Sustainable Tourism Practices in the Mediterranean

*Sustainable Tourism Practices in the Mediterranean* showcases and examines the current and future trends in sustainable tourism in this popular region where tourism is one of the leading determinants of economic development.

This volume examines the effects of specific recent events including terrorism, financial crises and various political changes in the Mediterranean region. Looking at a range of destinations, island and mainland, urban and rural, summer and winter and emergent and declining zones, it provides a comprehensive overview of this area. It also draws on a number of wide-ranging themes such as gastronomy (corporate), social responsibility, entrepreneurship, ethical issues, service quality, health and the slow city, offering an insightful study of the challenges the Mediterranean region faces and the sustainable practices that can be implemented in order to overcome them.

Written by leading academics in the field, this book will be of great interest to upper-level students, researchers and academics in Tourism, Development Studies and Geography.

Ipek Kalemei Tüzün is the director of the Institute of Social Sciences and the head of the Tourism and Hotel Management Department at the Faculty of Commercial Sciences of Baskent University, Ankara, Turkey. Her areas of research interest include developments in human resource management, social exchange practices tourism in organizations and HRM applications, employee attitudes and behavior, and social identification in hospitality operations. Her teaching portfolio includes Introduction to Hospitality Management, Human Resource Management in Hospitality Operations and Organizational Behavior.

Mehmet Ergül has been a faculty member at San Francisco State University, College of Business Department of Hospitality and Tourism Management since 2006. His teaching portfolio includes Restaurant and Catering Management, Introduction to Hospitality Management, Food and Culture, Tourism Management and International Tourism. He has a wide variety of research interests, including food tourism, children’s and elderly populations’ eating habits and their impact on the hospitality industry, new food products development/sensory evaluation, medical tourism and social entrepreneurship in the hospitality industry.

Colin Johnson has taught in seven colleges and Universities in the UK, Switzerland and the US. He has served as the department chair at San Jose and San Francisco State Universities, and also as deputy director at the International Travel and Tourism Institute, Neuchatel, dean of the Domino Carlton International Hotel Management Centre in Lucerne, and the dean and director of research at the Ecole hoteliere de Lausanne in Switzerland. Colin earned his doctorate in economic and social sciences from Fribourg University, Switzerland; an MBA from Manchester Business School and a BA from the Open University in the UK. His research interests include internationalization in the hospitality industry, sustainability and social entrepreneurship and gastronomy and gastronomic tourism. He has published widely in leading hospitality, tourism and management journals and has been a keynote speaker for the OECD and travel and tourism conferences in Korea and Europe. He has been a visiting scholar and professor at Macerata University in Italy and at Chemnitz University in Germany.
The aim of this series is to explore and communicate the intersections and relationships between leisure, tourism and human mobility within the social sciences.

It will incorporate both traditional and new perspectives on leisure and tourism from contemporary geography, e.g. notions of identity, representation and culture, while also providing for perspectives from cognate areas such as anthropology, cultural studies, gastronomy and food studies, marketing, policy studies and political economy, regional and urban planning, and sociology, within the development of an integrated field of leisure and tourism studies.

Also, increasingly, tourism and leisure are regarded as steps in a continuum of human mobility. Inclusion of mobility in the series offers the prospect to examine the relationship between tourism and migration, the sojourner, educational travel, and second home and retirement travel phenomena.

The series comprises two strands:

**Contemporary Geographies of Leisure, Tourism and Mobility** aims to address the needs of students and academics, and the titles will be published in hardback and paperback. Titles include:

**Tourism and Hospitality in Conflict-Ridden Destinations**  
*Edited by Rami Isaac, Erdinç Çakmak and Richard Butler*

**Positive Tourism in Africa**  
*Edited by Mucha Mkono*

**Sustainable Tourism Practices in the Mediterranean**  
*Edited by Ipek Kalemci Tüzün, Mehmet Ergül and Colin Johnson*

**Routledge Studies in Contemporary Geographies of Leisure, Tourism and Mobility** is a forum for innovative new research intended for research students and academics, and the titles will be available in hardback only.

For more information about this series, please visit: www.routledge.com/Contemporary-Geographies-of-Leisure-Tourism-and-Mobility/book-series/SE0522
Sustainable Tourism Practices in the Mediterranean

Edited by Ipek Kalemci Tüzün, Mehmet Ergül and Colin Johnson
Contents

List of figures vii
List of tables viii
List of contributors ix
Preface xii

1 A content analysis of sustainable development in the tourism literature 1
   R. ARZU KALEMCI

2 Sustainable tourism development: issues and applications in the Mediterranean region 11
   ÖZGÜR ÖZDEMIR AND TEVFIK DEMİRCİFTÇİ

3 Sustainability in gastronomy tourism: the Mediterranean region 24
   CANDIDE ÇULHAOĞLU ULUDAĞ

4 Social sustainability and innovations in tourism: cases from Slovenia 35
   DEJAN KRIZAJ AND VINOD SASIDHARAN

5 Social entrepreneurship and ethical issues: examples from the Mediterranean 52
   GAYE ACIKDILLI AND CHRISTOPHER ZIENNOWICZ

6 Corporate social responsibility and sustainable development in the Mediterranean: the case of the Spanish hotel industry in the Barcelona region 99
   AYSİN PASAMEHMETOĞLU AND MUSTAFA MEHMET GÖKOĞLU
<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Customer relationship management and service challenges in the Mediterranean region</td>
<td>113</td>
</tr>
<tr>
<td>ÖZLEM ÖZBEK AND ROYA RAHIMI</td>
<td></td>
</tr>
<tr>
<td>8 Freshwater and wastewater management in Mediterranean hotels and resorts: owner-operator issues</td>
<td>122</td>
</tr>
<tr>
<td>WILLY LEGRAND AND NICOLAS DUBROCARD</td>
<td></td>
</tr>
<tr>
<td>9 Food tourism and foodies in Italy: the role of the Mediterranean diet between resilience and sustainability</td>
<td>137</td>
</tr>
<tr>
<td>ALESSIO CAVICCHI AND CRISTINA SANTINI</td>
<td></td>
</tr>
<tr>
<td>10 Promoting the Slow City concept as a sustainability strategy: the Seferihisar case</td>
<td>153</td>
</tr>
<tr>
<td>GONCA GÜZEL ŞAHIN</td>
<td></td>
</tr>
<tr>
<td>11 Health tourism in the Mediterranean</td>
<td>167</td>
</tr>
<tr>
<td>MELANIE SMITH</td>
<td></td>
</tr>
</tbody>
</table>

*Index*                                                                 | 184 |
Figures

4.1 EDIT model 36
4.2 S-EDIT model, adapted for social sustainability innovations 43
5.1 The For Profit–Non Profit continuum 56
5.2 Challenges and opportunities from business responsibilities in the SE environment 58
5.3 Balancing the forces by social entrepreneurs to achieve sustainable tourism 64
8.1 Owner-operator water management priority pyramid 133
11.1 Top six identified unique selling propositions 176
11.2 The main problems and challenges of developing health tourism in the Balkan region 177
11.3 Suggested ideas for health tourism development in the Balkans 178
**Tables**

1.1 Journals and the number of articles with the keyword “sustainable development” and “tourism” in their titles 3
1.2 Number of articles by years 5
1.3 List of most frequent words in the articles 6
4.1 Tourism innovation categories 39
5.1 Mediterranean social entrepreneurship examples, main focus, and social impact 69
6.1 Dimensions of CSR practices conceptualized from 3 different aspects 102
6.2 The distribution of frequencies of keywords and dominant weighted percentages in each hotel analyzed 110
8.1 Overview of impacts of tourism on freshwater in the Mediterranean 127
8.2 Freshwater usage and wastewater production due to tourism in the Mediterranean 128
8.3 Hotel water usage based on activity 128
8.4 Hotel water usage in relation to total water used based on Mediterranean climate 130
9.1 Sources of information (desk research) 144
11.1 How far do you agree with the following statements about health tourism in the Balkans? 175
11.2 A SWOT analysis of health tourism in the Balkans 179
Contributors

Alessio Cavicchi, Associate Professor Department of Education, Cultural Heritage and Tourism, University of Macerata, Italy. a.cavicchi@unimc.it
Alessio Cavicchi’s main fields of interest and research are consumer food choice, economics of food quality and safety, sustainable tourism and innovation in the agro-food sector.

Aysin Pasamehmetoğlu, Associate Professor, Hotel Management Program, School of Applied Sciences, Özyeğin University, Turkey. aysin.pmoglu@ozyegin.edu.tr
Aysin Pasamehmetoğlu’s research interests include organizational behavior, organizational theories, organizational sociology, social capital and cultural studies, network organizations and industrial clusters.

Candide Çulhaoğlu Uludağ, Assistant Professor, Faculty of Economics and Administrative Sciences, Beykent University, Turkey. candideuludag@beykent.edu.tr
Candide Çulhaoğlu Uludağ’s main research areas are organization and management, leadership, organizational behavior in the hospitality industry and sustainability in organizations.

Cristina Santini, Associate Professor, Università Telematica San Raffaele, Italy. santini.cristina@gmail.com
Cristina Santini’s research interests include the food and wine business, entrepreneurship and ecopreneurship and strategic management. She is interested in research methodology and more specifically in case study, participatory approaches and action research.

Christopher Ziemnowicz, Professor, University of North Carolina at Pembroke, USA. christopher.ziemnowicz@uncp.edu
Christopher Ziemnowicz developed several entrepreneurial ventures while earning a PhD in Management and Marketing at the Warsaw University of Technology in Poland.

Dejan Krizaj, Assistant Professor, University of Primorska, Faculty of Tourism Studies – Turistica, Slovenia. dejan.krizaj@gmail.com
Dejan Krizaj’s research and publications focus on R&D in tourism and the promotion and measurement of tourism innovation. He is the co-founder of
Contributors

AIRTTH – Alliance for Innovators and Researchers in Tourism and Hospitality. Since 2006, he is the chairman of the Slovenian National Tourism Innovation Awards Commission on behalf of Slovenian Tourist Board, and Ministry of Economic Development and Technology.

**Gaye Acıkdilli**, Assistant Professor, University of North Carolina at Pembroke, USA gaye.acikdilli@uncp.edu
Gaye Acıkdilli’s research focuses on global marketing and business as well as entrepreneurship and sustainability.

**Gonca Güzel Şahin**, Associate Professor, Tourism and Hotel Management Department at Atılım University, Turkey. gonca.guzel@atilim.edu.tr
Gonca Güzel Şahin’s main research areas are tourism marketing, destination marketing, urban tourism, cultural tourism and gastronomy.

**Melanie Smith**, Associate Professor and Researcher, Tourism, Budapest Metropolitan University in Hungary. msmith@metropolitan.hu
Melanie Smith’s main research areas are urban tourism, cultural tourism, health tourism and well-being.

**Mustafa Mehmet Gökoğlu**, Ph.D, Lecturer, Dokuz Eylül University, Faculty of Business, Turkey. mustafa.gokoglu@deu.edu.tr
Mustafa Mehmet Gökoğlu’s primary areas of research are in institutional theory, organizational learning, sensemaking and sustainable development.

**Nicolas Dubrocard**, Director of Audit Diagnostic Solutions Tourism, France. nicolasdubrocard@gmail.com
Nicolas Dubrocard is an international sustainability specialist and director of Audit Diagnostic Solutions Tourism. He is a recognized auditor for various leading sustainability certifications in tourism and hospitality. He helped forge key documents pertaining to water use and management in the hospitality industry.

**Özgür Özdemir**, Assistant Professor, Department of Hospitality, University of Nevada, Las Vegas, USA. ozgur.ozdemir@unlv.edu
Özgür Özdemir’s research focuses on corporate governance, corporate social responsibility, financial management, the economic impact of tourism and operating performance in the hospitality industry.

**Özlem Özbek**, PhD, Lecturer, Department of Tourism and Hotel Management, Bandırma Onyedi Eylül University, Turkey. ozlemtekin10@gmail.com
Özlem Özbek’s research interests include technology-based Marketing and augmented reality marketing in tourism destinations.

**R. Arzu Kalemci**, Professor, Faculty of Administrative and Economic Sciences, Department of Management, Cankaya University, Ankara, TURKEY.arzuk alemci@cankaya.edu.tr
R. Arzu Kalemci’s research interests include historical institutionalism, transnational management and work ethic.
Roya Rahimi, Reader, Marketing and Leisure Management, University of Wolverhampton, Business School, United Kingdom. Roya.Rahimi@wlv.ac.uk
Roya Rahimi’s research interests are innovation, big data, CRM, organizational culture, gender equality and tourism higher education.

Tevfik Demirçiftçi, PhD Student, The William F. Harrah College of Hospitality, University of Nevada Las Vegas, USA. tevfikd@gmail.com
Tevfik Demirçiftçi’s research interests include revenue management, hotel branding, tourism technology and online distribution.

Vinod Sasidharan, Associate Professor, School of Hospitality and Tourism Management, San Diego State University, USA. vsasilha@mail.sdsu.edu
Vinod Sasidharan’s research interests focus on the evaluation and implementation of grass-roots tourism initiatives, involving local community participation in planning and decision-making for sustainable tourism development at the destination level.

Willy Legrand, Professor, Hospitality Management, IUBH International University of Applied Sciences, Germany. w.legrand@iubh.de
Willy Legrand is the lead author of the textbook *Sustainability in the Hospitality Industry: Principles of Sustainable Operations* (3rd edition) and guest Editor-in-Chief of the “Hotel Yearbook Special Edition – Sustainable Hospitality 2020”, a free-downloadable online publication gathering the thoughts of leaders in sustainable hospitality and tourism around the globe.
This text links the ancient region of the Mediterranean with the relatively new concept of sustainability. Sustainability is a multi-dimensional concept that focuses on the conservation of natural resources and preservation of quality of life through respect and regard for local people, protection of history and cultural heritage, and minimization of pollution. Tourism in the Mediterranean has been around for millennia. Sustainable tourism development has a vital role to ensure that future generations will still have a reason to visit the region, and will experience delight when they do so. Recent changes in global climate change, political and economic revolutions, urban migration and technology have fundamentally affected the balance of resources in the region. It is natural that these changes have influenced tourism flows to the area, and it is our view that sustainable tourism development will gain in importance.

The Mediterranean is a unique and fascinating geographical region, with more than a dozen countries spanning Europe, Africa and Asia. Historically, the most important factors linking Mediterranean countries have been economic, cultural and social relations that were bound together around a closed sea. The region is rich with natural beauty, along with an intriguing history and culture endowed with a mild climate and fruitful soils. Fourteen nations lie along the shores of the Mediterranean: Spain, France, Italy, Albania, Greece, Turkey, Syria, Lebanon, Israel, Egypt, Libya, Tunisia, Algeria and Morocco. Parts of the region were settled more than ten thousand years ago, and advanced civilizations gradually grew out of these early societies. Ironically, the region also saw some of the first sea-sand-sun-based mass tourism, with the resulting degradation of cultural and environmental heritage jeopardizing the future sustainability of tourism activities in the region. A number of recent initiatives have focused on sustainable development. On a general level, in 2015, the United Nations at the Sustainable Development Summit identified 17 Sustainable Development Goals. Agenda 2030 was put in place to accelerate the global progress in the three stakes of the sustainable development: (a) economic development, (b) social development and (c) environmental protection. Subsequently, the United Nations Environment Plan Blue (2017) emphasized five key dimensions of sustainable development: environmental integrity, social progress and equality, economic success and development, cultural heritage and assets and shared governance (more details of these may be
found in Chapter 2). This was augmented by the General Council of the United Nations designating 2017 as “The International Year of Sustainable Tourism Development”, giving a clear message by the Director General of UNESCO, Irina Bokova: “the importance of international tourism in fostering better understanding among peoples everywhere, in leading to a greater awareness of the rich heritage of various civilizations, thereby contributing to the strengthening of peace in the world”.

In light of these changes, widespread interest in sustainable development has captured the attention of tourism industry representatives, researchers and an increasingly aware general public. The book attempts to bring together several diverse recent themes, looking through the lens of sustainability in such areas as: new technologies, including the role of social media, big data and CRM; social sustainability and tourism innovation and experiences; corporate social responsibility and ethical practices; the importance of the Mediterranean diet and gastronomic tourism.

Chapter 1 focuses on the consensual understanding of tourism scholars about sustainability and growth in the Mediterranean region. A content analysis study of the current sustainable tourism management literature was undertaken and 221 articles were analyzed in mainstream tourism journals. The chapter asserts that sustainable development includes economic, social, political and cultural elements. Chapter 2 looks at the link between regional economic development and sustainable tourism practices in the Mediterranean countries. The authors argue that sustainable tourism development may not be regarded as a distinct construct that is affected by the overall economic development, but rather should be seen as a component of the overall economic development. In Chapter 3, the socio-economic impacts of gastronomy in the Mediterranean are examined along with the relationship between gastronomy and sustainable tourism applications. Chapter 4 proposes a model for developing and accessing social sustainability innovations. A design framework is described for the holistic involvement of all stakeholders in tourism processes that considers social sustainability and its links to tourism innovation, tourism experiences and the ownership of certain parts of tourism systems. Chapter 5 presents a first analysis of social entrepreneurship and ethical practices in the Mediterranean basin. There is a related focus in Chapter 6 on corporate social responsibility practices of hotels in the Barcelona region. The methodology is a case study analysis regarding the progress in the implementation of corporate social responsibility practices leading to sustainable development. Chapter 7 deals with the vital role of information technology, social media and big data in the implementation of customer relationship marketing, thereby seeking to ensure sustainable relationships with customers in the Mediterranean region.

The vital importance of limited water resources in hotels and resorts are treated in Chapter 8. The chapter investigates the challenges of poorly managed water and wastewater resources in hotels and resorts and the consequences for the local communities around the Mediterranean basin, which are particularly prone to water security problems. Chapter 9 outlines some of the increasingly important issues associated with gastronomy and the Mediterranean diet. Italy has long been
viewed as a “foodie” destination, but there have been changes in the consumption habits of the Mediterranean diet by native Italians that has major consequences for the agrifood sector. The issues and resultant initiatives and associations are discussed at length. A result of the “Slow Food” movement discussed in Chapter 9 was the “Slow City” movement. This is considered in Chapter 10, along with its history and organization. The case of “Seferihisar” is presented, evaluating how to use destination marketing, destination development and sustainable tourism. The final chapter concludes with the increasingly popular health tourism sector. Case studies are used to analyze the sustainability of the health tourism sector in Balkan countries, emphasizing the need for future product development and quality enhancement.

We hope that these diverse yet related chapters will stimulate new ideas, and will serve to foster additional research related to sustainable tourism development. We are also hopeful that the book will assist in developing new models and methodologies concerning Mediterranean sustainable development, thereby contributing to the body of literature. Finally, we hope you enjoy reading the chapters as much as we have enjoyed the process of editing the book.

İpek Kalemci Tüzün, Mehmet Ergül, and Colin Johnson
2019
1 A content analysis of sustainable development in the tourism literature

R. Arzu Kalemci

Introduction

Sustainability is the creation of a community that respectfully utilizes natural resources to achieve high levels of economic security and to ensure that communities achieve democracy without compromising the ecological system and integrity of life (Gladwin, Krause and Kennelly, 1995). Thus, sustainability integrates social, environmental and economic responsibility for future generations to be able to live a normal life to use existing resources in a rational way (Gimenez, Sierra and Rodon, 2012; Kleindorfer, Singhal and Van Wassenhove, 2005). On the other hand, the concept of SD (sustainable development) is important in terms of understanding and explaining the concept of sustainability (Sharpley, 2000). SD is a concept that has emerged to reveal environmental problems, the effective use of natural resources and, in particular, their relationship to energy (Pjerotic, 2017). SD is usually associated with the growth phase of a country and the persistence of this growth over time. For this reason, SD can be associated with all activities related to public policy and sustainability promoted by the private sector (Martens and Carvalho, 2017, p. 1085).

Tourism is seen as one of the largest industrial enterprises worldwide. Because the tourism sector is a resource-based industry, it must be accountable in terms of sustainability both at the local and global scale (Lu and Nepal, 2009). Since the early 1980s, the possible negative consequences of tourism have begun to be noticed much more, and debates about the ecological and social costs of the tourism sector have begun to increase (Pforr, 2001). Thus, the undeniable relationship of natural resources with the tourism sector and increasing international tourism mobility in recent years has required that the concept of tourism be evaluated in the context of sustainability. This has also made the tourism sector, which has an important place in the development policies of many countries, one of the most discussed sectors in terms of sustainability. Lu and Nepal (2009, p. 5) stated that the concept of sustainability is often evaluated and implemented differently by individuals, stakeholders and social groups, and they highlighted the four basic principles of sustainability: (1) the idea of holistic planning and strategy-making; (2) the importance of preserving essential ecological processes; (3) the need to protect both human heritage and biodiversity
and (4) development based on the idea that productivity can be sustained over the long term for future generations.

In addition, environmental factors are one of the important issues that the tourism industry should deal with. In fact, the environment–strategy–performance (ESP) relationship, which is the core concept of tourism management (TM), states that in order to maximize total tourism performance, the tourism industry should cope with environmental issues (Chang and Katrichis, 2016, p. 792). As a matter of fact, the concept of sustainable tourism development since the late 1980s has become one of the main research topics between tourism theorists and practitioners (Sharpley, 2000; Liu, 2003). The concept of sustainable tourism, as developed by the World Tourism Organization (WTO) in the context of the United Nations refers to tourist activities “leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems” (see UNWTO, 1994). Definitions of sustainable development in tourism literature are mainly discussed under two categories. These are (a) focusing on sustaining tourism as an economic activity, and (b) those which consider tourism as an element of wider sustainable development policies (Cronin, 1990; Hunter, 1995; Sharpley, 2000). Previous studies have shown that there is a strong relationship between tourism and development, and it is emphasized that the concept of development is very important in terms of the creation of the tourism sector; in other words; ‘tourism is ‘aligned’ with “development” (Johnston, 2014). On the other hand, there are lots of definitions for sustainability and sustainable development in tourism literature. In fact, Garrod and Fyall (1998, p. 199) reflect this situation as “defining sustainable development in the context of tourism has become something of a cottage industry in the academic literature of late”. A number of researchers shared this view and claim that despite the many attempts to identify sustainable development in the tourism literature, these definitions have ignored tourism’s potential role in the development and the validity of the sustainable tourism development (Hunter and Green, 1995; Sharpley, 2000; Liu, 2003).

By adopting a descriptive approach, this study reveals what fundamental issues are addressed in the academic field for defining sustainable development which is a crucial concept for the tourism industry. In this direction, 221 articles with the keywords “sustainable development” in their titles were analyzed using content analysis.

Methodology

A text analysis technique was conducted in the study. Articles indexed in Scopus with the keywords “sustainable development and” and “tourism” in their titles were searched as of January 2018. Searching was limited with choosing business and management articles. Articles that do not have these terms in their titles but have them in their texts were not included in the scope of the searching process. Although this could constitute a limitation of this study, searching based only on the titles of articles was chosen to focus on articles considered exactly related
to “sustainable development” and “tourism”. It was observed that 221 articles with the keyword “sustainable development and” and “tourism” were published in 64 journals. The top five journals with the highest frequency are the *Journal of Sustainable Tourism* (52 articles), *Tourism Management* (18 articles), *Quality – Access to Success* (12 articles), *Tourism Recreation Research* (9 articles) and *Tourism Geographies* (7 articles) (see Table 1.1). In the literature, the *Journal of Sustainable Tourism*, which concentrated mainly on sustainable tourism, is a

*Table 1.1* Journals and the number of articles with the keyword “sustainable development” and “tourism” in their titles.

<table>
<thead>
<tr>
<th>Name of the Journal</th>
<th>Number of articles</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Journal of Sustainable Tourism</em></td>
<td>52</td>
</tr>
<tr>
<td><em>Tourism Management</em></td>
<td>18</td>
</tr>
<tr>
<td><em>Quality – Access to Success</em></td>
<td>12</td>
</tr>
<tr>
<td><em>Tourism Recreation Research</em></td>
<td>9</td>
</tr>
<tr>
<td><em>Tourism Geographies</em></td>
<td>7</td>
</tr>
<tr>
<td><em>Current Issues in Tourism</em></td>
<td>6</td>
</tr>
<tr>
<td><em>Asia Pacific Journal of Tourism Research</em></td>
<td>5</td>
</tr>
<tr>
<td><em>Journal of Travel Research</em></td>
<td></td>
</tr>
<tr>
<td>Tourism Economics</td>
<td></td>
</tr>
<tr>
<td>Tourism Planning and Development</td>
<td></td>
</tr>
<tr>
<td><em>Tourisms</em></td>
<td></td>
</tr>
<tr>
<td><em>African Journal of Hospitality, Tourism and Leisure</em></td>
<td>4</td>
</tr>
<tr>
<td><em>International Journal of Contemporary Hospitality Management</em></td>
<td></td>
</tr>
<tr>
<td><em>International Journal of Tourism Research</em></td>
<td></td>
</tr>
<tr>
<td><em>Journal of Cleaner Production</em></td>
<td></td>
</tr>
<tr>
<td><em>International Journal of Tourism Policy</em></td>
<td>3</td>
</tr>
<tr>
<td><em>Problems and Perspectives in Management</em></td>
<td></td>
</tr>
<tr>
<td><em>Scandinavian Journal of Hospitality and Tourism</em></td>
<td></td>
</tr>
<tr>
<td><em>Tourism Analysis</em></td>
<td></td>
</tr>
<tr>
<td><em>Tourism and Hospitality Research</em></td>
<td></td>
</tr>
<tr>
<td><em>Tourism and Hospitality, Planning and Development</em></td>
<td></td>
</tr>
<tr>
<td><em>Tourism Management Perspectives</em></td>
<td></td>
</tr>
<tr>
<td><em>Tourism</em></td>
<td></td>
</tr>
<tr>
<td><em>Worldwide Hospitality and Tourism Themes</em></td>
<td></td>
</tr>
<tr>
<td><em>Analele Stiintifice ale Universitatii Al I Cuza din Iasi – Sectiunea Stiinte Economice</em></td>
<td>2</td>
</tr>
<tr>
<td><em>Business Strategy and the Environment</em></td>
<td></td>
</tr>
<tr>
<td><em>E a M: Ekonomie a Management</em></td>
<td></td>
</tr>
<tr>
<td><em>Espacios</em></td>
<td></td>
</tr>
<tr>
<td><em>European Journal of Tourism Research</em></td>
<td></td>
</tr>
<tr>
<td><em>International Business Management</em></td>
<td></td>
</tr>
<tr>
<td><em>Journal of Human Resources in Hospitality and Tourism</em></td>
<td></td>
</tr>
<tr>
<td><em>Journal of Policy Research in Tourism, Leisure and Events</em></td>
<td></td>
</tr>
<tr>
<td><em>Tourism in Marine Environments</em></td>
<td></td>
</tr>
<tr>
<td><em>Academy of Strategic Management Journal</em></td>
<td>1</td>
</tr>
<tr>
<td><em>Annals of Tourism Research</em></td>
<td></td>
</tr>
<tr>
<td><em>Communication and Management</em></td>
<td></td>
</tr>
</tbody>
</table>

(Continued)
major journal. The main objectives of the Journal of Sustainable Tourism are to promote research and application in the field of tourism and to assist in the development of reliable empirical evidence and to include interdisciplinary approaches (Lu and Nepal, 2009). In addition, the numbers of articles published in the journals by years are given in Table 1.2. As Table 1.2 clearly indicates, the number of articles about sustainable development for the tourism industry has increased from the 1990s to today.

Previous studies (e.g. Nag, Hambrick and Chen, 2007) have revealed that only an analysis of abstracts proves sufficient to deliver the desired quality of analysis. NVivo automated text analysis software was used, as it enables researchers to process large numbers of words analytically. As the NVivo software processed the abstracts given, thousands of root words emerged. As it would be impossible to analyze so many words analytically, some of the words were eliminated using the “Stop Words List” function of the software. This elimination was primarily used

Table 1.1 (Continued)

<table>
<thead>
<tr>
<th>Name of the Journal</th>
<th>Number of articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuadernos de Turismo</td>
<td></td>
</tr>
<tr>
<td>DETEUROPE</td>
<td></td>
</tr>
<tr>
<td>Developments in Corporate Governance and Responsibility</td>
<td></td>
</tr>
<tr>
<td>European Research Studies Journal</td>
<td></td>
</tr>
<tr>
<td>International Business Review</td>
<td></td>
</tr>
<tr>
<td>International Journal of Action Research</td>
<td></td>
</tr>
<tr>
<td>International Journal of Business Information Systems</td>
<td></td>
</tr>
<tr>
<td>International Journal of Culture, Tourism, and Hospitality Research</td>
<td></td>
</tr>
<tr>
<td>International Journal of Economic Research</td>
<td></td>
</tr>
<tr>
<td>International Journal of Electronic Customer Relationship Management</td>
<td></td>
</tr>
<tr>
<td>International Journal of Heritage Studies</td>
<td></td>
</tr>
<tr>
<td>International Journal of Hospitality and Tourism Administration</td>
<td></td>
</tr>
<tr>
<td>International Journal of Hospitality Management</td>
<td></td>
</tr>
<tr>
<td>International Journal of Services and Operations Management</td>
<td></td>
</tr>
<tr>
<td>Journal for Global Business Advancement</td>
<td></td>
</tr>
<tr>
<td>Journal of China Tourism Research</td>
<td></td>
</tr>
<tr>
<td>Journal of Hospitality and Tourism Technology</td>
<td></td>
</tr>
<tr>
<td>Journal of Hospitality Marketing and Management</td>
<td></td>
</tr>
<tr>
<td>Journal of Hospitality, Leisure, Sport and Tourism Education</td>
<td></td>
</tr>
<tr>
<td>Journal of Promotion Management</td>
<td></td>
</tr>
<tr>
<td>Journal of Quality Assurance in Hospitality and Tourism</td>
<td></td>
</tr>
<tr>
<td>Journal of Retailing and Consumer Services</td>
<td></td>
</tr>
<tr>
<td>Journal of Teaching in Travel and Tourism</td>
<td></td>
</tr>
<tr>
<td>Leisure/Loisir</td>
<td></td>
</tr>
<tr>
<td>South East European Journal of Economics and Business</td>
<td></td>
</tr>
<tr>
<td>Tourism Review</td>
<td></td>
</tr>
<tr>
<td>Tourist Studies</td>
<td></td>
</tr>
<tr>
<td>Transformations in Business and Economics</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>221</td>
</tr>
</tbody>
</table>
for conjunctions and adjunctions, such as “a”, “and”, “at”, “in”, “so”, “than” and “to”. As the main purpose of this study is to explore fundamental issues of sustainable development in the tourism management literature, it was considered sufficient to focus on the top 100 words. Considering previous studies (e.g. Duman, Kalemcı and Çakar, 2005; Kalemcı and Tuzun, 2017) as a reference, it was observed that some of the words in the top 100 were related either to methodology or to the study itself. These words were excluded from the top 100 list. Words that were excluded from the top 100 words by frequency as follows: “abstract”, “paper”, “research”, “study”, “also”, “analysis”, “approach”, “findings”, “results”, “within”, “data”, “using”, “however”, “model”, “used”, “may”, “article”, “one”, “theory”, “case” and “significant”. In total, 19 words were excluded from the top 100 words. Finally, it was seen that some words have the same root. These words are combined (e.g. area and areas; communities and community, destination and destinations, develop and developed, environment and environmental, impact and impacts, importance and important, natural and nature, practice and practices, stakeholder and stakeholders). In total, 10 words are combined into one word, and 68 words are included.

**Findings**

A list of the most frequent words are shown in Table 1.3.

**Discussion**

First, it would be beneficial to assess the findings of the study in relation to the concept of SD and sustainability. The framework of Sharpley (2000) can provide...
important information on this issue. Sharpley (2000, p. 3) defined SD by the following formula;

\[
\text{Sustainable development} = \text{development} + \text{sustainability}
\]

According to this definition, sustainable development is the sum of the concept of development theory and sustainability. When the findings of the study are evaluated, the words “tourism”, “sustainable” and “development” have the highest frequency, which has expected results as for the sample of the current study; the articles that contain these three words were scanned. On the other hand, it is clear that the word “sustainability” \((F = 128)\) among the concepts with the highest frequency when these three concepts are excluded. When evaluated the results in this way; the findings of the study confirmed the approach of Sharpley (2000).
According to this approach, the theory of development includes economic, social, political and cultural elements, whereas the concept of sustainability includes more environmental elements. Sharples (2000, p. 8) has drawn a framework under the heading “A Model of Sustainable Development: Principles and Objectives”, in which fundamental principles, development and sustainability objectives and the requirements for sustainable development were determined. When we evaluate the findings of the work in this framework, the words which can be considered to be related to the development objectives that includes economic, social, political and cultural elements are as follows: “local”, “community”, “economic”, “destination”, “tourists”, “developing”, “area”, “rural”, “cultural”, “social”, “region”, “world”, “countries”, “public”, “future”, “government”, “policy”, “context”, “residents”, “political”, “growth” and “indicator” (see frequency in Table 1.3). In addition, the words, which can be considered to be related to the sustainability objectives that include environmental elements, are as follows: “environmental”, “natural”, “resources” and “reserved” (see frequency in Table 1.3).

When the other findings of the study are evaluated, it can be seen that some words are highlighting the organizational issues. Words which can be considered to be related to the organizational objectives, are as follow: “stakeholders”, “industry”, “planning”, “practices”, “group”, “role”, “sector”, “knowledge”, “perceptions”, “strategies”, “people” (see frequency in Table 1.3). For this reason, it may be useful to draw attention to the organizational side of the concept of sustainability, especially for the companies involved in the tourism sector. Social, economic and environmental challenges that have become increasingly complex have necessitated organizations to renew themselves (Wilkins, 2003; Pope, Annandale and Morrison-Saunders, 2004; Martens and Carvalho, 2017). In this direction, organizations have begun to take steps to be innovative, to change management and to adopt new activities. Indeed, as tourism companies become part of the global economy, a number of collaborative activities have begun to gain importance. Among these collaborative activities, environmental protection and the development of environment-friendly tourism are on the forefront (Hassan, 2000). The organizational institutionalism approach draws attention to the social, cultural and historical aspects of the organizations. According to the organizational institutionalism approach, it is evident that the structural changes in the organizations are affected less by the degree of competition, efficiency and effectiveness; instead, the effects of the institutional processes reflect the organizations’ structures more effectively. Factors such as professions, practices and technologies that affect the structure are institutionalized at a high rate, and they begin to see myth functioning. These myths are reflected in the process without questioning the contribution to effectiveness and efficiency. Organizations do not just make profit and activity calculations, but they also try to gain legitimacy, which is very important in terms of institutionalization (Meyer and Rowan, 1977). Scott (1991) described organizational legitimacy as the level of value given to the organizations. One of the main arguments of the new institutional theory is that the organizations maintain their lives by adopting the “institutions” (even if they decrease the productivity) imposed by the environment in order to ensure the legitimacy (DiMaggio and
Within institutional theory, there is a view that organizations will be legitimate with respect to harmony with the environment, will gain status and will make it easier to reach the resources in this sense. Institutional theory argues that organizations show isomorphism in order to gain value in society; in other words, to be legitimate. According to this approach, organizations provide their legitimacy by adopting structures and practices which have gained value in society or, in other words, institutionalized (Meyer and Rowan, 1977). These institutionalized structures and practices are spread among the organizations, thus creating isomorphism in organizational fields (DiMaggio and Powell, 1983). Sustainability gains importance in terms of legitimacy of organizations in this sense. A research conducted by the United Nations Global Compact has explored more than 1,000 CEOs’ ideas about sustainability for organizations. According to this, 84% of CEOs expressed the opinion that organizations should set sustainability targets and set an example in this direction (Hayward et al., 2013). Sustainability is not just a management tool for organizations. Organizations need to contribute to the sustainable management of natural and human resources and take measures to contribute to the welfare of society and the economy as a whole (Mitchell et al., 2007). In addition, organizations can include the principles of sustainability in their activities in the following ways (Martens and Carvalho, 2017, p. 1086):

(a) by considering sustainability during the preparation and review of business strategies;
(b) by supporting new agreements and negotiations that promote sustainable practices;
(c) by developing new projects driven by sustainability principles;
(d) by broadening their vision of sustainability beyond the limits of the company.

Finally, Hunter’s (1995) definition of sustainable tourism development can be evaluated with respect to the findings of the study. According to Hunter (1995, p. 157), “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future”. Findings of the study show that the words “present” and “future” are the most frequent words in the literature of tourism (see frequency in Table 1.3).

Conclusions

This study executed what fundamental issues are addressed in the tourism academic literature for defining sustainable development. In this direction, 221 articles with the keywords “sustainable development” in their titles are analyzed using content analysis. The concept of sustainable development is very important to understand because of the structural requirement of the tourism industry. In addition, the study supports the idea that the concept of sustainability is important to understand sustainable development for the tourism literature. Previous studies (e.g. Sharpley, 2000) have been more categorized sustainable development on the
basis of developmental and environmental dynamics. However, this study argues that the organizational dynamics of sustainable development should also be emphasized. This study has attempted to explain the results from an institutional perspective. Organizations in the tourism industry often adopt sustainable development as a way to be legitimated. This shows that there is normative isomorphism among organizations. This study shows that sustainability for companies operating in the tourism sector has a legitimating effect both at the organizational level (“stakeholders”, “industry”, “planning”, “practices”, “sector”, “knowledge”, “strategies”) and within the organization (“group”, “role”, “perceptions”, “people”) (see frequencies in Table 1.3).

References


adhere to the very principles of sustainability not only to be environmentally and socially responsible, but also to retain the economic benefits both at the macro- and micro-levels.

References


Cyprus Sustainable Tourism Initiative (CSTI) (2013). *Water and energy saving in the Cyprus hotel industry*. Available at: http://csti-cyprus.org/?page_id=71


GBSB (2017). *Sustainable transportation in Madrid & Barcelona: How will you get to school?* Available at: https://doi.org/www.global-business-school.org/announcements/sustainable-transportation-madrid-barcelona-how-will-get-school


HW Energy (2018). *Biomass helps the hotel industry attract new visitors*. Available at: www.hwenergy.co.uk/biomass-helps-the-hotel-industry/


World Tourism Organization (2018). *Sustainable development of tourism*. Available at: http://sdt.unwto.org/content/about-us-5
of local produce and farming techniques (Harmayani et al., 2017). For gastronomy tourism itself to be sustainable, it is imperative that we begin to nurture and inspire the next generation of practitioners.

Conclusion

The 21st century has finally caught up with Brillat-Savarin’s vision for the recognition and establishment of gastronomy as an interdisciplinary science, and it could not be more timely. The need for viable solutions to the global ecology in crisis has never before been felt so urgently. The science of sustainable gastronomy is as integral to the field of ecology as it is to life itself. We eat in order to live, and throughout history, the ways in which we find and produce food have determined how we organize ourselves in communities, families and the relationships between people and their natural environment. It was also the main incentive for early migrations, explorations and travel, such as Archestratus in Ancient Greece, and remains a major reason for modern-day tourism. Gastronomy tourism is ideally placed, then, to leverage the fundamental appeal of good eating and to support the preservation and advancement of sustainable development.

References


at the intersection of Eco Camp Koren activities and local traditions which are in diverse forms globally renowned: voluntary firefighting brigades. In addition to relaxing in unspoiled nature, Eco Camp Koren promotes its own and its partners’ offer of adrenaline experiences in nature. The combination of the adrenaline offer and social cause would be local firefighting exercises and workshops organized by the local fire brigade in the camp. Local firefighting associations in Slovenia still have exceptional social and historical significance; they organize summer parties annually and collect funds for their operation in various interactive ways. A mingling of a local community’s segment with foreigners would, as in the Ort- enia Apartments children’s case, encourage the creation and ownership of new authentic external touchpoints; and, in addition to UN objective 11, also target the UN nature conservation objectives (13, 14 and 15) and the related firefighters’ efforts at home and abroad.

**Conclusion**

The chapter introduced an adapted S-EDIT model for developing and accessing social sustainability innovations, suggested as a design framework for the holistic involvement of all tourism process stakeholders. Proposing the most crucial development areas that need to be considered, it can be used as an initial sketch for new and redesigned tourist experiences; in the case of this chapter, for generating ideas on how to upgrade an existing tourism offer. Several cases from Slovenian proposals were given as examples for tourism providers to consider, especially in relation to the social sustainability advancement of their products. Tourism providers are challenged to use the tool for finding feasible and fulfilling local collaborative endeavors focusing on the well-being of tourists and all others involved in their environments and tourism processes.

Researchers, on the other hand, have an additional approach when building a research model for analyzing the relationships between the critical variables of social sustainability and tourism innovations. As shown, many local peculiarities exist in this field, but also many global inspirations, encouraging thought from this perspective. Such perspectives might enrich the well-being of all involved, thus affecting the level of quality and context of the given tourism experiences.

**Notes**

1 Originally, “brand” was the term used. Here, it was changed to “firm” in order to align it with concepts used in other sections of the chapter.


9 Until 1992, Slovenia was one of the six republics of the Socialist Federal Republic of Yugoslavia.

References


solutions in dealing with the challenges of mass tourism, especially in relation to the problems facing many destinations of sustainable economic growth, inclusive development and environmental preservation (UNWTO, 2016). There are gradually persuasive demands from many groups for the tourism operators and the travel industry in general to embrace more ethical and related positive attitudes within their operations (UNWTO, 2001). This desire for a more ethical approach has been noted in several studies and is especially needed in the ways in which tourism businesses relate not only with their consumers and the natural environment, but increasingly with calls for progressive acts, such as towards indigenous people and especially those who are impoverished, to help empower disadvantaged groups, especially young people and women as well as those in destinations that are suffering human rights abuses (Kinnaird and Hall, 1996; Ashley, Boyd and Goodwin, 2000; Ghodsee, 2003; Vellas, 2011; Lovelock and Lovelock, 2013). These areas of concern are particularly emphasized by social entrepreneurs. An increasing number of social enterprises have evolved within the tourism sectors that focus on responsible tourism by contributing to poverty alleviation and environmental protection (Briassoulis, 2004; von der Weppen and Cochrane, 2012).

Focusing only on the coastal areas of the European Union (EU) member nations provides evidence of these areas as attractive and desirable destinations for many people. All the Mediterranean countries’ economies rely on tourism (WTTC, 2017). It is estimated that over half of all of the European hotel bed capacity is concentrated in the regions with a sea border, and this EU coastal and maritime tourism sector provides employment for over 3.2 million people (European Commission, 2018). Most of the focus has been on the advanced EU nations, but the Mediterranean Basin also includes other countries that are less developed and have areas with poverty and conflict (Natalucci, 2016).

The main contribution of this chapter to the literature is as the first analysis of SE in the Mediterranean Basin, using selected functioning examples related to tourism and hospitality to identify and elaborate on their essential components. These enterprises were established with the potential to set in motion new opportunities and bring innovation to their travel destinations. The selected SE examples attempt to achieve transformation within their local economic and social structures. They also illustrate some of the opportunities, experience and challenges with tourism-related projects. However, inquiries in other contexts might have different results.

This chapter’s objective, to examine social entrepreneurship and provide examples from Mediterranean countries, should also open additional approaches for further study. Analysis of the numerous facets of SE in the tourism sector and in other destinations around the world should also present useful insights.

References


high environmental standards that contained the use of local resources and low carbon emissions (March and Ribera-Fumaz, 2016). As part of the sustainable development plan, these efforts with other various sustainability indicators indicate that Barcelona is a significant role model towards the integration of environmental aspects into activity areas of government agencies as well as private organizations (Spangenberg and Hinterberger, 2002).

Barcelona is searching for ways to further advance in sustainable development through protecting natural spaces and biodiversity, reaching optimal environmental quality levels so as to become a healthy city, preserving natural resources and promoting the use of renewable energies, increasing public awareness of sustainability in the form of environmental education, and actively encouraging sustainable development-oriented business activity (Barcelona City Council, 2009). In order to achieve these goals, the Barcelona City Council is adopting certain measures to improve environmental management, whilst promoting and encouraging private business organizations to embrace similar environmental management standards for making a better world (Barcelona City Council, 2009).

References


importance of customer value for a lifetime. When mass marketing and CRM are compared, the main points and opposite points are (Kurban, 2002, p. 83):

- Against average customers to individual customers
- Against customers names to customer profile
- Against mass production to individual production
- Against mass advertisements to individual messages
- From one-way messages to two way messages
- Against market segmentation to segmentation of customers
- Against all customers to lucrative customers
- Customer retention strategy against customer withdrawal strategy.

Some of the CRM projects that were passed on during the past were aimed at eliminating certain problems seen in the processes of seeking operational downturn solutions.

Conclusion

In a highly competitive environment, tourism enterprises that try to survive should benefit from contemporary approaches and techniques. It is apparent that CRM is an effective process to ensure a sustainable relationship with customers. The CRM system works to increase the number of constant customers, who are much more advantageous for companies (Dowling, 2002). CRM is an important application in terms of the performance of businesses.

Correctly established and operated customer relations programs create benefits in many areas for businesses. Some of the most important ones are: sales increase; cost decrease; increases motivation in employees; customers are better known; increases customer satisfaction; increases number of loyal customers; increases the chance of planning to the future. CRM can be defined as a business strategy that enables companies to establish long-term and sustainable relationships with their customers and to provide both company and customer value from these relationships. Except for cost or benefit scaling, the most fundamental problem is trained manpower who knows the products in the CRM market and technological infrastructure of the industry.

As a result, it is a useful application for predicting demand content more effectively and taking the concept of quality one step further. In addition to being a system where customer preferences are guided, it is a personnel and resource automation where the company activities can be analyzed from a center. CRM is a system that serves as market segmentation for the most valuable customers of today and the future. Marketing strategies are made according to these segments and it makes customer loyalty management very easy.

References


CRM definition and components


the property is energy and water efficient. Architects and designers can propose buildings that keep their value over the lifetime usage via sustainability-thinking. Operators would operate in a cost-efficient manner and market this efficiency to guests. Finally, the authors advocate including the cost of external, indirect impacts of water wastage into the pricing of water. Only then will the Mediterranean region have a realistic chance to face the water challenge of the 21st century.

Limitations and future research

This chapter is based on publicly available data. This means at the time of publication that data, for example on water usage, may be a few years old and potentially outdated. Research on water in general is widely available; however, research on water and hotels is still limited or specific to certain regions or companies – via yearly sustainability reports only. We strongly suggest continuing research on water usage, in particular on gathering data for hotels which are not under the umbrella of a large brand and thus may not have access to the expertise from headquarters. We still do not know precisely either the impacts or the mitigation or adaptation strategies taken by those hotels, even though they make up the bulk of hotels in the Mediterranean Basin.

References

EPA (27 February 2017). What is a wetland? United States Environmental Protection Agency. Available at: www.epa.gov/wetlands/what-wetland


IPBES (23 March 2018). Biodiversity and nature’s contributions continue dangerous decline, scientists warn. Available at: www.ipbes.net/news/biodiversity-nature%26%99s-contributions-continue-%C2%A0dangerous-decline-scientists-warn


Ward, A. (19 March 2017). Water set to become more valuable than oil. *Financial Times*. Available at: www.ft.com/content/fa9f125c-0b0d-11e7-ac5a-903b21361b43

personal innovation, who, once new styles and models are established, may not be willing to return to pre-crisis behavior.

The future, therefore, seems to be even more complex, and more in-depth research on the motivations that guide consumption and the role of information is desirable, in order to put policy makers, actors in the supply chain and consumers in the best position to make informed choices.

Notes
1 We must emphasize that it is extremely difficult to find out official data about the number of the cities that are members of the previously mentioned networks. The aim of the provided data is to offer an idea of the extensive number of networks, activities and associations established among cities about the business of typical products.
2 www.unioncamere.gov.it/P43K146O0/turismo-eno-gastronomico.htm
5 In particular, we interviewed a Michelin star chef, two business professionals in the food and beverage business, an agrifood technician, three scholars involved in research on agrifood in research foundations and universities, a president of local association (proloco) and a food and wine journalist.
6 www.foodweb.it/2018/05/nielsen-come-cambia-il-carrello-della-spesa/
7 www.salute.gov.it/portale/salute/p1_5.jsp?lingua=italiano&id=131&area=Malattie_dell_apparato_digerente
8 E.g. the case of Harvard (www.dining.harvard.edu/food-literacy-project).

References
Agriturismo-Sicilia.it (2012). Foodies 2012: Gambero Rosso and Negroni’s guide to Italian foods. Available at: www.agritourisme-sicile.com/blog.cfm?id=745


Mark-Up (2009). Foodies, esercito che avanzava, 9 October 2009. Available at: www.mark-up.it/articoli/0,1254,41_ART_3646,00.html


**Websites**

www.italia.it/en/travel-ideas/gastronomy.html

www.italiaatatavola.net, www.eataly.it
natural and cultural values that it has and by taking important steps that would provide its socio-economic and cultural development. Nowadays, the sustainable tourism and Slow City applications have been gaining significance as a local development strategy. In Turkey, every passing year, many small cities and towns having rich natural, historical and cultural assets join the Slow City movement for the purpose of providing their local development in recent years.

The criteria that the Slow City (Cittaslow) approach – which is a different model regarding development of sustainable tourism – wants to realize in the cities have parallels with the principles and indicators of sustainable tourism. The sustainability indicators which may be brought together under economic, ecological and sociocultural values, such as the use of renewable energy sources, water and air quality, biodiversity and improvement of the quality of life, are also the criteria of the Slow City. When it is considered that the condition of having a population of less than 50,000 of the cities that have been introduced for membership, the Slow City is an alternative sustainable tourism model that is developed for many small cities in Turkey. It may be seen as an opportunity for Anatolian cities that have a significant potential in terms of especially natural, historical and cultural assets. Those cities may turn into an attraction and a global brand both for the residents and the tourists with the criteria within the framework of the Slow City.

References


tourism has often been based on government-supported domestic rehabilitation spa and balneology-based tourism. Given the lack of funding for many development activities in the region, especially for non-EU countries, it is debatable how long the Balkan countries can continue to rely on government funding for health tourism. Because of the high levels of poverty and low salaries in many countries in this region, it is unlikely that the existing domestic tourists would be able to afford alternative forms of health tourism such as wellness hotels or leisure spas. New developments of this kind therefore depend on the interest that can be generated among international foreign visitors, for whom the region is still relatively cheap and somehow “exotic”. It may be possible to attract those visitors who are already familiar with the existing traditions of rehabilitation spas and balneology, such as Russian-speaking tourists. Indeed, many destinations in the region already accommodate large numbers of Russian or Russian-speaking visitors. Attracting those tourists, for whom the region is unknown or has a negative image, might be more challenging. However, countries like Slovenia and Croatia have already proved that it is possible to become highly successful tourism destinations. Greece and Turkey are already well known for their beach tourism, but in the future, health tourism may provide a niche alternative to sun, sea and sand. Albania, Bosnia and Herzegovina and Montenegro are not yet as well known, especially in terms of health tourism, but the potential is there to be developed. It may therefore be only a matter of time before the countries of the Mediterranean Balkan region manage to improve their offer, promote new products and place themselves firmly on the map of European or even global health tourism.

References


Horwath (2013). CrossSpa study on joint potential of health and wellness tourism development in the cross-border area (Sarajevo macro region and tourism region of Western Serbia). Belgrade: Horwath, Belgrade.


