

BMIH6001: Contemporary Themes in the Hotel and Hospitality Sector

Contemporary Theme: Sustainable Tourism

Ataul Talukder, 2012865

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Introduction

- This presentation has been produced with a view to presenting the research paper generated on a contemporary theme on hotel and hospitality sector.
- The theme that has been chosen for this research is 'Sustainable Tourism'.
- At first, in this presentation, the theme has been introduced.
- After that, key findings from reviewing literature has been highlighted.
- Along with this, the application of this theme in Marriott International, has been included followed by the literature review.
- Lastly, potential future policies and managerial options have also been included in this presentation that hotel management can undertake to overcome potential issues and challenges associated with the issue, subjected to this presentation.

Hello everyone, this is my presentation of the modern topic in the hotel and hospitality industry. The idea of environmentally responsible vacationing serves as the central focus of our study article. Today, I will go deeper into the theme's introduction, important findings from the literature research, the use of sustainable tourism in Marriott International, as well as potential future policies and management choices for tackling connected difficulties.

The Theme – Sustainable Tourism

- Sustainable tourism, defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (Mendonca, Maguire and Almeida, 2022), has garnered much attention in the hotel and hospitality industry.
- Climate change, biodiversity loss, and resource depletion have raised awareness of the need for sustainable practices in many industries, including tourism (Holden, 2016).
- Travelers are becoming more environmentally and socially conscientious. Travelers want eco-friendly, socially responsible experiences.
- Sustainable tourism generates cash and jobs for local communities. It encourages local companies, craftspeople, and service providers to participate in tourism, distributing economic advantages more evenly (Mihalič, 2016).
- Governments and international organizations are progressively supporting sustainable tourism through rules and strategies.
- Sustainable hotel and hospitality practices may boost a company's brand, attract eco-conscious guests, and give it an edge.

Sustainable tourism is "tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities" (Mendonca, Maguire and Almeida, 2022).

Climate change, biodiversity loss, and resource depletion are increasingly recognized. These concerns have emphasized the critical need for sustainable practices in several businesses, including tourism (Holden, 2016). Thus, the hospitality industry has prioritized sustainable tourism.

Travelers' evolving attitudes are driving sustainable tourism. Travelers are increasingly environmentally and socially conscious. They desire eco-friendly, socially conscious vacations. Hotels can meet this demand and attract more tourists by going green (Mihalič, 2016).

Sustainable tourism has economic and environmental benefits. It produces local income and jobs. Local firms, artisans, and service providers can share tourism's economic benefits, resulting in more sustainable and inclusive growth (Mihalič, 2016).

Governments and international organizations are also adopting policies to promote sustainable tourism. These programs aim to regulate the business, promote sustainable practices, and preserve tourism locations.

Finally, sustainable hotel and hospitality practices give organizations an edge. It can boost their brand image, attract eco-conscious customers who prefer eco-friendly hotels, and give them a competitive edge.

Literature Review

- Sustainable tourism research is urgent (Holden, 2016). Sustainable tourism can address tourist-related socioeconomic and environmental issues.
- According to Saarinen (2006), it requires balancing respect for the natural, cultural, and social environments with tourist satisfaction and enjoyment. Warbrooke (1999) defines sustainable development as "a philosophy that encourages the simultaneous expansion of the economy, society, and environment without compromising the demands of present-day populations."
- Sustainability promotes economic, social, and environmental growth. This overarching concept initially included sustainable tourism. Butler (1993) invented the Tourism Area Life Cycle (TALC) model.
- Tourism destinations' expansion, plateau, and contraction phases should be identified and analyzed. This action highlights the importance of environmentally responsible tourism in preserving these destinations.



According to Holden (2016), sustainable tourism research is urgent. Sustainable tourism is becoming essential. In 2006, Saarinen stressed the delicate balance between respecting natural, cultural, and social ecosystems and ensuring tourist satisfaction and enjoyment. Sustaining tourism requires this equilibrium. Sustainable development, according to Warbrooke's 1999 definition, promotes economic, social, and environmental growth without compromising current populations' demands. This definition supports sustainable tourism. Sustainability fosters economic, social, and environmental growth. This concept initially included sustainable tourism. Butler's 1993 Tourism Area Life Cycle (TALC) model analyzes tourism destinations' expansion, plateau, and contraction phases. This concept emphasizes how environmentally responsible tourism preserves these sites.

Literature Review

- Mihali (2016) defines sustainable tourism as ecological, social, and financial. To reduce pollution and resource depletion, the tourism industry must adopt ecologically sustainable practices.
- Sociocultural sustainability protects and improves a location's social norms, practices, and structures. Sociocultural sustainability's main goal.
- Economic sustainability promotes fair trade and local community economies, ensuring tourism's survival, according to Bramwell and Lane (2013). The study concluded this.
- Several studies have shown that sustainable tourism implementation is difficult. The industry's biggest issue is that local communities, visitors, and policymakers don't understand the concept, according to Buckley et al. (2019). This is a major industry issue.



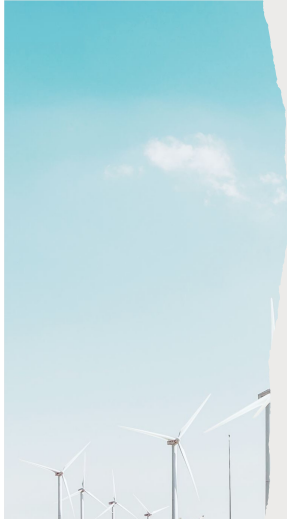
Mihali defines sustainable tourism as ecological, social, and financial. Sustainable tourism techniques reduce pollution and resource depletion. These actions reduce our environmental impact. Sociocultural sustainability protects and improves a location's social norms, practices, and institutions. It protects local culture. Sustainable tourism seeks social sustainability. Bramwell and Lane (2013) stressed that economic sustainability encourages fair trade and local community economies. This safeguards tourism's future. Bramwell and Lane found economic sustainability in tourism important. Despite its importance, sustainable tourism is difficult to implement, according to various research. In 2019, Buckley stated that local communities, visitors, and legislators' lack of comprehension of the concept was the industry's largest challenge. This ignorance hinders sustainable tourism.

Literature Review

- Sustainable tourism has untapped potential despite the challenges. Sustainable tourism has been shown to boost socioeconomic development, especially in developing nations (Tosun, 2001).
- According to Buckley et al. (2019), it can improve the quality of life for host communities, preserve natural and cultural environments, and give visitors memorable experiences.
- Sustainable tourism is a growing field of research and practice because it can solve traditional tourism's problems. Future research should focus on practical solutions for global sustainable tourism policies and practices.



Despite obstacles, sustainable tourism is promising. Sustainable tourism boosts socioeconomic growth, especially in underdeveloped nations (Tosun, 2001). It can increase host community quality of life, protect natural and cultural environments, and give tourists unique experiences, according to Buckley. (2019). Sustainable tourism solves traditional tourist's difficulties, hence it's rising. Future study should focus on global sustainable tourism policy and practice solutions.



Literature Review

- Technology may help promote ecotourism. According to Gossling et al. (2019), technology can monitor and reduce tourism's environmental impact, raise tourists' sustainability awareness, and boost local economies.
- Blockchain technology has been studied to increase openness in sustainable tourism operations (Li et al., 2021). Policy interventions are also crucial for tourism sustainability.
- Koens et al. (2018) state that effective sustainable tourism policies must be created at both the macro (national or regional) and micro (local or community) levels. Sustainable tourism policies require strong institutional capacities and clear policy frameworks (Bramwell et al., 2017). To effectively implement sustainable tourism policies.

Technology can boost ecotourism. In 2019, Gossling said technology can evaluate and mitigate tourism's environmental impact. It can also educate tourists about sustainability and boost local economies. In 2021, Li et al. examined blockchain technology to promote transparency and openness in sustainable tourism operations. This technology may improve tourist sustainability traceability and accountability. Tourism sustainability requires technology and governmental measures. In 2018, Koens et al. recommended creating macro (national or regional) and micro (local or community) sustainable tourism regulations. These policies should address each destination's particular demands. As Bramwell et al. noted in 2017, sustainable tourism initiatives require strong institutional capacities and clear policy frameworks. Institutional assistance and norms help coordinate sustainable tourism.



Literature Review

- Additionally, many sustainable tourism players have been studied. Sustainable tourism requires tourist providers, local communities, visitors, and government institutions, according to Dodds et al. (2010).
- Tourists' actions and decisions can affect a destination's environmental sustainability, but the local community's participation is essential to tourism's socio-cultural sustainability (Budeanu, 2007).
- A COVID-19 pandemic study is also underway. Sigala (2020) says the pandemic offers a chance to rethink international travel for a more sustainable future.
- Reduce international travel to achieve this. However, the pandemic's potential economic effects may hinder short-term environmentally responsible tourism.

According to Dodds et al. (2010), sustainable tourism must address all stakeholders. Tourist providers, local communities, guests, and government institutions must collaborate for sustainable tourism. Sustainable practices and great outcomes require their collaborative efforts.

Tourist behavior can affect a destination's environmental sustainability. Tourists should consider their environmental impact and act responsibly while traveling. Tourism's socio-cultural sustainability depends on local community involvement. Budeanu's 2007 study underlines the significance of empowering local populations in sustainable tourism to conserve and enrich the destination's cultural heritage. In 2020, Sigala noted that the COVID-19 pandemic offered an opportunity to reconsider international travel for a more sustainable future. The pandemic has reduced foreign travel, benefiting the environment temporarily. We should rethink our travel habits and promote tourism sustainability.

However, pandemic economic consequences may inhibit short-term environmentally responsible travel. Travel restrictions and lower tourism demand have hampered sustainable tourism initiatives. During difficult times, sustainability goals must be carefully planned and supported.



Application to the industry

- Marriott International, the world's largest hospitality company, is aware of the environmental impacts of its construction and operation (Marriott International, 2021). As a result, the company has aggressively promoted and implemented environmentally responsible building and design practices at all its locations worldwide (Gössling, Scott & Hall, 2019).
- Hotel construction and interior design can reduce their environmental impact. Because of this, Marriott has implemented environmentally friendly construction standards across its portfolio. It has pledged to build and certify all new or significantly refurbished hotels to a green building standard by 2025 (Marriott International, 2020).
- Company-created goal. Eco-friendly materials, reduced energy and water use, and improved indoor air quality will be achieved. Marriott's Global Design principles guide the company's commitments. The M-Beta Hotel in Charlotte, North Carolina, is a beta hotel (Jacques, 2019).
- It discusses modern design principles like sustainability. It showcases Marriott's sustainable architecture. The hotel monitors energy and water use in real time. The San Francisco Marriott Marquis renovation used the existing building infrastructure rather than removing it, reducing waste and construction material use.

Marriott International, the world's largest hospitality firm, pledged in its 2021 report to reduce its environmental effect. Marriott International values sustainable construction and operation. As Gössling, Scott & Hall noted in 2019, the company has aggressively promoted and implemented ecologically responsible building and design techniques worldwide. Marriott has green construction requirements across its portfolio to lessen its environmental effect. Their 2020 sustainability goal requires them to build and certify all new or significantly upgraded hotels to a green building standard by 2025. They use eco-friendly materials, save energy and water use, and improve indoor air quality. Marriott's Global Design principles guide these commitments. In 2019, Jacques discussed the M-Beta Hotel in Charlotte, North Carolina, which exemplifies Marriott's sustainable architecture and design. Modern, sustainable design is tested at this hotel. Real-time energy and water monitoring allows resource management. Marriott also reduces waste and construction materials. The San Francisco Marriott Marquis makeover used existing building infrastructure instead of dismantling it. This method greatly decreased waste and building material use.



Application to the industry

- Marriott's commitment to eco-friendly development and design has many benefits. The company improves customer and employee well-being and reduces its negative impact on the environment by improving indoor air quality (Bramwell et al., 2017).
- Sustainable design saves energy and water, which lowers long-term operational costs. Marriott is helping reset tourism's environmental standards by taking these steps. The corporation's actions reflect societal shifts and customer demand for environmentally friendly travel and lodging (Pereira, Silva, and Dias, 2021).
- However, these strategies require contractors, specialized knowledge, and higher initial costs. Marriott International has been looking for ways to incorporate green building and design practices for a long time. Marriott International (2021) has pledged to buy 50% of its furniture, fixtures, and equipment from Living Product 50 suppliers.
- This program promotes eco-friendly products (Marriott International, 2021). The JW Marriott Marco Island Beach Resort in Florida illustrates. This report's design includes LED lighting, low-flow plumbing fixtures, and lots of windows. These changes reduced energy consumption by 32% and water use by 37%, according to the USGBC (Jacques, 2019).

According to Bramwell et al. (2017), Marriott's eco-friendly policies increase consumer and employee well-being, notably indoor air quality. Marriott prioritizes air quality to make guests and employees feel better. Sustainable design reduces energy and water use, improving well-being and saving money. Marriott reduces operational expenses by using energy-efficient and water-saving technologies. Marriott's eco-friendly operations are resetting tourism's environmental standards. Pereira, Silva, and Dias noted in 2021 that the corporation acknowledges societal changes and client need for ecologically friendly travel and housing. Marriott is adapting to these developments to meet client needs. However, these solutions require specialized knowledge, contractors, and higher beginning expenditures. Marriott International has long pursued green building and design principles. In their 2021 report, Marriott committed to buying 50% of its furniture, fixtures, and equipment from Living Product 50 vendors. This initiative encourages eco-friendly items in their facilities. In 2019, Jacques cited the JW Marriott Marco Island Beach Resort in Florida as an example of Marriott's sustainability. According to the US Green Building Council (USGBC), the resort reduced energy use by 32% and water use by 37% by using LED lighting, low-flow plumbing fixtures, and lots of windows.

Application to the industry

- Marriott International, 2021). The firm works with sustainable design experts in architecture and construction. The company has also invested heavily in educating its employees about sustainable practices (Bramwell et al., 2017).
- The Marriott's eco-friendly design has some pros and cons. Sustainable design can be expensive, but it pays off in energy and water savings over time (Mohammadalizadehkorde and Weaver, 2020).
- Regional issues with building materials, standards, and sustainability-trained designers and builders may arise (Koens, K., Postma, A., & Papp, 2018). These factors affect the cost and feasibility of green building. Customer consciousness and perception pose another challenge. Many customers value environmentally friendly policies and procedures, but others may prioritize other hotel amenities. Marriott, like other hotels, must seamlessly integrate sustainable design into the guest experience.



To maintain high standards, Marriott International works with sustainable design professionals. Marriott may embrace eco-friendly design and development by cooperating with architects and builders. Sustainable design has positives and downsides. In 2020, Mohammadalizadehkorde (Mohammed) and Weaver noted the long-term energy and water savings. Sustainable design requires a larger upfront investment, but it can save money on utilities over time. Koens, Postma, and Papp (2018) noted that regional construction materials, norms, and sustainability-trained designers and builders may provide obstacles. These elements vary by area and can affect green building costs and feasibility. Customer perception is another issue. Some guests prefer hotel amenities over ecologically friendly regulations. To achieve customer happiness, Marriott, like other hotels, must seamlessly integrate sustainable design into the guest experience.



Application to the industry

- the commitment of Marriott International to environmentally friendly building and design provides a valuable case study of the benefits and challenges of implementing sustainable tourism practices in the hospitality industry.
- The efforts of the firm have resulted in considerable environmental advantages, financial savings, and a good market position in a sector that is growing increasingly concerned with sustainability.
- The company's efforts have also contributed to the growth of the industry. The experience of Marriott, which also considers high starting costs, geographical differences, and client perceptions, highlights the difficulty of following sustainable design and construction standards even though it considers these factors.

Marriott International's eco-friendly building and design is a good example of the pros and cons of sustainable tourism in the hotel business. Marriott's ecological policies have cut energy and water use and saved money. Marriott has positioned itself well in an increasingly environmentally conscious business by promoting sustainability. The company's market position and industry growth have improved. Marriott's environmental journey has been difficult. The company has struggled with high startup costs, regional building materials and norms, and client sustainability concerns. These characteristics demonstrate the challenge of meeting sustainable design and construction standards while accommodating local conditions and customer needs. Marriott International illustrates the challenges and trade-offs of sustainable tourism in the hospitality business. To solve sustainable implementation issues, it emphasizes rigorous planning, strategic decision-making, and effective communication.

Future Policy

- **1. Environmental Standards:** Marriott may urge the hotel industry to adopt stricter environmental standards in accordance with Dodds and Graci's (2012) call for stronger governance and regulatory frameworks to support sustainable development. This supports their call for stronger governance and regulation. Stricter standards may cost more upfront, but they may save money in the long run and make Marriott a sustainability leader, which may attract environmentally conscious customers.
- **2. Incentives for Green Construction Practices:** The company may support environmental construction regulations. Delmas and Montes-Sancho (2011) found that firms respond to these incentives because they lower the financial risk of sustainable practices. Marriott's sustainable development efforts may benefit from these incentives, making sustainable design components cheaper.
- **3. Employee Education Programs:** Marriott may increase its mandatory sustainability training for all employees, according to Bohdanowicz and Martinac (2007). This change would boost Marriott's efficiency and ethical reputation. However, training development and delivery can be costly.



According to studies, Marriott International should implement three more sustainable tourism practices in the hospitality business. First, Marriott may encourage hotels to follow higher environmental requirements. Dodds and Graci (2012) recommend improved governance and regulatory frameworks for sustainable development. Marriott would support stronger governance and regulation by supporting stricter standards. Stricter requirements may cost more upfront, but they can save money over time and make Marriott a sustainability leader. This may draw green travelers. Second, Marriott may promote green building rules and incentives. Delmas and Montes-Sancho (2011) revealed that incentives reduce financial risk for enterprises adopting sustainable practices. Marriott may reduce the cost of sustainable design components by supporting and utilizing these incentives. This method promotes environmental and financial sustainability. Finally, Marriott might emphasize required employee sustainability training. Bohdanowicz and Martinac (2007) found that sustainability-focused employee education programs boost operational efficiency and organizational ethics. Marriott may better implement its sustainability goals by training its staff in sustainable practices. Comprehensive employee education programs might be expensive, but they can increase efficiency and reputation over time.

Future Management Option

- **1. Greater Investment in Sustainable Technologies:** Marriott may invest in cutting-edge technologies to reduce energy, water, and waste. Chan et al. (2017) suggest long-term cost reductions for these expenditures. These technologies may require a large initial investment and ongoing maintenance costs, but the benefits may outweigh these costs.
- **2. Increasing the Capacity of Sustainable Supplier Networks:** Marriott may prioritize sustainable supplier growth, according to Lee and Brahmasrene (2013). The company's environmental reputation may improve if growth ensures a steady supply of eco-friendly goods and services. Selecting and monitoring vendors carefully ensures standards are met.
- **3. Increasing Customer Engagement:** Sustainable customer involvement is a promising management strategy. Millar and Baloglu (2011) found that customers who participate in and are aware of a company's sustainability efforts tend to like it. Because of this, Marriott must do a better job of advertising its projects and offering hotel guests eco-friendly activities. To ensure guests' satisfaction and comfort, strict design and communication strategies are needed.



Marriott International should consider some more measures to increase its commitment to sustainable tourism in the hospitality business. Marriott may invest more in sustainable technologies to cut energy, water, and waste. Chan et al. (2017) found that such investments reduce long-term costs. These technologies may need a large initial investment and continuing maintenance costs, but they may minimize resource consumption and operational costs over time. Marriott can show its environmental care and profit from cutting-edge technologies. Second, Marriott may prioritize sustainable supplier network expansion. Lee and Brahmasrene (2013) found that growing sustainable suppliers improves a company's environmental reputation. Marriott can improve its environmental performance and satisfy eco-conscious customers by providing a consistent supply of eco-friendly goods and services. Maintaining the sustainable supply chain requires careful supplier selection and sustainability monitoring. Finally, customer engagement in sustainable efforts can improve management. Millar and Baloglu (2011) found that customers who participate in and know about a company's sustainability efforts like the brand better. Marriott could promote its sustainable products and projects to increase consumer engagement. Marriott can provide remarkable eco-friendly experiences and promote sustainability by giving them. Sustainability and guest happiness require precise design and communication techniques.

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