

INCLUSIVITY IN SUSTAINABLE TOURISM PHILOSOPHY: A CONCEPTUAL APPROACH

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ABSTRACT

The philosophy of sustainable tourism is a derivative of the sustainable development framework, which is tied to the maximisation of the positive impacts of tourism with minimisation of negative attributes. The notion of sustainable tourism is anchored in three philosophical dimensions - social, economic and environmental. These dimensions appear to limit this philosophy, particularly with the rise of ICT and the effect of regulation on sustainability and sustainable tourism. Thus, the objective of the paper is to expand and advance the discourse of sustainable tourism pedagogy from a transdisciplinary perspective by introducing two novel dimensions. The study will also advance the integration and specification of association between phenomenon in the framework using a desktop approach. The study demonstrates that whilst UNEP and UNWTO have hypothesised three dimensions for a sustainable tourism framework, as a replica of the cornerstones for sustainable development, other studies have recommended other pillars. This study contributes to the unification and balkanisation of the proposed five dimensions for sustainable tourism development, and integrates these dimensions in the development of certain approaches and methods to further the discourse relating to sustainable tourism pedagogy from a transdisciplinary perspective.

Keywords: Airbnb, Economic Development, Ecosocialism, Sustainable Development, Sustainable Tourism.

INTRODUCTION

The 70th General Assembly (GA) of the United Nations (UN) was marked as the International Year of Sustainable Tourism for Development (Gerdt et al., 2018; Nepal et al., 2019). The object of this focus was to raise public, corporate and political awareness of the imperativeness of sustainable tourism for international development, considering all sectors of various industries (United Nations, 2017). In addition, this theme focused on promoting aspects of social interaction, community development, as well as ethnic and religious tolerance for economic growth (United Nations, 2017).

Five key performance areas encapsulate the object of the General Assembly, such as social inclusiveness, poverty alleviation and employment, sustainable and inclusive economic growth, environmental protection, as well as resource efficiency and climate change. Mutual understanding and peace and security, and finally cultural diversity, value and heritage preservation (United Nations, 2017).

The objects of the UN are aligned with the promotion of economic, environmental and social development vis-à-vis sustainable tourism and a sustainable development agenda. However, several factors have been shown to influence the realisation of these assumptions, such

as global ecological degradation, deforestation, carbon offset, waste production, population growth and hypermobility, and genetic modification of crops (Salazar, 2012; Sunlu, 2003; Thomas, 2014). In addition to this, urban sprawl, acid rain, overfishing, ocean acidification, ozone layer depletion, lowered biodiversity, nitrogen cycle, air pollution, polar ice caps, transportation, natural resource use, and climate change (Gssling & Peeters, 2007; Haixing, 2013; Hall, 2004; Salazar, 2012) are all key factors of impact. Other factors that interfere with the environment include, over-exploration of the earth surface and worrying signs of the decline of the ecosystem (Cumming & von Cramon-Taubadel, 2018; Millennium Assessment, 2005). On the economic front, over-commercialisation of tourism, priorities of national and regional governance, the structure of administrative systems and frameworks, in addition to the structure of international tourism systems (Tosun, 2001) tend to downplay it's effect on culture and society. Thus, the success or failure of sustainable tourism hinges on the adoption of approaches that achieve these tasks (Blancas et al., 2016).

Accordingly, there is the need for an approach that entwines varying pillars, constructs, concepts and indicators in order to address environmental challenges (Butler, 1999), social development (Konovalov et al. 2019; Zhu et al., 2019), and economic growth and empowerment (Antonakakis et al., 2019; Aratuo & Etienne, 2019). These are all imperative in fulfilling a sustainable tourism philosophy. In this manner, the implementation of sustainable tourism does not inadvertently result in degrowing the economy or in creating unemployment and poverty in society.

Diverse methodologies and frameworks for achieving sustainable tourism exist have been documented, focusing on sharing economy (Leung et al., 2019), system thinking (Roxas et al., 2018) and ecotourism on biodiversity (Krüger, 2005), amongst others. However, these frameworks have been limited in scope in considering the complexities and the transdisciplinary nature of the problem surrounding sustainable tourism, especially with regards to the sharing economy.

The sharing economy has become a methodology for advancing sustainable tourism whilst limiting aspects of waste, over-consumption and ownership (replication) (Belk, 2007). The sharing economy, which draws its origins from a barter system of sharing (Belk, 2007, 2009, 2018), has been advanced by technology (Brown et al., 2019), to create levels of disruption (Deloitte, 2014; Matzler et al., 2018; World Bank, 2018) in virtually all sectors of tourism business. More so, other industries like music and video coverage, streaming services (Botsman & Rogers, 2010, 2011; Zentner, 2006) and transportation (Christensen et al., 2015; Zeleny, 2012) have similarly been disrupted. In addition to this, publishing (Broome, 2014), manufacturing (Pattinson & Woodside, 2008; Zeleny, 2012), consumption (Yu & Hang, 2010), education (Al-Imarah & Shields, 2019; Ellis et al., 2019 a & b), communication (Latzer, 2009; Pegoraro, 2014), data storage and computing hardware (Cătinean & Căndea, 2013) have all been affected. The sharing economy has also been documented in other industries including drug manufacturing (Stimson, Thom, & Costall, 2014), tourism (Fayos-Solà & Cooper, 2019; Guttentag, 2015; Guttentag & Smith, 2017; Katsoni, 2019; Romero & Tejada, 2019), and particularly the housing sector for tourism accommodation (Brown et al., 2019; Campbell et al., 2019). These have all experienced transformation and change. Overall, one of the most impacted sectors is the tourism industry, especially the tourism accommodation sector.

This paper contributes to sustainable tourism pedagogical, in a way that it assists in creating a sustainable environment that stimulates economic vivacity, social vitality and cultural tolerance. Further, it seeks to profer a framework that promotes environmental awareness and

conservation of greenness in the regional areas. This paper aims to contribute to a critical sector of sustainability discourse in tourism philosophy, it expands on the differentials in methodologies for achieving sustainable tourism. To expand and advance pedagogical frameworks for sustainable tourism, it demarcated the phenomenon of sustainable tourism and create an intersection between events in other to reach a compromise for sustainable tourism pedagogy. Further, the study developed five dimensions to include Economic, Politics, Social, ICT and Environmental for assessing sustainable tourism from the the twelve aims of sustainable tourism as designed by the World Tourism Organization, such as community wellbeing, cultural richness, biological diversity, visitor fulfilment, social equity, economic viability, employment quality, local prosperity, local control, environmental purity, resource efficiency and physical integrity. These five dimensions influences sustainable tourism pedagogy from a transdisciplinary perspective.

Approach

According to Hoffmann et al. (2017), a transdisciplinarity approach can be used to gather data to solve practical, real-world problems. Advance knowledge that is socially transferable, solution-oriented and applied in a plurality of academic endeavour (Hoffmann et al., 2017; MacMynowski, 2007). Pohl & Hadorn (2007) have used a multi-perspective approach to provide comprehension of complex systems, in addition to creating an avenue for proffering solutions to realistic, practical difficulties. Ndaguba & Ijeoma (2017) have highlighted that transdisciplinary research transverses several disciplinary borders in designing holistic perception for resolving possible problems (Nicolescu, 1997 & 2014).

The philosophy of sustainable tourism should not be viewed in isolation, but as a sub-set of a more general epistemic, known as tourism research/studies. Tourism research over the years has been criticised for a lack of or insufficient application of theoretical ideologies in research (Bramwell, 2015; Mowforth & Munt, 2015). Pearce (2004) has critiqued the paucity of speculative use in tourism research, where Bramwell (2015) has identified four critical reasons for this failure: the state and status of tourism studies and research development as a field of knowledge generation (Jafari, 2001). The dearth of focus and over-reliance on case studies and descriptive analysis (Ashworth & Page, 2011), has led to "the absence of theoretical critique for understanding the dynamics of tourism and the social activities it involves" (Bramwell, 2015; Mowforth & Munt, 2015). Methodological correctness has resulted in the strengthening of technicalities in tourism research with marginal impact on tourism research and generalisation of outcomes (Ryan, 2005), where the over-concentration of tourism research on tourism development and tourism studies has culminated in neglect of disciplines in management and social sciences debate (Bramwell, 2015; Dann, 1999; Holden, 2004).

Over the years, several theories have influenced sustainable tourism research, some of these theories includes: social exchange theory, theory of planned behaviour, theory of interpersonal behaviour and modernisation theory. Also of note are Doxey Irridex model, corporate social responsibility, tourism life theory, norm activation theory, theory of reasoned action, social practice theory, pro-sustainability behaviour and social cognitive theory among others like self-efficacy and the leisure planned model (Antimova et al., 2012; Cannas et al. 2019; Clark et al., 2019; Collins & Potoglou, 2019; Kornilaki et al., 2019; Regmi & Walter, 2017; Smith et al., 2019).

Theoretical Framework

Tourism in the 20th century has moved from a focus on social activity to an economic one. From romantic tourism including areas like Bruges, Belgium; Ubud, Bali; Isle of Skye, Scotland; Padar Island, Indonesia; Cinque Terre, Italy; Kyoto, Japan; Santorini, Greece; Venice, Italy; Paris, France and Niagara Falls in earlier days, it has transformed into a business model aimed at modern tourists.

With the introduction of sustainable development and the need to sustain the environment, the concept of tourism has been critically examined, especially relating to: the roles individuals play (behaviour – responsible tourism); conservation and preservation (environmental protection – ecological tourism); as well as heritage and culture (tolerance and interaction – social tourism). The social, environmental and economic model of tourism has transitioned to a reflexive approach, premised on self-understanding, self-awareness and self-consciousness (Holliday, 2007; Westwood et al., 2006). Hence, in this paper, we utilise three models that resonate with principles of sustainable tourism derived from three pillars of sustainable development.

Ecosocialism

The notion of ecosocialism began in the 1980s, alongside environmentalism (Löwy, 2005; Saito, 2017). Several scholars (Hopwood et al., 2005; Saito, 2017; Schwartzman, 2009) have traced the roots of the ecosocialist movement to Karl Marx (Kovel, 2007). Dialectical naturalism or social ecology has been associated with ecoanarchist Murray Bookchin (Leff, 1998). Ecoanarchists and ecoanarchism are deep-rooted in anarchism. Ecoanarchism is grounded in human, moral and environmental liberation as well as human flourishing (Fiala, 2018), as a means to achieve an ecologically sustainable anarchist society. In this sense, ecosocialists argue the premise that social injustice and environmental degradation are a twofold quagmire of capitalism. Thus, they advocate for emancipation from capitalism, presupposing empowerment to the biosphere, or what McMurtry (2013) has referred to as “*global ecogenocide*”.

Despite cautions of global warming, acid rain, incessant deforestation, depopulation of species, pesticide poisoning, ozone layer depletion, and the harm of genetically modified food (Dobson, 2001); governments have globally fallen short of mechanisms to address these quagmires, resulting in failures to adopt sustainability implementation techniques and the denial of global environmental threats.

According to Cumming & von Cramon-Taubadel (2018), the current economic system is antithetical to the realisation of sustainability agendas. In this manner, the object of capitalism is exploitation for profit. McMurtry (2013) has attributed capitalist economic systems as the underlining factor for the destruction of organic, social and environmental life. Löwy (2005) has argued that capitalism and the capitalist economic systems are “*bringing the planet's inhabitants a long list of irreparable calamities*”. The author notes that this has resulted in an exponential rate of air pollution, global warming, melting of polar ice caps, increase in extreme weather conditions and natural catastrophes, ozone layer depletion, destruction of natural reserves and conservation of wild animals, as well as genetic engineering and food contamination amongst others (Löwy, 2005). Schwartzman (2009) has similarly concluded that to alleviate these challenges, there are two options humans can choose from – catastrophe in terms of continuously

clinging to capitalism as an economic developmental model, or to embrace ecosocialism - a condition that connotes a radical shift from capitalist catastrophe (Löwy, 2015).

Social ecology, ecosocialism, or green socialism combines the rational of socialism and ecology, devoted to restoring the integrity of society vis-à-vis a harmonious environment in tune with nature (Borgnäs et al., 2015; Kovel, 2007; Wallis, 2018). In this formulation, understanding within society should not always be from the point of economics, but from other perspectives as seen through the prism of Marx – socialism or communism (Kovel, 2007).

Socialism under the Marxian caveat pertains to the radical transformation of human existence and society (Kovel, 2007). Perceived as the next stage of human evolution in surviving ecological crises, ecosocialism offers an essential alternative to capitalism, seeking communalism, communitarianism and ecosystems flourishing more so than merely perceiving humans as a cog in the wheel towards a commodity-driven world (Kovel, 2007).

The fall of the global market, combined with issues related to political integrity morality and discipline has created a heightened threat to the security of the biosphere. Ecosocialism offers an incisive critique, revealing both the wrongs of capitalism as well as how injustices have further widened inequality and poverty in both developed and developing countries. It further critiques vested powers amongst elites and the exploitation of the environment (The Economist, 2019).

Sustainable Development

In other to sustain a community, three integral components of the sustainable development framework are critical for achieving development today and safeguarding tomorrow. The sustainable development agenda is a proposal from the United Nations General Assembly, functioning as an agenda for global sustainability by 2030. It has been rectified by 191 countries where there are 17 goals that define the framework (UN General Assembly, 2015; Wu et al., 2018). The ideas advanced by these sustainable development goals provide a universal consensus for relieving the globe from future destruction. This agenda is an offshoot of '*Our Common Future*' by the World Commission on Environment and Development (WCED, 1987). The notion of both "*Our Common Future* and the *Sustainable Development Goals*" covers all sector of human existence for development. In this, sustainable development goals have grown to become an overarching roadmap for achieving the goals of human development, natural resource efficiency, social mobilisation and vitality, economic empowerment and vivacity, tolerance amongst cultures and peace governance, as well as ecosystem governance and environmental sustainability, which are the bedrock of ecological, cultural, economic, and societal development.

For this paper, the sustainable development agenda is useful, where it creates an opening for further understanding of sustainable tourism. The term sustainable tourism has not been fully developed, thus varied contestations can exist with regards to the scope, realistic measurement and nature of the concept as well as its implementation towards realisation (Burrai et al., 2019; Mihalic, 2016; Mondino & Beery, 2019; Seaton, 1996). Hence, to propose a framework or model for sustainable tourism requires several process to conceptualise a sustainable tourism framework on matters relating to culture, environment, social capital, human development and community regeneration. Further, by assessing and understanding the shortcomings and strengths of a sustainable development agenda, researchers can effectively create perceptions for evaluating sustainability in both the tourism sector and sustainable behaviour modification and eco-friendly communities.

Conceptualising of Sustainable Tourism

The concept of sustainable tourism is complex, requiring significant understanding before opting for an exact definition. This is because sustainable tourism can be has several connotations depending on the philosophical entrant of the scholar. Butler (1993) has critiqued philosophers (Hunter & Green, 1995) as remaining silent on the definition of the concept (Butler, 1999). In an earlier article in 1993, Butler described sustainable tourism premised on the philosophy of sustainable (prolonged) development to mean “*tourism which is in a form which can maintain its viability in an area for an indefinite period*” (Butler, 1993 & 1999). Accordingly, Niagara Falls, Paris, Rome and London are today are suffering to preserve and present themselves as a tourist destination, due to the idea of overtourism and tourismphobia posing significant threats to sustainable tourism in a tourist destination.

Canavan (2014) has argued that growth in tourism industries globally has necessitated sustainable tourism as a concept, advancing the preservation of the future. With the number of tourists projected to increase globally until 2030, Butler's comprehension of what constitutes sustainable tourism can be questioned.

Accordingly, a disconnect is being created between sustainable cities and unsustainable cities, including the parameters towards achieving viable tourism location (Keahey, 2019). This makes the discourse of sustainable tourism resemble other United Nations frameworks and agenda, which are not universally achievable, particularly in developing countries. His relates to aspects of Millennium Development Goals, the Structural Adjustment Programme, policy frameworks and poverty reduction strategy papers, amongst others (Ndaguba & Hanyane, 2018). Over time, scholars have demonstrated that reasons for failure of the above policies have included inadequate conceptualisation and measurement of indicators and goals, ambiguity in goals, poorly articulated framework and insufficient financing of MDGs (Sen, 1999). Further, the same assumption resonate with the philosophy of sustainable tourism.

To avert a repeat, governments, especially at the local level must be equipped to tackle issues relating to tourism. Since tourism and facility management within the region and local area fall under the purview of municipal regulations, whose primary functions is to foster redistributive governance. Thus, the maintenance and effectiveness of service delivery, as well as environmental, social and economic developments, are core mandates for councils. Cotterell et al. (2019) have argued that under-commitment to sustainability and over-commitment to tourism economics is a critical factor as to why researchers pitch the economics vs sustainability debate. While sustainability includes the concept of economy, for sustainable tourism to be advanced and promoted, the overarching value must be on sustainability rather than economic impact, as commonly displayed. In this, if we do not preserve the environment today, explored economic opportunities maybe non-existent tomorrow. The definition of the World Tourism Organization (WTO) (1998) regarding sustainable tourism tends to bring this idea to fruition. For clarity regarding sustainable tourism, researchers must make clear choices of definition. Hence, the definition of the World Tourism Organization (WTO) (1998) is perceived to be the most adequate, noting that:

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as 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 (Inskeep, 1991; Ministerio De Industria, 2014; UNESCO, 2009; Vourc'h, 2003).

The philosophy for this definition by the UNWTO is based on three fundamental factors that meet the needs of the present and prevent destruction in the future. These include: management of the economic, cultural and social effect of tourism; protecting the ecosystem; and creating biodiversity and life support for communities. Sharpley (2000) has categorised a definition linking sustainable tourism to sustainable development as tourism centric –focused on the economic activity of sustainable tourism (Hunter, 1995), where the perceived elements and policies of sustainable development can be used to comprehend sustainable tourism (Cronin, 1990).

Hunter's perception of sustainable tourism encompasses several sets of meta-principles and different developmental pathways, which may be legitimised based on existing circumstance (Hunter, 1997, p. 859). Hunter's conceptualisation of sustainable tourism appears as largely incoherent and vague, where it tends to create a field of sustainable tourism outside of sustainable development.

Within the United Nations Environment Programme (2011), sustainable tourism is not a different kind of tourism; rather, the argument is that all forms of tourism must strive to be and remain sustainable (UNEP and UNWTO, 2005). The need for a movement towards sustainability in the tourism industry entails upgrading conventional tourism practices, as well as utilisation of natural, cultural, and community resources that may affect biodiversity conservation, poverty reduction and technological advancement in rural areas (United Nations Environment Programme, 2011).

Despite this definition, Sharpley (2000) has noted that concepts, objectives and principles of sustainable tourism remain a subject of controversy and debates. Hunter (1997), on the other hand, has argued that sustainable tourism is an adaptive paradigm (Tassé et al., 2012), where adaptive science is a concept borrowed from psychology and social psychology concerning adaptive behaviour.

However, without forming a proper synchronisation of what connotes sustainable tourism, a complementary approach to short-stay accommodation will remain difficult. Accordingly, for residents, stakeholders and council, it becomes nearly impossible to form a positive perception regarding short stay accommodation.

RESULTS

Overcrowding, overtourism, and tourismphobia (Higgins-Desbiolles, 2006; Milano et al., 2019; Smith et al., 2019) are not consistent with the sustainability agenda of the United Nations (see UN SDGs and the sustainable tourism for development agenda) (UN General Assembly, 2015; United Nations, 2017; United Nations Environment Programme, 2005; UNWTO, 2017), constituting a threat to the realisation of sustainable tourism for developmental agendas.

Hence, several connotations have emerged for tackling the encumbrance created by overcrowding, overtourism and tourismphobia, including aspects of: green tourism, green economy (Reddy & Wilkes, 2015), ecotourism (Mondino & Beery, 2019; Wearing & Neil, 2009), modified tourism behaviour (Seaton & Palmer, 1997; Seaton, 1996), desirable tourism (Peeters, Higham, Cohen, Eijgelaar, & Gössling, 2019), responsible tourism (Burrai et al., 2019; Camilleri, 2016; Mihalic, 2016) and sharing economy.

While diversity is an essential factor in social interaction and policymaking, conversely, issues like sustainability and sustainable tourism have led to divergent views that create confusion amongst scholars as to which framework to adopt or apply when, where and how. This prevents adoption of a universal framework that strengthens and quickens the synchronisation of all factors in reaching the goal of sustainable tourism.

In this regard, scholars have advanced this discourse in several contexts. Researchers have used accountable tourism in the context of sharing (Camilleri, 2016), value (Carasuk et al., 2016), tourism destination (Mathew & Sreejesh, 2017), quality of life (Hanafiah et al., 2016), and innovative practice (Booyens & Rogerson, 2016). Green tourism is commonly pragmatic in relation to tourism business and innovation (Gavrilović & Maksimović, 2018), parks (Patti, 2018), marketing (Chin et al., 2018), supply chain (Michailidou et al., 2016), and nature (Popa, 2017). Researchers examining ecotourism have explored local empowerment (Das & Chatterjee, 2015; Scheyvens, 1999), the survival of species (Buckley et al., 2016), ecological civilisation (Shi et al., 2019), wildlife and behavioural changes (Barnett et al., 2016), photovoltaic energy (Aversa, Petrescu, Apicella, & Petrescu, 2017), climate change and global warming (Fletcher, 2019; Porter, 2019) as well as biodiversity conservation (Hausmann et al., 2017) among others.

Airbnb and Development

Recent literature has demonstrated two central paradigms for the accommodation sector in tourism – formal tourism accommodation (e.g., hotels, bread and breakfast, hostels and guest house among others) (Britton, 1982; Çakmak et al., 2018; Guttentag, 2015; Jenkins, 1982; Visser et al., 2017) and short-term rentals (which includes Airbnb, stays, TripAdvisor among others) (Guttentag, 2015; Williams & Horodnic, 2017). These two sectors of the accommodation industry have responsibility for accommodating about 98% of the over 1.4 billion tourists that seek holiday dwelling (United Nations World Tourism Organization (UNWTO), 2019). If one of the two-accommodation sectors caters for at least a billion people, there is a need for hosts to engage in behaviour modification, sensitisation, welcoming atmosphere and acceptability of tourists.

This paper advances the course of informal to formal forms of tourism accommodation. The central purpose of Airbnb is the protection of the environment, empowerment of local people, enhancement of religious and ethnic tolerance, and social interaction and survival (Belk, 2018; Dillahunt & Malone, 2015; Frenken & Schor, 2017; Schor & Attwood-Charles, 2017; Schor & Fitzmaurice, 2015). Survival, in this case, goes beyond the scope of Schor & Attwood-Charles (2017), who limit survival to economic survival, which disregards Seers, Owen, and Sen's view on development. Owens (1987) has argued that growth is people-centred and closely tied to political philosophy, applied economics, the role of individuals in society and forms of governance. Roy and Tisdell (1992) further this conversation of development to include spiritual, mental and material needs. Scholars including Aristotle (Irwin, 1976), Nussbaum (2013), Heathwood (2015) and Fletcher (2015) among others, view development through the prism of pleasure (hedonic) and desire fulfilment.

Although, Seers (2014) articulation of development revolves around economic development, nonetheless, it is essential as he notes:

The questions to ask about a country's development are, therefore: What has been happening to poverty? What has been happening to unemployment? What has been happening to inequality? If all of these three have become less severe, then beyond doubt this has been a period of

development for the country concerned [...] If one or two of these central problems have been growing worse, especially if all three have, it would be strange to call the result 'development', even if per capita income has soared.

Hence, for Dudley Seers (1979), the reduction or elimination of inequality, poverty and unemployment is crucial for individual and group survival. Considering the rate of development in society, we cannot guarantee progress without technology on the one hand, and the preservation of the environment on the other. Hence, where there is a shortfall of these two, growth becomes challenging. Technology had been effective in advancing education, class integration (Akçayır & Akçayır, 2017; Arkorful & Abaidoo, 2015; Lefever et al., 2007; Li, 2005), business (Çeltek, 2019; Im et al., 2016) and communication (Bibraj et al., 2018; Duroc & Tedjini, 2018; Guan et al., 2018). Thus, for development to occur in an age of accelerated technological change and innovation - environmental, technological, economic and societal factors must be accounted for, when we consider that survival in the 21st century has an affiliation with a hierarchy of motivation version 2.0.

To achieve actual development, synchronisation of economic and environmental development is vital. However, several scholars have argued intermittently that sustainability and economic growth are mutually exclusive; involving either one or the other. However, the philosophy of sustainable tourism tends to strengthen transgenerational wealth whilst protecting the immediate environment, society and the economy. However, some authors are optimistic that economic development, which is in tandem with wellbeing, can assist in leveraging sustainable development in general and sustainable tourism in particular. Nevertheless, these arguments resonate with the idea of economic vs sustainability. Cumming & von Cramon-Taubadel (2018) have argued that the current financial system is antithetical to sustainability, since the object of capitalism is exploitation for profit. Given that neoclassical economy theories regard technology, capital and labour as the fundamental foundation for economic accelerated economic growth not the preservation of these elements (Cumming & von Cramon-Taubadel, 2018; Solow, 1956; Swan, 1956), some scholars have argued that sustainability and economics can not mix easily.

Economic Growth vs Environment

Cumming & von Cramon-Taubadel (2018) argues that the notion of sustainable tourism is elusive (Higgins-Desbiolles, 2010; Mihalic, 2016), Mihalic (2016) equated reaching the aims of sustainable tourism as one climbing Mount Everest, which most climbers intend to attain, most will never achieve. This metaphor tends to ease the discourse of sustainable tourism based on its achievability on sustainable tourism but creates a certain level of fear on the other. That while sustainability in the tourism sector is imperative, not all providers in the industry will ever be sustainable. Concerns of the threats to environment, issues of global warming and the turbulence of the Ozone layers melting brings chill to once vein. While Mihalic (2016) presented both sides of the coin, Cumming & von Cramon-Taubadel (2018) were confident that a revolution of the economic system is the panacea towards achieving sustainable tourism. In that, with the current economic policies, structures and practices, issues of sustainability may never realistically addressed in the coming morai. Even the United Nations and other international organisations and government had expressed concern over the problems of sustainability in the tourism sector (Buckley, 2012; UNWTO, 2017; World Tourism Organization (UNWTO), 2013). Hence, there are insinuations whether the idea of sustainable tourism is a reality? (Higgins-Desbiolles, 2010). Consequently, the dominant challenge within the contemporary discourse of

tourism research is the elusiveness of realising sustainability of tourism (Higgins-Desbiolles, 2010; Mihalic, 2016), mainly due to economic impact vs environmental preservation.

It is critical to note that the structure of the global economies is fashioned to exploit than preserve. Cumming & von Cramon-Taubadel (2018) further argued that it is a misgiving that economic development will metamorphose into environmental sustainability, especially considering that economic advancement presupposes exploitation of the environment for financial gains (Rockström, 2017).

One cannot discount the fact that the world was built around the economic philosophies of Adam Smith, Keynesian models among others, which witnessed a “*small world on a big planet*” (Rockström, 2017). However, today, the reverse is the case “*big world on a small planet*” (Rockström, 2017). Since the 1980s, signs of dilapidating earth have been advanced from the ozone hole, tipping point of lakes, the drop in fisheries, ice melting, storm and earthquake patterns and high rising heatwaves globally threatening not just the environment but millions of human lives and animal extinction (Rockström, 2017).

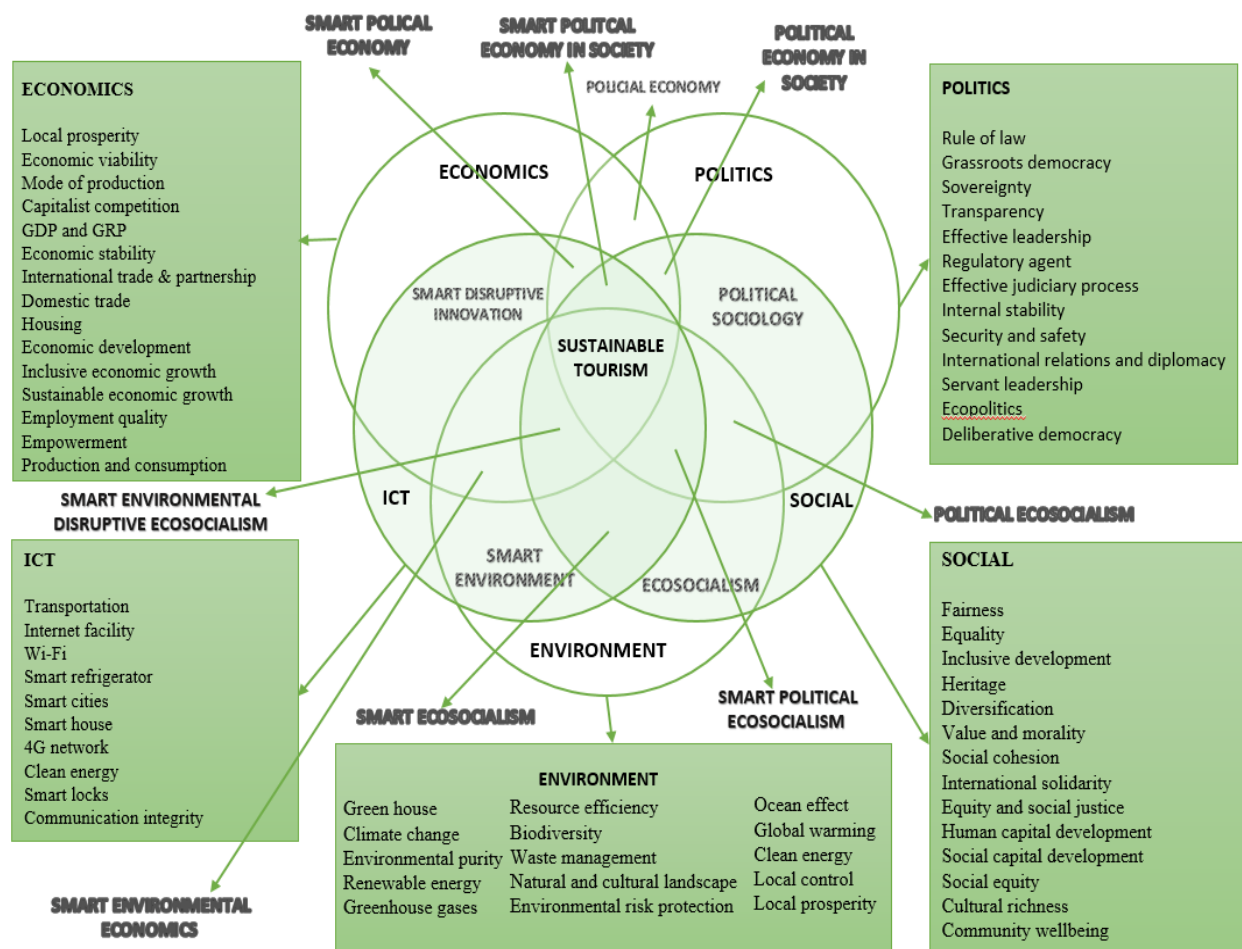


FIGURE 1
SUSTAINABLE TOURISM PEDAGOGICAL FRAMEWORK

With the adverse effect on the environment, comes an inverse impact on global population size and migration. Population growth influences the economical choice, increases purchase and immigration, has an effect on tourism economics, population change, and tourist and residents wellbeing (Buckley, 2012). Over the years, national and regional parks and protected areas have attracted migrants to fill opportunities (Wittemyer et al., 2008), which in some case is a decline of the residents in the region, due to concerns of threats to their wellbeing (Buckley, 2012) as population growth presupposes an increase in the chances of pollution, water waste and energy consumption (Gössling et al., 2012).

A stakeholder model that harmonises the capabilities and weaknesses of each community (Ndaguba & Hanyane, 2019), built access to achieve tourists' and locals' fulfilment and wellbeing while managing tourism input and throughput within communities. The need for adaptive capabilities and capacity is critical in maintaining the tourists. According to Tao and Wall (2009), a viable model is crucial for stakeholder participation and empowerment for supporting the challenges witnessed in current practices towards achieving sustainable tourism, especially considering the ability of independent communities to respond and manage, the unanticipated circumstance and planned changes in communities (Budeanu, 2016; Læssøe et al., 2010; Mackelworth & Carić, 2010). To this end, we propose a sustainable pedagogical framework for understanding and addressing the challenges of sustainable tourism from a transdisciplinary perspective (Figure 1).

CONCLUSION

We have demonstrated that the fabrics of the present capitalist economic system are antithetical to sustainable engagement nor the realisation of sustainable development. In that, policy, institutional and mechanistic reforms are required towards achieving sustainable development or sustainable tourism (Lambin, 2009; Mulder & Van Den Bergh, 2001; Opschoor, 1992), since, capitalism structurally and systematically impedes sustainable development (Badreldin, 2018). A sustainable paradigm shift from neoclassical and neoliberal narratives in underpinning environmental economic debate alternatives. It results in the utilisation of welfarism or emphasis on policy instruments, and the exogenous or endogenous growth connotations. That creates in itself a dynamic optimisation logic with continuous equipoise and reversible procedures and processes (Baumol et al., 1988; Gradus & Smulders, 1993; Hartwick, 1977; Toman et al., 1995).

Because, sustainability in tourism is rooted in environmental conservation (World Travel & Tourism Council, 2016) and community empowerment (Janusz & Bajdor, 2013; World Travel & Tourism Council, 2018), not economics. Recent events, activities and circumstances (Pan et al., 2018; UNEP and UNWTO, 2005; World Tourism Organization (UNWTO), 2013) have established that sustainable tourism is beyond environmental preservation and economics, as Pan et al. (2018) and Mihalic (2016) demonstrated that culture and politics influence sustainable tourism judgment (Norum & Mostafanezhad, 2016). However, a plethora of obscurity about sustainable tourism exist as described in Higgins-Desbiolles (2010) and Dosquet et al. (2019) studies.

Hence, in this study, we suggested the incorporation of other factors that influences sustainable tourism, such as, Politics and ICT in the philosophical discourse of sustainable tourism. It proposes a framework that created a boundary and intersection between the phenomena of sustainable tourism.

This paper tackles a critical aspect of the sustainability discourse in tourism philosophy and berates the differentials in methodologies for achieving sustainable tourism. In that, there are differentials in philosophical adoption based on the methods applied or adopted. For instance, those who lean towards responsible tourism – discusses the place of human behaviour on the environment, which infers that the behaviour of tourists determines the protection of the environment mainly. As the term responsible connotes a combination of response and ability, hence, responsible tourism refers to the ability of tourists to respond to the biosphere.

On the other hand, scholars dealing with ecotourism relies on the environment, as its principal towards achieving sustainability. However, both do not emphasise the place of development in the discourse of sustainable tourism. In that, sustainable tourism is meant to achieve some form of communal and economic advantage. One can, therefore, conclude that philosophers of both perspectives tend to refrain from how economic development will occur in the long-run, especially with regards to Airbnb.

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