

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

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Potential competing interests: No potential competing interests to declare.

I agree and reiterate what colleagues have already suggested:

1. the theme is very interesting and touches the central issue of tourism, i.e. its transversality and the involvement of a multiplicity of actors
2. the paper requires a better organization of the different parts as already indicated in the reviews.

Instead, I would like to add a few comments regarding the first aspect, i.e. the peculiarities of tourism that actually lead to preferring a win win win model. I suggest the author to delve into the following aspects (mainly from a theoretical point of view) which need to arrive at a governance method that is, in fact, win win win:

1. we should agree on the fact that tourism is an extremely heterogeneous and transversal phenomenon. The tourism product is a complex mix of non-reproducible resources (e.g. environment, beaches, heritage, etc.) and of goods and services produced by different sectors (hospitality, transport, attractions, etc.) that can be identified once and for all only when a tourist arrives at the destination. In addition, tourism activities generate costs and benefits that are not only borne/enjoyed by the tourism operators which are directly involved in them, but also by the destination as a whole (residents and local resources);
2. tourism affects not only services and products but also physical and cultural local resources involving the whole place. In particular, services provided by public resources represent a form of supply which is shared by different typologies of users and, what's more, does not involve the market (a zero-price supply) even if it is frequently the real factor of attraction of tourism demand and the real producer of private benefits;
3. the involvement of heterogeneous actors each aiming at very different objectives: not only tourists and private enterprises but also public organisations, the host population and the non-local community;
4. The activity aimed towards production, exchange and fruition of tourist goods and services determines positive and negative consequences on the spot where the activity itself is located. Such effects assume the character of "externalities", i.e. economic interactions, positive and negative, not regulated by a market mechanism, between production and consumption of tourist goods and services, both private and public, and the physical, economic and social environment of the tourist resort (the economic indicators of such externalities are those referring to the physical, economic and social carrying capacity)
5. The variety of the actors involved, their different goals and rules governing their actions and the intensity of the interactions create the need to operate in a systemic way to reach common objectives as an unavoidable process for

the strengthening and the development of each partner of the system;

6. The vision of tourism as a complex system of actors and actions translates into a clear difficulty in defining and developing coherent and well-integrated tourism policies, which firstly implies mediating among all these actors and their requirements.

Your analysis could/should support this process.