

Tourism

Chapter authors

Prof. Dr. Meryem **Atik**, Akdeniz University, Turkey
 Stefanie **Schur**, Lecturer, Nürtingen-Geislingen University, Germany
 Ass. Prof. Emrah **Yildirim**, Akdeniz University, Turkey
 Ass. Prof. Magdalena **Rembeza**, Gdansk University of Technology, Poland

Setting the scene

Tourism is a multifaceted phenomenon that encompasses social, cultural, and economic dimensions. It involves the movement of people for various purposes, primarily to spend holidays away from their usual surroundings. As a well-structured and managed industry, tourism integrates a wide range of elements, including information services, accommodation, transportation, gastronomy, entertainment, attractions, and numerous other amenities. Designed to provide pleasure and enjoyment, tourism activities are inherently resource-intensive, relying heavily on both natural and human resources.

What is driving the tourism sector?

Multiple factors drive tourism, including economic conditions, technological advancements, political influences, demographic trends, living and working

environments, the desire for authentic experiences, marketing strategies, travel options, and globalisation.

What are typical sustainability conflicts?

The economic value of tourism at global, regional and national levels is undisputedly evident. Tourism has become an engine of the economy for many destinations and it has grown into one of the most important sectors in many countries (World Economic Forum, 2019). Although tourism heavily depends on nature and natural resources, local cultures and heritage, the local communities often do not benefit enough from the sector. Tradeoffs from tourism do not cover the losses in local environments. Tourism has been considered as a white industry until the 1970's. It was not tourism but awareness about the environmental degradation and how to halt and control it. As Kušen (2010) articulated: tourism is almost the only way that natural, cultural assets and

Driving Forces >>>	Trends	Pressures	State	Impacts
Political	Globalisation of the tourism industry Liberal, investor friendly policies Increase in mass tourism	Any land seen as opportunity Heavy demand on natural ecosystems	Land consumption Limited participation in regional and local decision making, new stakeholders Decreasing common good	Weakening of social initiatives Increase of local land and housing prices Job opportunities in tourism sector
Economic	Growing economic dependency on tourism Capitalism in the tourism market Fashionable new tourism products	High travel and product costs Economic transition from agriculture to tourism Power relations	Concentration of people and goods in the tourism destination Generational transition and internal labour migration	Creation of social disparities and vulnerabilities in host communities
Social	Individualisation in tourism after COVID Lack of work force in tourism	Fragility of the visitor cycle Flow of people for tourism employment	Seasonality of employment, services and visitors New line of tourism employees	Society diversifies Change or loss of local cultural identity
Technological	Digitalisation of tourism Virtual tourism	Generic trends in tourism	Tourism product as identity-oriented globalisation	Highly digitalised tourism product and services
Environmental	Heavy demand over natural resources and landscapes Extending tourism infrastructure	High input costs	Fragile ecosystems	Degradation of ecosystem services
Spectrum of Responses				
Tools, Anticipations and Initiatives	UN Sustainable Development Goals EU Green Deal WU / UNWTO Sustainable Tourism for development		Integrated and sustainable tourism strategies Circular economy related to tourism Enhancing community resilience	

Driving forces, pressure and impacts in tourism (Atik, 2023)

Tradeoffs of and within the tourism system

Tourism is constantly challenged by the co-existence of positive and negative effects of this sector on the territory. Cultural heritage, historic sites, nature reserves, protected areas, coastal and marine areas, islands, cities, city attractions, cultural routes, natural routes, recreation areas, thermal sources and many other amenities are affected by tourism. For applying a systems thinking approach, we need to consider the actors and interests of all related tourism dimensions: travel, accommodation, entertainment, gastronomy, marketing, labour as well as the capacity of the host community. Impacts of tourism have multiple aspects.

Circular tourism as an alternative vision pathway

A tourism product is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities and services which are priced and sold through distribution channels (UNWTO, 2019a). Tourism systems are soft organisational systems that include various sub systems such as supply, demand, intermediaries, tourists, information. In addition, there are social, material, financial and energetic relations. In the tourism system, these boundaries are also permeable (Jere Jakulin, 2017).

Circularity of leading back to the point from which it started, and circular economy in particular can potentially deliver a regenerative vision for the tourism industry offering a pathway towards a resilient and sustainable tourism ecosystem.

Circular economy, a transformative and regenerative approach that restores and replaces the end-of-life of material, has been touted as a possible solution to mitigate energy, water and waste generation in the tourism industry (Erdiaw-Kwasie et al., 2023). According to Girard and Nocca (2017) and Martínez-Cabrera and López-del-Pino (2021) circular tourism is defined as “a model able to create a virtuous circle producing goods and services without wasting the limited resources of the planet that are raw materials, water and energy”.

Circular tourism could be seen as an alternative vision for sustainability in the tourism sector, taking the principles of the circular economy into account. Girard and Nocca (2017) emphasised a series of keywords such as “recovery, reuse, redevelopment, valorisation and regeneration of the natural and cultural resources that are linked to the concept of circular tourism”.



Thinking tourism as a system (Atik, 2023)

A story of positive change.

Excess tourism results in destruction of destinations' environments by turning them into so-called *touristic places*. For half a century, the discussion has been continuing of how tourism can become less harmful but still profitable and helpful for economies and local communities. We need different principles and solutions such as sustainable tourism, responsible tourism, smart tourism and circular tourism.

In the field of tourism accommodation circular economy processes involve building and construction, refurbishing, decorating, operation services and circular practices in accommodation (Manniche et al., 2017). The UN Environmental Programme's circularity approach considers the following circularity principles. They are grouped into four categories, going from most to least impactful:

These principles are:

- The first category, 'guiding principles', involves *reduce by design*
- The second category 'user-to-user', involves *refuse, reduce and reuse*
- The third category 'user-to-business' involves *repair, refurbish and remanufacture*
- The last category, 'business' to business' involves *repurpose and recycle* (UN, 2024).

Good practices

One of the examples of good practice is an Innovation Platform for Promoting and Implementing a Circular Economy Strategy in the Tourism Sector of the Valencian Community. The Castellón province is a popular tourist destination and of great importance for the region. The province has a wide variety of tourist attractions, from beaches and natural landscapes to historic cities and architectural monuments. An Innovation Platform for Promoting and Implementing a Circular Economy Strategy in the Tourism Sector of the Valencian Community - The

InnoEcoTur project - was conducted for hotel companies, restaurants, and suppliers in the tourism sector to analyse to what extent they adopt the principle of circular economy.

Good practices carried out by tourism companies for the transition to circular economy in Castellón were employee training and awareness-raising on energy saving, reconversion of worn-out hotel sheets into uniforms for their staff, renewal of electrical appliances, such as air conditioning, to replace them with new, more energy-efficient models, measurement of the carbon footprint and the consequent establishment of actions to reduce it, the use of water and light sensors in hotels and restaurants, the creation of own reusable packaging to be used in relations between hotels and restaurants and their suppliers, the purification, use and reuse of water from showers and toilets in hotels. However, raising awareness among both businesses and consumers will be crucial to overcoming the challenges and fostering a more circular and sustainable tourism sector in Castellón (Serbanescu et al., 2024).

An environmental initiative of Martin's Hotels with 14 hotels in 9 cities in Belgium covers accommodation, restaurant, energy and water and work primarily on waste and energy reduction under the phrase "Tomorrow needs today". By collaborating with its suppliers in waste transition, the ultimate goal of the initiative is to extend sustainability focus to circular economies (Manniche et al., 2017).

Based on three pillars, namely prevention, redistribution and circulation, the Global Roadmap for Food Waste Reduction in the tourism sector is an action to accelerate the uptake of food waste reduction strategies by and to raise awareness among tourism stakeholders for a more sustainable and circular management of food (WTO, 2023).

Under the bottom line: Why does the alternative system work?

Unlike other export industries, tourism is a highly differentiated product which directly affects several sectors of a national economy: tourist expenditure is injected into hotels and other accommodation units, local shops and restaurants, local transport facilities and many other outlets, including the purchase of locally made souvenirs (Sadler and Archer, 1975).

The tourism – economy nexus has been more complicated. Investments, creating employment and jobs, improvement of holiday environment, tourism infrastructure and products in tourism supply-chain are all main pillars in tourism economy (Sorin and Einarsson, 2020). Therefore sustainable tourism must be applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments.

Many initiatives have been undertaken to sustain the functioning of the tourism sector. At the European level, the Transition Pathway for Tourism, developed as part of the European Green Deal, emphasises the importance of accelerating the green and digital transformation within the European Union's economic system. To achieve this, the strategy advocates collaboration among industry stakeholders, public authorities, social partners, and other key participants. This co-creation process aims to produce transition pathways tailored to each ecosystem.

Tourism, as the most heavily hit economic system by the COVID-19-crisis, will be the first to have its transition pathway. The actions of this pathway will form the key elements of the upcoming European tourism agenda 2030/2050 (European Union, 2022). The transition pathway covers green transition of the tourism system, carbon-neutral mobility, sustainable consumption, resilience of tourism ecosystem, accessibility and social impacts of tourism, improving skills and ensuring quality of work in tourism and overall circularity in tourism.

On the urban level, the European initiative of Smart Tourism is to reward smart and sustainable tourism practices in European cities based on the principles of promote, strengthen, increase, establish, inform and encourage sustainability in tourism (European

Commission, 2024).

Recently, the CEnTOUR – Circular Economy in Tourism initiative aims to help SMEs in the tourism industry in moving towards a circular economy by developing an integrated system at the local/regional level. This addresses the challenge of moving from a linear to a circular economy model (CEnTOUR, 2022).

Key performance indicators of sustainable tourism

Taking three main pillars of tourism activities as travel, accommodation, entertainment and gastronomy, there are many measures for sustainability and good practices.

For example ECOTRANS – European Network for Sustainable Tourism Development and VISIT European Initiative for the Promotion of Ecolabels and Sustainable Tourism sets criteria for sustainable tourism development while World Travel & Tourism Council (WTTC) and Tour Operator Initiatives for Sustainable Tourism focus on the in and out bound travel in tourism. From a system approach, the European Destinations of Excellence (EDEN) initiative rewards and promotes sustainable tourism practices in smaller tourist destinations.

Most of the performances were explicated for hotel industry and accommodation in tourism. IHEI International Hotels Environmental Initiative, Green Hotel Association, IHRA- International Hotel & Restaurants Association, the Green Key award, The EU Ecolabel tourist accommodations are just some of the initiatives for the hotelier.

The Tourism2030 platform aims to support the tourism sector by making their products and services more sustainable and visible (Tourism 2030, 2023). The EU Green Deal, our commitment to a climate-neutral Europe by 2050, sets a focus on circular economies that will also drive change in the tourism industry. The system will need to change how it operates, including how destinations are managed, to deliver sustainable and quality experience to visitors. Taking various performance indicators into account such as economic viability, local prosperity, employment quality, social equity, visitor fulfillment, local control, community wellbeing, physical integrity in tourist destination, safeguarding biological diversity, resource efficiency can help tourism

sustainability. If we want to achieve circularity in tourism, the following aspects need to be considered:

Sustainable Tourism Development

- Localisation instead of globalisation of the tourism product
- Protection of natural and cultural resources in tourism planning
- Respecting geographic and natural borders in destination planning
- Business viability both in seasonal and sectorial terms
- Endorsement of green transition in tourism as a system

Economic Contributions & Benefits

- Job creation throughout the supply chain of the tourism system
- Fair share of the economic contribution of the tourism sector at regional and local scales
- Community & Social Impact
- Improvement of the environment and quality of life in the host communities
- Empower communication between institutions, the tourism sector, and local and regional stakeholders
- More accessibility for all tourism facilities and amenities
- Support maintenance of social integrity, equity, and accessibility

Environmental Sustainability

- Environmental management systems in each tourism segment (travel, accommodation, gastronomy, entertainment, logging, etc.)
- Limiting the consumption of water, energy, and other natural resources
- Harvest, reuse, recycle water, and improve water quality
- Effective waste management, avoid and limit waste production
- Energy conservation and adoption of renewable energy resources in destination management
- Climate change adaptation measures in tourism activities and the destination
- Initiate and promote carbon-neutral mobility

Education & Quality Standards

- Promote environmental communication and education
- Encourage eco-labels and good quality indicators in tourism product and service

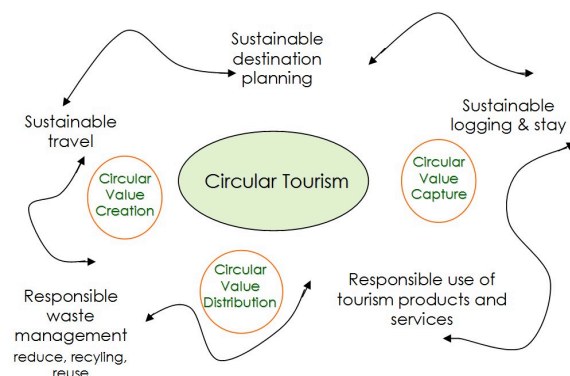
(Author interpretation, 2023)

More specifically, UNWTO (2019b) addressed strategies for urban tourism as promote the dispersal of visitors within the city and beyond, promote time-based dispersal of visitors, stimulate new visitor itineraries and attractions for cities, enhance visitors' segmentation, ensure local communities benefit from tourism, create city experiences that benefit both residents and visitors, improve city infrastructure and facilities, communicate with and engage local stakeholders, set monitoring and response measures.

Which indicators are relevant for landscape economy?

The tourism value chain is the sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector. Linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services are the key primary activities of the tourism value chain. Activities involving transport and infrastructure, human resource development, technology and systems development and other complementary goods and services which may not be related to core tourism businesses but have a high impact on the value of tourism (Manniche et al., 2017).

Thinking tourism as a system implies starting from travel to destination and return home back, travel to and in the destination/s, accommodation, gastronomy and entertainment, circular tourism relates travel, consumption, destination environment, host community, recovery models of natural and cultural values. Circular tourism embraces costumers, service providers, tourists, planning institutions, travel and logging industry based on the pillars of sustainability that bring value creation, capture and distribution (see figure below).



The circular pillars of tourism (Atik, 2023)

Main tasks and points for consideration

Any definition runs the risk of either overestimating or underestimating its economic activities of tourism (Ceballos-Lascurain, 1996). Economic relations behind tourism inextricably linked to landscape in many ways. The landscape economy aspects of tourism multifaceted, multidimensional, interdisciplinary due to its social, environmental, spatial, cultural, technologic and economic aspects. Learners can start with the flows of tourism, concepts of tourist, tourist as consumers, variables in tourism products, attractions and amenities, infrastructure, stakeholder in tourism. Starting from a tourism product chain and extending it to a tourism system will help to analyse and manage landscape economy in tourism.

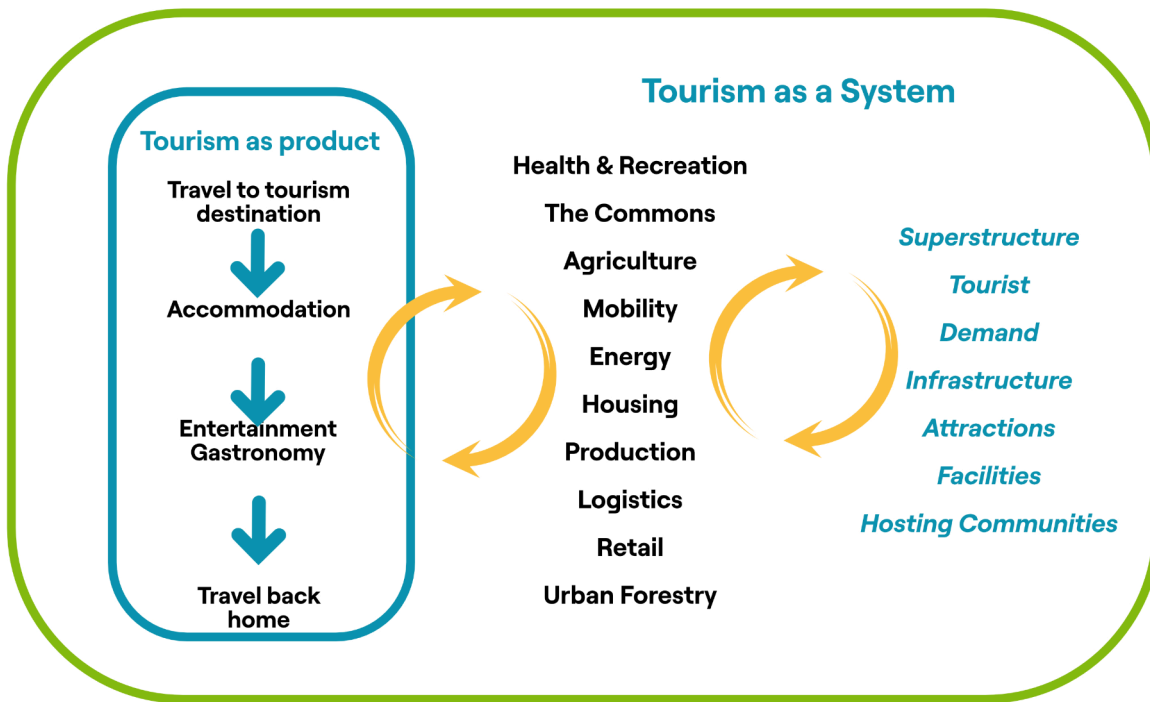
Possible tasks for learners can be:

- thinking about tourism as a system and product and delineating common grounds where product extends to a system
- mapping relations between different aspects, stakeholders both in tourism product and tourism system
- re-defining main challenges for sustainable transitions in tourism from local scales to regional scales
- alternating sustainable value chains in tourism as a system with regard to landscape economy
- giving an account for circular tourism in a globalising world
- setting up a code of key processes, key resources, key products, beneficiaries for circularity in tourism system
- circumscribing circular tourism economy more specifically for cities as destination and
- exploring how tourism can be friendly with the cities rather than tourism friendly cities
- discussing community involvement in local and regional even in city tourism planning, design and management
- reviewing deeply how to link quality of life (involvement of local communities, minimizing the social impact), quality of experience (the uniqueness, imagination and interpretation and curiosity) and quality of resources (nature and management cultural resources preservation) in a circular tourism systems for cities

Circularity for Sustainability in Tourism

Landscape is an area as perceived by people, whose character is the result of the action and interaction of natural and/or human factors (Council of Europe, 2000). Tourism has been one of the economic activities that comprise travelling for pleasure and curiosity. Tourism and landscape are highly related. Tourism depends on the diversity and attractiveness of sources in the landscape while tourism economy is rooted natural, cultural and human capital. Landscape economy is about complex economic relations that take part in the landscape but crucially need to be balanced and harmonious with the limits of natural environment. In the frame of TELOS project (Towards a European Landscape Economy for a Sustainable Urban Development) health & recreation, the commons, agriculture, mobility, energy, housing, production & logistics and forestry were the thematic lines, whereby economic value of tourism of generating employment and income, initiating infrastructure, overall creating revenues for tourism city, region or destination are closely linked with the landscape economy. Here, urban landscapes have been key sources as well as revenues for accommodation, food culture, entertainment and placed based activities.

Pertaining travel, accommodation entertainment & gastronomy as the tourism product, TELOS project outreach with social business model, landscape system analysis and modeling opens a new vision for tourism as a system (see figure on the following page). Mobility entails travel and access to infrastructure, attractions and facilities while energy is needed in all phases and component of the tourism activities. Superstructure of public and private sector organization, laws, regulations, plans, and programmes deals with planning of tourism and potentially associated with TELOS thematic lines. Demands coming from tourists living in the country and abroad as well as investors, infrastructure of airports, roads, water supply networks, sewage, communication networks and facilities of hotels, motels, campgrounds, parks, restaurants, cafes, travel agencies, sport and recreation amenities are the tourism components of tourism with high economic significance.



Tourism as product and system (Atik, 2023)

The tourism sector has been in search for low impact and high income tourism activities which has been attached to sustainable tourism, responsible tourism and recently circular tourism. Referring to Sorin and Einarsson (2020), a circular model intentionally designed to be regenerative of natural, human and social capital, operating within the earth's and local destinations' sustainable boundaries.

Circularity is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. Tourism related value chain is a set of activities that operating in tourism and sub industries is to deliver a valuable product to the visitors as an end customer but also added value tourism product for the host communities and tourism destination in a circular manner.

As opposed to the linear "one use only" model, the circular economy focuses on creating systems in which products, materials and resources maintain their value and usefulness as long as possible (Serbanescu et al., 2024). Nevertheless, the transition from the linear to the circular economy requires a complete change of attitude in all aspects of the economy (Kaszás et al., 2021). Circular economy is based on circular value creation, system thinking

collaboration, stewardship, transparency. Circular tourism relates with circular value creation of imaginative and sustainable invention of tourism product and services; circular value capture of a successful representation of tourism and circular value distribution for the delivery and incorporation of sustainable tourism system.

When discussing circular tourism as a new development/management model for tourism sector *"In a circular perspective, waste produces by tourism sector can become part of the city system and thus part of the urban processes in order to optimize resources and make tourism more sustainable"* (Girard and Nocca, 2017).

Tourism activities take part in various landscape settings such as historic sites, protected areas, natural reserves, coastal areas, islands and cities economic tourism driven economic relations in the landscapes requires different dimensions. A social business model consists of value proposition, customers, key products, services, channels, key processes, key resources, key partners, costs drivers, revenues and beneficiaries would be an useful tool in revealing complex structure of tourism from a product to a system within a landscape economy perspective.

References

- Atik, M., 2023. Topic 10. Tourism. TELOS Towards a European Landscape Economy for a Sustainable Urban Development Project, online Seminars, 2023, https://telos.hfwu.de/index.php?title=TELOS_Online_Seminar_2023-2024
- Ceballos-Lascurain, H., 1996. Tourism, Ecotourism and Protected Areas. IUCN-The World Conservation Union, Protected Areas Programme, IV World Congress on National Parks and Protected Areas, ISBN 2-8317-0124-4, SADAG Bellergarde sur-Valserine, France, 301 pages.
- CEnTOUR, 2022. Circular Economy in Tourism initiative. COSME project <https://circulartourism.eu/>
- Council of Europe, 2000. European Landscape Convention. ETS No: 176, Florence. Available <https://www.coe.int/en/web/landscape> (20.05.2020).
- Tourism 2030, 2023. European Ecolabel for Tourist Accommodation Services and Camp Site Services. Destinet Services <https://destinet.eu/resources/certificates/european-ecolabel-for-tourist-accommodation-services-and-camp-site-services>
- European Union, 2022. Transition pathway for tourism. European Commission. Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, Available <https://op.europa.eu/en/publication-detail/-/publication/404a8144-8892-11ec-8c40-01aa75ed71a1> (25.05.2022)
- European Commission, 2024. European Capital and Green Pioneer of Smart Tourism. Available https://smart-tourism-capital.ec.europa.eu/index_en?prefLang=fr(18.10.2024)
- Girard, L.F., Nocca, F., 2017. From linear to circular tourism. *Aestimum* 70: 51–74. <http://dx.doi.org/10.13128/Aestimum-21081>
- Jere Jakulin, T., 2017. Systems Approach to Tourism: A Methodology for Defining Complex Tourism System. *De Gruyter Open, Organizacija* 50 (3): 208–2015. <https://dx.doi.org/10.1515/orga-2017-0015>
- Kaszás, N., Keller, K., Birkner, Z., 2021. Understanding Circularity in Tourism. *Society and Economy* 1-18. <https://dx.doi.org/10.1556/204.2021.00025>
- Kušen, E., 2010. A system of tourism attractions. *Tourism, Review* 58 (4): 409–424. Martínez-Cabrera, J., López-del-Pino, F., 2021. The 10 Most Crucial Circular Economy Challenge Patterns in Tourism and the Effects of COVID-19. *Sustainability* 13, 4940. <https://doi.org/10.3390/su13094940>
- Manniche, J., Topsø Larsen, K., Brandt Broegaard, R., Holland, E., 2017. Destination: A circular tourism economy- A handbook for transitioning toward a circular economy within the tourism and hospitality sectors in the South Baltic Region. Centre for Regional and Tourism Research, Denmark, ISBN 978-87-93583-04-7, 158 pages.
- Sadler, P.G., Archer, B.H., 1975. The Economic Impact of Tourism in Developing Countries. *Annals of Tourism Research*, Vol. III (1):15-32.
- Serbanescu, A., Cháfer, L.M., Fernández, T.M., 2024. Good Practices of Circular Economy in Tourism in Castellón. In book: *Managing the Transition to a Circular Economy*, Edit M. Segarra-Oña et al. (eds.), Springer Briefs in Business, Chapter 8, pp.79-87. https://dx.doi.org/10.1007/978-3-031-49689-9_8
- Sorin, F., Einarsson, S., 2020. Circular Economy in Travel and Tourism, a Conceptual Framework for Sustainable Resilient and Future Proof Industry Transition. CE360 Alliance, SEIN Consulting, FSO Consulting, Available <https://circulareconomy.europa.eu/platform/sites/default/files/circular-economy-in-travel-and-tourism.pdf> (Accessed 19.05.2022)
- UNWTO, 2019a. UNWTO Tourism Definitions. UNWTO UN Environment Program and UN World Tourism Organization. Madrid, DOI: <https://doi.org/10.18111/9789284420858>.
- UNWTO, 2019b. 'Overtourism'? Understanding and Managing Urban Tourism Growth beyond Perceptions. Available <https://www.e-unwto.org/doi/pdf/10.18111/9789284420070>
- United Nations, 2024. Circularity. United Nations Environmental Programme. Available <https://www.unep.org/circularity> (25.08.2024)
- World Economic Forum, 2019. The Travel and Tourism Competitiveness Report 2019. Available <https://www.weforum.org/publications/the-travel-tourism-competitiveness-report-2019/> (27.09.2024)
- WTO, 2023. Global Roadmap for Food Waste Reduction in the Tourism Sector. UNWTO Madrid, <https://doi.org/10.18111/9789284424085>