

Review of: "Sustainable TOURISM: win-win-win papakonstantinidis model"

Luis Alfonso Escudero-Gómez¹

¹ Universidad de Castilla La Mancha

Potential competing interests: No potential competing interests to declare.

The work raises the defense of a complex negotiation model where all parties, the negotiators and the community as a whole, win. This strategy, according to the author, would comply with the three dimensions of tourism sustainability: economic, social and environmental. Actually, the author revisits his work from 2002. Here he consolidates the model through a questionnaire that confirms the validity of his hypothesis.

The first question that arises is who chooses the interlocutors and negotiators? What stakeholders of the complex tourism system participate in the negotiation? How is this negotiation carried out? It starts from an ideal vision that these stakeholders are willing to reach an agreement and, furthermore, starting from a unity of criteria within each party. In reality, in the tourism system, as in any market capitalist activity, competition prevails over negotiation and agreements are very difficult to reach.

The second issue is to put the three dimensions of sustainability on the same level. In the Anthropocene this is not the case. Tourism is a human geophysical force that leaves a high carbon footprint. Tourism is the cause of the current environmental impacts. Without ecological sustainability there is neither an economic nor a social future for tourism. Right now, that is the priority dimension.

The work presents some methodological problems. It is not indicated how the questionnaire was made, for example, face to face or online? It is said that 1,390 people from rural and urban areas are interviewed, but which ones (not specified). Where was the questionnaire conducted? This is essential for the validity of the study. The article is intended to be applied to any type of tourism. So, the concept of urban area is not the same if the interviewees are from a heritage city, from a coastline or from one where tourism is a secondary activity. The same dilemma arises with rural areas. Socioeconomic variables, age, sex and level of education are used, but it is not indicated if there are differences in the results based on them.

The analysis related to COVID-19 should be updated. Tourism has recovered its activity and has flown to the business as usual. The theories and recommendations, such as the one I suggested to regularize cultural tourism (Escudero, 2021), to make sustainable tourism have come to nothing.

Finally, it would be interesting to increase the bibliography, which is very brief. The issues of tourism sustainability and the relationships between tourism stakeholders have given rise to an extensive literature that would enrich the work.

In any case, it is an interesting article. A well-structured reflection that opens an interesting debate.

Reference:

Escudero-Gómez, L.A. (2021). Cultural tourism in cities post-COVID-19: A perspective and proposals for an alternative model. *Boletín de la Asociación de Geógrafos Españoles*, 91. <https://doi.org/10.21138/bage.3138>