwise contribute to global warming. The paper, tries to establish a link between use of e-commerce and/ m-commerce technologies in carbon emissions reduction and its potential to sustainable tourism. However the paper stresses that using technology alone does not fully reduce the problem, the technology itself needs to be used in an energy conserving manner. From content analysis, the paper proposes a conceptual framework of Climate combating through e-commerce for sustainable tourism which further studies may follow in implementing use of e-commerce for sustainable tourism development.

Keywords
E-commerce Sustainable tourism Climate change