

## **HOW TO DEVELOP A SUSTAINABLE TOURISM. CASE STUDY: THE USE OF BIOECONOMY**

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### **Abstract**

*The last two years (March 2020-March 2022) have been marked by the SARS COV 2 pandemic, a pandemic that has had considerable negative effects on many areas of activity of which perhaps the most affected has been the HoReCa industry with all that entails. The study focuses on the development of sustainable tourism in the context of recent years, respectively on changing the behavior of tourists regarding all that involves the development of such tourism, as a necessity of modern times due to awareness of the importance of eliminating the negative factors of tourism on the environment. The intervention of the bioeconomy in the development of a sustainable tourism is a premise of fulfilling the challenge to maintain a healthy environment but also to respond to the growing demand from tourists for sustainability.*

**Key words:** (maximum 6): bioeconomy, tourism sustainable, development, destination

### **INTRODUCTION**

Tourism has become an important sector that has an impact on development of country economy. The main benefits of tourism are income creation and generation of jobs. For many regions and countries it is the most important source of welfare (Agaraj et al., 2009).

Sustainable tourism is defined as the development of all forms of tourism, tourism management and marketing that respect the natural, social and economic integrity of the environment, ensuring the exploitation of natural and cultural resources and future generations (Sofronov, 2017).

The concept of sustainable tourism incorporates environmental, social-cultural and economic perspective. It is important to control perceived crowding to achieve the tourists' satisfaction and a sustainable tourism industry. Tourism crowding management is important in terms of controlling the number of tourists and distributing tourists, with the hope of lessening perceived crowding (Jin et al., 2016).

When sustainable tourism is done in such a way that the local people not only benefit economically and socially, but also take a leadership role by initiating and operating the tourism activities, it is known as community-based tourism (Global Tourism, 2001). Sustainable tourism, by contrast, creates a viable long-term strategy for success, uses regulatory frameworks, and creates linkages to other economic sectors. It strives to take pressure off natural systems and to collaborate with host communities to foster infrastructure benefits and economic stability (Global Tourism, 2001).

The key to sustainable tourism growth is to manage the destination effectively within a given natural, built, or cultural environment in order to provide benefits to the local population, to enrich the visit of the tourist, and to preserve the tourism products for future generations to enjoy. (Edgel Sr., D.L., 2016)

The birth of the bioeconomy in the European Union (EU) has been to a large extent the result of chance and necessity (Patermann et al. 2018). The notion of the bioeconomy has gained importance in both research and policy debates over the last decade, and is frequently argued to be a key part of the solution to multiple grand challenges. Despite this, there seems to be little consensus concerning what bioeconomy actually implies (Bugge et al., 2016).

The growing impact of tourism on the economy as a whole justifies the assumption that value chains in tourism can play a significant role in paving the way for the transition to the bioeconomy. It is important to note that in the 21st century, companies not only provide products and services, but also provide social and environmental values (e.g., inclusion or reduction of greenhouse gas / GHG emissions), which can be important for companies. from a bioeconomy (Fogarassy et al. 2017).

## **MATERIAL AND METHOD**

The main research method used was a desk research method. A study of the speciality literature alongside a series of official reports was done in order to reach and centralize the best information available. Based on all the materials studied regarding the bioeconomy and the importance of its use in sustainable tourism, we presented a series of conclusions aimed at highlighting the bringing of changes in tourism in order to be able to talk about sustainable tourism.

## **RESULTS AND DISCUSSION**

To have a functioning economy in the future requires the sustainable use of resources in what is called the circular economy, i.e. a model of production and consumption that involves the reuse, repair, renovation and

recycling of materials to extend the life cycle of products (Neagu, 2019). The need to incorporate local and tacit knowledge into bioeconomy policies is mentioned at the public relations level in the EU documents (European Commission, 2012a, Vainio et al,2019 )

The circular economy must be introduced in as many economic sectors as possible, precisely in order to support their sustainable development.

In the 2030 Agenda for Sustainable Development SDG target 8.9, aims to “by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”. The importance of sustainable tourism is also highlighted in SDG target 12.b. which aims to “develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products” (United Nations, 2017).

When speaking about tourism it is important to understand what are the actions that may help its development:

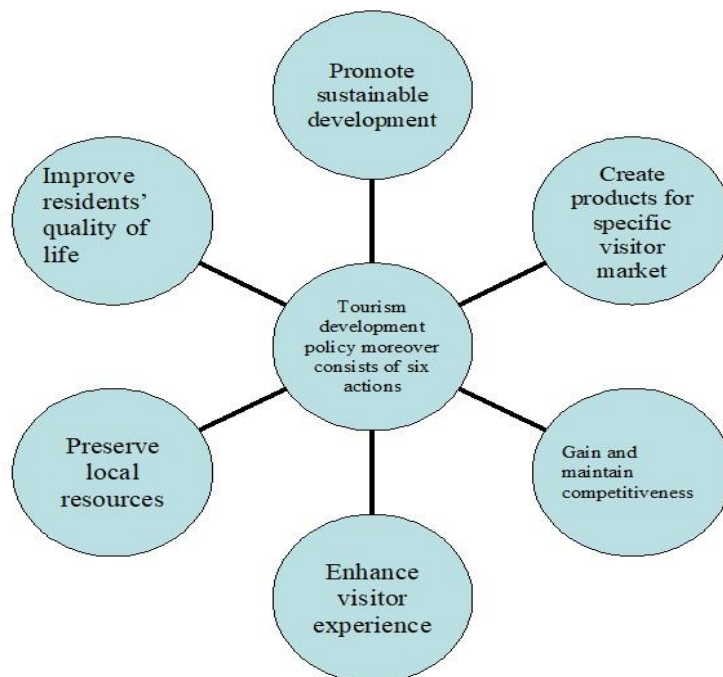


Fig. 1. Actions for the development of tourism. Own graphical representation  
Source: Global Tourism Draft, September 2001, Global\_Tourism\_Draft\_Sept 01 (rmportal.net)

One such action, as seen from the Figure 1 above relates to the preservation of local resources and one way of doing that is through the intensive use of bioeconomy.

The bioeconomy may help to preserve them despite an intensive use, can reduce the costs and save the environment and preserve them for future generations.

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Tourism depends greatly on the natural environment. A region's attractiveness in turn depends heavily on climate and ecosystem type and integrity.

Tourism development takes root near attractive natural features. Typically, tourism stakeholders, including researchers, have focused on how development may enhance management of environmentally sensitive areas and preserve unique environments, particularly when these become major attractions.

In recent years, however, focus has shifted toward tourism's role in reducing environmental pollution and demands on resource use.



Fig. 2. Sustainable tourism and connected domains  
Source: Global Tourism Draft, September 2001, Global\_Tourism\_Draft\_Sept 01  
(rmportal.net)

As Figure 2 shows tourism is a deeply connected activity as it supports and is supported by various other domains. Therefore having a stable and sustainable tourism through the use of bioeconomy is crucial for the society economic wellbeing. Tourism is one of the major causes of pollution and carbon dioxide production. For example, EU data tells us that tourism is one of the first causes of the carbon dioxide production in Europe, and that over 20% of polluting emissions are associated with accommodations (hotels, etc) (Gaval, 2016). Sustainable tourism has close ties with a number of other tourism forms such as responsible tourism, alternative tourism and ecotourism. In order to be sustainable the three pillars of sustainable tourism must be accounted for: economic impacts, social impacts, environmental impacts (Tourism Teacher, 2022).

Sustainable tourism is a better way to do tourism as it takes into consideration the local peculiarities and the needs of the local population. It helps to preserve the environment for the next generations.

## CONCLUSIONS

The bioeconomy is of outmost importance in a society where the competition for resources is becoming more and more intense. It is needed if the EU wants to gain food security and to become autonomous from the point of view of agriculture while fulfilling the green deal targets.

Moreover bioeconomy is becoming crucial for the development of tourism by helping preserving the natural resources and developing a clean and sustainable environment.

The future belongs to the form of tourism that is sustainable and that keeps all the parties involved in a profit for all loop, where everyone wins and nobody is left behind.

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