

Social Value and Tourism: A Key for Sustainable Development

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Abstract

This study explores the potential for tourism to create social value that contributes to sustainable development, by using a mixed method for 31 tourism professionals. Drawing on existing literature and sample questionnaires from tourism professionals, the study examines the role of tourism in addressing social and economic challenges, promoting social cohesion, and enhancing cultural understanding. The study highlights examples of community-based tourism initiatives, sustainable tourism practices, and cultural heritage protection as ways in which tourism can create social value. The study also acknowledges the challenges and potential drawbacks of tourism, such as negative effects on the environment, displacement of locals, and commodification of culture, and argues that tourism can be a key driver of sustainable development if planned and managed in a way that maximizes social value and minimizes negative impacts and emphasizes the importance of collaboration between stakeholders, including the tourism industry, to ensure that tourism promotes sustainable development and social value for all.

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1. Introduction

Tourism is an essential economic activity that creates income and employment opportunities in many parts of the world. However, it often has significant social and environmental impacts on the communities it serves. There is a rising interest in examining the relationship between tourism and social value (Silva et al., 2024; Milne et al., 2024; San-Jose et al., 2023). Social value, which refers to the positive or negative impacts that tourism can have on local communities, has gained attention in recent years. Social value includes factors such as cultural awareness, community engagement, and environmental preservation (Pappas & Papatheodorou, 2017).

The literature addressed the essentiality of social value in sustainable tourism development (Partanen et al., 2023; Wang et al., 2024). The study of Scott et al. (2013) suggests that sustainable tourism can be achieved by integrating economic, social, and environmental sustainability dimensions. The study further argues that social sustainability, including the creation of local jobs and the involvement of local communities, should be given equal weight with environmental sustainability and economic sustainability. Successful case studies consist of tourism destinations that have effectively integrated social value into their policies and practices. For instance, Amsterdam in the Netherlands has implemented the “Sustainable Visitor Economy Action Program,” which aims to balance the economic benefits of tourism with the well-being of locals. The program includes initiatives such as limiting the number of tourists in certain areas, promoting off-season travel, and increasing the quality of life for the locals (Amsterdam & Partners, 2019).

This study explores the concept of social value and its relationship with tourism. The study provides an overview of the current scholarly research and literature on the topic, as well as offers a critical analysis of key themes and concepts. It also highlights successful case studies of tourism destinations that have effectively integrated social value into their policies and practices. The exploratory study contributes to the debate on sustainable tourism development and encourages tourism operators, tourism professionals, policymakers, and researchers to consider social value as an essential factor in determining the success of tourism initiatives. The research question is “How can tourism create social value and contribute to sustainable development, and what are the main challenges and potential drawbacks associated with it?”

2. Social value and tourism

The literature on social value and tourism indicates that tourism has the potential to create a broad range of social, environmental, and economic impacts in local communities (Kang & Perdue, 2015). While tourism is often considered a “double-edged sword”, scholars argue that an emphasis on social value can help mitigate negative impacts and enhance positive outcomes (Gössling et al., 2013). Torres-Pruñonosa et al. (2022) define social value as an organization’s net value to society, including jobs, benefits for locals, opportunities for disadvantaged people, environmental challenges, and innovation.

Several key themes emerge in relation to social value and tourism. First, many scholars emphasize collaboration with government entities, which required flexible internal organization and policies (Dent et al., 2018) and also community engagement and participation as necessary components for maximizing social value (Buckley, 2012). Overall highlights the potential for tourism enterprises to create social value and provides a useful framework and strategies for doing so. By prioritizing social value creation, tourism enterprises can contribute to the well-being of the society while enhancing their own financial performance (Altinay et al., 2019). Businesses with strong social values and social enterprises are also key to creating innovations that shape communities and society at large during and after a crisis (Zhang et al., 2024). Several key themes and research areas within sustainable tourism include environmental sustainability, focusing on the environmental effect of tourism and the development of sustainable tourism practices, such as eco-tourism; social sustainability, focusing on the social impact of tourism, including issues such as community development, social equity, and cultural preservation and economic sustainability; this theme focuses on the economic impact of tourism, including issues such as job creation, economic development, and tourism revenue (Ninerola et al., 2019).

The other studies that concern social value and tourism is social value orientation of entrepreneurs in tourism destinations (Wang et al., 2024; Sa, 2019), social value and cultural awareness (Amsterdam & Partners, 2017), community-based tourism creating commercial social value to destinations (Mtapuri et al., 2022), sustainable tourism and its relationship with social value (Partanen et al., 2023), social value and sports events generating a sustainable tourism destination (Gkarane et al., 2024), and innovative efforts and social value in cultural heritage tourism (Luekveerawattana, 2024).

These examples demonstrate effective strategies for engaging local communities and preserving cultural and natural resources. The literature

suggests that social value should be a key consideration in tourism planning and development (Al-Hinai et al., 2024; Trisic et al., 2023). Engaging with local communities, preserving cultural assets, and protecting natural resources can contribute to the creation of positive social impacts. As digitalization is being more indispensable in tourism soon, tourist ecosystems and territories cannot only consider digital innovations; they must also consider smart tourism views such as sustainable efforts, quality of life, circular economy, and social value (Pencarelli, 2020).

3. Methodology

For this exploratory study, a mixed-method approach that combines both qualitative and quantitative methods is used to provide a more robust and holistic analysis of social value and tourism. Observations of tourism industry operators will be made to analyze, define and evaluate the relationship between tourism and social value. The data are collected between the dates of 20th of April 2023- 10th of May 2023 and the number of responses is 31. Data was collected through surveys and was analyzed using statistical tools and methods to identify trends, patterns, or relationships between tourism activities and social value. Additionally, a literature review was conducted to identify existing theories, frameworks, and models that can be used to guide research and provide a comprehensive overview of the topic. The sample included individuals involved in the tourism industry and their natural presence in local communities in tourism destinations.

1. Do you know about the concept of social value?
2. Do you know about the concept of impact investment?
3. According to you, what is social value in the context of tourism?
4. How can tourism contribute to sustainable development?
5. What is the main challenge associated with tourism's impact on local communities?
6. Why is collaboration between stakeholders important in promoting sustainable tourism?
7. How much do you think the government should be involved in promoting social value in tourism?
8. How much do you think tourism businesses should prioritize creating social value compared to generating profits?
9. How do you think social value can be created through tourism activities?

10. Have you worked on any tourism projects or initiatives that prioritized social value creation? Can you describe them?
11. What role do you think tourism professionals and organizations should play in promoting social value and impact investment in the industry?
12. What should be the top priority for tourism industry stakeholders when it comes to creating social value and promoting impact investment?

Likert scale questions were also asked to the respondents. The scale is from 1 to 5, which is 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree. The questions concerning social value in tourism are presented as follows: 1) Tourism can create positive social value for local communities. 2) Tourism businesses consider the social impact of their operations. 3) Engaging with local communities is important for creating social value in tourism. 4) It is very important for tourism businesses to measure and report on their social impact. 5) Impact investment can help tourism businesses create positive social value.

4. Findings and discussion

Table 1 presents the demographics of participants in terms of gender, profession of participants, and their nationality. Most of them are academicians or consultants. The majority of the responses indicate that the nationality of the individuals is Turkish, with a few mentioning Turkish-American, Turkish-Italian, Ghanaian, British, South African or Brazilian.

Table 1: Demographic features

Items	Percent
<i>Gender</i>	100
Female	23
Male	74
Prefer not to say	3
<i>Institution/profession</i>	100
Leisure Travel Company (Cruise Line) representative	3
Professional Tour Guide	8
Real Estate and Acquisition agent	3
Tour Operator	11
Travel Agency manager	11
Academician	16
Ministry and other public institution's representative	8
Economist	2
Staff of a non-governmental organization	8
Industry worker	3
Consultant	16
Hotelier	11
<i>Nationality</i>	100
Turkish	61.2
Turkish-American	9.6
Turkish Italian	9.6
Ghanaian	6.4
British	6.4
South African	3.2
Brasilian	3.2

Table 2 presents the findings concerning knowing about the concept of social value and the concept of impact investment, what the social value is in the context of tourism, how tourism can contribute to sustainable development, the main challenges associated with tourism's impact on local communities, the importance of collaboration between stakeholders in promoting sustainable tourism, the government involvement in promoting social value in tourism, and how tourism businesses prioritize creating social value compared to generating profits.

Table 2: Social value and tourism

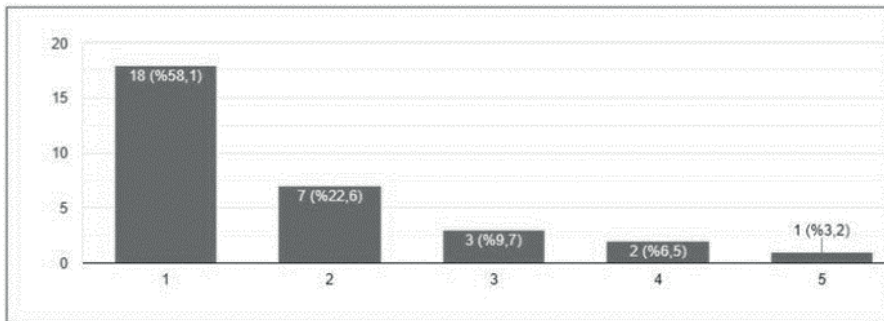
Questions	Percent
Q1. Do you know about the concept of social value?	100
• Yes	93.5
• No	6.5
Q2. Do you know about the concept of impact investment?	100
• Yes	77.4
• No	22.6
Q3. According to you, what is social value in the context of tourism?	100
• Positive or negative effects of tourism on locals	87.1
• The amount of income generation in a destination	7.2
• The number of tourist visits	3.3
• The monetary value of tourism activities in a community	2.4
Q4. How can tourism contribute to sustainable development?	
• Creating financial opportunities for locals, promoting cultural exchange between tourists and locals, preserving natural resources, and minimizing negative environmental impacts	77.4
• Creating economic opportunities for locals	12.9
• Promoting cultural exchange between tourists and locals	5.4
• Protecting natural resources and minimizing negative environmental impacts	4.3
Q5. What is the main challenge associated with tourism's impact on local communities?	100
• Increased cultural awareness and community engagement	48.4
• Displacement of local communities	22.6
• None of these responses	16.1
• Preservation of natural resources	12.9
Q6. Why is collaboration between stakeholders important in promoting sustainable tourism?	100
• It ensures that tourism promotes economic growth above all else	45.2
• The amount of revenue generated by tourism in a destination	29.0
• The number of tourist visits	22.6
• The monetary value of tourism activities in a community	3.2
Q7. How much do you think the government should be involved in promoting social value in tourism?	100
• The government should provide support and incentives for tourism businesses to create social value	61.3
• The government should take a leading role in promoting social value	29.0
• The government should have a limited role in promoting social value, leaving it mostly up to tourism business	9.7
Q8. How much do you think tourism businesses should prioritize creating social value compared to generating profits?	100
• Social value and profits should be equally important	61.3
• Social value should be the top priority	29.0
• Social value should be an important consideration, but not more important than profits	9.7

For Q1, out of the responses, 28 answered “yes” and 2 answered “no” to knowing about the concept of social value. For Q2, out of the 30 responses, 23 answered “yes” to knowing about the concept of impact investment, while 7 answered “no”. For Q3, the most common response is “b) The positive or negative effect of tourism on locals”. A few respondents mention “d) The amount of income generation in a destination”, which is also relevant to the concept of social value in tourism, but not as central as the impact on local communities. For Q4, the contribution of tourism to sustainable development includes creating economic opportunities for locals, promoting cultural exchange between tourists and locals, protecting natural resources and minimizing negative environmental impacts, and more. Sustainable tourism seeks to balance economic, social, and environmental concerns to ensure tourism development is sustainable in the long run and benefits all stakeholders. For Q5, according to the responses, the main challenge associated with tourism’s impact on local communities is the potential for “increased cultural awareness and community engagement”, which can be placed on the positive side. But the displacement of local communities may occur due to factors such as rising property values, increased demand for tourist accommodations, and changes in the local economy. Displacement can have negative influences on the social, cultural, and economic fabric of a community, and can lead to loss of identity and cultural heritage. It is important for sustainable tourism practices to address and mitigate the potential for displacement, engage and involve locals in decision-making processes. Some participants in a small number replied “preservation of natural resources” and “none of above” in multiple choices as a main challenging question on the tourism impact. For Q6, collaboration between stakeholders, including locals, governments, tourism industry representatives, and environmental organizations, is crucial in promoting sustainable tourism. Local communities are often the most affected by tourism and therefore, their input and involvement in tourism planning and development are essential which is stated by the majority in the questionnaire. Collaboration helps ensure that all stakeholders’ views are taken into account, tourism benefits are shared fairly, and negative influences on the nature and locals are reduced. For Q7, responses depend on different choices and many of them replied “The government should provide support and incentives for tourism businesses to create social value”. While the government has a key role in promoting social value in tourism, it is not necessarily their role to take a leading role. Instead, the government can provide support and incentives for tourism businesses to prioritize social value, which can lead to a more sustainable and responsible sector. This can include financial incentives for

businesses that prioritize social value, as well as regulations and policies that promote responsible tourism practices. Ultimately, a collaborative effort between the government and tourism businesses is necessary to promote social value in tourism. For Q8, the answer to this question varies depending on individual perspectives. However, it is generally agreed that tourism businesses should prioritize creating social value alongside generating profits. This is because tourism has a significant influence on locals and the environment, and it is important to balance economic benefits with social and environmental sustainability. Therefore, social value should be an important consideration, but not necessarily more important than profits. It is key to strike a balance between generating profits and creating social value to ensure that the tourism industry is sustainable in the long term. For the following 9 statements, tables, figures, and comments are presented briefly.

1. According to the statement “Tourism can create positive social value for local communities.”, the responses are presented as follows:

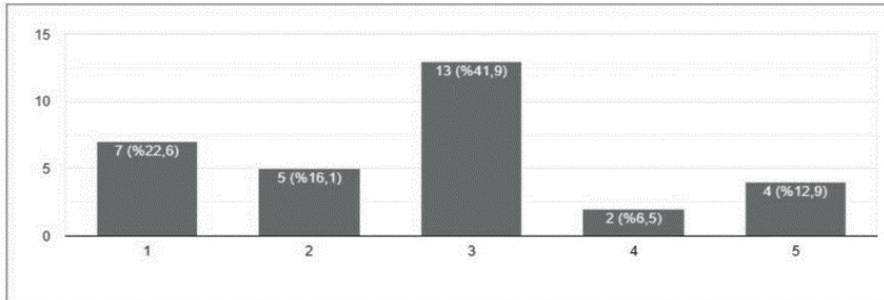
Table 3: Creation of social value in tourism and locals



Based on the responses in Table 3, the majority strongly agree (1) that tourism can create positive social value for local communities. Some respondents also somewhat agree (2) or agree (3) with this statement. Only a few respondents are neutral (4) or disagree (5) with this statement. Overall, there is a positive view towards the potential of tourism to create social value for local communities.

2. According to the statement “Tourism businesses consider the social impact of their operations.”, the responses are presented as follows:

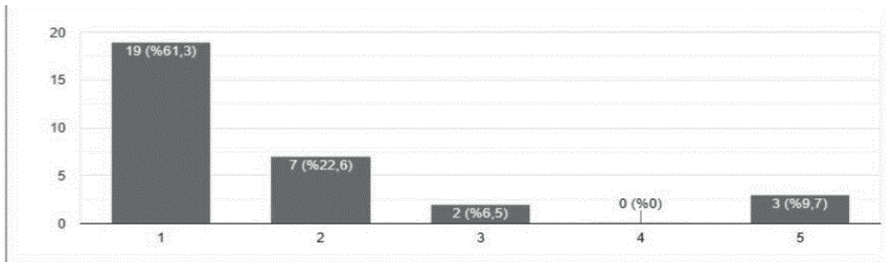
Table 4: Social impacts of operations in tourism



Based on the ratings in Table 4, the opinions are mixed on whether tourism businesses consider the social impact of their operations. However, the majority of the ratings fall on the disagree side of the scale (3 and above). Therefore, it seems that there is a perception that tourism businesses do not prioritize social impact enough.

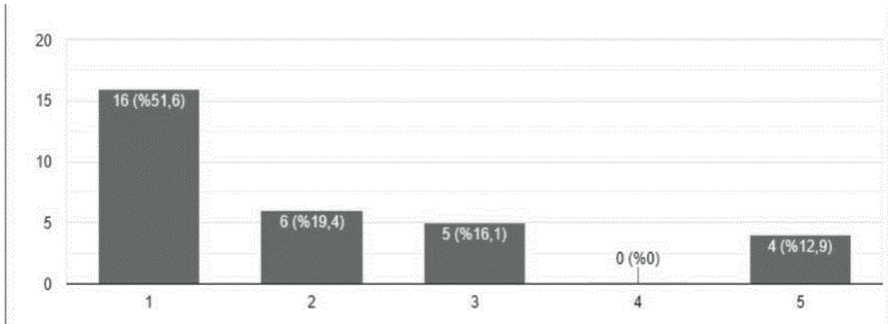
3. According to the statement “Engaging with local communities is important for creating social value in tourism.”, the responses are shown below:

Table 5: Engaging with locals for creating social value



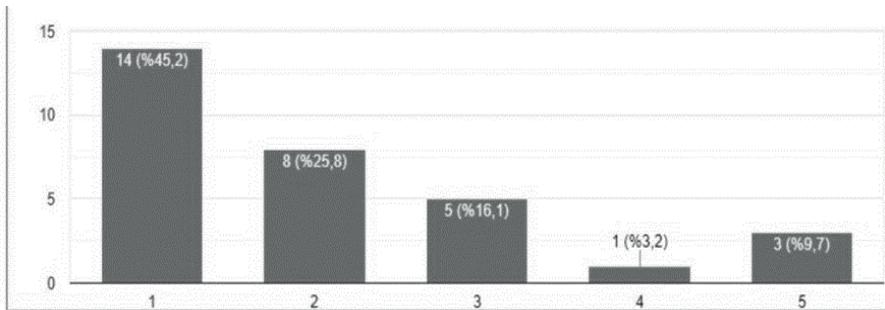
Based on the responses in Table 5, the majority strongly agree (1) that engaging with local communities is important for creating social value in tourism. Only a few respondents indicated some disagreement with this statement.

4. According to the statement “It is very important for tourism businesses to measure and report on their social impact.”, the responses are shown below:

Table 6: Measuring and reporting social impact

In Table 6, the majority of respondents strongly agree that it is essential for tourism businesses to measure and report on their social impact. Only a few respondents disagreed, with most responses ranging from 1 (strongly agree) to 3 (somewhat agree).

5. According to the statement “Impact investment can help tourism businesses create positive social value.”, the responses are presented below:

Table 7: Impact investment and social value

Based on the ratings in Table 7, it seems that the respondents generally agree that impact investment can help tourism businesses create positive social value, with an average score of 2.1 out of 5. There were a few neutral ratings (3), but the majority of responses were either strongly agree or agree.

6. According to the question “How do you think social value can be created through tourism activities?”, vastly mentioned responses through a word cloud are presented below:

“engaging local population in the activities and promoting local tourism activities to host tourists from different cultures as our own guests to tell our history in the best way”

“promotion and preservation of natural and cultural heritage. Companies should be encouraged to incorporate social contribution policies into their activities.this impact planning should become a gain rather than a cost.”

“cooperation of locals tourism industry and government”

“local businesses should be trained”

“engaging and collaboration”

“green tourism effect”

“adopting a sustainable tourism approach”

“raising awareness among the stakeholders will help”

“creating awareness”

“local supply chain in sourcing materials and services, exchange of expertise from tour operator to local business community, measurement of domestic product generated as a reflection direct and indirect of tourism from foreigners”

“utilizing local cultures, crafts, and human capital, enabling a leading, institutionalized role for local communities, applying impact measurement and management to create evidence-based success stories to gather further support”

“local employment”

Social value can be created through tourism activities by engaging and collaborating with the local population in the decision-making process and promoting local tourism activities. This can be done by incorporating local culture and activities as part of the destination, utilizing local supply chains, and providing opportunities for locals to participate in social projects. A sustainable tourism approach, which includes preserving the cultural heritage of the region, strengthening communities, and commercializing culture and art, is also crucial. Additionally, companies should be encouraged to incorporate social contribution policies into their activities, and impact planning should become a gain rather than a cost for businesses. By doing so, tourism can be a human interaction that adds significant social value, connects people and cultures together, and builds a stronger global identity.

7. According to the question “Have you worked on any tourism projects or initiatives that prioritized social value creation? Can you describe them?”, vastly mentioned answers through a word cloud are presented below:



Figure 2: Tourism projects and social value

Table 9 presents the key comments of respondents concerning working on tourism activities and creating social value.

Table 9: Comments for working on tourism initiatives and creating social value

“No, not yet”

“No, it is always a mix of priorities”

“Not in any great depth”

“I haven’t yet”

“None”

“To exhibit and sell the handicrafts produced by the local people in the restriction lobby area.”

“Youth empowerment in tourism”

“Local village development and carbon management traveling”

“I have been working on projects such as keeping inventory of rural tourism and intangible cultural heritage”

“I was involved in the planting project and the guests were very impressed with the respect we have for the environment, because the goal is for future generations.”

“I worked in cruise port and marina investments. I prepared economic and social impact reports.”

“Local shore excursions for cruise company, selecting off the beaten path destination ashore and leveraging on local manpower and sustainable volumes per each venue.”

“Not in my 34 years of business tourism but I always witness lack of local education activities. Social value means different things to different countries and environments.”

“We have developed a campaign that shows the value the use of human capital can have in key tourism destinations and link economic benefits to social value.”

“I worked on a sustainable tourism project funded by the British Council. I researched the gendered aspects of sustainable tourism initiatives in the south agean region of Turkey. I have seen women entrepreneurs who created commercial value and social value by transforming the status quo in the local regions.”

“We noticed our non-profit efforts within the framework of Tursab Fairs, aimed at the gastronomy and cultural values of the Mesopotamia region, have received attention from locals and visitors. These impactful activities are perceived more sincerely by locals and encourage them to embrace their own cultural values instead of admiring imported cultures.”

“We worked collectively in sectoral associations to preserve and create social values”

“Universiade-sister cities festival”

It seems that there are various responses from different users, and while some have worked on tourism projects that prioritize social value creation, others have not. Some examples of such projects include exhibiting and selling handicrafts produced by local people, youth empowerment in tourism, developing local village and carbon management traveling, keeping inventory of rural tourism and intangible cultural heritage, sustainable tourism initiatives with a focus on gender equality, and non-profit efforts to promote local gastronomy and cultural values. In some cases, these initiatives have been successful in creating social value by involving the local community, preserving the natural and cultural heritage, and encouraging sustainable tourism practices. However, there is still room for progress in terms of prioritizing social value in the tourism industry.

8. According to the question “What role do you think tourism professionals and organizations should play in promoting social value and impact investment in the industry?”, vastly mentioned responses through a word cloud are presented below:



Figure 3: Promoting social value and impact investment

Table 10 states the key comments concerning promoting social value and impact investment in the sector.

Table 10: Comments for promoting social value and impact investment

“Involved stakeholders for development”

“Engage with all stakeholders including State, Locals and other businesses”

“They should have a key role as the stakeholders. To specify their roles will be too long to write here.”

“Public authorities should inform local communities of the positive social externalities of tourism relationships and offer financial incentives or advantages to tourism businesses and professionals to deliver tangible positive impacts at the local level.”

“Too many roles. It should increase the activities. It should get the support of local governments.”

“Social media can be shared that will attract the attention of tourists.”

“Providing local education via various channels.”

“They need to be aware first then they should get engaged in co-joint projects with the universities”

“They need more awareness and capacity, afterwards, they can become the intermediaries of change and progress.”

“Awareness is the most important point. Education on social impact and value creation are important. It is necessary to adopt this understanding as a management philosophy.”

“Establishing councils”

“Sector professionals should apply to official institutions and organizations regarding projects that voice their incentive demands in order to take action on this matter.”

“Creating consciousness especially for the local and environmental sustainability”

“Moving from the understanding of absolute gain to sustainable tourism”

“...tourism sector has a key role to play in sustainable development and social value at the heart of that activity.”

“They should look to educate on local customs and traditions. Respect and appreciation for other peoples values helps build a more peaceful and tolerant world.”

“Collaboration with local communities”

“Creating local jobs”

“Ensure local community can see a number to show the economic impact of tourism from abroad into local economy, to show the positive side of tourism vs. the negative (crowds, waste)”

“Tourism professionals and organisations should create social entrepreneurship and social innovation projects in promoting social value and impact investment in the industry.”

“Developing projects that improve social employment capacity of local population”

“This should be a priority for tourism professionals.”

“12 months with tourism”

Tourism professionals and organizations have a crucial role to play in promoting social value and impact investment in the industry. They can do this by increasing their activities and initiatives, collaborating with local communities, involving stakeholders for development, creating social entrepreneurship and social innovation projects, and providing local education via various channels. Awareness and education on social impact and value creation are essential to adopting a sustainable tourism approach, and professionals should work towards developing projects that improve the social employment capacity of the local population. Ultimately, tourism professionals and organizations should prioritize promoting social value as part of their management philosophy.

9. According to the question “What should be the top priority for tourism industry stakeholders when creating social value and promoting impact investment?”, vastly mentioned answers through a word cloud are presented below:

“Tourism industry stakeholders should be aware that the irresponsible use of destinations’ historical-social-cultural-natural assets may end the tourism potential of the destination.”

“Sustainable development goals should be implemented.”

“Environmental protection of the seas and lands that are visited by tourism”

“Driving gov’ts to incentivise technology initiatives to reduce emissions from fuel”

“Creating social value in tourism, a people-oriented sector, should start with investing in human resources. Sustainability should be a management philosophy.”

“In my view, social and environmental sustainability should be the top priority for tourism industry stakeholders when creating social value and promoting impact.”

“Investment in tourism. One of the most important issues is to adopt UNWTO global ethical codes for tourism.”

“Continuity is important in preserving tourism and its values, as well as in enabling businesses to carry out their activities profitably. ...preservation of natural, tangible, and intangible values related to tourism will sustain tourism and its economy. ...crucial for government to have policies for monitoring and development, and these policies should be continually updated. ...assigning qualified people to relevant departments in tourism.”

“History, culture and environmental awareness”

“Preserve culture and make a win-win for the local communities while creating value”

In summary, the top priority for tourism industry stakeholders when it comes to creating social value and promoting impact investment should be centered on social and environmental sustainability. This can be achieved through adopting UNWTO global ethical codes, incentivizing technology initiatives to reduce emissions, promoting job creation and local integration, preserving culture and environment, and managing proper distribution of tourism flows. Investing in human resources and continuously updating policies are also crucial for sustaining the tourism industry.

5. Evaluation of Findings

Overall, the findings provide valuable insights into the perceptions and attitudes of respondents towards social value in tourism. The majority of the participants are male, with a few females and one person who preferred not to say their gender. The participants come from various nationalities and have different professions, ranging from consultancy to leisure travel companies.

The respondents show a good understanding of the concept of social value in tourism, with most indicating that social value is related to the positive or negative influence of tourism on locals. They also present a good

understanding of how tourism can contribute to sustainable development, with most recognizing that sustainable tourism seeks to balance economic, social, and environmental concerns.

One of the main challenges associated with tourism's impact on local communities identified by the respondents is the potential for the displacement of local communities. They also recognize the essentiality of collaboration between stakeholders, including locals, governments, tourism industry representatives, and environmental organizations, in promoting sustainable tourism.

There is a positive view towards the potential of tourism to create social value for local communities, but respondents are mixed in their opinion on whether tourism businesses prioritize the social impact of their operations. The majority strongly agree that engaging with local communities is important for creating social value in tourism, and that it is essential for tourism businesses to measure and report on their social impact.

Overall, the findings suggest that there is a good understanding of the concept of social value in tourism and its importance for sustainable tourism. However, there is a perception that tourism businesses do not prioritize social impact enough and there is a need for greater collaboration between stakeholders to ensure that tourism gains are shared fairly and negative effects on the environment and locals are minimized. In addition, sustainable tourism practices are key, which include minimizing negative environmental impacts, conserving natural resources, promoting cultural exchange and understanding, supporting locals, and engaging with local communities in tourism planning and development. Examples of sustainable tourism practices include using renewable energy sources, reducing waste and carbon emissions, promoting responsible tourism, supporting local artisans and businesses, and involving local communities in decision-making processes.

6. Conclusion

The discussion on social value and tourism emphasizes the importance of sustainable tourism practices that prioritize the well-being of locals and the nature. The participants recognized that tourism can have both positive and negative influences on the host communities, and thus advocated for a more responsible and ethical approach to tourism. In addition, the findings from various studies discussed earlier suggest that there are several factors that can influence the success of sustainable tourism initiatives. These factors include

effective stakeholder engagement, collaboration, community participation, and capacity building.

Furthermore, the studies stressed the essentiality of measuring the impact of sustainable tourism initiatives and evaluating their effectiveness. This involves using appropriate indicators and metrics to assess the economic, environmental, and social outcomes of these initiatives. Overall, the discussions and findings presented in this study emphasize the need for a holistic and integrated approach to sustainable tourism that considers the interests and well-being of all stakeholders, including the locals, visitors, and the environment. By adopting such an approach, tourism can be a positive force for social and economic development while decreasing negative effects on the nature and communities.

The study has a few imitations. The studies discussed in the chat and the findings presented were based on a limited sample, which may not represent the total population. The study focused on a specific geographical area and may not be generalizable to other regions or countries. For future research, conducting studies with a larger sample size to increase the representativeness of findings. Investigating social value and tourism relationship is also essential in different geographical areas and contexts to enhance generalizability. Another study area is incorporating longitudinal data to explore how social value and tourism relationships might change over time and exploring the potential impact of technological advancements and other emerging trends on social value and tourism.

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