



European Institute of Innovation,
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**Title: *Barcelona – Circular Economy and
Community-Based Sustainable Tourism***

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Introduction

Barcelona's reputation as one of Europe's leading tourist cities has long been double-edged. Its architectural icons, Mediterranean climate, and cultural festivals attract millions of visitors each year, yet the same success has produced housing pressure, congestion, and waste. Before COVID-19, the city hosted around 32 million overnight stays annually—more than twenty times its population (Ajuntament de Barcelona, 2020). The pandemic pause exposed the fragility of this mass-tourism model and gave policymakers an opportunity to rethink how tourism could contribute to a greener, more inclusive city.

In 2021 the municipal government launched the **Barcelona Green Deal 2030**, a strategic plan linking tourism to the **circular economy**—a model that aims to minimize waste and keep resources in continuous use. Instead of measuring growth solely by arrivals, the plan evaluates performance through carbon intensity, resident satisfaction, and equitable distribution of tourism revenue. It works alongside the **Tourism 2030 Strategy**, which decentralizes visitor flows to outer districts, promotes low-impact mobility, and supports small, locally owned businesses. These policies represent a shift from traditional growth-driven tourism toward regenerative development.

The purpose of this paper is to analyse how Barcelona integrates circular-economy principles into its tourism system and whether this transition advances sustainability across environmental, social, and economic dimensions. The study applies **Elkington's (1997) Triple Bottom Line (TBL)**—environmental protection, social equity, and economic viability—together with **Sigala's (2022) Quadruple Bottom Line (QBL)** extension, which adds ethical and governance considerations. By examining municipal reports, academic literature, and international benchmarks (UNWTO 2024; OECD 2023), the research assesses how policy, community participation, and technology interact to make tourism more circular.

Three objectives guide the analysis:

1. **To examine** how circular-economy principles are implemented in Barcelona's tourism planning and infrastructure.

2. **To evaluate** social participation mechanisms that seek to align resident well-being with visitor management.
3. **To identify** lessons other urban destinations can learn from Barcelona’s experience in balancing livability and competitiveness.

Methodologically, the paper adopts a qualitative case-study approach based on secondary data. This allows for in-depth exploration of integrated policies rather than broad statistical generalization. The findings will be interpreted through the TBL/QBL framework, linking observed initiatives to relevant Sustainable Development Goals—particularly **SDG 11 (Sustainable Cities)** and **SDG 12 (Responsible Consumption and Production)**.

Literature Review

1. Circular Economy and Urban Tourism

The circular-economy paradigm redefines how cities use and regenerate resources, replacing the traditional “take–make–dispose” model with a system emphasizing reuse, recycling, and renewable energy (Ellen MacArthur Foundation, 2019). In tourism, this philosophy promotes energy-efficient hotels, waste-free events, and adaptive reuse of heritage buildings to reduce material consumption and preserve culture (González & Pérez, 2021; Guisado-Gámez et al., 2021). Scholars such as Williams (2020) highlight that dense urban environments like Barcelona are uniquely positioned to implement circular-tourism models due to their compactness, strong policy networks, and integrated transport systems. As urban destinations face the pressures of overtourism, embedding circularity becomes both a necessity and a competitive advantage (Hall, 2019; Sigala, 2022).

2. Community-Based Tourism and Governance

Sustainability in tourism cannot thrive without community inclusion. Murphy’s (1985) classic work framed community-based tourism (CBT) as a balance between visitor satisfaction and resident welfare—a model rooted in social partnership. Contemporary research supports this, emphasizing that inclusive governance strengthens local ownership and accountability (Blázquez-Salom et al., 2022; Farmaki, 2023). In Barcelona, the Decidim digital platform exemplifies this democratic ethos by allowing residents to engage directly in tourism planning and share feedback on municipal strategies (Ajuntament de Barcelona, 2023). This participatory approach fosters transparency and reduces resistance to tourism, echoing Arnstein’s (1969) ladder of citizen participation, where empowerment replaces tokenism.

3. The Triple and Quadruple Bottom Line Frameworks

Elkington’s (1997) **Triple Bottom Line (TBL)**—encompassing environmental, social, and economic dimensions—has long served as a foundation for sustainable-tourism evaluation. However, as technology and ethics gain prominence, Sigala (2022) proposes the **Quadruple Bottom Line (QBL)**, adding governance and transparency as crucial pillars. This extended framework is particularly relevant to cities like Barcelona, where smart systems collect data on visitor flows, waste, and emissions. Assessing these through a QBL lens ensures that

sustainability efforts are not purely ecological but also ethically governed, socially fair, and economically resilient (Buhalis & Amaranggana, 2015; Gretzel et al., 2015).

4. European Policy Context

The European Union's **Circular Economy Action Plan (2020)** and **European Green Deal** provide overarching guidelines for sustainable urban transformation. These frameworks encourage cities to reduce waste, adopt circular production systems, and transition to low-carbon mobility (European Commission, 2020). Barcelona aligns with these directives through its **Zero Waste Strategy**, **Climate Plan 2030**, and **Green Deal Barcelona** (Ajuntament de Barcelona, 2023). Comparative analyses by Romero and Zapata (2022) reveal that, unlike Amsterdam's data-driven model or Copenhagen's infrastructure-centric approach, Barcelona's sustainability strategy integrates strong social co-governance and public participation, positioning it as a model for inclusive circular urbanism (Hall, 2020).

5. Identified Gaps in Literature

Despite Barcelona's global reputation as a sustainability innovator, research often prioritizes environmental metrics—like emissions or energy efficiency—over lived experiences and social outcomes (Gössling & Hall, 2021; Moreno-Izquierdo et al., 2023). The voices of small entrepreneurs, artisans, and residents remain underexplored, leaving questions about equity and participation unanswered (Farmaki & Stergiou, 2022). Understanding how circular-tourism initiatives impact social cohesion, employment security, and cultural identity is vital for evaluating whether the city's policies deliver real circular transformation or merely rhetorical alignment with EU goals (Sigala, 2023; Rizos et al., 2021).

6. Smart Technology as an Enabler of Circular Tourism

Digital technologies such as Internet of Things (IoT), artificial intelligence (AI), and blockchain have become core enablers of smart and circular tourism (Gretzel et al., 2015; Xiang et al., 2021). In Barcelona, these systems monitor visitor density, track energy consumption, and enhance transparency in hotel operations (Ajuntament de Barcelona, 2023). However, as Tussyadiah (2020) warns, the reliance on data-driven governance must be balanced with privacy protections and equitable digital access. When applied ethically, smart technology supports evidence-based policymaking, enabling cities to optimize resources while safeguarding residents' rights—a balance increasingly central to modern sustainability discourse (Sigala, 2022; Hall, 2019).

7. Ethical and Participatory Governance in Urban Tourism

Ethical governance forms the backbone of circular transformation. According to Buhalis (2020) and Camilleri (2018), transparency, inclusivity, and data ethics ensure that smart tourism systems remain accountable to the public. Barcelona's open-data initiatives, participatory budgeting, and tourism observatories exemplify this principle by making decision-making accessible and verifiable (Ajuntament de Barcelona, 2023; Gretzel & Scarpino, 2020). Scholars emphasize that when citizens are treated as partners rather than subjects, urban tourism evolves from a profit-driven system to a socially embedded ecosystem (Sigala, 2022; Farmaki, 2023). This participatory ethics strengthens long-term resilience and trust in governance.

8. Towards Regenerative Urban Tourism

Emerging research suggests that cities must move beyond sustainability toward *regeneration*—actively restoring ecosystems, communities, and cultural heritage degraded by tourism (Gössling & Hall, 2021; Williams & Pons, 2020). Barcelona’s experiments with urban greening, local food systems, and community-led restoration projects represent this paradigm shift. The city’s strategy aligns with the regenerative-tourism framework, where economic activity replenishes rather than depletes local assets (Dredge & Gyimóthy, 2017; Sigala, 2023). As Elkington (2018) notes, true circularity requires continual innovation, accountability, and collaboration between government, industry, and citizens. Barcelona’s journey thus exemplifies how regenerative urban tourism can redefine prosperity in the 21st century.

Methodology

1. Research Design

This study adopts a **qualitative case-study design**, which is well suited to understanding complex urban systems and the interplay between sustainability, policy, and community participation. Rather than measuring performance through quantitative indicators alone, the purpose is to interpret how Barcelona integrates circular-economy principles into tourism planning. As Yin (2018) notes, case studies are most appropriate when the boundaries between phenomenon and context are blurred—in this case, when tourism overlaps with waste management, housing, and mobility policies.

The Barcelona case was selected because it represents a mature, high-density tourism destination that is actively pursuing circularity through municipal initiatives such as the *Green Deal 2030* and *Zero Waste Strategy*. Studying this city provides insight into how established destinations can transition from mass-tourism models toward regenerative systems.

2. Data Sources

The analysis relies entirely on **secondary data**, drawn from multiple credible and current sources to ensure depth and reliability:

- **Government documents and policy papers**
 - *Ajuntament de Barcelona: Tourism 2030 Strategy, Climate Plan 2030, and Green Deal 2030* reports (2020–2025).
 - *Barcelona Institute for Global Sustainability* progress bulletins (2023–2024).
- **Academic and professional literature**
 - Peer-reviewed articles from the *Journal of Sustainable Tourism*, *Tourism Review*, and *Sustainability*.

- Working papers from the *Ellen MacArthur Foundation* and European Environment Agency addressing circular economy in cities.
- **Statistical and international datasets**
 - UNWTO (2024) *World Tourism Barometer*.
 - OECD (2023) *Tourism Trends and Policies*.
 - Eurostat circular-economy indicators.
- **Local media and NGO reports**
 - Articles from *El Periódico de Catalunya*, *La Vanguardia*, and citizen-platform updates that capture public perceptions.

This multi-source strategy supports **triangulation**, enabling comparison between official policy narratives and independent assessments.

3. Analytical Framework

The collected material was coded using **Elkington’s (1997) Triple Bottom Line** framework—environmental, social, and economic pillars—expanded through **Sigala’s (2022) Quadruple Bottom Line**, which incorporates ethical and governance dimensions.

- **Environmental codes:** resource efficiency, renewable energy use, waste-management outcomes, mobility innovation.
- **Social codes:** community participation, resident attitudes, equity, and accessibility.
- **Economic codes:** diversification, SME development, and employment impacts.
- **Ethical codes:** data transparency, accountability, and fair governance.

Using thematic analysis, patterns were identified across documents to evaluate progress toward circular tourism. NVivo or manual coding tables can be used to record frequency of themes, but the emphasis remains interpretive rather than statistical.

4. Scope and Limitations

The study focuses on the city of Barcelona within its administrative boundaries and the period 2019–2025, when most circular-tourism programs were introduced. Broader national or regional initiatives (e.g., Catalonia’s *Tourism Strategy 2030*) are referenced only when they directly influence municipal outcomes.

Because no primary data are collected, the research cannot fully represent residents’ subjective experiences. Secondary sources may also reflect political bias or outdated information. However, cross-checking between academic, governmental, and media materials mitigates this risk. Future research could complement these findings with field surveys or stakeholder interviews to deepen understanding of community perception.

5. Ethical Considerations

All materials used are publicly available. The study follows the principles of academic integrity by citing each source according to APA 7th-edition style. As the research involves no personal or sensitive data, formal ethical clearance was not required. Nonetheless, the analysis addresses ethical aspects of circular tourism itself—particularly transparency, data sharing, and equitable participation—within the discussion chapter.

Findings

1. Environmental Performance and Circular Infrastructure

Barcelona's sustainability agenda shows measurable progress in environmental efficiency.

- **Waste and resource cycles.** Through the *Zero Waste Strategy* and smart-bin system, recycling rates increased from 38 percent in 2015 to almost 56 percent by 2024 (Ajuntament de Barcelona, 2024). Food waste from hotels and restaurants is collected separately and processed into biogas for public-transport fleets.
- **Energy transition.** The *Solar Ordinance* now requires new tourist accommodations to install rooftop solar collectors; by 2023 roughly 40 percent of hotel energy demand came from renewable sources (Barcelona Energy Agency, 2024).
- **Mobility.** The *Low-Emission Zone* introduced in 2020 restricted older vehicles from entering central areas, cutting CO₂ emissions by about 22 percent (European Environment Agency, 2024). Shared-mobility services—e-bikes, electric buses, and tram extensions—link major attractions, aligning tourism mobility with the city's Climate Plan 2030.

These results confirm that circular principles—reuse, energy recirculation, and waste valorisation—are being embedded in tourism infrastructure. Yet some rebound effects remain: cruise traffic and short-haul flights continue to offset urban emission savings. As the UNWTO (2024) notes, achieving true carbon neutrality in tourism requires regional as well as local coordination.

2. Social Inclusion and Resident Participation

Circular tourism in Barcelona is also framed as a social project. The *Decidim Barcelona* platform enables residents to vote on and comment upon tourism proposals online, a practice that Murphy's (1985) community-based-tourism theory identifies as essential for legitimacy. Since

2017 more than 200 000 citizens have participated in consultations about visitor-flow management and housing regulations (Ajuntament de Barcelona, 2023).

Neighbourhood associations play a major role in decentralising tourism. Projects in the districts of Sant Andreu and Nou Barris receive grants to develop local heritage routes and artisan markets, spreading benefits beyond the overcrowded Gothic Quarter. Social-impact indicators show a small but steady increase in resident satisfaction with tourism—from 5.6 to 6.3 on a 10-point scale between 2019 and 2024 (Barcelona Institute for Global Sustainability, 2024).

Nevertheless, social tensions persist. Rising rental prices linked to short-term accommodation platforms continue to displace low-income residents. In response, the city imposed stricter licensing and capped tourist-apartment numbers. These findings reveal progress toward social inclusion but also highlight ongoing trade-offs between economic gain and urban affordability.

3. Economic Diversification and Local Enterprise

Under the *Green Deal 2030*, the city's economic pillar centres on resilience and circular business models.

- **Local SMEs.** The *Barcelona Sustainable Tourism (BST)* programme now includes more than 1 200 small enterprises certified for environmental performance. Participants report average utility-cost reductions of 18 percent after adopting energy-saving technology (BST, 2024).
- **Creative industries.** Circular-tourism funding has spurred growth in eco-design, repair workshops, and cultural cooperatives. According to the Chamber of Commerce (2024), these sectors created around 8 000 jobs since 2020.
- **Visitor-economy recovery.** Post-pandemic figures show tourist expenditure returning to 95 percent of 2019 levels but with lower visitor volumes, suggesting improved value per visitor rather than simple volume growth (OECD, 2023).

These trends illustrate that economic sustainability is achievable when efficiency replaces expansion as the performance metric. However, analysts such as Romero and Zapata (2022) warn that reliance on EU-funded projects may challenge long-term financial independence once subsidies decline.

4. Ethical and Governance Dimensions

Applying Sigala's (2022) *Quadruple Bottom Line* exposes how governance quality underpins every dimension of circular tourism.

- **Transparency and data ethics.** Barcelona's *Open Data BCN* portal publishes tourism statistics, carbon indicators, and budget allocations, ensuring public accountability.

- **Policy coherence.** Cross-department coordination has improved through the *CityLab Barcelona* network linking tourism, waste management, and mobility departments.
- **Corporate responsibility.** Hotels participating in the *Biosphere Sustainable Lifestyle* certification must disclose annual sustainability audits online.

Despite these efforts, governance challenges persist. Fragmentation between municipal and regional authorities sometimes delays project approval, and small businesses still report difficulty navigating environmental-certification processes. Continuous capacity-building and clearer communication channels would strengthen the ethical pillar.

Discussion

1. Integrating Circular Economy with Environmental Sustainability

The findings confirm that Barcelona has moved from incremental “green” projects to a systemic circular-economy strategy. Recycling rates, renewable-energy integration, and low-emission mobility show measurable improvement. These results support Elkington’s (1997) *environmental bottom line* and align with SDG 11 and 12 objectives. As Gössling and Hall (2021) argue, data-driven environmental management allows destinations to anticipate rather than react to ecological stress.

Still, the evidence also reveals rebound effects. Lower local emissions coexist with continued cruise-ship pollution and short-haul air traffic. Hall (2019) warns that technological efficiency alone cannot offset global transport externalities; governance at regional and international levels is required. Thus, while Barcelona’s circular infrastructure reduces urban impact, achieving full sustainability depends on broader mobility transitions.

2. Social Inclusion and Community Governance

Barcelona’s strong participation platforms demonstrate that sustainability can be a co-created process. Through *Decidim Barcelona* and neighbourhood forums, residents influence tourism zoning and event licensing. This participatory model echoes Murphy’s (1985) concept of community-based tourism and shows practical realisation of Hall’s (2019) “collaborative governance.”

However, inclusivity gaps persist. Digital engagement often favours educated, middle-class citizens; migrant and elderly groups remain under-represented. Farmaki and Stergiou (2022) note that digital divides can undermine the social pillar of sustainability even in technologically advanced cities. Expanding community workshops and offline consultation channels would strengthen representation.

The housing-affordability issue also tests social equity. While visitor decentralisation reduces crowding, it does not automatically curb property speculation. The city's licensing cap on short-term rentals is an important first step, yet continuous monitoring and enforcement are crucial to ensure tourism contributes to livability rather than eroding it.

3. Economic Diversification and Resilience

Barcelona's circular-tourism economy illustrates that sustainability can coexist with profitability. The rise of green SMEs and cultural cooperatives shows that environmental responsibility generates new markets. This supports Sigala's (2022) claim that digital and ethical innovation are new competitive advantages in tourism.

Still, dependence on EU funding poses risks. Once external grants diminish, maintaining subsidies for circular projects could become difficult. To stabilise financing, the municipality might implement revolving funds or local-carbon levies earmarked for sustainability reinvestment. As the OECD (2023) points out, fiscal autonomy is a key determinant of long-term resilience for green cities.

4. Ethical Governance and Transparency

Applying the *Quadruple Bottom Line* clarifies that data ethics and governance integrity are as critical as environmental outcomes. Barcelona's *Open Data BCN* portal and mandatory sustainability audits for hotels enhance transparency, building public trust. According to Lee and Park (2022), such openness forms the moral foundation of smart-city legitimacy.

Nevertheless, bureaucratic complexity still slows certification for small operators. Simplifying compliance procedures and offering digital-literacy support would democratise participation in sustainability programs. Ethical governance must balance accountability with accessibility—ensuring that regulations empower rather than discourage smaller actors.

5. Comparative and Theoretical Insights

When compared with other Mediterranean destinations, Barcelona's model stands out for its integration of circular-economy principles with community participation. Lisbon focuses mainly on green-mobility infrastructure, whereas Dubrovnik's strategy centres on visitor-number caps. Barcelona combines both through governance and citizen innovation.

From a theoretical perspective, the case validates the usefulness of combining *TBL* and *QBL* frameworks. Environmental, social, and economic metrics capture tangible outcomes, while the ethical dimension explains how governance quality influences them. The analysis therefore

supports Sigala's (2022) argument that sustainability in digital cities is inseparable from data ethics and participatory decision-making.

Conclusion

Barcelona's experience stands as one of the most dynamic illustrations of how circular-economy principles can reshape urban tourism into a more balanced and resilient system. By focusing on resource regeneration, waste reduction, and shared value creation, the city has transitioned from a linear, consumption-heavy tourism model to one that aligns growth with sustainability (Williams & Pons, 2020; Guisado-Gómez et al., 2021). The integration of circular design in public infrastructure, green mobility, and hospitality management reflects a deep shift in how urban destinations define progress. Rather than measuring success by visitor numbers alone, Barcelona now measures impact through energy efficiency, resident satisfaction, and ecological balance (Ajuntament de Barcelona, 2023; UNWTO, 2024).

Economically, this transition has produced significant ripple effects. The expansion of green small and medium-sized enterprises (SMEs), eco-innovation clusters, and creative tourism cooperatives illustrates that environmental responsibility can coexist with profitability (Sigala, 2022; Gursoy et al., 2019). Start-ups in sustainable mobility and upcycled design have become symbols of Barcelona's new urban identity, blending economic innovation with environmental care (Capellán-Pérez et al., 2020). This economic renewal challenges the outdated notion that sustainability limits competitiveness; instead, it demonstrates how regenerative business models can generate both employment and resilience in a global tourism market increasingly defined by ethical consumption (Camilleri, 2018; Farmaki & Stergiou, 2022).

Socially, the evolution of citizen engagement platforms such as *Decidim Barcelona* has made residents active co-creators of tourism policy rather than passive observers (Borge et al., 2020; Arnstein, 1969). Through participatory budgeting and open consultations, citizens influence how visitor management, public space allocation, and environmental regulations are shaped. This participatory model fosters civic pride and mitigates the social tensions often caused by overtourism (Milano et al., 2019). As Hall (2020) emphasizes, community inclusion transforms sustainability from a technical goal into a shared cultural value. Barcelona's case shows that when governance becomes participatory, cities gain both legitimacy and long-term social cohesion.

From an environmental perspective, Barcelona's achievements are tangible and measurable. The city's recycling rates have surpassed 60 percent, and renewable energy now powers a growing share of public facilities and transport systems (Ajuntament de Barcelona, 2023; European Environment Agency, 2022). Initiatives such as the *Zero Waste Strategy* and the *Climate Plan 2030* illustrate a coordinated approach to resource optimization and emission reduction (Rizos et al., 2021). Beyond the statistics, these measures represent a profound mindset change—a shift from managing waste to designing systems that eliminate waste altogether (Kirchherr et al., 2017). Such progress reinforces the idea that circularity is not a future vision but an achievable, ongoing process.

However, despite these advances, significant challenges persist. Barcelona's housing crisis remains acute, with short-term rentals displacing local residents and inflating rents beyond affordability (Blanco-Romero et al., 2018; Gravari-Barbas & Guinand, 2017). Additionally, the uneven distribution of digital access limits participation in circular and smart initiatives, marginalizing lower-income communities (OECD, 2022). These structural inequalities expose the fragility of sustainability when social justice is not equally prioritized (Gössling & Hall, 2021). As Farmaki (2023) argues, genuine circular tourism cannot thrive if digital and spatial exclusion remain unresolved.

From an ethical standpoint, Barcelona's open-data ecosystem and public audit systems have enhanced transparency, accountability, and trust in governance (Ajuntament de Barcelona, 2023; Tussyadiah, 2020). By making tourism-related data—such as visitor density and energy consumption—accessible to citizens, policymakers strengthen both informed decision-making and civic empowerment (Gretzel & Scarpino, 2020). However, scholars note that sustainability certifications and eco-labels still require simplification to make them more inclusive for small operators and local artisans (Buhalis & Amaranggana, 2015; Moreno-Izquierdo et al., 2023). True ethical governance, therefore, must balance technological sophistication with accessibility and fairness.

Another critical insight from this study is that adaptive governance—not rigid planning—is the foundation of long-term sustainability. Barcelona's policy evolution shows that sustainability is not a static goal but a learning process involving continuous experimentation, feedback, and correction (Dredge & Gyimóthy, 2017; Hall, 2019). Programs such as the *Barcelona Green Deal* integrate tourism with broader urban strategies in mobility, housing, and employment. This integrated governance model allows the city to respond dynamically to crises, including the COVID-19 pandemic, while maintaining its sustainability trajectory (UNWTO, 2021; Camilleri, 2018). Adaptive governance ensures that the circular economy remains flexible enough to face future shocks.

Ethical and participatory governance, as Sigala (2022) suggests, has emerged as the “fourth pillar” of sustainability—complementing the traditional Triple Bottom Line dimensions of environment, economy, and society. In Barcelona, this principle manifests through co-created urban policies, transparent data platforms, and inclusivity-focused tourism charters (Gretzel et al., 2015; Buhalis, 2020). Such participatory ethics extend beyond environmental stewardship; they represent a moral commitment to fairness, cultural preservation, and shared prosperity. This ethical foundation transforms sustainability from a managerial practice into a civic philosophy that resonates across communities.

For other cities, Barcelona's experience provides a valuable blueprint for transitioning from growth-driven tourism to regenerative circular models. Replication, however, requires contextual sensitivity—what works in Barcelona must be adapted to each destination's social fabric, governance style, and resource base (Hall, 2020; Sigala, 2023). The most transferable lesson lies in aligning technological innovation with human participation. Digital tools, when combined with inclusive governance, can democratize sustainability and empower citizens to become custodians of their urban ecosystems (Moreno-Izquierdo et al., 2023; Xiang et al., 2021). This blend of tech and trust marks the essence of circular transformation.

Ultimately, Barcelona's journey illustrates that sustainable tourism is less about restriction and more about regeneration. By embedding circular-economy principles into its tourism system, the city has shown that ecological limits and economic ambition need not be opposites—they can reinforce one another through innovation, collaboration, and ethical stewardship (Gössling & Hall, 2021; Capellán-Pérez et al., 2020). The enduring lesson is that cities thrive when they nurture both their environment and their people. For Barcelona, sustainability is not a destination but a dialogue—one that continues to redefine what responsible tourism means in an interconnected, urbanizing world (UNWTO, 2024; Sigala, 2022).

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