

Understanding Sustainable Tourism Development: A Multi-Stakeholder, Multi-Method Study

Case of the Southern Mexico.

Maria Ana Montes de Oca

PhD

University of York

School of Business and Society

April 2024

Abstract

This thesis examines the integration of Quality of Life (QoL), a key indicator of community needs and life satisfaction, within the context of tourism development in Southern Mexico. Tourism plays a critical role in this emerging market's economic growth and development, and the thesis aims to bridge the gap in sustainable tourism and collaboration literature, which has previously focused narrowly on visitors' motivations and residents' attitudes. The thesis provides a holistic integration of diverse stakeholder interactions-residents, visitors, businesses, government, and NGOs, exploring how tourism practices can enhance local QoL and promote comprehensive sustainability as well as economic development.

The study adopts a multi-method qualitative approach to evaluate sustainable tourism's impact on QoL. Data was gathered from netnography, analysing 5,440 online mentions from residents, visitors, businesses, and government accounts between March 2019 and November 2023, along with field notes in six Indigenous communities and interviews with 12 local experts. This period includes the COVID-19 pandemic, which exacerbated existing challenges in income, education, and services. Data was analysed using NVivo to identify key themes related to environmental, economic, and cultural dimensions of tourism.

Four themes emerged: eco-conscious living, local capacity prosperity, authentic cultural connections and health crisis (Pandemic COVID-19). These themes integrate QoL values, stakeholder motivations, and collaboration barriers, emphasising the role of NGOs as network facilitators. Effective governance is highlighted across the themes, particularly in discussions of accountability, safety, and participation.

The thesis contributes to co-creation literature by demonstrating how knowledge transfer and trust-building align QoL values in regions with systemic postcolonialism issues, promoting regenerative tourism practices. The study offers a comprehensive model for sustainable tourism that prioritises environmental stewardship and equitable benefits distribution, aiming to conserve and regenerate tourism destinations.

Author's declaration

I declare that this thesis is a presentation of original work, and I am the sole author. I acknowledge that I received assistance from Grammarly to proofread this thesis in line with the Policy on Transparency in Authorship in PGR Programmes. This work has not previously been presented for a degree or other qualification at this University or elsewhere. All sources are acknowledged as references.

Acknowledgements

I would like to sincerely thank my supervisors, Professor Teresa da Silva Lopes and Professor Snehasish Banerjee, at the University of York for their constant support and guidance throughout this research journey. Your encouragement, patience, and advice have meant so much to me and have helped me grow both in my studies and as a person.

Acknowledgement is given to CONAHCYT and FONCA for their invaluable support through the scholarship provided for my research.

I am also very thankful to my colleagues at the University of York. Particularly Yujia, Victor, and Maca, your support through our engaging discussions, wise advice, and dedicated friendship within our research community have made this journey so much easier and more enjoyable.

To my parents, for all your love, sacrifices, and belief in me have made this PhD possible. This achievement is as much yours as it is mine, and I hope I have made you proud. To my supportive siblings and family, thank you for your help and reassuring words that enabled me to continue this path.

Special thanks to Dr. Enas Dahadha, who has been an inspiring friend and a sister to me, offering strength over the years and sharing a sense of family during my time in York. Lastly, I want to thank all my friends who have shown me what true friendship cross borders no matter the distance. Your support reminds me that life is so much better with great people around.

Thank you all for being there.

Table of Contents

Abstract	i
Author's declaration	ii
Acknowledgements	iii
Table of Contents	iv
Illustrations	ix
Tables	x
Abbreviations	xi
1 Introduction	1
1.1 Introduction	1
1.2 Definition of key terms	3
1.2.1 Tourism	4
1.2.2 Sustainability in Tourism	5
1.2.3 Key stakeholders in tourism	7
1.2.4 The bottom-up approach	9
1.2.5 Quality of Life (QoL)	10
1.2.6 Co-creation.....	12
1.2.7 Regenerative tourism.....	14
1.3 Focus and Justification for the Study	15
1.4 Research gaps.....	17
1.5 Research aim and research questions.....	18
1.6 Research Methodology and Study Design	20
1.7 Main theoretical contributions	21
1.8 Structure of the Thesis	22
2 Context of research	24
2.1 Introduction	24

2.2	Tourism Industry Worldwide	25
2.3	Tourism in Mexico.....	26
2.4	The case of Southern Mexico	27
2.5	Conclusion.....	31
3	Literature Review and Theoretical Framework	32
3.1	Introduction	32
3.2	Evolution of Sustainable Tourism	32
3.2.1	Sustainable Tourism	33
3.2.2	The triple-bottom-line	34
3.2.3	Towards Regenerative Tourism	41
3.3	Quality of Life and Bottom-Up Approaches	46
3.3.1	Quality of Life	46
3.3.2	Tourism impact on residents QoL in emerging markets.	49
3.3.3	Community empowerment through bottom-up approaches	71
3.4	Theoretical Frameworks Influencing Tourism Development..	79
3.4.1	Stakeholder Theory.....	79
3.4.2	Social Exchange Theory.....	81
3.5	Collaboration and Co-Creation in Tourism.....	84
3.5.1	Collaborative Research and Practices.....	84
3.5.2	Co-creation.....	86
3.5.3	Co-Destruction of Value.....	90
3.5.4	Co-Creation in tourism from multi-stakeholders perspective.	91
3.6	Synthesis and Research Gaps	106
3.6.1	Integrating Theoretical Insights.....	107
3.6.2	Identifying Gaps	108
3.7	Conclusion.....	110
4	Methodology	112
4.1	Introduction	112

4.2	Research Philosophy	114
4.2.1	Ontology	114
4.2.2	Epistemology	115
4.2.3	Research approach.....	117
4.3	Research Methods.....	119
4.3.1	Quantitative Research	119
4.3.2	Qualitative Research	120
4.3.3	Mixed Methods	121
4.4	Data validity and reliability.....	121
4.5	Qualitative Research Strategies	123
4.5.1	Ethnography and Netnography.....	125
4.5.2	Participant observation	128
4.6	Sampling techniques	137
4.7	Data analysis.....	139
4.7.1	Data processing and preparation	139
4.7.2	Types of data analysis and coding.....	140
4.8	Research design strategy rationale.	150
4.8.1	Method 1: Participant observation	155
4.8.2	Method 2: Semi-Structured Interviews	165
4.9	Research ethics.....	168
4.9.1	Netnography Ethical Considerations.....	169
4.9.2	Interviews Ethical Considerations.....	170
4.10	Researchers' reflexivity	173
4.11	Conclusion	173
5	Findings	176
5.1	Introduction	176
5.2	Shared interests based on QoL indicators.	177
5.3	Theme 1: Eco-conscious living.....	185
5.3.1	Eco-Consciousness.....	186
5.3.2	Eco-Governance in Sustainable Infrastructure Planning.....	195

5.4	Theme 2: Local Capacity Prosperity	207
5.4.1	Community Skills: Destination Competitiveness and Local Professionalism	207
5.4.2	Safety and rule of law.....	222
5.5	Theme 3: Authentic cultural connections	228
5.5.1	Identity and cultural empowerment - Cultural pride and authenticity.....	229
5.6	Theme 4: Health Crisis (Pandemic COVID-19).....	244
5.6.1	Crisis community contingency	246
5.7	Conclusion.....	248
6	Discussion	251
6.1	Introduction	251
6.2	Active knowledge transfer	252
6.2.1	Eco-conscious behaviour.....	253
6.2.2	Shared community skills	258
6.2.3	Live Identity and Cultural engagement	265
6.3	Inclusive trust building	269
6.3.1	Eco-governance participation.....	270
6.3.2	Safety and rule of law transparency	273
6.4	Conclusion.....	278
7	Conclusion	280
7.1	Chapters overview.	280
7.2	Recapitulation of Thesis Aims and Research Questions.....	282
7.3	Synthesis of Key Findings	283
7.3.1	Stakeholders' identification.....	286
7.3.2	Shared QoL interests (RQ1)	287
7.3.3	Stakeholders' motivations (RQ2)	288
7.3.4	Collaboration Barriers and Enablers (RQ3, RQ4)	292
7.3.5	Outcome (Regenerative Tourism).....	294
7.4	Theoretical contributions	297

7.5	Practical Implications	300
7.6	Limitations and possible extensions	308
7.6.1	Theoretical limitations	309
7.6.2	Methodology limitations.....	310
7.6.3	Sector limitations.	314
7.7	Concluding Remarks.....	314
8	References	316
9	Appendix	373
9.1	Destination's profile.....	389
9.2	Participants' profile	390
9.3	Interviews' consent forms and guides	391
9.4	Netnography analysis extract	395
9.5	Fieldnotes	397
9.6	Thematic analysis extracts	401
9.7	Co-creation Tourism Models	402

Illustrations

Figure 1 Travel and Tourism Forecast (2022-2032)	25
Figure 2 Direct contribution of tourism GDP pre-COVID and 2022.....	26
Figure 3 Indigenous Demographics and Tourism in SE Mexico	28
Figure 4 Triple bottom line	35
Figure 5 Trajectory towards regenerative design.	43
Figure 6 Social Exchange Theory and Quality of Life Domains	83
Figure 7 Value creation based on context.....	86
Figure 8 QoL co-creation towards regenerative tourism.	110
Figure 9 Research paradigms onion process.	113
Figure 10 Coding process stages.	143
Figure 11 Research design strategy adopted.	154
Figure 12 Shared interests' categories by QoL indicators.	180
Figure 13 Shared QoL Interests by stakeholder group.	182
Figure 14 Invaders or Residents - Mayan train project.	201
Figure 15 Mention samples of #SavetheJungleFromTheTrain	202
Figure 16 Audit response to internships' social program.	221
Figure 17 Business promo for Cinco de Mayo.	238
Figure 18 Shifts on Shared QoL Interests across COVID-19 Stages. ..	245
Figure 19 Co-creation constructs for regenerative tourism	252
Figure 20 Co-Creation model bridge based on findings.	285
Figure 21 Participant Information Sheet.....	391
Figure 22 Consent form for participants.....	392
Figure 23 Interview guide.	393
Figure 24 Interview guide NGOs	394
Figure 25 Sample QoL indicators association - Residents View	395
Figure 26 NVivo analysis process.	401
Figure 27 Themes interlinked visualisation.....	402
Figure 28 Co-Creation towards regenerative tourism	403

Tables

Table 1 Summary of sustainable tourism definitions evolution	33
Table 2 Regenerative Tourism Principles	44
Table 3 Summary of QoL domains affected by tourism development.	50
Table 4 Citizen's participation ladders comparison	74
Table 5 How is value co-created based on each stakeholder's interest?93	
Table 6 Types of Triangulations	122
Table 7 Qualitative research strategy and its methodological features.124	
Table 8 Stakeholders' Advanced Filtering.....	130
Table 9 First Cycle and Second Cycle Coding.....	146
Table 10 Research Methodology Summary.....	152
Table 11 Sample Code Query Netnotgraphy - QoL indicators	160
Table 12 Online participant final sampling	163
Table 13 Online Interviews Distress Protocol	172
Table 14 Quality of Life Indicators Synthesis from literature	179
Table 15 Themes Overview	184
Table 16 Subtheme Eco- Consciousness	186
Table 17 Subtheme Eco-Governance.....	196
Table 18 Community Skills.....	208
Table 19 Subtheme: Safety and rule of law: Collaborative Safety	223
Table 20 Subtheme: Identity and cultural empowerment	229
Table 21 Stakeholders' motivations based on Shared QoL interests.	289
Table 22 Practical implications - Co-creation bridge towards regenerative tourism.	301
Table 23 Regions' summary profile	389
Table 24 Interviews Participants Table	390
Table 25 Online mentions based on Stakeholders' QoL indicators.	396
Table 26 Field notes' examples 10 April 2022 – 15 April 2022	397

Abbreviations

DMO: Destination management organization

GDP: Gross domestic product

ICT: Information and Communication Technologies

OECD: The Organisation for Economic Co-operation and Development

QoL: Quality of Life

SDGs: Sustainable development goals

SET: Social exchange theory

UGC: User Generated Content

UNWTO: World Tourism Organization

WTTC: The World Travel & Tourism Council

1 Introduction

*There is a fundamental rupture in tourism between market values (profit, competition, survival of the fittest) and community values (sharing of wealth, cooperation, support for the weakest, spirituality, harmony with nature)...
Will there be a fair and thorough approach that adequately takes into account the needs and concerns of communities affected by tourism?
(D'Sa, 1999, p.68.)*

1.1 Introduction

This thesis addresses sustainable tourism development, highlights the crucial need to consider the need to integrate residents' Quality of Life (QoL) a key indicator of community needs and life satisfaction for sustainable tourist development. The contemporary dynamics of global tourism reveal a deep relationship between economic development and environmental and social sustainability (Hall, 2010; Uysal and Sirgy, 2019). In emerging markets' regions like Southern Mexico, where tourism acts as a central economic engine (OECD, 2017), the pressures of coping with sustainability challenges and community empowerment issues are significant in local regions. This research aims to address these pressures on balancing sustainable development of economic growth with community well-being and environmental integrity by embedding QoL considerations into the tourism development framework.

There is a growing body of literature recognising the importance of local community involvement as a key component in tourism development, which can also improve long-term regional economic growth (Cohen and Cohen, 2012; Woo, Kim, and Uysal, 2015; Boukas and Ziakas, 2016). However, economic development studies often analyse each stakeholder in isolation, and do not

offer a holistic perspective which considers the different types of interactions between multiple stakeholders (Gunn, 1988; Jamal and Getz, 1995; Byrd, 2007). This fragmented perspective overlooks the interconnected relationships between stakeholders, which may lead to conflicts, misaligned goals, and missed opportunities for decision-making and collaborative sustainable solutions (Timothy and Tosun, 2021). Additionally, among the limited studies, the focus has been on quantitative analyses of well-being indices, resulting in a reductionist approach that oversimplifies and generalises perspectives without understanding the context (Ketokivi and Mantere, 2017).

This research seeks to deepen the understanding of community values and collaborative dynamics among stakeholders in tourism development, moving beyond mere numerical assessments, by adopting a multi-method research strategy. It employs traditional qualitative methods, including fieldwork and in-depth interviews, and integrates innovative approaches such as netnography (online mentions monitoring, and social media analytics). These contemporary methods have proven effective in addressing different types of societal issues, including political preferences (Sandoval-Almazan and Valle-Cruz, 2018), stock market predictions (Skuza and Romanowski, 2015; Khedr and Yaseen, 2017), crisis responses (Öztürk and Ayvaz, 2018), smart cities and governmental planning (Fersini, Messina, and Pozzi, 2014), as well as healthcare and well-being (Palomino et al., 2016; Korkontzelos et al., 2016; Schwartz et al., 2016). Utilizing these methodologies provides a comprehensive view of community dynamics and involvement, essential for sustainable tourism development.

Southern Mexico offers an interesting case study for sustainable tourism within emerging markets (Jamal et al., 2014; Camargo; Winchenbach and Vázquez-Maguirre; 2022). With its rich cultural heritage, diverse ecosystems, and significant economic disparities, it illustrates the challenges and opportunities of integrating sustainable tourism into broader economic and social strategies. This region's tourism sector plays a critical role in economic development and

influences social structures and environmental preservation. Thus, Southern Mexico serves as an illustrative example of how tourism collaboration among stakeholders can enhance sustainable development across emerging markets. More details about the research context are available in Chapter 2.

The purpose of this chapter is to define how the tourism concept will be approached in this study, introducing the background context of this research, and highlighting the significance of the tourism industry for the Mexican economy and the increasing importance of sustainable tourism development planning. After the definition of key terms and concepts in section 1.2, section 1.3 presents the justification of the study, followed by the research aims and research questions in section 1.4, which focus on a bottom-up approach that establishes the foundation for the objectives in section 1.5 and the research methods chosen. Finally, section 1.6 provides an outline of the current thesis, illustrating how the research problem was approached, ensuring that the necessary shifts towards sustainable practices are not only proposed but grounded in robust research and community-based strategies.

1.2 Definition of key terms

In this thesis, the selection and interconnection of key concepts are crucial for the understanding of collaboration in tourism development. Starting with tourism is being explored as a multi-dimensional sector with profound impacts on destinations, necessitating a focus on sustainability in tourism to effectively manage its environmental, social, and economic dimensions. The involvement of key stakeholders is crucial, where employing a bottom-up approach provides a base for meaningful engagement in decision-making processes. Furthermore, by integrating quality of life considerations, the research ensures that tourism development aligns with community well-being. With a focus on collaboration, co-creation emerges as a vital practice, enabling stakeholders to collaboratively

shape experiences that yield shared benefits. Collectively, these interconnected concepts underpin the move towards regenerative tourism, which aims to not just sustain but actively restore and improve the environments and communities it touches. This integrated approach positions regenerative tourism as a transformative strategy in contemporary tourism practice.

1.2.1 Tourism

Tourism is one of the cornerstones of economic development, involved in multidimensional areas such as human mobility, transport, accommodation, and activities at the destination (Theobald, 2012). Consequently, given its common usage and interaction with other disciplines, two identifiable groups of tourism research emerge. One focuses on the operational side from the tourist's perspective, and the other on the relationships between stakeholders (Darbellay and Stock, 2012; Robinson, 2012). The most universally accepted definition, with a tourist-centred approach, has been assigned to the World Trade Organisation (WTO), which outlines tourism as: “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.” (World Tourism Organisation, 1995, p. 12). However, this thesis will use a more holistic definition of tourism provided by Goeldner and Ritchie (2012), which describes tourism as follows:

“Tourism is the processes, activities, and outcomes arising from the relationships and the interactions among visitors, tourism suppliers, host governments, host communities, and surrounding environments that are involved in attracting and hosting visitors to bring socio-economic prosperity and development to the destination”

(Goeldner and Ritchie, 2012, p.4).

What is distinctive about this definition, and the reason it has been selected for this research, is its perspective that extends beyond the value of tourism as merely an economic phenomenon with a tourism-centric orientation. In contrast, Goeldner and Ritchie's (2012) definition captures the intricate interplay among various stakeholders (residents, visitors, host governments, and tourism suppliers/destination management organizations (DMOs) and their essential role in a balanced trade in tourism development, and economic development.

1.2.2 Sustainability in Tourism

The past decades have seen a rapid increase in interest in tourism sustainability, with researchers stressing how destinations without a solid sustainable plan covering the three pillars—economic, social, and environmental sustainability—have generated negative impacts in host destinations (WSSD, 2002; Tomej and Liburd, 2020). Understanding tourism within the context of how residents' livelihoods are affected positively and negatively by other stakeholders can ensure veracity in addressing their needs and provide new forms of tourism to improve tourism development beyond measurements only based on GDP contribution or employment creation (Mowforth and Munt, 2016). Aligned with these findings, the United Nations launched the Sustainable Development Goals (SDGs) as part of their 2030 agenda, consisting of a list of indicators to improve sustainable development across all industry sectors worldwide (United Nations, 2015). The SDGs can contribute to eradicating poverty and safeguarding the rights of people, including inclusion and cultural heritage, considering the social and environmental cost of the region (Mowforth and Munt, 2016). The 2030 agenda is also a call to the government and the private sector to refocus on a process of continuous improvement with a sustainable perspective (Hall, 2019).

Managing the implications of tourism development in a region can be challenging; that is why embracing the community's opinion has been

considered an appropriate model to include the residents' needs for effective sustainable tourism development (Boukas and Ziakas, 2016; Lee and Jan, 2019).

Most of the sustainable tourism literature on environmental impact concentrates on climate change and resource management and recognizes the impact tourism has on host destinations (Law et al., 2016; Chee-Hua et al., 2016). Whereas the social impact of tourism concentrates on the residents' attitudes, approval, or appreciation of tourism development (Jamal and Robinson, 2009; Stylidis et al., 2014; Naidoo and Pearce, 2018; Ghermandi, Camacho-Valdez, and Trejo-Espinosa, 2020). However, such approaches have been found limited in addressing the causes to ensure sustainable host destination growth in a participatory manner and have drawn most of the attention to the consequences rather than the causes of tourism development.

Recent studies have included a bottom-up approach based on the Social Exchange Theory focusing on the reciprocal benefits that shape interactions between individuals and groups (Ap, 1992; Andereck and Nyaupane, 2011; Sharpley, 2014; Presenza, Messeni Petruzzelli, and Sheehan, 2019; Naidoo and Ramseook-Munhurrin, 2019). These studies promote the participation and empowerment of the community as a validation of the residents' well-being (Zimmerer, 2012; Boley and McGehee, 2014; Stylidis et al., 2014; Mathew, 2016; Séraphin et al., 2018), offering a distinct advantage for a balanced integration and longer-term significance for sustainable tourism development.

The WCED defined sustainable development as:

"The development that meets the needs of the present without compromising the ability of future generations to meet their own needs"
(WCED, 1987, p.43).

The concept of sustainable development is supported by three fundamental principles to manage world economies: a comprehensive approach embracing

the relationships of stakeholders for balanced planning; futurity or long-term capacity; and intra- and inter-generational equity for the community (Sharpley, 2000; Stabler, Papatheodorou, and Sinclair, 2009). For sustainable tourism development, key objectives play a vital role in guiding tourism planning: improvement of the quality of life for all people, such as education, opportunities to fulfil potential; satisfaction of basic needs; environmental protection, focusing on the nature of what is provided rather than income; and self-reliance: political freedom and local decision-making for local needs (Sharpley, 2000). Therefore, literature on tourism development has acknowledged the importance of embracing a broader and inclusive approach to human well-being (Naidoo and Sharpley, 2016).

1.2.3 Key stakeholders in tourism

Effective sustainable tourism development, based on collaboration, necessitates not only the involvement but also the support of key stakeholders in the tourism ecosystem (Byrd, 2007; Khazaei, Elliot, and Joppe, 2015). Stakeholders in the tourism industry vary widely depending on their activities, level of involvement, political culture, interests, and development stage (Gray, Owen, and Dams, 1996). Regardless of their economic relationships or moral context (Sheehan and Ritchie, 2005), the identification of stakeholders in tourism literature typically includes six main groups: visitors (or visitors), businesses, local communities (or residents), governments, institutions such as NGOs, and academia (Sautter and Leisen, 1999; Choi and Sirakaya, 2006).

The key stakeholders in tourism represent the variety of parties integral to tourism dynamics. Stakeholder Theory, proposed by Freeman (1984), offers a deeper understanding of the dynamics among key players by emphasising the importance of considering all actors affected by decisions and actions. This theory suggests that decisions should not only reflect the interests of higher powers (i.e. business owners or policymakers) but also integrate the perspectives

of other stakeholders (i.e. local communities, visitors, NGOs, and others involved in or impacted by the tourism industry). By framing tourism development through the lens of Stakeholder Theory, this research recognises the interconnectedness of these actors and aims to create sustainable solutions that balance diverse interests and promote collaboration. The key stakeholders identified include:

Residents: Primary stakeholders whose lives and communities are directly influenced by tourism activities. Their involvement is crucial as they bear the consequences of tourism development, both beneficial and adverse.

Businesses and Tourism Operators: These stakeholders manage and orchestrate the tourism experiences and act as the bridge between visitors and the destination. Their operations significantly affect how tourism impacts the local environment and economy.

Visitors (Visitors): The driving force behind tourism demand, whose preferences and behaviours shape the market. Their interactions with the destination define their own experiences and the economic viability of tourism.

Government and Regulatory Bodies: Responsible for both promoting tourism to enhance economic growth and enforcing regulations that protect and manage the destination's cultural, social, and environmental assets.

NGOs and civil associations: Considered external stakeholders, have an interest in tourism development and often play roles as facilitators and mediators.

Academic institutions academia: also, as external stakeholders, support generating data, developing theories, and fostering educational initiatives. In addition, collaborate with government and industry to apply research findings effectively and shape policy.

While the research initially focused exclusively on internal stakeholders—residents, visitors, businesses, and government, since these groups are

economic actors who coexist in the same space, benefit directly from tourism activities, and share interconnected responsibilities in fostering sustainable tourism, the scope expanded as the research progressed. NGOs emerged indirectly as new and critical stakeholders and were integrated into the research findings due to their high recognition as network facilitators, evidenced by mentions from other stakeholders.

In addition, it is important to note that in this research, the term 'tourists' will be replaced with 'visitors' to shift the perspective from viewing them merely as customers to seeing them as guests. This semantic change aims to unfold a difference in mentality, encouraging a more inclusive and responsible approach to sustainable tourism development. This adjustment acknowledges the role of visitors not just in consuming services but in actively participating in the sustainable development of the destinations they visit (Campos, et al, 2018).

1.2.4 The bottom-up approach

Collaborative approaches are increasingly used for policy implementation and decision-making. Therefore, in the sustainable tourism development literature, it has been noticed a shift from traditional "top-down" to "bottom-up" perspectives (Sirgy et al., 2000; Woo, Kim, and Uysal, 2015; Boukas and Ziakas, 2016; Naidoo and Ramseook-Munhurrin, 2019). One of the main characteristics of the "bottom-up" approach is to start with the needs of the local community and then create engagement with the rest of the stakeholders aiming to address interests or problems of local interest (Koontz and Newig, 2014). Some of the most common "bottom-up" theories adopted by tourism scholars are led by the already mentioned social exchange theory (So, 2016; Maruyama, Keith, and Woosnam, 2019) and others such as the stakeholder theory (Freeman, 1984; Byrd, 2007) and bottom-up spillover, which will be studied in more detail in the following chapter.

Social exchange theory (SET) is "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation" (Ap, 1992, p.668). There is a growing body of social science literature that recognises the importance of studying how these interactions affect residents' perceptions, sociability, and the relations of trust in tourism (Andereck and Nyaupane, 2011; Nunkoo and So, 2016; Woo, Uysal, and Sirgy, 2018; Ritchie and Crouch, 2003). Therefore, this has been widely used as a theoretical framework given its ability to analyse positive and negative perceptions at the individual and community levels. The additional advantage of this theory is the ability to identify how tourism development can support residents and create specific development policies to address the community's needs (Perdue, Long, and Allen, 1990). In conclusion, SET can provide a clear direction for tourism stakeholders to adopt balanced policies considering the social costs of tourism development, outweighing economic benefits while attending to residents' well-being (Liu, Sheldon, and Var, 1987).

1.2.5 Quality of Life (QoL)

Quality of Life (QoL) is an essential aspect of sustainable tourism development and policymaking, given its potential to improve economic growth and social progress, especially in emerging market countries (Sharpley and Telfer, 2014). Emerging from the social exchange theory, Quality of Life encompasses two principal areas of study: objective measures (i.e., income, education) and subjective measures (emotions, attitudes, attributes, and personal evaluations of living) (Andereck and Nyaupane, 2011; Carneiro, Eusébio, and Caldeira, 2018; Neal, Uysal, and Sirgy, 2007; Uysal and Sirgy, 2019). In this sense, the following definition provides a balanced perspective of including both aspects:

"Quality of life is a multidimensional construct that comprehends subjective and objective human needs expected to be fulfilled in relation to personal or group perceptions of well-being" (Costanza et al., 2008; Kim, Uysal, and Sirgy, 2013).

Objective and subjective measures are linked to experiences related to key life domains that define one's overall life. Sirgy (2008) provided a solid starting point in the QoL literature, including a variety of levels from individual, family, community, and country levels that will be discussed in more detail in chapter three.

Apart from a recognition of a primarily theoretical nature for studies involving communities' well-being, the literature is currently fragmented, and much uncertainty still exists about the relationship between what, how, and when residents' well-being needs to be measured. Some attempts to close the gap for a standard measure in tourism were presented by Andereck and Nyaupane (2011) by drawing on the concept of residents' well-being and satisfaction with life domains, proposing the term Tourism Quality of Life (TQoL). In the same vein, Yamada et al. (2011), and Guo, Kim, and Chen (2014) noted the relationship between QoL domains and tourism development. However, such studies remain narrow in focus, dealing only with subjective life domains for residents in a tourism context.

This view was expanded by Kim, Uysal and Sirgy (2013), Kim and Uysal (2015), and Uysal and Sirgy (2019), adding objective and subjective indicators where six life domains were identified (economic, consumer, social, health, environmental, and work life). This measurement is the most detailed in capturing a more precise representation and a balanced perspective of the residents and has been related to other studies in tourism development and value co-creation with visitors (Liang and Hui, 2016; Lin, Chen, and Filieri, 2017) and value co-creation with the residents (Lin, Chen, and Filieri, 2017; Chen, Cottam, and Lin, 2020). However, debates have long prevailed as to whether to include indicators related to happiness and social dignity, particularly relevant in Indigenous communities (Pratt, McCabe, and A, 2016; Camargo and Vázquez-Maguirre, 2020). Nonetheless, an absence of universal agreement is still evident.

The diversity in tourism destination lifecycles, types of destinations, and host destination profiles and accessibility create challenges in standard applicability.

Studies on QoL have gained interest, directly addressed mass tourism destinations and their relation as social capital (Monterrubio, 2018; Jamal and Camargo, 2014; González and Macías, 2017). These studies agree that certain global quality of life indicators planned for developing economies might be irrelevant given the communities' behaviour or type of tourism specialization offered in emerging market destinations. These studies also show that QoL indicators can be used as a base for sustainable tourism development to respond to the challenges on environmental preservation and social equity, and successfully implement new practices and procedures for innovative eco-tourism, community-engaged development strategies, and turn them into tourism and regional growth, contributing to the country's economic development (Uysal et al., 2016; Ramkissoon, Mavondo and Uysal, 2018).

Existing studies also show that the integration of QoL indicators can help integrate the essential needs of the residents in tourism development and enhance community participation (Constantinescu et al. 2019; Uysal and Sirgy, 2019). Specifically, in tourism planning where community participation is essential for sustainable development, citizen empowerment through co-creation can help to close the gap of limited power and control of residents. However, there is little evidence about the implementation of such planning tourism practices through collaborative exchanges among multiple stakeholders and the creation of partnerships for the common good (Tosun, 2000; Cheng et al., 2019; Wondirad, Tolkach, and King, 2020).

1.2.6 Co-creation

Co-creation, a concept deeply rooted in business and management literature, is defined as “the joint creation of value by the company and the customer; allowing

the customer to co-construct the service experience to suit their context” (Prahalad and Ramaswamy, 2004, p.8). Central to co-creation is the concept of value, which varies depending on the context: goods-dominant logic or service-dominant logic. The latter views value creation as a dynamic, bilateral process between providers and customers, emphasising the ongoing interaction during the consumption process rather than a linear transfer at the end (Vargo and Lusch, 2004; Grönroos, 2006; Vargo and Lusch, 2008).

In tourism, co-creation has evolved beyond customer satisfaction to incorporate broader stakeholder engagement, including visitors, local communities, and government entities. This participatory approach facilitates a deeper integration of various stakeholder needs into tourism planning, promoting sustainable tourism development (Gummesson et al., 2012). Co-creation in tourism leads to enhanced experiences and satisfaction by leveraging insights from diverse stakeholder interactions (Filieri, 2013; Grisseman and Stokburger-Sauer, 2012; Buhalis and Sinarta, 2019).

Recent adaptations of co-creation have embraced even wider applications, particularly in public services where it has been used to enhance community engagement and participatory governance. Co-creation in public services involves users and communities in the service design process, promoting inclusiveness, democracy, and action-oriented goals (Osborne, 2018; Bovaird, 2007). It aligns closely with new public governance models, which advocate for multi-actor engagement in service delivery to ensure that services are designed with direct input from those they are meant to serve (Osborne, 2007). Moreover, co-creation’s emphasis on collaborative planning and value creation has significant implications for addressing complex societal challenges through a network of stakeholders. It facilitates a more holistic approach to public service, where the value is defined not just by service outcomes but also by the quality of interactions and the inclusivity of the process (Peterson and Godby, 2020; Vargo and Lusch, 2016).

In this research, shared value is conceptualized as a crucial element in the co-creation process within tourism development. It is primarily understood as a shared vision, which involves developing an ordinary understanding and goals for tourism initiatives that harmonise community needs with the expectations of other stakeholders. This shared vision serves as a foundation for collaborative processes, enabling diverse stakeholders (including residents, visitors, businesses, governments and NGOs) to come together and jointly create meaningful experiences and outcomes. By aligning interests and adopting collaboration, this approach aims to facilitate a more inclusive and sustainable form of tourism development that benefits all parties involved. In the context of identifying patterns in Quality of Life (QoL) interests as shared interests, the concept of shared value can be applied to align community needs with stakeholder expectations in tourism development. Therefore, co-creation provides a framework for integrating social science perspectives into public management, enhancing the efficacy and reach of public policies and initiatives.

1.2.7 Regenerative tourism

As this research has progressed, the concept of regenerative tourism has increasingly been recognized as central to advancing sustainable tourism development. Defined by scholars such as Reed (2012) and Dredge (2022), regenerative tourism aims not merely to sustain, but to actively enhance and rejuvenate the environmental, social, and economic fabric of destinations. This transformative perspective is adopted in this study to advocate for a systemic shift in the way tourism interacts with community ecosystems. The goal of tourism is not only to minimize harm but to ensure destinations are left in a better state than they were found.

Recognising the transformative potential of regenerative tourism, this thesis incorporates discussions on regenerative tourism, reflecting the latest and most progressive thinking in tourism studies, as highlighted by Higgins-Desbiolles

(2018) and Bellato and Frantzeskaki (2021), and includes regenerative practices for reshaping the future of tourism. This perspective is especially relevant as it deeply resonates with the core objectives of this study, which aim to develop coping strategies for balancing the enhancement of the QoL of residents and the ecological health of tourism destinations. By adopting regenerative tourism principles, this research aligns with adaptive and forward-thinking strategies that promote a sustainable and regenerative impact on tourism landscapes.

1.3 Focus and Justification for the Study

Current literature on tourism primarily emphasises economic benefits from a consumer-centric perspective, often overlooking community-focused approaches that integrate residents' QoL within tourism development frameworks (Carlisle et al., 2013; Marshall et al., 2016). While studies such as those by Andereck and Nyaupane (2011) and Uysal and Sirgy (2019) have begun to address the connection between residents' well-being and tourism, they advocate for more comprehensive approaches that incorporate both objective and subjective indicators across various life domains -including economic, consumer, social, health, environmental, and work life. These studies highlight a significant gap in understanding how these domains can be equitably integrated into tourism planning beyond single actors.

The literature suggests a pressing need for models that not only measure but also actively enhance community participation and QoL through tourism development. This involves engaging a broader spectrum of stakeholders in co-creation processes to ensure fair benefit distribution and tackle socio-environmental challenges (Phi and Dredge, 2019; Torfing, Sørensen, and Røiseland, 2019). Such an approach underlines a crucial gap in how tourism development projects are typically planned and executed, especially in emerging

economies dealing with postcolonial systemic issues and the necessity for new institutional designs that integrate genuine collaborative partnerships.

Despite the economic benefits tourism brings to local communities, when tourism development is approached solely from an economic and consumer-centric perspective, it frequently escalates to levels of overtourism. The average tourism GDP in Mexico is 8.5% (OECD, 2022). However, the state of Quintana Roo, which includes Cancun, significantly contributes to this figure through its tourism-centric industry with a contribution of 35% of tourism GDP. This has led to substantial tourism development in the Cancun-Riviera Maya area, including new developments in transportation and real estate projects. This excessive tourism leads to a direct impact on the destination's quality of life through the depletion of local resources, increased pollution, and displacement, largely due to inadequate planning (Butler, 2019; Cohen and Gössling, 2015; Higgins-Desbiolles et al., 2019). Researching sustainable tourism practices in this region is essential to balance the economic benefits with social and environmental considerations, especially as Cancun's tourism success has spillover effects on neighbouring states (like Chiapas, Campeche, Oaxaca, Tabasco and Yucatan) where the population's region encapsulates 48% the nations Indigenous population (INEGI. 2020).

Cases in emerging markets, where economic growth has been prioritised, often reveal how this is frequently at the expense of socio-cultural and environmental sustainability. Megaprojects such as railway and airport projects in Mexico (Camargo and Vázquez-Maguirre, 2020) and Kenya (Müller-Mahn, Mkutu, and Kioko, 2021), tourist bay restoration in Indonesia (Adityanandana and Gerber, 2019), and mega sports events like the Olympics and the FIFA World Cup in China, Russia, and South Africa (Kirilenko and Stepchenkova; Chen and Tian, 2015; Kaplanidou et al., 2013) highlight the need to address imbalances in community planning participation in detail. Without a focused approach to sustainability and community involvement, such developments risk

exacerbating socio-economic inequalities and degrading natural environments. Turning the focus of this research to the specific setting of this study, Southern Mexico was chosen for this research due to its unique characteristics. It is notable as the only Latin American country ranked among the top ten global tourism destinations, currently holding the 6th position (UNWTO, 2023). Additionally, development projects such as the Mayan Train megaproject in Southern Mexico illustrate how emerging markets driven by significant tourism-led economic and developmental growth can potentially affect community quality of life, ecosystem integrity, social thrive, and cultural heritage (Jamal and Higham, 2020; Camargo and Vázquez-Maguirre, 2020)

This study is positioned to develop a co-creation holistic research approach (Ostrom, 1996; Vargo and Lusch, 2004; Dekhili and Hallem, 2019) which combines different stakeholders, and their perceptions of QoL indicators. It will aim to influence policy by demonstrating how integrating stakeholders shared interests and motivations can foster more resilient and sustainable tourism practices. The findings aim to provide actionable insights for policymakers, community leaders, and developers, supporting tourism that not only drives economic growth but also enhances the quality of life for residents.

1.4 Research gaps

Despite significant research in sustainable tourism, several critical gaps persist, which this study aims to address. A key issue is the fragmented understanding of tourism's impact on residents' well-being, as noted by Uysal and Sirgy (2019) and Abdallah (2019). Additionally, there is a lack of integration of Quality of Life (QoL) indicators that reflect varied community needs, particularly in developing countries where stakeholder involvement in tourism planning is inadequate (Tosun, 2000; Cheng et al., 2019; Wondirad, Tolkach, and King, 2020). Moreover,

there's insufficient evidence on how co-creation and e-participation techniques facilitate collaborative tourism planning, especially in emerging markets.

To address these gaps, this study aims to enhance our understanding of sustainable tourism's role in community well-being and stakeholder collaboration. The research questions are designed to explore shared interests, motivations, and the dynamics of collaboration in tourism planning, providing insights for more inclusive and effective tourism management strategies.

1.5 Research aim and research questions.

Research aim

This research was motivated by the central aim to critically explore how collaborative tourism practices can enhance the QoL for local stakeholders while fostering environmental, economic, social and cultural sustainability and development. The main aim of this thesis was to deepen the understanding of sustainable tourism development in emerging markets. Looking at the case of Southern Mexico, examines the interaction among various stakeholders such as residents, visitors, businesses, government and NGOs, from environmental, economic and socio-environmental perspectives.

Research Questions

The thesis is centred on the primary research question:

How can collaborative sustainable tourism be fostered through quality of life (QoL) in emerging markets?

Sub-research questions

The investigation was structured into four sub-research questions, each addressing distinct yet interrelated aspects of sustainable tourism:

Research question 1 (RQ1) - What shared interests are revealed by stakeholders in sustainable tourism through residents' quality of life (QoL) indicators?

To analyse the shared interests as revealed by stakeholders through Quality of Life (QoL) indicators in sustainable tourism. This involves exploring how these values are expressed and measured across different stakeholder groups to provide insights into the collective priorities that drive sustainable practices.

Research question 2 (RQ2) - How do stakeholder motivations influence shared quality of life values within sustainable tourism?

To investigate the motivations behind stakeholder engagement in sustainable tourism. This includes examining how these motivations influence the shared QoL values within the tourism sector and assessing how they align with or diverge from sustainable tourism goals.

Research question 3 (RQ3) - What obstacles do stakeholders perceive as hindering effective collaboration in sustainable tourism?

To identify and evaluate the obstacles that stakeholders perceive as hindrances to effective collaboration in sustainable tourism. This involves understanding the challenges faced by stakeholders that may prevent the successful implementation of sustainable practices.

Research question 4 (RQ4) - Which factors are recognized by stakeholders as enablers for effective collaboration in sustainable tourism?

To determine the factors recognized by stakeholders as enablers for effective collaboration in sustainable tourism. This includes highlighting initiatives and

strategies that transition from merely mitigating damage to achieving net positive outcomes for both the environment and society.

1.6 Research Methodology and Study Design

This research adopts a multi-method qualitative approach to thoroughly explore the relationship between QoL indicators and the diverse perspectives of various stakeholder groups within the tourism ecosystem in Southern Mexico. These groups include residents, visitors, businesses, governmental bodies, and social innovators engaged in sustainable tourism development.

Data collection was conducted in two distinct yet related phases: identification of the most relevant QoL indicators among stakeholders and the understanding of collaboration barriers and enablers. First, netnography developed by Kozinets (2015, 2019) (which consists of online mentions monitoring, and social media analytics) was used to observe online mentions and collect relevant data linked to QoL indicators to be analysed in six strategic states in Southern Mexico in term of tourism (Chiapas, Campeche, Tabasco, Oaxaca, Quintana Roo and Yucatan). This phase aimed to identify the common values and perceptions of QoL among residents, visitors, and government representatives, using the naturality expressed in online conversations to assess public sentiment and thematic patterns within online narratives. Additional fieldnotes from rural areas and semi-structured interviews served to overcome the inherent limitations of digital exploration, recording the immediate realities and subtleties observed during in-person visits to various communities within the region.

The second phase involved semi-structured interviews with key stakeholders, including local cooperatives and social innovators. These interviews were planned to explore the reasons behind stakeholders' involvement with tourism and the perceived obstacles and facilitators to sustainable collaboration in the sector. By interacting with individuals and groups engaged in tourism, from

government officials to members of cooperative social enterprises, this phase yielded essential insights into the structural factors influencing the tourism environment.

The integration of these qualitative data sources was accomplished through data triangulation (Creswell and Miller, 2000; Denzin, 2017), and the systematic use of NVivo, facilitating a detailed thematic analysis (Braun and Clarke, 2013) that led to the identification of central themes crucial for understanding the forces influencing sustainable tourism development. This process of thematic extraction was essential in creating a framework that not only depicted the present situation but also outlined the challenges and opportunities for achieving a regenerative tourism model that aligns economic growth with the improvement of residents' QoL.

Consequently, the study resulted in the identification of key themes reflecting the integration of environmental awareness, economic goals, and cultural genuineness. These themes, discussed in detail in subsequent chapters, represent the complex motivations and values of stakeholders and define the strategic directions for promoting sustainable tourism development.

1.7 Main theoretical contributions

This research significantly advances the theoretical understanding of the relationships between tourism, residents' Quality of Life (QoL), and stakeholder collaboration, with a specific focus on aligning these elements towards regenerative tourism. By analysing these connections, it identifies the mechanisms that facilitate sustainable tourism through stakeholder collaboration, emphasising active knowledge transfer and trust-building. This builds on the theories of Uysal and Sirgy (2019) and Abdallah (2019), underlining the importance of ongoing collaboration in achieving regenerative outcomes. Furthermore, the study employs stakeholder theory from a bottom-up

perspective to enhance understanding of the dynamic roles of stakeholders. By integrating multiple QoL domains and indicators, it provides a detailed analysis of tourism's impact across various dimensions, aligning this approach with the works of Byrd (2007) and Woo, Uysal, and Sirgy (2018), ultimately supporting the principles of regenerative tourism.

In emerging market contexts, the research addresses power imbalances and cultural disparities, as highlighted by Sharpley (2009) and Jamal and Camargo (2017), to ensure that tourism development is equitable and inclusive. Furthermore, methodologically, it adopts an innovative abductive, multimethod approach, including the capabilities of real-time netnography, to capture diverse stakeholder perspectives, providing a foundation for developing regenerative tourism practices. These contributions emphasise culturally sensitive and inclusive strategies, ensuring that tourism not only sustains but actively regenerates the social and ecological systems it engages with.

1.8 Structure of the Thesis

This last section offers a summary of the parts integrating this thesis.

Chapter 1: Introduction

This initial chapter provides the foundation for the thesis by detailing the focus and justification of the study. It outlines the research aims and objectives, delineates the research methodology and study design, discusses the contribution of the thesis, and concludes by describing the overall structure of the thesis.

Chapter 2: Context of Research

The second chapter offers background information on the development of tourism within the context of Southern Mexico. It presents an understanding of

the regional tourism landscape and its economic importance, setting the scene for the deeper analysis that follows.

Chapter 3: Literature Review and Theoretical Framework

In this chapter, an extensive review of the relevant literature is undertaken. It frames the discourse around sustainable tourism and examines theoretical models and frameworks that underpin the study, seeking to identify existing gaps within the context of sustainable tourism development and QoL in emerging markets.

Chapter 4: Methodology and Analysis Process

This chapter delineates the qualitative methodology, incorporating netnography, field notes, and semi-structured interviews for data triangulation. It details the thematic analysis process using NVivo to understand stakeholder perspectives on emergent themes of sustainable tourism and QoL.

Chapters 5 and 6: Findings and Discussion

Chapter 5 articulates the core findings from the research. It presents these findings thematically, followed by a discussion that contextualizes empirical results within the broader literature. The discussion critically examines the findings in Chapter 6, offering insights into theoretical and practical advancements in the field of sustainable tourism.

Chapter 7: Conclusion and Reflections

The last chapter brings the thesis full circle, recapping the aims and questions initially posited and summarizing the research's theoretical and practical contributions. It outlines the limitations of the study, suggests recommendations for future research, and reflects on personal learning and development within the field of regenerative tourism.

2 Context of research

2.1 Introduction

This chapter explores the global and regional context of tourism, focusing particularly on Mexico's tourism industry. It begins by highlighting the historical and current economic contributions of tourism, alongside the socioeconomic challenges the sector faces.

The chapter opens with an overview of the global tourism context (Section 2.2), detailing the industry's impact on the world economy. It discusses direct contributions to GDP, growth trends, and the sector's resilience in overcoming global challenges such as financial crises, natural disasters, and pandemics. Key economic indicators, including foreign currency revenue, capital investment, and employment generation, are also explored. Next in section 2.3, the chapter examines Mexico's tourism industry, its contribution to the country's GDP, and its position in global tourism rankings. It addresses the growth of Mexico's tourism sector and its importance to both advanced and emerging markets, emphasizing the steady increase in tourism revenues and international arrivals.

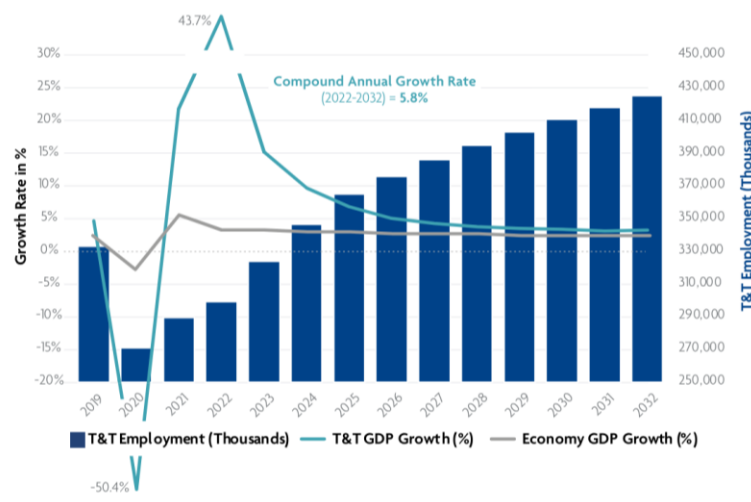
The chapter then presents the tourism landscape in Southern Mexico (Section 2.4), highlighting key destinations and their contributions to the region. It discusses the overtourism paradox in places such as Quintana Roo, Chiapas, and Oaxaca, along with the socio-economic impacts on local communities, including environmental, social, and economic effects. Finally, the chapter examines the Mayan Train project, its potential to promote regional tourism development, and the challenges it faces. It addresses previous attempts at tourism projects and emphasizes the need for balanced planning, including local participation, poverty reduction, and cultural preservation.

2.2 Tourism Industry Worldwide

Since the first global economy during the second half of the nineteenth century, international tourism has given substantial opportunities for economic development with improvements in technology, commerce and capital movement (The World Bank, 2002; Jones, 2005). The growth in the travel and tourism industry is reflected by the direct contribution of 10.4% of the global gross domestic product (GDP) and until 2019 it was considered the fastest-growing sector for eight consecutive years with a 3.9% growth, ahead of automotive manufacturing and health sectors (WTTC, 2019). The tourism and travel sector has overcome global challenges because of the financial crisis, natural disasters and pandemics leading to a continuous transformation of the global tourism system (Hall, 2010; Papatheodorou, Rosselló and Xiao, 2010; Uysal and Sirgy, 2019; Gössling, Scott and Hall, 2020). Regardless of these unprecedented conditions, tourism has emerged worldwide improving economic development for both advanced and emerging markets.

Figure 1 illustrates how the sector's resilience, despite impacts such as the COVID-19 pandemic, is reflected in the economic growth and job generation trends from 2019 to 2032.

Figure 1 Travel and Tourism Forecast (2022-2032)



Source: WTTC, 2022

2.3 Tourism in Mexico.

Tourism plays a vital role in Mexico's economy, contributing significantly to its GDP and employment. In 2022, the sector directly accounted for 8.5% of the total GDP, surpassing pre-pandemic levels (OECD, 2022). It employed 2.8 million people, representing 7.1% of the workforce. International tourism has shown a strong recovery, with 42.2 million visitors in 2023, approaching pre-pandemic as presented in Figure 2.

Figure 2 Direct contribution of tourism GDP pre-COVID and 2022



Source: OECD, 2022

Overall, Mexico's tourism industry demonstrates resilience and continued growth, solidifying its position as a key economic driver. As can be appreciated in the previous graph, Domestic tourism is also crucial, with 98 million overnight trips recorded in 2022, nearly reaching 2019 levels (OECD, 2022). Overall, Mexico's tourism industry demonstrates resilience and continued growth, solidifying its position as a key economic driver.

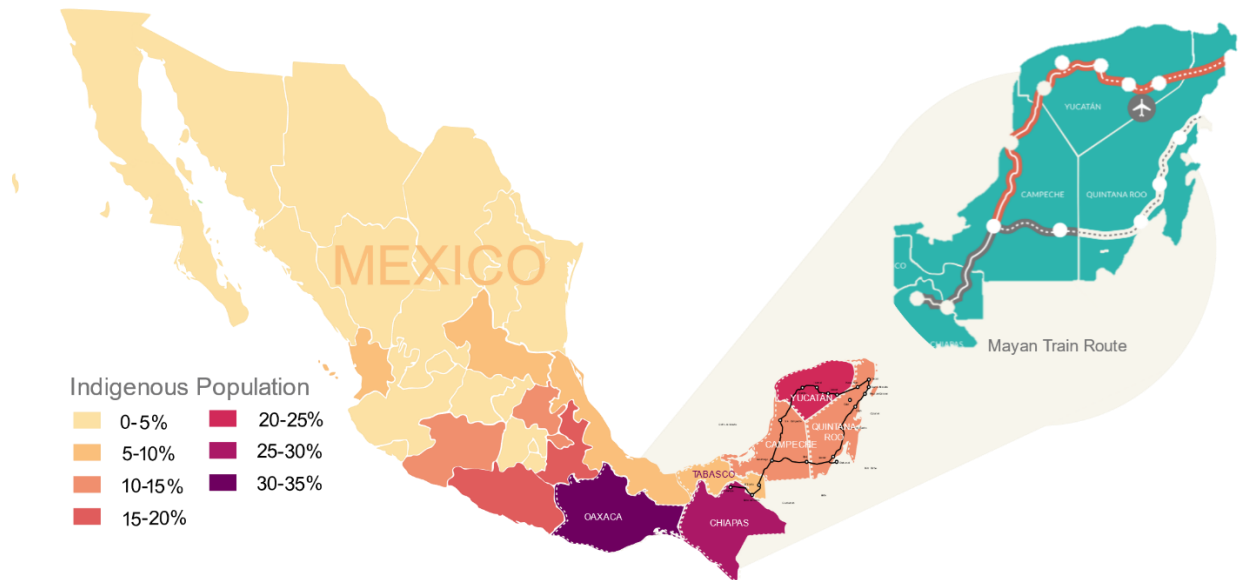
2.4 The case of Southern Mexico

Due to its geographical location, Mexico benefits from its proximity to the United States, which is the second-largest exit market in the world and the most important market for Mexico. International demand is strongly concentrated in beach destinations, such as Cancun, the Riviera Maya and Los Cabos. Particularly, Southern Mexico's main destinations (Chiapas, Oaxaca, Quintana Roo, Yucatan) account for half of all international arrivals (See Appendix 8.1) and almost two-thirds of the nights of lodging for international visitors (62%) (OECD, 2017). However, Mexico's tourism faces a suppressed tourism paradox consisting of the marginalization of the Indigenous population and distribution of resources that goes against the foundation of tourism development to bring prosperity to the host destinations (Sinclair, 1998; Camargo and Vázquez-Maguirre, 2020; Sharpley and Telfer, 2014). Studies in sustainable tourism development have received critical attention, particularly in emerging markets raising issues related to social impact, income distribution and poverty and how these can be improved for regional growth and development (Goeldner and Ritchie, 2012; Yoo et al., 2014; Seetanah, 2019).

For a better geographical context, the map illustrated in Figure 3 the distribution of Indigenous populations across Mexico, with a focus on Campeche, Chiapas, Tabasco, Oaxaca, Quintana Roo, and Yucatán, the regions studied in this

research. Additionally, it highlights the Mayan Train route and key tourist transportation pathways in the area.

Figure 3 Indigenous Demographics and Tourism in SE Mexico



Source: INEGI (2022) and Mayan Train (2024)

Southern Mexico challenges

A narrow focus on economic growth and consumer-centric tourism has led to substantial overtourism issues in regions such as Quintana Roo, Chiapas, Oaxaca, Yucatan, and other states like Tabasco and Campeche, where tourism-related activities significantly impact their regions. This has profoundly affected the quality of life for local communities, with adverse social, economic, and environmental consequences.

Environmental Impact:

Excessive tourism has contributed to resource depletion and increased pollution. Cancun and the Riviera Maya are particularly vulnerable to these pressures due to their fragile ecosystems, including beaches, mangroves, and coral reefs (SEMARNAT, 2017). These natural resources are essential for tourism but are increasingly under threat due to unsustainable practices and inadequate planning.

Social Impact:

The tourism boom has also led to increased displacement of local communities, particularly in neighbouring states with high Indigenous populations such as Chiapas, Campeche, Oaxaca, Tabasco, and Yucatan. This has disrupted traditional livelihoods, creating tension between the needs of local communities and the demands of tourism development. Moreover, the region's Indigenous cultures, which comprise 48% of Mexico's Indigenous population (INEGI, 2020), face challenges in preserving their heritage amidst commercial tourism pressures. Southern Mexico is challenged by a socio-economic condition at a slower phase and below the average of the rest of Mexico (See appendix 8.1)

Poverty measures such as educational gap, access to health services, access to social security, quality and spaces for the dwelling, access to basic household services, access to food and perceptions of corruption are at risk of affecting the well-being line of the residents of this region. Thus, future tourism developments need to adopt a sustainable perspective including the residents' well-being as key stakeholders, particularly in rural areas in this region.

Economic Impact:

While tourism has driven economic growth (WTTC, 2023), the focus on economic benefits alone has overshadowed issues of sustainability. The high dependency

on the sector accentuates poverty in other regions where due to lack of better education are unable to find better opportunities. (INEGI, 2020) The development of transportation and real estate projects to support tourism has primarily benefited the hospitality sector, while often failing to address the everyday needs of local communities or non-tourism businesses. This imbalance highlights the need for inclusive participation and representation in tourism planning to ensure sustainable growth.

Mayan train mega project

At the moment of this study, Mexico's tourism development has placed most of its efforts on improving tourism competitiveness, turning Southern Mexico a priority for its integrated tourism planning (SECTUR, 2018). In recent years there have been implementations of new routes of access with airports, ferry and cruises partnerships, and more recently the project development of the Mayan train, a rail system that will connect five South Mexican states (Campeche, Chiapas, Tabasco Quintana Roo and Yucatan) that is expected to promote the tourism development of five mains regional tourism destinations: Cancún, Tulum, Coba, Palenque y Chichen Itzá illustrated on Figure 3.

Previous attempts at tourism development projects such as "Punta Venado" and "Mundo Maya" have been rejected in the past since they have been considered as imposed actions where local populations were marginalized from participating in tourism decision-making processes. Following studies (Daltaubuit and Pi-Sunyer, 1990; Peñaflores Ramirez, Castañeda Cerecero and Marmolejo Morales, 1999; Mowforth and Munt, 1998; Hernández et al., 2018; Camargo, Garza and Morales, 2014) suggest that issues which need to be considered for future developments include the incorporation of social benefits to help reduce poverty, increase social inclusion, and enhance quality of life while preserving cultural resources.

Mexico, with its privileged position among the top 10 destinations globally, provides a compelling context for studying collaborative sustainable tourism through QoL in emerging markets, in contrast to other destinations in Brazil, Central China, or Southeast Asia, for several reasons. Southern Mexico's tourism industry demonstrates both the potential and challenges of tourism's multi-dimensional impacts. The Mayan Train project exemplifies tourism's dual role in stimulating economic growth and raising concerns about socio-economic and environmental sustainability. Southern Mexico's Indigenous heritage, unique ecosystems, and communities at risk of displacement highlight the need for inclusive planning that balances economic benefits with community well-being and environmental preservation. This approach serves as a reference for tourism strategies in emerging markets, reflecting broader global issues and emphasizing the need for integrated solutions.

2.5 Conclusion

The chapter illustrates how international tourism has long provided economic opportunities for global and local economies, particularly in Mexico. While tourism's growth has driven significant contributions to GDP, foreign currency inflows, and employment, it has also led to overtourism and adverse socio-economic impacts in Southern Mexico. Future tourism developments, including the Mayan Train project, highlight the need for balanced planning. Sustainable strategies must integrate economic benefits, local community well-being, and environmental preservation. By recognizing the multi-dimensional impacts of tourism on emerging markets, the chapter emphasizes the importance of inclusive planning and long-term regional development. This approach can mitigate negative effects, promote social inclusion, and support resilient communities while maintaining tourism's economic contributions.

3 Literature Review and Theoretical Framework

3.1 Introduction

The purpose of this chapter is to explore the evolution from sustainable to regenerative tourism and how this shift influences quality of life and stakeholder engagement in emerging markets. It examines key theories, frameworks, and research gaps, providing a comprehensive overview of tourism development and its impact on local communities.

After this introduction, Section 3.2 examines the evolution of sustainable tourism, highlighting its progress over time. Section 3.3 introduces theoretical frameworks, including Stakeholder Theory and Social Exchange Theory, to understand the motivations and dynamics among various tourism stakeholders. Section 3.4 discusses the relationship between tourism and quality of life, focusing on its impact on residents' well-being. This section also emphasizes a bottom-up approach to community empowerment, showcasing how local initiatives can shape tourism practices. Section 3.5 explores collaboration and co-creation in tourism, integrating these concepts through collaborative research, co-creation, and multi-stakeholder perspectives. Section 3.6 identifies research gaps, emphasizing the need for a balanced approach that includes all actors in tourism development.

3.2 Evolution of Sustainable Tourism

3.2.1 Sustainable Tourism

In recent decades, the concept of sustainable tourism has gained significant traction as a response to growing concerns about the long-term impacts of tourism on local communities and the environment. The discussions surrounding tourism development have increasingly focused on the need for balance in resource management and the well-being of host communities (Córdoba Azcárate, 2019; Hall, 2011). Consequently, the tourism industry has begun to adopt innovative development paradigms aimed at improved sustainable and adaptive management practices that ensure ongoing growth without compromising the integrity of environmental or social systems. To better understand the diverse perspectives on sustainable tourism, Table 1 provides a concise overview of definitions used as a base in sustainable tourism research.

Table 1 Summary of sustainable tourism definitions evolution

Source	Definition
World Tourism Organization (1998)	"Sustainable tourism development meets the needs of present tourists and host regions while protecting opportunities for the future."
Budeanu et al. (2016)	"Sustainable tourism involves people's actions, values, practices, and beliefs regarding respectful interaction with local cultures."
Nguyen et al. (2019)	"Tourism practices reflect the understanding that host societies are affected by tourism interactions."
Sharpley (2000)	"Sustainable tourism approaches are viewed as economic activities and elements of sustainable development."
Bramwell (2015)	"Sustainable tourism is linked with ecosystem preservation, human welfare, equity, and public participation."

Source: Based on World Tourism Organization (1998); Budeanu et al. (2016); Nguyen et al. (2019); Sharpley (2000); Bramwell (2015).

Previous research has explored a range of perspectives on sustainable tourism showing its adaptation over the last decades. Initially, the World Tourism

Organization (1998) emphasised balancing current needs with future opportunities, reflecting a forward-looking approach. In addition, Budeanu et al. (2016) concentrate on the social dimension, highlighting respectful interactions with local cultures. This aligns with the growing emphasis on cultural sensitivity within tourism. Furthermore, Nguyen et al. (2019) highlight the impact of tourism on host societies, underscoring the need for increased awareness and responsibility among tourists.

Moreover, Sharpley (2000) perceives sustainable tourism as an economic activity intertwined with sustainable development, thus suggesting an integrative approach that combines economic and environmental goals. Expanding on this perspective, Bramwell (2015) connects sustainable tourism with ecosystem preservation, human welfare, equity, and public participation, advocating for a holistic approach that encompasses social justice and environmental stewardship. Collectively, these definitions illustrate the complexity of sustainable tourism and the necessity for comprehensive strategies addressing economic, social, and environmental dimensions integrating the triple bottom line.

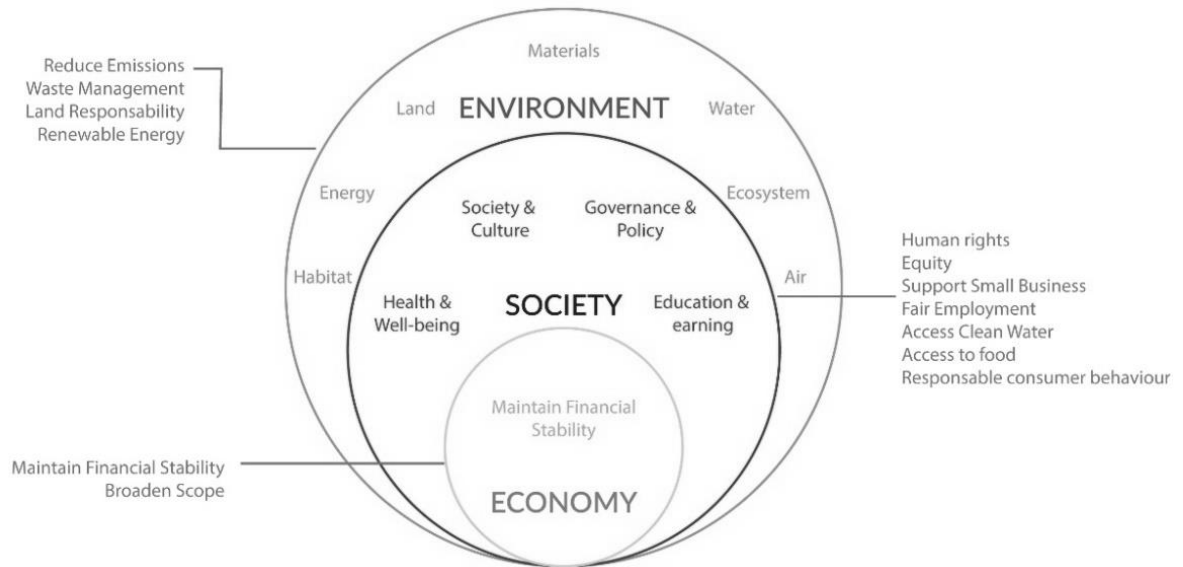
3.2.2 The triple-bottom-line

The triple bottom line (TBL) approach is a framework that evaluates the sustainability and performance of businesses or initiatives across three dimensions: economic, social, and environmental. This concept, originally introduced by John Elkington (1994), has become a widely adopted model for assessing the comprehensive impact of various activities, including tourism development.

Seeing the triple-bottom-line from a symbiotic perspective it recognises that social and economic activity occurs within ecological limits (Milne and Gray, 2013) (Figure 4). As for the green economy, based on its principles, well-being,

justice, planetary boundaries, efficiency & sufficiency, and good governance (Chali, 2020), it offers a re-shaped economic approach and a solid base of sustainable tourism development.

Figure 4 Triple bottom line



Source: Adapted from Fleming and Roberts, 2019

The nested approach fundamentally redefines our relationship with the environment by recognising that the economy operates within the broader context of society and the natural world. This interpretation of the triple bottom line encourages a shift in priorities, where the well-being of society and the preservation of the environment are considered primary objectives, with profitability becoming a secondary concern. By adopting this perspective, sustainability practices aim to harmonise economic growth with ecological and social responsibility, ensuring that development supports the long-term health of the planet and its communities.

The triple-bottom-line in Tourism

In the context of tourism sustainability studies, the TBL approach provides a holistic perspective on the effects of tourism on local communities (Sirakaya, Teye and Sönmez, 2002; Gursoy and Nunkoo, 2019). As Gursoy and Nunkoo (2019) highlight, this framework is essential for establishing the extent to which local communities benefit from or are affected by tourism developments. The authors emphasise the importance of recognising differences in socioeconomic well-being and tourism's effects on perceptions and attitudes between local communities in developed and developing countries. This distinction is crucial, as the factors influencing residents' perceptions and attitudes towards tourism, as well as the nature and extent of its impact, may vary significantly between these regions.

However, it is important to critically examine the limitations of the TBL approach. As Butler (2013) argues, this framework excludes direct consideration of a fourth factor: politics. Political influences often play a significant role in shaping and controlling many aspects of tourism development. Despite the efforts of proponents advocating for sustainable tourism practices, without political approval, many initiatives may fail to be implemented effectively. This observation is supported by Dodds and Butler (2010), who note that numerous sustainable tourism plans have not been fully realized due to a lack of political support, ultimately falling short of achieving their sustainability goals. This critical perspective underscores the need for a more comprehensive approach that incorporates political factors alongside the traditional TBL dimensions when evaluating tourism sustainability and its impact on local communities.

Moreover, in the last few decades, there has been a surge of interest in the effects of sustainability. Debates about the foundation of tourism development to bring prosperity to host destinations have raised interest in how the sector is maintaining a balance on resource management and the impacts on the well-

being of the communities have been argued (Hall, 2011b; Córdoba Azcárate, 2019). Therefore, tourism has been adopting new development paradigms to provide long and sustainable growth to create an ideal basis for sustainable adaptive management.

Sustainable tourism has been viewed from different angles; sustainable tourism as an economic activity, as a type of situation of tourism and sustainable as more inclusive sustainable development (Clarke, 1997; Sharpley, 2000). The term was first introduced by Bramwell and Lane (1993).

“As a model for economic development designed to promote the quality of life of local communities, support tourist experiences at tourism destinations, and sustain the environment of the tourism destinations” (Bramwell and Lane, 1993, p.2)

Nevertheless, evidence for definitional problems and conceptual and practical difficulties can be found in several studies (Farrell and Runyan, 1991; Valentine, 1993; Clarke, 1997; Butler, 1999). To better understand the concept of sustainable tourism, Clarke (1997) developed a sustainable tourism approach framework where four chronological positions were identified. These positions demonstrate how sustainable tourism has evolved and clarify how key paradigms have evolved: (1) ‘Polar opposites’, where mass tourism and sustainable tourism were seen as two separate entities; (2) ‘continuum’, where it was acknowledged that sustainable tourism can be adopted by mass tourism and mass tourism can become more sustainable; (3) ‘movement’, which focused on an operational goal of sustainability for mass tourism (considering global ecological impacts, environmental management, equity and a focus on companies). From this point, the terminologies are based on scale, modifying the category of mass tourism as large tourism and sustainable tourism to small-scale tourism. (4) ‘Convergence’, accepted sustainable tourism as the goal for any kind of tourism regardless of its scale.

Convergence perspective became a central approach for sustainable tourism development. Several studies suggest an association between convergence and other categories in tourism such as alternative tourism (e.g. rural or farm tourism) (Butler, 1996), ecotourism which involves a type of tourism that is less socio-cultural in its orientation, and more dependent upon nature and natural resources (Fennell, 2014), and tourism policy and destination competitiveness focused on economic benefits for locals and the minimisation of environmental and social repercussions (Cucculelli and Goffi, 2016).

Two additional positions in the evolution of sustainable tourism have been added: (5) climate focus, followed by (6) holistic view.

First, the role of climate change has received increased attention in sustainable tourism literature in recent years specifically relating to the impact of global warming including carbon emissions (Gössling, 2000; Gössling and Peeters, 2007; Gössling et al., 2007), natural resource depletion such as water scarcity and renewable forms of energy (Cole, 2014; Gössling, Hall and Scott, 2015) and loss of biodiversity (Reynolds and Braithwaite, 2001; Ballantyne, Packer and Falk, 2011) Climate change studies also have raised a particular concern into tourism governance and the improvement of policy making (Dwyer et al., 2009; Jamal and Stronza, 2009; Miller et al., 2010; Hall, 2011a; Scott, 2011).

Two conferences in 2015 are considered the cornerstone for recent environmental studies which had the purpose to influence industries to adopt a sustainable approach while doing business and the tourism sector was not an exception (Budeanu et al., 2016). The United Nations summit on the Sustainable Development Goals (SDGs) in New York (UN, 2015) encouraged studies on managerial ecology of tourism (Hall, 2019), human resource management and workforce (Baum et al., 2016; Robinson et al., 2019) community-based tourism and cultural heritage (Dangi and Jamal, 2016; Nocca, 2017); and climate change

vulnerability in developed and emerging countries (Gössling et al., 2019; Scott, Hall and Gössling, 2019).

The second conference was the COP21 climate change conference in Paris (COP21) which caused serious discussions and analyses on greenhouse gas emissions (Hall, 2016; Michailidou, Viachokostas and Moussiopoulos, 2016; Font and Hindley, 2017; Scott, Hall and Gössling, 2019). However, relatively little research has been carried out following a holistic position (Bramwell and Lane, 2008). Agyeman and Evans (Agyeman and Evans, 2004, p. 157) argue: that for a 'move away from the dominant orientation of "environmental sustainability" to represent "just sustainability", a balanced approach including an explicit focus on justice, equity, and environment together'.

Studies by (De Lacy et al., 2002; Law et al., 2016), have pointed out that there has been growing recognition of the vital links between integrated approaches for sustainable tourism planning and the role of partnerships with a holistic perspective. Jopp et al. (2010) incorporate both demand and supply side into climate change adaptation, Bramwell (2011) analyses the role of the government and the importance of political trust in residents to make policy decisions, DeLacy and Lipman (2010) focus on holistic destination strategy models, and presenting the notion of green growth, UNEP (2011), presents a holistic investment framework for sustainable tourism.

Despite the variety of pathways in sustainable tourism, studies have key similarities in their findings. First, there is a general agreement on how the tourism sector is vulnerable to climate change, particularly in the regions where growth trends are expected to rise by the 2030s, being considered emerging markets. Second, the importance of integrating indicators that can support the relationship with UN SDGs is essential during the adaptation of sustainable strategies. Third, assess the gap in knowledge of the vulnerable changes by region. Lastly, overcome the systemic challenges and barriers originated by *top-*

down approaches (where plans are first conceived by one or a few top managers and then disseminated further down) to stimulate cooperation, collaboration, and synergies in understanding the needs and behaviours of stakeholders (Miller et al., 2010; Nocca, 2017; Gössling et al., 2019). These measures can provide a solid base to implement sustainable solutions in the new global economy.

TBL Sustainable Tourism in Mexico

Sustainable tourism initiatives in Mexico have gained significant traction in recent years, with various programs aiming to balance economic growth, social equity, and environmental conservation. The "Magic Towns" program, launched in 2001, exemplifies this approach by promoting tourism in smaller towns with cultural, historical, or natural significance (Sectur, 2001). This initiative aligns with the economic and social dimensions of the Triple Bottom Line (TBL) by fostering local economic development and preserving cultural heritage. However, as evidenced in the case of Tequila, a designated Magic Town and UNESCO World Heritage Site, the economic benefits have not always translated into reduced poverty levels, with 57.1% of the population still living in poverty (Castillo-Villar and García-Vidales, 2018). This disconnect highlights the need for a more equitable distribution of tourism benefits and a more holistic approach to sustainable development.

Community-based tourism (CBT) initiatives have emerged as a promising tool for empowering Indigenous communities in Mexico, particularly in the Yucatan Peninsula. These initiatives emphasise the social force of tourism, enabling communities to address social issues while developing market-based activities (Alonso-Vazquez et al., 2023). CBT projects have demonstrated positive impacts on local livelihoods, cultural heritage preservation, and environmental conservation. Moreover, they have created opportunities for women and youth empowerment by providing leadership roles in various tourism-related activities. This approach aligns well with the social and environmental dimensions of the

TBL, fostering community engagement and sustainable resource management. Similarly, Nature-based tourism initiatives, such as those in the Altas Montañas de Veracruz region, represent another facet of Mexico's sustainable tourism efforts. With 106 consolidated projects and 38 in process across 32 municipalities, these initiatives aim to provide sustainable alternatives to traditional tourism models (Pérez-Sato, 2020). Similarly, sustainable gastronomy initiatives in Xochimilco and archaeological site management efforts in Tulum demonstrate attempts to balance tourism development with environmental and cultural preservation.

While sustainable tourism initiatives in Mexico demonstrate potential, they confront significant obstacles related to scalability and integration with broader economic development strategies. The varying success of these initiatives across regions and project types underscores the need for a more coordinated national approach. Enhanced mechanisms for equitably distributing tourism benefits are essential to ensure their long-term sustainability and resilience. Additionally, an overemphasis on specific products or sites may limit economic diversification and undermine resilience, highlighting the need to overcome unbalanced long-term growth in the sector leading to the innovative emerging concept and approach of regenerative tourism.

3.2.3 Towards Regenerative Tourism

Regenerative tourism is a novel concept that transcends traditional ideas of sustainability (Cave et al., 2022). Inspired by regenerative design, regenerative tourism was introduced in sustainable tourism by Reed (2012) to emphasise the interdependence and interconnectedness of humans, other living organisms, and the shared environment, along with the awareness that links these elements together. In other words, it highlights how all elements form a unified system that interacts and evolves collectively. The concept has evolved over the years, and even though it is still recent, a working definition of Co-creation has emerged out

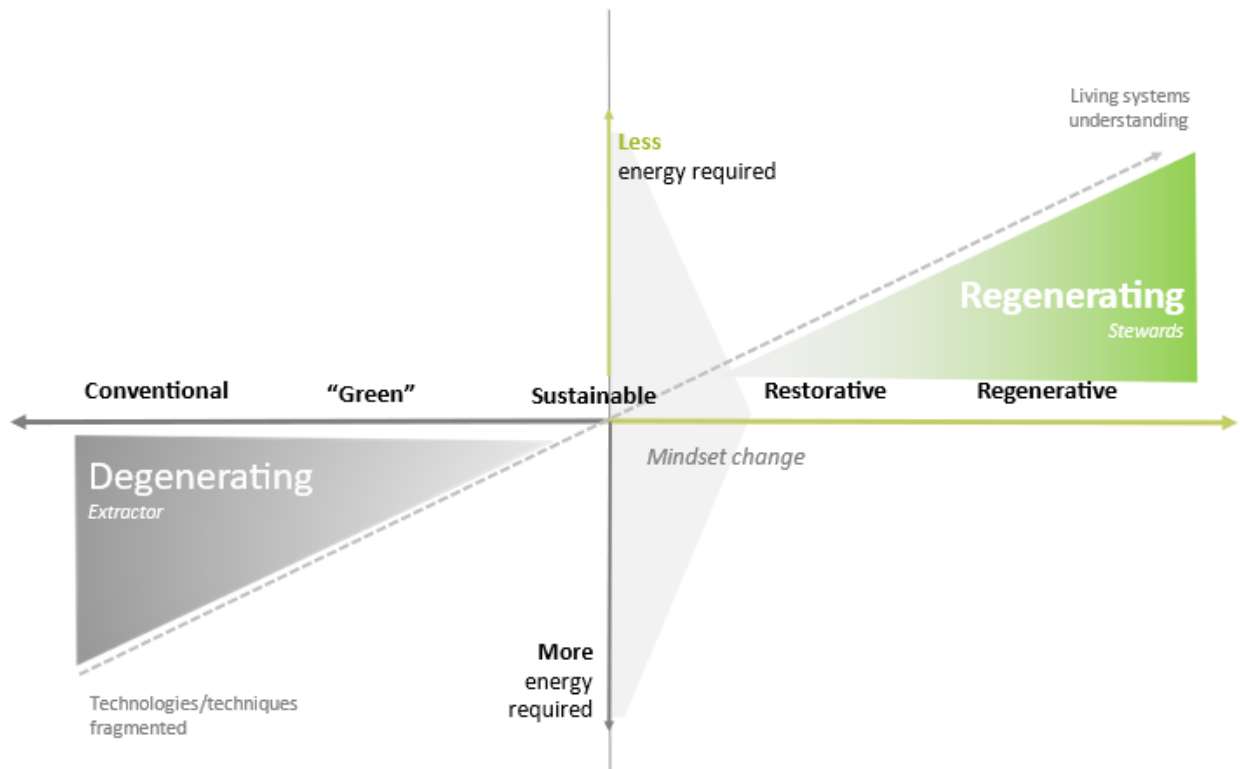
of a deep analysis of the literature over the past fifteen years (Reed, 2012; Dredge, 2022; Mang and Reed, 2019; Raworth, 2017) and read as follows:

Regenerative tourism is a transformational approach that aims to fulfil the potential of tourism places to flourish and create net positive effects through increasing the regenerative capacity of human societies and ecosystems. Derived from the ecological worldview, it weaves Indigenous and Western science perspectives and knowledge. Tourism systems are regarded as inseparable from nature and obligated to respect Earth's principles and laws. In addition, regenerative tourism approaches evolve and vary across places over the long term, thereby harmonising practices with the regeneration of nested living systems.

(Bellato, Frantzeskaki and Nygaard, 2023, p.1034)

The need for regenerative tourism arises from the limitations of traditional sustainable tourism models, particularly in emerging markets. While these models aim to minimize negative environmental impacts, they often overlook the broader social, economic, and cultural well-being of local communities. Regenerative tourism not only minimizes harm but also actively enhances the ecosystems, communities, and economies it engages with. Dredge (2022) discusses the recognition of breaking down conventional thinking, highlighting the challenge of moving beyond traditional development models focused on extraction and consumption to adopt a regenerative mindset. Figure 5 below illustrates the trajectory towards regenerative design, transitioning from a degenerating phase (dark grey), characterized by extraction and fragmented technologies and techniques that require more energy. Between both phases, a mindset change is needed (light grey) to address not just superficial problems but deep systemic causes, allowing for a shift toward a regenerating phase (green), where less energy is required, and a clear understanding of living systems emerges, enabling nature and society to coexist harmoniously.

Figure 5 Trajectory towards regenerative design.



Source: Adapted from Reed (2012) and Dredge (2022)

Tourism development can significantly drive economic growth, yet traditional models risk the accessibility of resources and equitability in the long term through extractive practices. In contrast, regenerative tourism promotes holistic development, nurturing local cultures, creating resilient economies, and fostering stronger relationships between visitors and host communities (Higgins-Desbiolles, 2018). In this way, the goal of tourism is not only to minimize harm but also to leave destinations in a better state than they were found. Regenerative tourism, as defined by Bellato, Frantzeskaki, and Nygaard (2023), presents a framework built upon key principles in Table 2.

Table 2 Regenerative Tourism Principles

Regenerative tourism principles	Description
Draw from an ecological worldview	Combines Indigenous and Western science for regenerative tourism
Use living systems thinking	Considers tourism as a living system for transformative change
Discover unique potential	Focuses on place-based development to enhance local features
Leverage tourism systems	Uses convergence points to catalyse systemic transformations
Adopt healing approaches	Addresses Indigenous and marginalized peoples' cultural revival
Create regenerative places	Contributes to ecosystems' restoration for net-positive impacts

Source: Bellato, Frantzeskaki, and Nygaard (2023).

Regenerative tourism principles, as articulated by Bellato, Frantzeskaki, and Nygaard (2023), offer a comprehensive approach that shifts from limited conservation views to net positive impacts. The first principle embraces an ecological worldview, integrating Indigenous and Western perspectives to foster harmonious relationships between humans and nature. The second principle employs living systems thinking, recognizing tourism and its environments as interconnected systems. The third principle emphasizes discovering the unique potential of places and enhancing their social-ecological systems. The fourth principle leverages tourism living systems to catalyse transformations, aligning diverse stakeholders for beneficial systemic impacts. The fifth principle promotes healing approaches, reviving cultures, and supporting Indigenous and marginalized communities. Finally, the sixth principle aims to create regenerative places and communities, yielding net-positive impacts on ecosystems and fostering long-term sustainability.

These principles have started to gain interest in covering various contexts both in developed and emerging countries. For instance, in Flanders, Belgium, the "Travel to Tomorrow" project exemplifies a holistic, place-based approach. By engaging multiple stakeholders and using appreciative inquiry methods, Visit Flanders aims to develop a tourism system that contributes to a flourishing community. The adoption of the Linden tree metaphor demonstrates an attempt to align tourism development with local cultural symbolism (Bellato et al., 2022). However, the project's effectiveness in translating conceptual frameworks into measurable outcomes remains to be fully evaluated.

In the context of an emerging economies, in Tamil Nadu, India, Sadhana Forest engages tourists in reforestation projects and community development. This initiative showcases how regenerative tourism can combine environmental restoration with educational experiences, fostering a sense of global environmental stewardship among participants (Popp, Lochhead and Martinez, 2024). Furthermore, in the context of Mexico, the Playa Viva project offers a more localised example of regenerative practices. This boutique hotel focuses on ecosystem restoration, community partnership, and economic revitalisation. The reported population increase in Juluchuca suggests positive socio-economic impacts (Das and Bocken, 2024). The initiative demonstrates how regenerative tourism can contribute to reversing environmental degradation and population decline in similar rural areas in Latin American contexts such as Guayaki Paraguay (Das and Bocken, 2024).

However, despite the promising examples of regenerative tourism, there is a significant gap in the literature regarding comprehensive studies that genuinely incorporate community interests and outcomes. Much of the current research tends to focus on individual cases or specific aspects of regenerative tourism (Ateljevic, 2020; Cave and Dredge, 2020), rather than providing in-depth analyses of its long-term impacts on communities and ecosystems. This limitation underscores the need for more extensive, longitudinal studies that explore the

multifaceted effects of regenerative tourism initiatives across various contexts. Additionally, while these examples indicate potential positive outcomes, they also pose challenges related to scalability, replicability, and long-term sustainability. According to Dredge (2022), the key challenge lies in converting these small-scale successes into broader, systemic changes within the tourism industry, especially in destinations that face complex socio-economic dynamics or larger-scale tourism operations.

3.3 Quality of Life and Bottom-Up Approaches

3.3.1 Quality of Life

The concept of Quality of Life (QoL) has its roots in various disciplines, including economics, sociology, psychology, and development studies. Its development can be traced back to the social indicators movement of the 1960s and 1970s, which aimed to expand the measurement of societal progress beyond purely economic indicators (Land and Michalos, 2018). In development studies, QoL is associated with the capabilities approach pioneered by Amartya Sen and further advanced by Martha Nussbaum, highlighting the importance of individual freedoms and opportunities to achieve valuable outcomes (Sen, 1999; Nussbaum, 2011). The recognition of QoL's multi-dimensional nature has grown within development studies, leading to the creation of composite indices like the Human Development Index (HDI) and the Multidimensional Poverty Index (MPI). These indices aim to capture various aspects of well-being, including health, education, and living standards (UNDP, 2020). Recent advancements in QoL research within development studies have also stressed the significance of subjective well-being measures. White (2017) argues that incorporating subjective assessments alongside objective indicators offers a more comprehensive understanding of QoL, especially in cross-cultural contexts. This approach aligns with the increasing recognition of the limitations of solely

economic measures of development and the need for more inclusive methods to understand human flourishing, reflecting a shift towards a more context-sensitive understanding of well-being in development studies.

Quality of Life can be measured by what defines the human experience from material and non-material dimensions: objective and subjective indicators (Stiglitz, Sen and Fitoussi, 2009). Objective indicators of QoL are considered independent of the person's control, they focus on a functional side and their measures are clear and straightforward facts of life in a quantifiable perspective (i.e. income, basic needs, average life expectancy and healthcare) (Stiglitz, Sen and Fitoussi, 2009; Uysal and Sirgy, 2019). Subjective indicators, on the other hand, capture the attitudes, perceptions and satisfaction of individuals' own experiences based on positive affect (satisfaction), negative affect (dissatisfaction), and sense of meaning or eudaimonia (Brey, 2012; Gursoy and Nunkoo, 2019). Over the years there has been a debate about how accurate subjective indicators can truly reflect development since they are based on feelings and emotions as a mental judgement (Croes, Ridderstaat and Van Niekerk, 2017). However, scholars have disagreed reasoning these are valid measures and the emotional reality of individuals should be taken seriously since subjective indicators can obtain a more direct perception of the Quality of Life (Andereck and Jurowski, 2006; Neal, Uysal and Sirgy, 2007; Andereck and Nyaupane, 2011; Carneiro, Eusébio and Caldeira, 2018; Uysal and Sirgy, 2019).

Apart from a recognition of a primarily theoretical nature for studies involving communities' well-being, the literature is currently fragmented, and much uncertainty still exists about the relationship between what, how and when residents' well-being needs to be measured. Some attempts to close the gap for a standard measure in tourism were presented by Andereck and Nyaupane (2011) by drawing on the concept of residents' well-being and satisfaction with life domains proposing the term Tourism Quality of Life (TQoL). In the same vein Yamada et al (2011), and Guo, Kim and Chen (2014) noted the relationship

between Quality of Life domains and tourism development. However, such studies remain narrow in focus dealing only with subjective life domains for residents in a tourism context. The view was improved by Kim, Uysal and Sirgy (2013), Woo Kim and Uysal (2015) and Uysal and Sirgy (2019) adding objective and subjective indicators where six life domains were identified (economic, consumer, social, health, environmental and work life). This measurement is most detailed in capturing a more precise representation and a balanced perspective of the residents and has been related to other studies in tourism development and value-cocreation with the tourist (Liang and Hui, 2016; Lin, Chen and Filieri, 2017). However debates have long prevailed as to whether to include indicators related to happiness and social dignity indicators are particularly relevant in indigenous communities (Pratt, McCabe and Movono, 2016; Camargo and Vázquez-Maguirre, 2020).

In Mexico, only in the past ten years studies on QoL have gained interest directly addressed to mass tourism destinations and the relation as social capital (Jamal and Camargo, 2014; Monterrubio, 2018; González Damiá and Macías Ramírez, 2019). These studies agree that certain global Quality of Life indicators planned for developing economies, might be irrelevant given the communities' behaviour or type of tourism specialization offered in emerging markets destinations. For instance, while for some places the resident's perspective as a consumer might be significant, in other communities a priority on dignity and equity (Bramwell and Lane, 2008), cultural justice (Camargo and Vázquez-Maguirre, 2020), political support and entrepreneurship (Nunkoo and Smith, 2013) or liveability and environment (Shamsuddin, Hassan and Bilyamin, 2012) might have more relevance.

Therefore, QoL indicators could be used as a base for sustainable tourism development to respond to communities' challenges, but it is required to understand the context and how the co-existence of other actors impacts tourism interaction and exchange. In this study, 'interests' refer to the specific

aspects of Quality of Life that stakeholders prioritise or find important in the context of sustainable tourism development. These interests are derived from established QoL indicators and reflect the tangible and intangible elements that stakeholders believe contribute to community well-being. The theoretical base linked to QoL to understand and improve the dynamics and distributive justice is the social exchange theory which refers to how individuals benefit reciprocity from an exchange relationship with others such as in the case of tourism.

3.3.2 Tourism impact on residents QoL in emerging markets.

The tourism sector is viewed as an attractive vehicle of economic growth particularly in emerging markets (Sharpley and David J., 2014). However, taking into consideration how tourism operates in multiple areas of development such as cultural, environmental and social, it has been noticed this growth can generate negative impacts and tensions in a host destination. Ap (1992) identified that these tensions are generated mostly when the residents perceive one actor has a power advantage over another and the benefits and needs of the communities are not met, are ignored or overridden (also known as social exchange theory which will be discussed in more detail later in this chapter). According to Doxey's level of host irritation (1976), the residents experience different phases of irritations or tensions starting with an initial euphoria which visitors and investors are welcome to later move to apathy, annoyance and finally antagonism where irritations are openly expressed and tourism developments are accused often accused to be the cause of all problems.

Negative impacts originating from tourism have been associated with a direct impact on residents' beliefs about their community's cultural existence, social value and quality of life (Andereck and Jurowski, 2006; Chang et al., 2018; Gursoy and Nunkoo, 2019). These impacts are present across the sustainable tourism domains causing tensions within the residents in emerging markets host destinations. While some scholars focus on the sustainable three pillar model;

economic, environmental and social domains (Choi and Sirakaya, 2006; Mearns, 2011; Nesticò and Maselli, 2020). Others have adopted a deeper perspective to include cultural, political, health, and technological domains (Andereck and Jurowski, 2006; Gössling and Scott, (2015). A more detailed analysis allows us to identify in greater detail the areas impacted by tourism development as well as the actors involved in each of them.

Table 3 provides a review of the effects of tourism development on six main sustainable domains (Economic, Political, Environmental, Socio-Cultural, Health and Technological) that are affected by tourism development in emerging markets as expressed by residents. Additionally, the positive outcomes of tourism, the tensions among the residents in an emerging market context and the intercorrelations among the stakeholders involved, whose actions or involvement could help to mitigate the communities' pressures, are presented. Each row will be analysed in detail in the forthcoming sections.

Table 3 Summary of QoL domains affected by tourism development.

Sustainable Domain	Tourism Development Benefits	Development Tensions Affecting Residents' QoL	Stakeholders Involved
Environmental	Climate change initiatives, marine reserves, wildlife protection	Resource exploitation, emissions, waste, pollution	Businesses, Government, Visitors
Economic	Job creation, foreign currency, tax revenue, infrastructure	Income inequality, capital leakage, inflation, and limited entrepreneurship support.	Businesses, Government, Visitors
Socio-cultural	Prosperity, recreation, cultural preservation	Loss of authenticity, overcrowding, safety issues	Businesses, Government, Visitors
Political	Resident wellbeing, destination image promotion	Human rights, equity, displacement issues, limited inclusion participation	Government, Businesses

Sustainable Domain	Tourism Development Benefits	Development Tensions Affecting Residents' QoL	Stakeholders Involved
Health	Emotional wellbeing	Stress, healthcare inequalities	Visitors, Government
Technological	Infrastructure, services, communication	Environmental and socio-economic challenges, digital literacy	Businesses, Government, Visitors

Source: Adapted from Choi and Sirakaya, 2006; Andereck and Jaworski, 2006; Crouch and Ritchie, 2012; Hall and Page, 2014; Telfer and Sharpley, 2014; Gössling et al. 2015; Mowforth and Munt, 2016; Jamal and Camargo 2017; Martín et al., 2018; Gursoy and Nunkoo, 2019; Camargo and Vazquez-Maguirre, 2020.

3.3.2.1 Environmental

Tourism has led to the depletion and exhaustion of ecological systems. Visitors' ecological footprint generates great pressure on the consumption of local natural resources such as land, water, energy and food (Jones, 2013; Florido, Jacob and Payeras, 2019). In contrast with other areas involved in tourism, environmental resources cannot be remunerated with economic resources (Kocabulut, Yozukmaz and Bertan, 2019). Therefore, the influence of environmental impacts has a negative level of acceptability and desirability in tourism development, particularly in developing economies (Fletcher, Pforr and Brueckner, 2016).

In the last decade, there has been an increasing interest in tourism practices to improve environmental protection such as the case of Intrepid a tourism operator concentrated on improving its social and environmental performance through public transparency and legal accountability (Galpin and Whittington, 2012), tourism development planning following an uncontrollable commercial exploitation has generated pressure in the population limiting natural resources and in addition waste generation, and also problems of congestion, noise and air pollution. (Gössling and Peeters, 2015; Scott, Hall and Gössling, 2019).

Tourism's Impact on Residents' Environmental Quality of Life

The environmental domain of Quality of Life (QoL) for residents in tourism-dependent regions is intricately connected to the development activities within their local environment. As tourism expands, residents often face a dual-edged impact: while there can be enhancements to infrastructure, such as improved waste management systems and the establishment of recreational areas that offer residents clean and accessible natural surroundings, these benefits must be weighed against potential drawbacks. Predominantly, unchecked tourism can exacerbate environmental stressors, leading to increased noise pollution, reduced air and water quality, and greater competition for limited resources such as water and energy, all of which directly affect residents' daily lives and overall well-being (Dyer et al., 2007; Nunkoo and Ramkissoon, 2011). The influx of tourists can strain local ecosystems, threatening biodiversity and leading to habitat loss, which not only impacts the environment but also the cultural and natural heritage that residents often depend on for their identity and livelihood. Thus, it becomes imperative for sustainable tourism policies to prioritize the needs and perspectives of residents, ensuring that while tourism develops, it also contributes positively to the environmental QoL, supporting vibrant, healthy communities over the long term. This delicate balance is crucial for maintaining an environment where residents can thrive, both economically and ecologically.

In the context of Mexico, the environmental domain of Quality of Life (QoL) for residents is intricately linked to tourism development, particularly as the country aims the balance between economic growth and environmental sustainability. Gómez López and Barrón Arreola (2024) highlight the relationship between tourism flows and environmental conditions across Mexico's 32 states from 1999 to 2019. Their findings indicate that while national and international tourist variables show no immediate impact on environmental variables like CO₂ emissions, a longer-term equilibrium exists between tourism activity and certain environmental care variables, such as water treatment and waste management.

For residents in Mexico, especially in states heavily reliant on tourism, the long-term environmental QoL is affected by these dynamics. Although the short-term impacts may not be immediately evident, the ongoing strain on natural resources and infrastructure can gradually influence air and water quality, waste management, and access to natural spaces. This impacts residents' daily lives, affecting health, well-being, and the enjoyment of their natural surroundings. The research highlights the need for sustainable tourism strategies that are sensitive to the unique environmental challenges and opportunities within each state, fostering an environment where economic and ecological goals align for the benefit of Mexican communities.

Exploitation of natural resources and wildlife protection

Before the global pandemic COVID 19, overtourism degraded destinations erosion of natural resources, water management, air quality, litter and destruction of natural wildlife (Hillery et al., 2001; Barlow et al., 2016; Hewedi and ElMasry, 2019; Gössling, Scott and Hall, 2020). For instance, water scarcity is a common environmental issue in developing countries, making water an essential resource for local farmers and communities. However, studies in tourism have shown the common pattern in the origin of shortage of water is associated with inadequate resource management and unsustainable practices in the hospitality sector (i.e. for baths, showers, the swimming pool, laundry, maintaining green and attractive garden areas and sports facilities such as golf courses) (Gössling et al., 2012; Kasim et al., 2014; Gössling, 2015; Fletcher et al., 2017).

Greenhouse gas (GHG) emissions

Tourism has become a major contributor to greenhouse gas emissions worldwide while air travel emissions comprise 20% of tourism's global carbon footprint (Lenzen et al., 2018). Causes of the impacts on climate change globally are related on one side to air travel and structure and demand effect (Jones, 2013;

Sun, 2016) and on the other to the hospitality sector referring to the way energy consumption and carbon production are handled (Hu et al., 2013; Filimonau and De Coteau, 2019). GHG emissions affect at a global and local level, therefore, the literature suggests that further work in tourism environmental sustainability is needed to assess the longer-term impact of tourism footprint, to improve travel and hospitality management (Filimonau and De Coteau, 2019; Kocabulut, Yozukmaz and Bertan, 2019).

3.3.2.2 Economical

One of the most relevant discussions in tourism development is its economic contribution as a positive force on the residents' lives (Abdul Ghani, Hafiza Azmi and Ali Puteh, 2013; Yu, Cole and Chancellor, 2016). Employment generation, flow of foreign currency into the economy and tax revenue have been considered indicators of wealth in host destinations, and questions have been raised if this wealth is reflected in the communities' prosperity (Capello and Nijkamp, 2009; Andereck and Nyaupane, 2011; Kim, Uysal and Sirgy, 2013; Aall and Koens, 2019; Asmelash and Kumar, 2019; Higgins-Desbiolles et al., 2019).

Employment and Income inequality

Tourism employment generation in emerging markets is mainly contributed by seasonal job creation, characterized by lower-paid, casual or part-time jobs and a labour force with low skills (Wall and Mathieson, 2006; Telfer and Sharpley, 2008; Theobald, 2012; Hall, 2019). Furthermore, several lines of evidence on inequality suggest that better employment opportunities, such as managerial and professional positions, hold a dependency on expatriate labour excluding the locals' opportunity for professional development. (Hjalager, 2007; Schilcher, 2007; C. Michael Hall and Page, 2014; Mowforth and Munt, 2016; Sinclair-Maragh and Gursoy, 2016). Therefore, the limited chances for development in terms of creating growth through employment are affected by a human resource

constraint which generates resentment in the community (Shakeela and Cooper, 2009; Shakeela, Ruhanen and Breakey, 2011). Alam and Paramati's (2016) study on income inequality, analysed 49 developing economies around the world from 1991 to 2012. Findings corroborate that regardless of the importance of tourism in economic development, the tourism industry increases income inequality among individuals in emerging markets. Part of this outcome is linked to the way the mass tourism market is controlled by multinational conglomerates in the hospitality sector (Papatheodorou, 2004; Scheyvens and Hughes, 2019).

Economic leakage

Multinational tourism firms that find emerging markets as lucrative destinations to offer their services with high demand and low operation costs receive a different type of support (i.e. economic incentives, tax reductions and regulations). From the local government's perspective, multinationals are perceived as a regional development strategy to attract foreign direct investment (FDI) and improve on local infrastructure to eventually be able to develop the destination's comparative advantage. According to Jones' (2005), multinational evolutionary model in developing economies is integrated by four stages: 1 pre-industrialization, 2 attraction of FDI, 3 inward investment decrease and 4 countries becoming a net outward investor. However, without the appropriate public policy in place, studies have shown how transnationals corporations keep succeeding on an unbalanced expense of rural areas that obtain little direct benefit (Hall and Page, 2014; Telfer and Sharpley, 2015; Mowforth and Munt, 2016; Monterrubio, Osorio and Benítez, 2018). Therefore, the multinationals' ownership nature ruled by an unsustainable perspective is considered one of the main contributors to economic leakage in the tourism industry. Inequality in capitalism has been discussed since the nineteenth century by Marx reasoning that "the dynamics of private capital and the accumulation inevitably lead to the concentration of wealth in ever fewer hands" (Piketty, 2014, p. 1). Schumpeter

(1983) supports Marx's acknowledgement of the need for equilibrium for economic inequality, arguing that although the process of capitalism growth eventually includes “relative poverty” or inequality as part of capitalism’s nourishment, “absolute poverty” goes against what capitalism stands for.

Cost of living inflation

Tourism development provides the community with improved infrastructure and expansion of local offers. However, the tourist centralised planning of certain tourism developments fails to inadequately address the social impacts on host destinations (Murray, 2007). The increasing demand for basic services, goods, and other necessities also creates localized inflation and a rise in the value of real estate and transportation, triggering an increasing cost of living. Residents, particularly the ones under low skilled positions and informal employment, struggle since their earnings are not being balanced with expenditure, distressing the residents’ lives (Andereck and Nyaupane, 2011; Rasoolimanesh et al., 2015; Yu, Cole and Chancellor, 2016; Stergiou and Farmaki, 2019).

Entrepreneurship and Community-based tourism support

Limitations on professional development, equity on income equity and poverty alleviation, residents have found interest in impulse community-based tourism (CBT) initiatives, enterprises and cooperatives (Vázquez-Maguirre, 2018; Lee and Jan, 2019). Despite these initiatives foment a local entrepreneurial ecosystem, the communities face constraints in receiving support in prioritisation, professional training, partnership and promotion impeding local microbusiness development and gaining fair competition (Thompson, Gillen and Friess, 2018; Camargo and Vázquez-Maguirre, 2020). Studies have established that CBT’s

barriers may differ in emerging markets (Paunović et al., 2020; Zielinski et al., 2020), therefore contextual analysis beyond development markets studies is required. For instance, Yanes et al.'s (2019) research based on content analysis of 68 CBT case studies in developing countries and linked to Colombia, provides an understanding of a set of CBT inhibitors in a Latin-American context. Findings from this study revealed that weak empowerment, participatory principles, poor political level of development, and protection of community rights related to their territory, are determinants for tensions in the community. Moreover, these results agree with the findings of other studies, which reveal CBTs require further support for a coherent and equitable tourism policy design (Lee, 2013; Sakata and Prideaux, 2013; Boley and Mcgehee, 2014; Thaithong, 2016).

3.3.2.3 Sociocultural

The sociocultural impacts of tourism affect how local inhabitants perceive an improvement in their lives. Despite the importance of tourism as a prosperity generator to improve the country's image (Tasci and Gartner, 2007; Kim, 2018), provide recreational activities and better facilities for the residents and visitors (Tovar and Lockwood, 2008) and preserve cultural heritage (Akova and Atsiz, 2019), the effect of socio-cultural benefits in emerging market is a much-debated topic.

An increasing body of literature about the residents' perceptions towards tourism has emerged suggesting contradictory findings about the benefits and conflicts caused by the tourism industry such as authenticity, overcrowding, safety and moral degradation (i.e. increasing crime, alcoholism, drug and prostitution) have been named as common tensions in the community's values (Gössling, Hall and Scott, 2015; Gursoy and Nunkoo, 2019).

Authenticity, Identity and cultural heritage

The preservation and promotion of the communities' authenticity, identity and cultural heritage allow them to share their culture, values and beliefs in a contemporary context (Ruhanen and Whitford, 2019). Cultural commons such as language, rituals, myths art and music, also known as intangible heritage, are encouraged to prevail in destinations' attractiveness (Shepherd and Yu, 2013). However, studies have shown when mass tourism follows neoliberal economic conditions and culture becomes an exploitation of stereotypes, heritage is jeopardized (Ranasinghe and Cheng, 2018; Gursoy and Nunkoo, 2019). When cultural inauthenticity is promoted, destinations could be considered Disney-like extravaganzas affecting the communities identity and overall perception (Mowforth and Munt, 2016).

Overcrowding

Tourism growth can lead to overcrowding making destinations socially unsustainable (Hughes, 2018). The direct impact on the residents affects their quality of life, infrastructure overload, damage to nature, and threats to their heritage (Andereck and Nyaupane, 2011; WTTC, 2018).

Tensions of this type have been seen in both developing and developed destinations with increasing tourism phobia and anti-tourism movements. Barcelona, Venice disapproval has been expressed on the streets and online through the hashtag #TouristGoHome (Hughes, 2018; Martin Martin, Guaita Martinez and Salinas Fernandez, 2018; Seraphin, Sheeran and Pilato, 2018), and this has been expanding to other developing destinations such as Chile, Mexico, Thailand and Vietnam (Avond et al., 2019). China's Great Wall listed as a World Heritage Site, welcomes around 10 million visitors a year and now suffers from

infrastructure damage due to graffiti, garbage, to also residents and increasing burning of fossil fuels causing air pollution (Nepal and Nepal, 2019).

Safety

The relationship between safety and tourism development has raised the question if tourism activities could be considered motivators and determinants of the increase in criminality in host destinations. In Ryan's landmark paper *Crime, violence, terrorism and tourism. An accidental or intrinsic relationship?* (1993), he proposed a classification of the relationship between tourism and criminal activity and the direct impact on visitors. However, more recent arguments on tourism safety acknowledge criminal activities not only affect visitors but also residents and the host country (Recher and Rubil, 2020). Up to now, research has tended to focus more on tourist motivation and destination competitiveness approaches (Ritchie and Crouch, 2003; McNamara and Prideaux, 2010; Crouch and Ritchie, 2012; Dann, 2012; Genç, 2012; Puczkó and Smith, 2012) rather than on the residents' perspective.

The intensification of the social problems of drugs, alcoholism and prostitution in tourism destinations has a long-term impact on the residents' live (Li and Wan, 2013; Ribeiro, Valle and Silva, 2013; Eusébio, Vieira and Lima, 2018; Otoo, Badu-Baiden and Kim, 2019; Thomas, Mura and Romy, 2019). For instance, Mexico and Brazil suffer from similar tensions related to warfare between drug cartels and local bands controlling the drug traffic in the region, disturbing the residents' everyday safety (Bartholo et al., 2008; BBC, 2020). In Latin America and their emerging markets such as Thailand, Indonesia, and Kenya, prostitution contributes to HIV-AIDS, commercial sex work, child prostitution, and human trafficking affecting women, children and Indigenous communities (O'Grady, 1992; Clift and Carter, 2000; Kibicho, 2016; Mowforth and Munt, 2016). Only a limited group of researchers have considered the perspective of resident's safety as an indicator and the impact on their quality of life (Choi and Sirakaya, 2006;

Andereck and Nyaupane, 2011; Yamada et al., 2011; Kim, Uysal and Sirgy, 2013; Pratt, McCabe and Movono, 2016; Uysal and Sirgy, 2019). However, up to now, far too little attention has been paid to addressing long-term impacts in emerging markets.

3.3.2.4 Political

One of the virtues of tourism development is to be praised as a strategy used by governments to improve the resident's well-being and to help host destinations move to a position with better opportunities for the community (Crouch and Ritchie, 1999; Dwyer and Kim, 2003; Theobald, 2012). Nevertheless, emerging markets are commonly linked to inequalities in the global distribution of political power creating pressure in the population (Telfer and Sharpley, 2015). There is a consensus among tourism literature claiming that, when the industry is not managed by local community members, tourism becomes a form of imperialism (Turner and Ash, 1975; Lea, 1993; Wall and Mathieson, 2006; Gössling, Hall and Scott, 2015). Thus, community participation provides a potential solution to mitigate tensions among the residents because of power during tourism planning.

Equality and human rights

Some of the main concerns for residents in tourism development go beyond monetary or economic interest; is about justice and well-being. Respecting human rights and offering equal opportunities translate into giving the necessary tools to develop and grow as a community, respect their culture and exclude any abuse of power or exploitation (Gössling, Hall and Scott, 2015). Tensions in tourism are also linked to human rights violations such as; displacement (Liu, Yang and Wang, 2017; Stylidis, 2018), workers' rights, gender equality, dignity (Mowforth and Munt, 2016), racism and marginalization (Castellanos Guerrero,

2003; Jamal et al., 2010; Ortega, 2011; Higgins-Desbiolles and Whyte, 2015; Telfer and Sharpley, 2015; Mowforth and Munt, 2016; Saldívar, 2018).

Gender Equity

The tourism industry is considered a male-dominant industry in many emerging destinations such as Vietnam, Thailand and Mexico (Porter et al., 2015; Mowforth and Munt, 2016). For example, similar cases of gender equity happen in Vietnam where local women are involved in the informal business side of tourism selling handcrafts in the streets (Truong, Hall and Garry, 2014). Unfortunately, this type of income does not offer a stable salary to support a family to provide the essential basic needs such as food, shelter, education and health (Cole and Morgan, 2010). Scholars have recognized how tourism development under a neoliberal paradigm, showed or has shown evident structural inequalities affecting the society's self-reliance and well-being (Higgins-Desbiolles and Blanchard, 2010; Jamal and Dredge, 2014; Higgins-Desbiolles and Whyte, 2015).

Eviction and displacement

Tourism development based on privatisation has led to urbanization planning focused on the demands of visitors with the creation of new-build developments (Davidson and Lees, 2005). The gentrification in destinations impacts land ownership, land development and housing prices at a local level (Cocola-Gant, 2018). Communities in the developing world have been historically marginalised with limited context-sensitive policy implementation leading to the residents' displacement. Moreover, gentrification-led displacement studies have shown tensions are evident in both developed and emerging markets (Gravari-Barbas and Guinand, 2017; Gutiérrez et al., 2017; Guttentag and Smith, 2017; Mermet, 2017; Nepal and Nepal, 2019). Such touristic implications and tensions have been evident since ancient civilizations, as observed by the Greeks and Romans (Goeldner and Ritchie, 2012). According to Turner and Ash (1975), Italian cities

have been suffering from imperialistic attitudes of superiority by their visitors, along with an oppressive government during the Grand Tour; during the seventeenth and eighteenth centuries. Such implications of mass tourism triggered a negative impact on the residents' lifestyles due to increased international trade (Turner and Ash, 1975; Dredge, Airey and Gross, 2014; McIntosh, Goeldner and Ritchie, 1995). However, developing countries suffer a greater impact with ethnic minorities living in informal settlements also reaching the displacement of the working-class population. A limited line of study has been developed under an emerging market context (Yang and Robert Li, 2012; Nepal and Nepal, 2019; Renkert, 2019) and shows displacement is associated with the following three main reasons:

First, unregulated disintermediation and P2P (peer-to-peer) platforms (i.e. Airbnb) create problems in the housing market, causing forced displacement by infringement of housing rights (Goodwin, 2017; Guttentag and Smith, 2017; Higgins-Desbiolles et al., 2019; Stergiou and Farmaki, 2019). The implication in the neighbourhoods has raised the voices of the residents demanding better policymaking that could strengthen the potential economic benefits of the destinations while addressing the adverse effects caused by the exploitation of micro-level entrepreneurship with short-term rentals (Stergiou and Farmaki, 2019).

Second, mega-events such as the Olympic Games and World Cups. Scholars argue that the economic benefits and cultural recognition of these developments also enhance the quality of life of the residents (Gursoy, Kim and Uysal, 2004; Kim and Petrick, 2005; Al-Emadi et al., 2017; Gutiérrez-Taño, Garau-Vadell and Díaz-Armas, 2019). However, contrary to previously published studies, mega events are cases of obtrusive tourism affecting the residents' perceptions of support hosting (Shin, 2009; Schnitzer, Winner and Tappeiner, 2020). Rio de Janeiro's communities have been vulnerable for years, nevertheless, during the process of Olympic city-making. Residents' resistance to new developments was evident

after the creation of the mega-events discourse to justify their relocation (Silvestre and de Oliveira, 2012).

Thirdly, tourism mega-projects are mainly responsible for influencing the territorial segregation of the region and are perceived to respond to transnational interests rather than the communities, provoking division, confrontation and resistance to eviction (López-López, Cukier and Sánchez-Crispín, 2006; Rocheleau, 2015; Camargo and Vázquez-Maguirre, 2020). A clear case of dispossession and eviction has been identified in the Lacandon Jungle in Southern Mexico. In response, the EZLN (Zapatista Army of National Liberation) was created, as a territorial response in defence of 'life, people and the Earth' since 1994 (Coronado, 2008). The current tourism developments in Mexico have raised new concerns about the real interest in protecting the inhabitants' lands and interests, turning into the rejection of the Mayan train megaproject and complaints about the government's transparency (Chavarría, 2019; Animal Politico, 2020).

Community participation

Community participation as a concept has its origins in the work of Brazilian educator Paulo Freire in the 1970s, who advocated for the empowerment of marginalized communities through participatory approaches to education and development (Freire, 1970). Freire's philosophy of critical pedagogy emphasized the importance of dialogue, reflection, and action in fostering social change and empowering disenfranchised groups. Building on Freire's work, the concept of community participation gained traction in various fields of development studies and practice throughout the 1970s and 1980s.

In tourism, community participation was adopted and developed in the 1990s as a decision-making strategy to improve the tourism development process

(Simmons, 1994; Tosun, 1999, 2000). Scholars have found common reasons to involve society: maturity in democracy and aim to improve trust in policymakers (Byrd, 2007), to address the impacts of tourism on the local destination and the acknowledgement of residents as agents to improve the “hospitality atmosphere” (Simmons, 1994), and a response for the community to take action followed by the political dynamism of a post-industrial era (Tosun, 2000). In the same line, Willis also supported community participation as a tool to provide a balanced “shift of power from those who have had major decision-making roles to those who traditionally have not had such a role” (1995, p. 212). However, there is a different perspective on emerging markets where, empowerment, equity and human rights are still not fully developed (Rasoolimanesh, Jaafar and Barghi, 2017; Camargo and Vázquez-Maguirre, 2020).

Empowerment

Empowerment in tourism development research is considered “the top end of the participation ladder (Arnstein, 1969) where members of a community are active agents of change and can find solutions to their problems, make decisions, implement actions and evaluate their solutions” (Cole, 2006, p. 631). According to Scheyvens (1999), common signs of disempowerment include autocratic and/or self-interested leadership, failure to involve the community in decision-making, and limited governmental representation. One well-known study that is often cited in research on empowerment is that of Boley and McGehee, (2014). The authors adopted a Resident Empowerment through Tourism Scale (RETS) to offer a standardised measurement system of tourism development. However, the study suffers from shortcomings in the methods used to select cases in emerging market contexts.

On the other hand, communities in emerging markets are historically marginalized and share similar patterns of disempowerment (Mihalic, 2016; Jamal and Camargo, 2018). The limited empowerment provided by governments

and perceived lack of transparency, tend to be linked to corruption and abuses of power reducing the likelihood of residents supporting tourism development (Church, 2004; Coles and Hall, 2008; Timothy and Nyaupane, 2009; Marques, Alves and Wada, 2019).

As a response to the lack of communication with the state, studies on tourism development have shown similar tensions in developing countries. The pioneering work of Lea (1993) remains crucial to our wider understanding of the negative side of some tourism developments in developing destinations. The case of Goa residents in India is a sample of the population resistance caused by abuse of power over land rights and resource use for all (Sampat, 2015). Tourism development in the region holds a historic record of environmental and infrastructure stresses led by active minorities with a militant particularism embedded (Lea, 1993; Routledge, 2001; Sampat, 2015). In Latin America, tourism governance, tourism policy and decision-making in Quintana Roo, Mexico has been ruled in favour of the private sector and the government, denying Mayan residents a formal representation to make their vote, rights and voice be heard (Jamal and Camargo, 2018). More recently, initiatives have been introduced to reduce governmental distrust in the community, however, more actions are still needed to gain confidence in policymaking and local governmental participation (Nunkoo, 2015; Camargo and Vázquez-Maguirre, 2020).

3.3.2.5 Health

Until recently, there has been little interest in the health outcomes of tourism development. While most interest in tourism and its impact on destinations has focused on social, cultural, and environmental issues; the tourism effects on the residents' health have yet to be understood (Godovykh and Ridderstaat, 2020). The positive experiences and social interactions of visitors with residents have shown optimistic emotional effects, that can lead to minimising development of

cardiovascular diseases, inflammation, headaches, weakness, and congestion (Boehm and Kubzansky, 2012). However, negative short-term impact outcomes could affect these interactions to even occur.

Stress

Stress is one potential short-term impact affecting the residents' health which is mostly caused by sociocultural pressures such as overcrowding, increase in criminality, traffic and congestion. Jordan and Vogt's (2017) study, determined the impact of tourism development in Jamaica. The most surprising aspect of the data is that overall, seventy-eight per cent of participants presented stress because of the development and operation of a new cruise port. Despite the acceptance that tourism development could vary on the uniqueness of each emerging market community, this case demonstrates the need for better strategies to recognize the impact of planning for the development of tourism considering the health of host destinations (Jordan, Spencer and Prayag, 2019).

Limited Access to Health System / Epidemics

The tourism sector has been impacted by global health epidemics over history such as SARS, H1N1, bird flu, and now COVID-19. The impact of these respiratory syndromes has created outbreaks in the economic sector as well as the health of communities at every level (Gössling, Scott and Hall, 2020). Moreover, COVID-19 has exacerbated pre-existing disparities and inequalities, particularly in developing destinations where the pandemic has turned into a poverty trap with a limited health system (Anser et al., 2020). For instance, Vietnam is among the top five most visited countries in the world and its proximity to China represents one-third of its visitors from this country (Tran et al., 2020). The high contagion rate set Vietnam in a vulnerable stage with a limited time to react. Furthermore, ethnic minorities and residents living in low-skilled jobs faced discrimination and barriers to accessing health services impacting the residents' health. Similar

transnational health threats have been registered during the SARS, H5N1, H5N6 and H1N1 epidemics (USAID, 2020).

3.3.2.6 Technological

Technology has been a determinant of tourism development over history. Improvements in transportation and communications have redefined the way the tourism industry has reshaped human mobility in modern times (Singh, 2019).

Transportation

Rail systems, steamships, automobiles, and aeroplanes have allowed short middle and long distances at a regional and international level (Goeldner and Ritchie, 2012). Additionally, the adaptation of more convenient transportation and technological progress has allowed growing prosperity for destinations (Mowforth and Munt, 2016). Nonetheless, with the high demand for transportation services and integration with new technology systems, tourism's growth has carried on tension on the harm in the environment, arguable regulations within the cruise industry and transparency policies with the surge of new technological ventures (Gursoy and Nunkoo, 2019).

Recently, considerable literature has grown up around the theme of tourist aviation emissions. Studies have shown tourism accounts for five per cent of the world's carbon emissions and forty per cent of those emissions are attributed to air travel (Gössling, 2009; Stovall, Higham and Stephenson, 2019). The impact on the environment surges from national and international travel affects the overall environment. Thus the importance to address new methods and alternatives to follow a green economy (Jones, 2013; Gössling, Hall and Scott, 2015; Sun, 2016; Debbage and Debbage, 2019; Nepal, al Irsyad and Nepal, 2019).

On the other hand, the cruise industry has been considered to make a positive impact on communities around the world with job generation and its contribution of \$134 billion of the total output worldwide in 2017 (CLIA UK, 2019), however, the reality in developing destinations is seen differently. Brida and Zapata's (2010) findings from a series of recurrent tensions in the context of small islands show these concerns are not always addressed during tourism planning. Tensions include congestion and overcrowding perception, limited economic contribution with all-inclusive cruises, illusionary high demand on local transportation services, unregulated activities and poor waste management and damage in the long term of marine life. The questionable sustainable prosperity of cruise tourism and stress on the host community residents has been supported in destinations with a mature and emerging tourism lifecycle (Roberts and Tribe, 2008; Brida, Deidda and Pulina, 2014; Jordan and Vogt, 2017; Del Chiappa, Atzeni and Ghasemi, 2018).

In tourism, railway systems are considered a development opportunity to improve a destination's attractiveness and disperse the economy to other local surrounding areas (Gao, Su and Wang, 2019; Yin, Pagliara and Wilson, 2019). Nonetheless, railway systems in emerging markets also have sparked controversy around their impacts on economic viability, corruption in contracting practices direct benefits on the community and deforestation (Barceló Quintal, 2011; Wissenbach and Wang, 2017; Hernández et al., 2018; Wang and Wissenbach, 2019; Camargo and Vázquez-Maguirre, 2020; Ellis et al., 2020). In terms of the evolution of public ownership and railway control, Laurino et al. (2015) study, analysed 20 countries' railway models, including developing countries such as; Brazil, Chile; China, India, Mexico, Russia, South Africa and Turkey. Findings conclude that Latin American countries' historical challenges are based on regulatory problems and rooted in private ownership and vertically integrated concessions (Thompson and Kohon, 2012). This approach has been criticised for its effectiveness in cost reduction (Bitzan, 2003; Jensen and Stelling,

2007) however is worth mentioning these critics are argued from a developed country perspective.

In the specific case of Mexico, the attempt for the government to recover control under the name of Ferrocarriles Nacionales de Mexico failed in the early 1990's. The government was forced to close most intercity passenger services and was able to arrange only an uncommon jointly owned freight concession retaining a twenty-five per cent share (Thompson and Kohon, 2012). Therefore, based on the literature, the decision-making on the history of the railway system in Mexico and tourism development planning seems to be ruled by economic interests rather than the wealth of the community.

Finally, the importance of automobiles and the surge of new smart technologies transportation platforms or P2P such as Uber, Didi or Lyft have provided an opportunity for a sharing economy (Dredge and Gyimóthy, 2017). Nevertheless, the population of these services have caused dissatisfaction among new operators and traditional taxi drivers since most new ventures hold governmental protection and are not entitled to pay for the necessary certificates locals are obligated by law (Henley, 2017; Bouchon and Rauscher, 2019; Vázquez, 2020).

Access to information communication technologies (ICT) / Digital Equity

The UN has declared access to the internet as a human right (Rue, 2011). Having access to the internet goes beyond the nature of the technology itself but rather as an enabler for the right to freedom of opinion and expression (Cerf, 2012). Additionally, under the circumstances of a worldwide adaptation due to the health pandemic COVID-19, access to the internet has been demonstrated to be a necessity in modern times to be able to maintain business, continue with education, enhance health and maintain social interactions for well-being.

From an economic perspective, the Internet is the base of the tourism and hospitality industry's growth in the last decades' implementation of artificial

intelligence (AI) and online booking (Meinrath, Losey and Pickard, 2011). Through online promotion and presence via social media and websites, tourism marketing has taken advantage of business intelligence techniques (Law, Buhalis and Cobanoglu, 2014; Uysal, Berbekova and Kim, 2020). Through big data analytics, companies can understand customer trends, competitors and changes in the market more than ever before (Xiang and Fesenmaier, 2017). Nevertheless, in the case of local businesses, the lack of access to ICT and a clear understanding of new technologies (digital literacy), place them in a disadvantaged position unable to promote and connect their business with new markets (Inversini, Rega and Gan, 2020).

The engagement of technology to adopt sustainable applications in other industries has increased in recent years, however, it has been neglected in sustainable tourism management, except for smart tourism in developed countries. Therefore, there is a need to explore how the implementation of new technologies can improve tourism development in emerging markets (Rasoolimanesh et al., 2019). The adoption of IT to improve poverty, create partnerships, promote local community involvement, improve education, and integrate tourism supply chains, still needs to be addressed.

In summary, the tourism sector provides global economic success and prosperity. However, the literature shows that the relationship between tourism development and the community still requires improvement in tourism policies and planning (Jamal and Dredge, 2014), business responsibility (Font and Lynes, 2018), sustainable tourism behaviour (Juvan and Dolnicar, 2016) and governance structures (Amore and Hall, 2016).

The application of public policies that look after the community's interest over the economic benefits of the industry (Gursoy and Nunkoo, 2019) should include the government, businesses, visitors, policy-makers, experts and academia to be involved in investigating how tourism development tensions can be mitigated

developing strategies aiming for growth but not at the cost of the wellbeing of the residents (Camargo and Vázquez-Maguirre, 2020).

The growing interest in the tourism development literature and the creation of new frameworks are a response to an unsustainable sector for better decision and policy making. Furthermore, due to the global health crisis of COVID-19, initial priorities will require to be adjusted and expanded to consider more targeted, agile policies able to adapt to an uncertain and shifting environment (OECD, 2020).

3.3.3 Community empowerment through bottom-up approaches

Empowerment is defined by Rappaport as “ the ability of people, organizations, and communities to gain mastery over their affairs” (1987, p. 3). According to Amartya Sen’s Capability Approach, people should have the capability and the freedom to have a choice to achieve what they value (Sen, 1999), and this can be accomplished through empowerment. In community development, giving a voice to the residents has become a vital construct to understand individuals, organizations, and community’s needs (Perkins and Zimmerman, 1995) and helps to understand the non-economic factors that influence their attitudes towards development planning (Perkins and Zimmerman, 1995; Boley et al., 2014). Furthermore, the importance of community involvement has been acknowledged as a core policy design principle to achieve sustainable outcomes based on inclusion (Simmons, 1994; Tosun, 2000). As a part of the points in the Millennium Development Strategy in 2015, it has been recognized that empowerment helps to improve the Quality of Life in rural communities giving a sense of community and sustainable development (Ahmad and Talib, 2015).

Nevertheless, residents’ low empowerment in tourism is still considered the main factor that hinders community collaboration in tourism governance (Wondirad, Tolkach and King, 2020). Therefore empowerment should build a

balanced power between stakeholders to help their engagement in tourism participation and give them control over their lives, well-being, destiny, and environment (Boley et al., 2014). To understand where are the residents positioned and involved in the development process, the following section based on the work of Arnstein (Arnstein, 1969) on citizen participation gives support to the importance of adopting bottom-up approaches for tourism planning.

Levels of community participation in development

To better understand community participation, Arnstein's ladder (Arnstein, 1969) is of great significance as it marks the first attempt to trace a typology based on citizen participation consisting of three key stages: non-participation, tokenism and citizen power and eight steps or rungs ranging from lesser to higher: 1 Manipulation; 2 Therapy; 3 Informing; 4 Consultation; 5 Placation; 6 Partnership; 7 Delegated power; 8 Citizen control. Table 4 provides a list of the initial citizen's participation from Arnstein's ladder (Arnstein, 1969) and a comparison with further adaptations. The first two rows show the authors' names and different fields of application; Brager and Specht (1973) focused on the areas of social welfare, Pretty (1995) on participation in development programs and projects Marzuki and Hay (2013) on participation in tourism planning, Krabina (2016) focus on innovation and E-Participation and Torfing, Sørensen and Røiseland (2019) focus on co-creation from a public service perspective. The initial citizen's participation stages proposed by Arnstein's ladder (Arnstein, 1969) are shown in the first column and the following columns show the similarities of other contributions. Stages are divided into two modalities; Top-to-bottom referring to a paternalistic view (non-participation and tokenism) and bottom-up-to more collective and inclusive referring to Citizen power where the citizen holds more control over decision-making.

Emphasising a more up-to-date path for community empowerment and sustainable tourism development, co-creation has been highlighted as a participatory process where individuals are considered as the end-user and can actively contribute and provide valuable input during the process and creation of services or projects (Torfing, Sørensen and Røiseland, 2019; Mohammadi et al., 2020). This stage is the highest level of participation from a public service perspective which can support the values of the well-being economy on participation and connection previously discussed in section 3.3 and will be considered the path to follow in this research.

Table 4 Citizen's participation ladders comparison

Approach	Level of power	Citizen Participation (Arnstein, 1969)	Social Welfare Brager and (Specht ,1973)	Participation in Development Programs and Projects (Pretty, 1995)	Participation in Tourism Planning (Marzuki and Hay 2013)	E- Participation (Krabina, 2016)	Public Sector Torfing, Sørensen and Røiseland (2019)
Bottom-Up Inclusive, Collective	Citizen power	8 Citizen control 7 Delegated power. 6 Partnership	Community control Community delegates authority Community & developer plan jointly	Self-mobilisation Interactive participation	Empowerment	Impact participation Effective participation Intended participation. Active participation	Co-creation (Sustainable development goal) Open dialogue Citizens input
Top-Down, Civic Paternalism, Stewardship	Tokenism	5 Placation 4 Consultation	Community advises. Community is consulted	Functional participation Consultation	Consultation	Implicit participation	Citizen's engagement
Top-Down	Limited participation	3 Information	Community given information	Passive participation	Information	Passive participation	Citizen's acknowledgment
Top-Down	Non-participation	2 Therapy 1 Manipulation	No community involvement	Manipulative participation	No information	Indifference Unawareness	No knowledge

Source: Adapted from Arnstein, 1969; Brager and Specht, 1973; Pretty, 1995; Marzuki and Hay, 2013, Krabina, 2016 and Torfing, Sørensen and Røiseland (2019).

Non-participation Stage

Non-participation level is used for planners to explain their autonomy in decision making without any input or involvement from other stakeholders. From Arnstein's ladder (Arnstein, 1969), the lowest rungs of the ladder are manipulation (power holders use participation as a distorted means of public relations) and therapy (citizens' values and attitudes are adjusted to those of the larger society with power) these stages are known as lowest level of participation. Pretty (1995) typology argue that manipulation and cohesive measures are commonly used and do not intend to benefit individuals. According to Krabina (2016), lack of information and dialogue is the main factor of community's unawareness, and indifference is present due the absence of interest even after information is shared. This exclusion is set as the beginning of communities discomfort that show opposition at later implementation stages (Gray, 1989).

Tokenism Stage

Tokenism is the symbolic act of pretending to give an advantage to a vulnerable group in order to give the appearance of fairness (Cambridge University Press, 2021). In the participatory context, the second category in the ladder named tokenism refers to the level where the community can express their interests however, their voice has no influence on decision-making. Supporting this view, almost every paper mentioned adopts this perspective and identifies it as passive participation characterized by informative and consulting sessions about decisions previously made without the stakeholders' contribution (Friedman and Miles, 2006). Along with consultation, Arnstein's ladder presents placation as the highest level in tokenism, which refers to a step to overcome distrust of lower income stakeholders giving them a voice, but not power (Friedman and Miles, 2006). This type of public engagement is quite common in emerging markets (Tosun, 2000; Okazaki, 2008; Jenkins, 2015). Particularly in tourism policy and planning development, this stage is commonly applied for democracy reasons,

however, in reality the proposals presented offer limited or misinterpreted participation within the communities (Tosun, 2006; Jenkins, 2015).

For instance, cases of poor equity, justice and fairness have been found in the tourism project Mayan train in Mexico (Camargo and Vázquez-Maguirre, 2020). According to the UN Mexico human rights office, despite community's consultations took place before the project's execution, the lack of research on environmental and social impact, mislead the community presenting only benefits omitting possible negative impacts affecting their basic needs such as housing, water, healthcare and education " (Orsi, 2019). Doing so, consultations shown flaws in the participation process arguing that has not complied with all international standards on human rights.

Citizen power stage

Based on Arnstein's ladder (1969), the last and highest stage is citizen power, where residents have a voice through two-way dialogues with policy makers and have an influence in the decision-making process such as govern a program or an institution and oversee policy and managerial aspects. Arnstein (1969) and Brager and Specht (1973) typology share similar views on this stage's steps: Partnership, delegated power and citizen control. Starting by partnership, this step is based on redistributed power between the community and the policy makers. Next, delegation of power consists of negotiations between the community and power holders in a democratic way, meaning if citizens gain majority over certain plans, then their voices and opinions will be considered in the final decision. Finally, the top level of participation is citizen control in which the public holds all decision-making power through cooperation and responsible planning (Arnstein, 1969).

Under a participation development context, Pretty (1995) presents the steps of self-mobilisation where the community can take their own decision independently of external institutions and interactive participation, seen as a

right, means the public is able to participate in joint analysis. On the other hand, Marzuki and Hay (2013) summarise the citizen power stage as a single step called empowerment, which refers to the involvement of power transfer through negotiations between policy makers and citizens that enables decision-making.

Citizen power integrated into e-Participation.

E-participation is an area where the importance of the active citizen participation has been recognized given its opportunity to create an open dialogue between the state and the residents with the application of Information communication technologies (ICTs) (Macintosh, 2004; Islam, 2008; Kim and Lee, 2012). Through a democratic process, an initiative and a sociotechnical system, citizens' opinions are expressed on digital platforms such as websites and social media, in the form of feedback on government services; reporting of crimes and potholes; and corruption monitoring (Linders, 2012). These contributions, also known as citizen sourcing, initiate an online active participation and help governments not only to reduce limitations of time and space but also enriches stakeholder dialog (Bonsón et al., 2012).

Macintosh's (2004) seminal work on citizens' typology on e-participation included three levels: E-enabling, referring to the use of technology required to enable the participation; E-engaging, understood as the top-down consultation of the citizens; and E-empowering as the support and facilitation of the opinions acquired from the citizens perspective. The study by Krabina (2016) offers a more comprehensive and integrated understanding of the residents' role based on the Arnstein's (1969) participation ladder. Particularly aligned to the last rung of Arnstein's citizen power, Krabina (2016) presents four subdivisions: Active participation referring to the channel of communication or dedicated interface (i.e. page, group on Facebook or personal Tweet); Intended Participation, meaning to how their posts and shared opinions/rates on an interface are meant to be heard / read / monitored; Effective Participation, referring to how the content shared contributes to a certain goal or agenda and a discussion or

implementation is expected; and lastly Impact participation step is considered and a sustainable effort where both sides (participants and managers) value and implemented the citizens opinions and develop a program or project to offer a solution to their concerns.

e-Participation as a bottom-up approach helps to enhance public engagement and government transparency through collaboration and information communication technology (ICT) (Ubaldi, 2013). Furthermore, additional reasons it has been adopted in recent participatory process is its stability since can address larger audiences, analysed by time and spaces, reduce cost and have a potential to eventually support younger groups in the decision-making-process (Islam, 2008; Krabina, 2016). However, a downside on e-participation studies in development is its limitation to integrate more stakeholders to collaborate on the planning process.

Citizen power integrated towards co-creation.

Midgley's (1986) work on active participation includes three main factors: 1) democratic involvement of the stakeholders, 2) equitable and fair distribution of the benefits and 3) collaborative decision-making process defined by goals. Even though these principles have been discussed in the literature, empirical studies with community participation models in developing countries have shown limited levels of involvement of multiple actors in the planning process (Tosun, 2000; Cheng et al., 2019; Wondirad, Tolkach and King, 2020). This view is supported by Byrd, Bosley and Drongerber (2009), whose argument is based in the importance of the inclusion of multi-stakeholders to understand their attitudes and interests as an essential requirement for sustainable tourism development.

To overcome this gap, one of the most influential accounts of the citizens participation on the public sector comes from Torfing, Sørensen and Røiseland (2019). Their study proposes the integration of co-creation for new institutional

designs and forms of public leadership addressing a multi-layered society overlooked in other studies. Also inspired by Arnstein's (1969) work, they proposed the "ladder of co-creation". Reference on the bottom-up section on table 4, the last three rungs linked to the citizen power are: citizens input, open dialogue and finally co-creation (Torfing, Sørensen and Røiseland, 2019). This last step of collaborative innovation addressing the plurality of actors and joint-agenda for a coordinated implementation will be considered the path to follow in this study for sustainable tourism development from a community-focused approach.

To conclude this section, the literature identifies that the different participation ladder models presented share a similar pathway from null involvement of the community in decision-making to the highest level of participation where participation and empowerment open an opportunity for residents to have a voice through two-way dialogues with policy makers. Specifically in tourism planning where community participation is essential for sustainable development, citizen empowerment through co-creation integrated with e-participation techniques can help to close the gap of limited power and control of residents. However, there is little evidence about its implementation on collaborative exchange among multiple stakeholders, and the creation of partnerships for a common objective as it will be discussed in the next section.

3.4 Theoretical Frameworks Influencing Tourism Development

3.4.1 Stakeholder Theory

As part of a collaborative process and doing reference to Gray's (1989) guidelines, the identification of the stakeholders is one of the initial steps to finding a common purpose. According to Freeman's definition, a stakeholder is considered "any group or individual who can affect or is affected by the

achievements of the organisation's objectives" (Freeman, 1984, p. 46). The stakeholder theory helps identify and understand the stakeholders' profile, needs, and concerns aligned to the same path. The integration of this theory is integrated with this research to address research question number one: Who are the direct stakeholders and their level of participation in tourism planning? Moreover, this theory creates the consciousness of each other's actions and has its origins in the triple bottom line and the political economy theory (Evans, Stonehouse and Campbell, 2003).

Effective sustainable tourism development based on collaboration requires not only the involvement but also the support of stakeholders, therefore it is essential to identify the key actors involved in the tourism ecosystem (Byrd, 2007; Khazaei, Elliot and Joppe, 2015). The stakeholders in the tourism industry vary depending on their activity, involvement, political culture, interest and development stage (Gray, Owen and Dams, 1996). Irrespective of its economic relation or moral context (Sheehan and Ritchie, 2005), stakeholders' identification in tourism literature identifies six main groups: residents or visitors, businesses, local community or residents, government, institutions such as NGOs and academia (Sautter and Leisen, 1999; Choi and Sirakaya, 2006). Although external stakeholders hold an interest in tourism development and play the role of facilitators and mediators, their intervention will be excluded in this stage since they have an indirect degree of ownership in the process. Therefore, this research will only concentrate on the internal stakeholders, which include residents, visitors, businesses, and government and function as economic actors who co-exist in the same space, benefit from tourism activities and have an interlinked responsibility with sustainable tourism.

Tourism stakeholders' participation has been broadly studied in tourism research from different perspectives: identification of sustainable indicators for community tourism (Choi and Sirakaya, 2006; Andereck and Nyaupane, 2011; Woo, Kim and Uysal, 2015; Uysal and Sirgy, 2019), equal stakeholders' involvement in decision making-process (Byrd, 2007; Chiabai, Paskaleva and

Lombardi, 2013), residents perceptions and attitudes toward tourism development (Byrd, Bosley and Dronberger, 2009; Rasoolimanesh and Jaafar, 2017); collaboration between communities and government (Ruhanen, 2013; Nunkoo, 2015). Overall, these studies highlight the beneficial effects of collaboration, but they also suggest that future studies should address the challenges of including community participation. It is hoped that this research will contribute to a deeper understanding of residents' empowerment through collaborative processes to improve their Quality of Life in the context of emerging economies.

3.4.2 Social Exchange Theory

From a theoretical foundation on human behaviour, Social exchange theory (SET) was introduced by sociologist George Homans (1961) and is defined as “a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation” (Ap, 1992, p. 668). SET's philosophy is grounded on basic economic and social principles, rewards and values. In essence, it acknowledges to support a series of activities and industries, such as tourism, individuals should weigh the value obtained from these interactions based on cost-benefits (Yoon, Gursoy and Chen, 2001). Opposite to economic benefits, costs and rewards are not purely measured as a monetary return (i.e., direct and indirect contribution of tourism to GDP, or average and total expenditure by visitors) but rather as a social nature (i.e., Living standards, job equity, community belonging, personal development). Social rewards are understood as the fair allocation of resources and positive outcomes between the interaction of two or more individuals or groups based on costs, benefits equity and distributive justice (Homans, 1961; Emerson, 1962; Blau, 1968).

A theory commonly linked with social exchange theory because of its relative similarity in terms of distributive justice is equity theory (Adams, 1963) which

focuses on the understanding of people's perceptions and fairness on shared rewards. However, its foundation on economic outcomes such as work compensation and equity has an allocation norm from a management and not a social perspective (Cinquini et al., 2017). Whereas SET can understand individuals' willingness to engage and help with conflict resolution based on their perceptions of their Quality of Life satisfaction.

Social exchange theory studies in other social science areas include: social power to understand how an agent can influence attitudes or beliefs on a target (Henrich and Gil-White, 2001; Lambe, Wittmann and Spekman, 2001; Schaerer et al., 2018), social networks where actors are collectively connected during firms exchanges (Lawler and Thye, 1999; Quester, Dzever and Chetty, 2000; Huang et al., 2018), social structures or groups formed by individuals or institutional actors that allow cooperative association such as organizational justice (Cropanzano, Prehar and Chen, 2002; Lavelle, Rupp and Brockner, 2007), leadership and how relationships with subordinates can be based on trust, liking, and respect (Hofmann, Morgeson and Gerras, 2003; Erdogan and Enders, 2007; Mayer et al., 2009) and governance addressing firms capabilities to develop developing strategic plans to take on responsibility for all its stakeholders (Nooteboom, 1996, 2000; Luo, 2007) to mention a few. These studies indicate that when relationships between groups take place through an interchange, individuals do expect a benefit, therefore understanding their expectations can help to find a common dialogue.

From a tourism perspective, social exchange theory has been used by researchers to assess residents life satisfaction perceptions based on the economic, social, and environmental issues expanding to cultural, political, technological and health linked Quality of Life and wellbeing (Ritchie and Crouch, 2003; Andereck and Nyaupane, 2011; So, 2016; Woo, Uysal and Sirgy, 2018). SET can identify the level of life satisfaction, trust and willingness of the residents to support development projects and how can specific issues such as inequality,

fairness and environmental challenges be solved through in collaborative participation.

Figure 6 Social Exchange Theory and Quality of Life Domains



Source: Author inspired by (Ap, 1992, Choi, 2006; Andereck and Nyaupane, 2011; Nunkoo and So, 2016; Woo, Uysal and Sirgy, 2018; Ritchie and Crouch, 2003)

As argued by Liu, Sheldon and Var (1987), sustainable policies are more effective if SET can be implemented as it takes into consideration the possible social cost of tourism development with a balanced financial benefit without neglecting the community's Quality of Life domains. However, a challenge in regional studies is to choose the relevant measurement from a large portfolio of indicators, since each community have different values, needs and life conditions (Abdallah, 2019; Uysal and Sirgy, 2019). Therefore, to close this gap as illustrated in Figure 6, this study proposes to take advantage of the adaptability of the Quality of Life indicators and conduct initial contextual exploration using seven domains in qualitative of life identified from the literature; Economic, Social, Cultural, Political, Environmental, Technological and Health & Hygiene (Ritchie and Crouch, 2003; Andereck and Nyaupane, 2011; So, 2016; Woo, Uysal and Sirgy, 2018). Using

observation methods to analyse conversations in key host destinations where residents and visitors share the same space (explained in more depth in the next chapter about methodology), it is expected to detect what themes expose more needs by region and therefore link them to the appropriate indicators.

In conclusion, using the social exchange theory to identify meaningful and contextual indicators of Quality of Life in an emerging economy (i.e., suffering from social justice, inequalities, and natural respect), this part of the research attempts to embrace three of the five well-being economy core elements for sustainable development discussed earlier: fairness, dignity and nature. As for the two remaining: participation and connection, these will be addressed in the following section that emphasises the importance of participation and the involvement of stakeholders in sustainable development (Lyytimäki et al., 2018).

3.5 Collaboration and Co-Creation in Tourism

3.5.1 Collaborative Research and Practices

The design of new economies for tourism development requires giving an equal voice to individuals and the involvement of all stakeholders to be able to understand different perspectives and implement new problem-solving approaches (Gray and Purdy, 2018). It has been argued that to resolve fragmentation in tourism planning there is a need to avoid the 'go-it-alone' policies and decision-making in isolation applying new levels of collaboration (Gunn, 1988; Jamal and Getz, 1995; Byrd, 2007). Therefore, collaborative policymaking helps to shift the government's role from a "provider" to an "enabler" opening an opportunity for a decentralised managerial approach and encouraging other actors to be part of and take responsibility for development planning (Hall, 1999).

What is Collaboration?

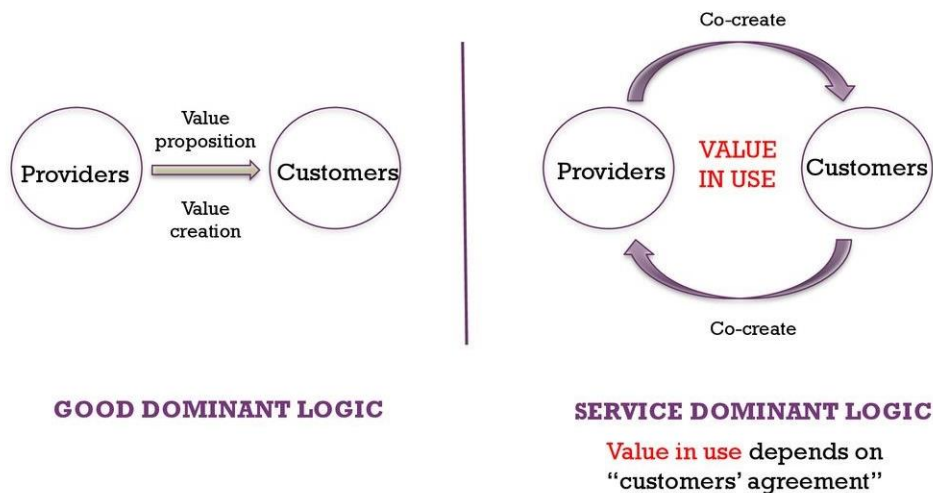
In tourism, Jamal and Getz (1995, p. 188) define collaboration as "a process of joint decision-making among autonomous, key stakeholders of an inter-organisational problem domain to resolve planning problems of the domain and/or to manage issues related to the planning and development of the domain". Collaboration theory recognizes that collaborative efforts offer effective decision making when there is collective learning, joint-decision-making among all stakeholders and fairness in agreements (Gray, 1989; Jamal and Getz, 1995). Furthermore, according to Reed (1997), an essential element in collaboration is the identification of differences of power across stakeholders involved as a part of equality collaboration.

Inspired by early research on social problem-solving McCann (1983), Gray (1989) proposes a collaboration process based on three steps: (1) The problem-setting, defines the domain, problems to solve and identifies stakeholders. (2) The direction-setting identifies shared interests from the collected information and (3) The structuring phase implements a plan or strategy assigning goals and tasks through collaborative decisions. Ansell and Gash (2008), highlighted additional elements to be considered for an effective collaborative process: open dialogue between citizens and decision-makers, trust building, commitment to process, shared understanding and common purpose. The inclusion of these key elements helps to contextualise the collaboration process from a managerial perspective to a community participation and collaborative governance angle. Hence, this research aims to identify what are the common values and goals that stakeholders in tourism share to improve policymaking in sustainable tourism development. This is achieved through key theoretical constructs illustrated in Figure 6, where in addition to the social exchange theory discussed before, this study also integrates the stakeholder theory and co-creation following the wellbeing economy core values, which will be discussed in the following sections.

3.5.2 Co-creation

Co-creation is rooted in the business and management literature and has been defined as “the joint creation of value by the company and the customer; allowing the customer to co-construct the service experience to suit their context”(Prahalad and Ramaswamy, 2004, p. 8). A fundamental element in co-creation is value; which is defined as the benefits individuals receive during various points in the exchange process (Fisher and Smith, 2011), in other words, is when the desired outcomes are met and reflected in satisfaction. Value has different dynamics propositions depending on its context: goods-dominant-logic or service-domain-logic. Figure 7 shows the difference between these views and how value is created from providers to customers in a linear way with the goods-dominant-logic (left) and under a more dynamic and bilateral approach with the service-domain-logic (right).

Figure 7 Value creation based on context.



Source: Adaptation from Vargo and Lusch, 2004, 2008; Grönroos, 2006).

First, from a business point of view, good-dominant (G-D) logic is a conventional and internal perspective happening inside the company and the production process and value show at the end of the consumer experience (Vargo and Lusch, 2004). In this view, value proposition and value creation involve one-way

communication from the company to a customer who is a passive actor. Samples of this kind of value creation are commonly linked to models of an industrial economy taking place at the end of the manufacturing process.

Secondly, nowadays customers' role has been turned into a more active participation and can to share their experiences and satisfaction towards any product or service across multiple channels turning their opinions into a source of knowledge. This recognition underpinned a new way of thinking introduced by the Nordic School of Marketing known as service logic (Gummesson et al., 2012). Service logic, further called service-dominant logic (SD-Logic), refers to the collaboration between stakeholders and customers through resource integration and service exchange (Vargo and Lusch, 2004, 2008). In contrast to value created in goods logic, value in service logic (known as value-in-use) is created through collaboration between the providers and the customers during the consumption process.

Understanding customers' opinions and using them as a source of knowledge, has been widely explored in co-creation business studies being applied to a production and end-user perspective (Vargo and Lusch, 2004). Some samples of effective outcomes using co-creation value include improvements in product development such as open innovation platforms for R&D (Filieri, 2013); customer satisfaction and loyalty, for example in the tourism industry through travel agencies and online booking engines customer reviews and opinions (Grissmann and Stokburger-Sauer, 2012; Buhalis and Sinarta, 2019) and building competitive advantage for corporate social innovation (Herrera, 2015). These studies demonstrate how value co-creation used in product development and marketing has ve effectively changed the way businesses are done moving away from product-centric offers to more customer-centric ones based on a service logic. This approach changed the entire impression of 'we deliver what we think you need' to a better creation of ideas that cover the real needs of the customers (Shaw, Bailey and Williams, 2011).

Service logic continued its evolution and now consists of 11 fundamental propositions that serve the conceptualization of co-created value. Recent implemented foundational premises for value creation that have helped SD-logic to be embraced in other areas of research are: network structure and contextual nature (Vargo and Lusch, 2016). Network structure, linked to the markets-as-networks approach (Mattsson, 1997), moves beyond the initial idea of value co-creation is dyadic, referring to value as a multi-actor phenomenon created with joint efforts with networks of stakeholders in which beneficiary should always be included. Nevertheless, this broadened network systematic perspective remains limited in academic research given the fast-changing market space such as market actors, structure and practices (Petersen et al., 2009; Sigala, 2015; Brodie, 2017). An additional premise is contextual nature which states value is always uniquely and phenomenologically determined by the beneficiary (Vargo and Lusch, 2008, 2016). This means each actor has their perception and capabilities that can shape and improve the market. These complementary axioms suggest dismissing single-minded perspectives to be able to offer a complete integration for value co-creation contributing to marketing theory and raising the interest in other network systems such as socially constructed institutions and public service for development, governance and policymaking.

Empowerment and Participation in Co-creation

The transition from a goods-dominant logic to a service-dominant logic in co-creation significantly influences empowerment and participation in tourism development. This change highlights the active involvement of stakeholders in value creation, moving from perceiving consumers as passive to recognising them as engaged co-creators (Vargo and Lusch, 2004, 2008). In the realm of public services and tourism, this shift is crucial as it seeks to unite communities in collaborative planning efforts that aim to enhance inclusiveness, democratic processes, communication, and action-oriented goals (Osborne, 2018).

Bason (2010) distinguishes between co-creation, where citizens function as co-designers, and co-production, where they serve as co-implementers, providing an insightful understanding of community involvement in tourism planning. However, recent literature points to a blending of these concepts, stressing the importance of citizen engagement throughout the entire tourism development process (Voorberg et al., 2015). This comprehensive approach to participation aligns with the principles of regenerative tourism, aiming to create positive impacts beyond mere sustainability.

Participatory governance studies have incorporated co-creation principles, acknowledging the value of collaborative integration of stakeholder needs and contributions in development planning (Raworth, 2017; Trebeck, 2018). Collaborative processes within the framework of Public Service Logic (PSL), which integrates Service-Dominant Logic into public management theory (Osborne, 2018), provide an enriched understanding of value co-creation in tourism contexts by considering the network structure and the distinct characteristics of value creation (Vargo and Lusch, 2016). This framework highlights the importance of engaging stakeholders in tourism development planning, with a strong emphasis on local needs and contributions. Additionally, the use of technology and digital platforms facilitates e-participation and shared knowledge in tourism, a practice common in smart cities and living labs research (Bonsón et al., 2019). Moreover, the formation of partnerships in sustainable tourism development is crucial, particularly in tackling challenges such as inequalities and the absence of participatory tools in emerging markets. Through these collaborative processes, the framework seeks to enhance the effectiveness and inclusiveness of tourism development initiatives.

In tourism contexts, similar processes can address complex issues such as inequalities, lack of participatory tools, and limited democracy in decision-making, particularly in emerging markets. The emphasis on creating value that enhances the quality of life through ecosystems of capabilities strongly aligns

with the objectives of empowerment and meaningful participation in tourism development (Ramaswamy and Ozcan, 2014).

However, it is vital to critically assess the rhetoric of empowerment against its practical application. Although policymakers may advocate programs to 'empower' communities or encourage 'participation', the actual facilitation of genuine empowerment and participation frequently falls short. Future research should concentrate on closing this gap, exploring innovative methods to ensure that co-creation in tourism truly empowers local communities and enhances their well-being, moving beyond simply creating economic value and considering broader impacts on quality of life (Phi and Dredge, 2019).

3.5.3 Co-Destruction of Value

Co-creation, typically seen in a positive light, can also result in unintended adverse outcomes, termed co-destruction. This concept, introduced by Plé and Chumpitaz Cáceres (2010), describes a process where interactions between service systems lead to a decline in the well-being of one or more systems involved. Recent research has broadened this understanding, showing that co-destruction can occur in different contexts through various mechanisms. For instance, Järvi et al. (2020) identified five types of co-destruction: missing, inadequate, inappropriate, unwanted, and misdirected resource integration. Their research suggests that co-destruction is not merely the opposite of co-creation but involves complex dynamics arising from mismatched expectations, insufficient resources, or unsuitable actions by stakeholders. Additionally, Laud et al. (2019) highlight that co-destruction and co-creation can happen simultaneously, challenging the assumption that these processes are mutually exclusive.

The acknowledgement of co-destruction as a potential outcome of participatory initiatives significantly impacts how stakeholders engage in tourism development. While the goal of co-creation is to generate value for all parties, the

possibility of co-destruction highlights the necessity for careful management of collaborative efforts. Camilleri and Neuhofer (2017) demonstrate that co-destruction can occur in tourism when there is a discrepancy between what tourists expect and the service they receive, leading to negative consequences for both tourists and service providers. These findings suggest that stakeholders should be vigilant about the risk of co-destruction and employ strategies to prevent it while encouraging positive co-creation outcomes.

3.5.4 Co-Creation in tourism from multi-stakeholders perspective.

Co-creation in tourism studies has a dominant presence in business and marketing perspectives promoting capitalist forms of economic activity and limited inclusion in the community's values (Buhalis et al., 2019). A common challenge in tourism development is the complex system with multiple actors where each stakeholder has different activities, key performance indicators (KPIs), resources and degrees of power (Gray, Owen and Dams, 1996; Brinkerhoff, 2002). This view is supported by Jennings (2005) who recognizes that every community in tourism holds different agendas, and those interests can have implications for the visitors' experience, the environment and undeniably the host communities.

The benefits expected out of tourism development have been discussed in chapter two in the section about the background and positive and negative impacts of tourism in society. There, it was established that expected benefits/values could vary from different stakeholders' perspectives but can share similar sustainable domains (Figure 7). It has also been argued that sustainable domains can be linked to well-being/Quality of Life indicators setting the line for this research to consider the residents need and interests as the link to the creation of better policymaking in tourism planning shared with other stakeholders.

Therefore, to address question number two in this research: How do residents and other direct stakeholders understand the value (expected benefits) of tourism? This section presents a summary of recent studies in co-creation involving stakeholders in tourism. Table 5 focuses on the essential role of residents in the co-creation process, reflecting the bottom-up approach of this research. This approach prioritises the expectations and quality of life of residents before addressing other benefits. The table compares the involvement of residents with other stakeholder groups, such as government, businesses, and visitors. It outlines how co-creation is implemented, the interactions between stakeholders, and the methods used and includes relevant publication details. This structure underscores the primary focus on residents, illustrating how their expectations and quality of life are prioritised within tourism development.

Table 5 How is value co-created based on each stakeholder's interest?

Main Stakeholder	Contextual Culture	Authors	Network Structure	Methods
Residents	Value: Quality of Life, Residents' life satisfaction/Tourism Support	Lin, Chen and Filieri, 2017; Chen, Cottam and Lin, 2020	Residents-Tourist	Online Survey
	Community-Based Tourism/Creative tourism	Carlisle et al., 2013 Ngo et al., 2018 Carpenter, Horvath and Spencer, 2021 Altinay, Sigala and Waligo, 2016 Liang, 2017	Residents-Government-Businesses-Visitors* Residents -Businesses Residents-NGOs-Businesses Residents -Businesses Residents-NGOs-Businesses	Ethnography, Semi-structured Interviews Workshops Interviews and field observations, documents Interviews and Focus groups
	Habitat conservation	Martini, Buffa and Notaro, 2017; Marshall et al., 2016	Residents-Government-Businesses-Visitors*	Interviews, Questionnaires, Surveys
Government	Value: Destination competitiveness, Destination planning/Urban Planning	Marques and Borba, 2017	Residents-Government	Workshops/Hackathon

Main Stakeholder	Contextual Culture	Authors	Network Structure	Methods
	Smart Tourism	Wang, Li and Li, 2013 Buonincontri and Micera, 2016 Femenia-Serra and Neuhofer, 2018 Gomez-Oliva et al., 2019	Government-Visitors Government-Businesses-Visitors Government-Businesses-Visitors Residents-Government-Businesses-Visitors*	Text analysis/Big Data IoT and Interviews Text analysis/Big Data Interviews and Surveys
Businesses	Value: Customer satisfaction/Return on investment, Service quality (SD-Logic), Customer Satisfaction	Sigala, 2011; Cabiddu, Lui and Piccoli, 2013; Prebensen, Vittersø and Dahl, 2013; Kim, Tang and Bosselman, 2019; Buhalis and Foerste, 2015; Ballantyne and Packer, 2016; Neuhofer, Buhalis and Ladkin, 2014; Prebensen, Woo and Uysal, 2014; Eide, Fuglsang and Sundbo, 2017 Pera, Occhiocupo and Clarke, 2016;	Businesses-Visitors Residents-Government-Businesses-Visitors	E-mail surveys, Focus groups, Archival research, Interviews, Online surveys, Text analysis/Big Data, Questionnaires Workshops / Interviews Survey
	Corporate Social Responsibility (CSR)/Social Value	Tuan et al., 2019; Cannas, Argiolas and Cabiddu, 2019	Businesses-Visitors	Online Survey, Semi-structured interviews
Visitors	Value: Tourism Experience, Travel knowledge sharing	Edwards et al., 2017	Visitors-Residents	Text analysis/Big Data
	Visitors as locals	Gal-Tzur et al., 2017; Larsen et al., 2009	Visitors-Residents-Government	Text analysis/Big Data, Interviews

3.5.4.1 Residents

From the resident's perspective, the benefits/value estimated that should also be considered in addition to the traditional economic indicator based on employment generation, are social needs (i.e. essential needs coverage, respect of cultural heritage), environmental (natural resources and waste management), political (empowerment including, equality and respect of human rights) technological (better facilities, transportation and communications) and a fair health system.

In co-creation studies where the residents are the focus of research, three key topics have been identified to achieve the development goals in tourism: residents' life satisfaction, community-based tourism and habitat conservation.

Residents' life satisfaction

First, life satisfaction in tourism studies aim to understand the perception of communities to support tourism development focus on measuring social indicators (Economic, social, environmental, political, technological and health) to understand the overall Quality of Life (Lin, Chen and Filieri, 2017; Chen, Cottam and Lin, 2020). Previously published studies are limited to online surveys considered an appropriate tool for data collection given the number of participants, however, this method fails to capture a detailed context. While still limited, integrating the use of technology and user-generated content, Rastegar, Zarezadeh, and Gretzel (2021) use netnographic research on social media and interviews to investigate social justice issues arising from World Heritage Site inscription, including impacts on residents' well-being. This method not only aids in understanding the effects but also supports collaborative strategies between public and private stakeholders. Concurrently, research by Bi et al. (2024) underscores the importance of social media in urban planning and cultural ecosystem services, particularly focusing on residents' involvement in shaping

tourism planning. Furthermore, the integration of technology, especially social media, plays a pivotal role in enhancing residents' life satisfaction by facilitating more informed and participatory decision-making processes in tourism development. This technological engagement ensures that tourism initiatives are more reflective of residents' needs and expectations, thereby improving overall community well-being and satisfaction. This research direction provides innovative approaches on how digital media can connect residents and other stakeholders and remove barriers in tourism, potentially impacting residents' life satisfaction. Therefore, findings offer a starting point to understanding the residents' satisfaction in all sustainable domains, they have also raised the recognition that resident's life satisfaction studies are dominant Eurocentric values overlooking issues of poverty, marginalization and inequality increasing the interest in emerging economies (Andereck et al., 2007; Boley and Woosnam, 2018). Furthermore, these studies focussed on the residents' willingness to be involved in tourism development but showed a limited attempt to link simultaneously common interests across stakeholders and failed to offer an inclusive and balanced level of power in tourism planning.

Community-based tourism

Community-based tourism (CBT) studies provide a comprehensive explanation to leverage inequalities missing in other studies bringing empowerment to communities in tourism planning. CBT's studies are a clear network structure and example of contextual culture discussed earlier in some of the premises in co-creation. Through creative tourism such as agrotourism and the support for local entrepreneurship, these studies understand the importance of alliance creation (network structure) with more stakeholders such as businesses, visitors, government and NGOs (Altinay, Sigala and Waligo, 2016; Liang, 2017; Ngo et al., 2018; Carpenter, Horvath and Spencer, 2021).

Carlisle et al. (2013) study on multi-stakeholder collaboration to support innovation and entrepreneurship for small-scale indigenous businesses in Africa,

has been one of the few CBT studies in co-creation able to integrate a complete multi-stakeholder network (residents, government, businesses and visitors). To be able to understand the contextual culture, observational methods such as ethnography are used (interviews, workshops and focus groups) and sometimes are validated with archival data or surveys. Whereas these studies have been of particular interest to developing economies such as Africa and China, CBT studies in Latin America have yet to receive scant attention from scholars. Given the possibilities to balance the stakeholders' power to socioeconomic aspects maintaining the heritage and authenticity of the host destinations through common value across more stakeholders' co-creation studies like CBT can contribute to emerging markets.

Furthermore, is important to clarify that whereas CBT studies aim to thrive communities through creative tourism, these studies are limited to the role of residents as services providers linked to business activity to maintain their heritage, however, they overlook the liveability social dimension of other residents sharing the same community aside the tourism industry.

Habitat conservation

Habitat conservation studies, understood as the protection of natural resources have found residents as key informants and their participation has been valorised to start the dialogue with other stakeholders (Marshall et al., 2016; Martini, Buffa and Notaro, 2017). Particularly Marshall et al. (2016) study on Great Barrier reefs in Australia, was able to also use a multi-stakeholder approach including four main stakeholders (residents, government, business and visitors) understanding their beliefs, attitudes, values, behaviours and perceptions using indicators from databases, interviews and surveys. Nevertheless, these studies using mixed methods tend to focus mostly on the environmental aspect of tourism, neglecting the opportunity or participatory planning in other tourism development domains.

3.5.4.2 Government

From a tourism government perspective, common development aims include economic targets such as the increase in foreign currency flow and tax review. As for the improvement of the communities, policymaking strategies concentrate on using tourism as a prosperity generator and improvement of infrastructure (facilities, transportation and communications). These combined benefits enhance destination competitiveness, which has become a key focus in co-creation studies from the government's perspective. This approach aligns with the increasing adoption of new inclusive economic and political policies, as highlighted by Díaz and Espino-Rodríguez (2016). The focus on competitiveness has led to several improvements. Firstly, there is a shift in stakeholder engagement, transitioning from a passive role where the government acts merely as a provider, to an initiative-taking approach where it acts as a facilitator, encouraging more stakeholder participation in tourism development decision-making (Lew, 2017). Secondly, interdisciplinary approaches in co-creation studies from the government's perspective offer innovative techniques by integrating insights from fields such as marketing and information technology, which are applied to assess destination planning. Lastly, technological integration plays a crucial role, with innovative technologies enhancing decision-making processes through data-driven, real-time, context-aware, and collaborative participation methods (Femenia-Serra and Neuhofer, 2018).

Destination planning

In destination planning studies, the government is the facilitator and its goal is to conciliate the opinion of other stakeholders sharing the same space (Chim-Miki and Batista-Canino, 2017; Marques and Borba, 2017). In addition to the focus on landscapes and infrastructure, tourism destination planning includes additional elements such as the place's image & identity using marketing (associated with city branding), to assure customer satisfaction and indicators related to the resident's Quality of Life (Lew, 2017).

In comparison with other studies in co-creation, recent government in tourism development studies have adopted the use of technology as a tool for communication, interaction and monitoring. Observation research methods are used in these studies, however, give a step forward in gathering actors' opinions beyond traditional interviews with the adoption of ICT tools such as analysis techniques from content generated by users (UGC), workshops/open classes, hackathons (where developers and others who want to join forces to solve real-world problems with technology) as new forms of public-private collaboration and joint action networks.

Giving more importance to the residents' opinions, Miki et al. study (2017) implemented a virtual platform for the value creation cycle that helps policymakers have open access and context when making decisions. However, the paper does no attempt to consider the visitors' opinion. Another interesting study in destination planning includes the Playtown initiative in Recife, Brazil by Marques and Borba (2017). The project launched by the municipality to increase visitor numbers and offer a better experience, adopted a bottom-up approach allowing the residents to participate, share their ideas, and design prototypes assuring both citizens and visitors can enjoy the city and ensure their everyday lives will not be affected. Despite being an innovative initiative to re-design, the urban space in this study does not give sufficient consideration for businesses or visitors limiting the power of participation in the planning.

Smart tourism

On the other hand, focused on the tourist experience, smart tourism is another co-creation application in destination planning defined as a system that takes advantage of smart technology to create, manage and deliver intelligent touristic services/experiences, characterized by intensive information sharing and value co-creation (Gretzel et al., 2015, p. 560). In co-creation, smart tourism relies on visitors' shared experiences as a source of information (prosumers) enhance destination competitiveness, and improve marketing offers to create a better

travel experience. Supported by ICT (Information Communication Technology), smart tourism facilitates an ecosystem where the creation of new ideas and community collaboration is available through digital systems such as cloud computing, linked data, social networks, the Internet of Things (IoT) and mobile applications (Gretzel et al., 2015; Gursoy and Nunkoo, 2019)

Most studies in smart tourism integrate government, business and tourism stakeholders. For instance, examples include value creation with social media through stories and the exchange of travel tips among other actors (service provider-tourist, tourist-tourist, tourist-service provider) (Wang, Li and Li, 2013); Buonincontri and Micera (2016) interpretative framework identified how visitors experiences can enhance destinations' competitiveness using new technologies (i.e. websites, transport control systems, apps, sharing services, smart cards). Except for Gomez-Oliva et al.(2019), which paper presents a city's campaign in Ceuti, Spain through Smart point of interaction (POIs) to provide relevant content from the destination provided by the government, businesses and residents, also provides a platform to share their experiences. However, the study fails to assess inclusive residents' participation limiting them as content creators to improve the visitor's experience and not the communities' well-being.

In summary, destination planning studies adopt a bottom-up approach allowing individuals (residents or visitors) to share their opinions and experiences to co-create value. However, the studies considering the contribution of the residents, and their well-being have failed to consider the visitors' opinions. On the other hand, smart tourism, which concentrates on the visitors' satisfaction has shown no attempts to examine the integration of the resident's well-being into decision-making. Nevertheless, a main takeaway from destination planning studies should be the recognition of innovation openness and the immense potential to hear individuals' voices using technology.

3.5.4.3 Business

Businesses' benefits are by nature associated with financial outcomes translated into revenue increase. However, changes in the market and buyer behaviour have made hospitality firms think of new ways to improve their competitive advantage focusing on enhancing customer satisfaction based on their experiences and beliefs. Adopting this strategic management perspective two main topics have been identified in co-creation studies: Service quality and Corporate social responsibility (CSR).

Service Quality / Customer Satisfaction

Service quality in co-creation studies is characterised by the theoretical stream of the SD- logic which refers to how stakeholders can collaborate to create value understand what the final user needs in a service exchange, as discussed earlier (Vargo and Lusch, 2004, 2008, 20016). Listening to visitors' experiences and shared opinions has proved to be an effective source of information to improve tourism services and marketing efforts. For instance, scholars have found that SD-logic integrated with new technologies through online platforms highlights the premises of the network structure of value co-creation (Cabiddu, Lui and Piccoli, 2013; Tham and Huang, 2019). In addition to traditional methods such as surveys and interviews, co-creation studies focus on service quality using customer intelligence has big data and content data analysis can help as alternative ways to understand how customers feel towards specific services or products on a larger scale. Examples of some data collection sources include e-CRM (digital Customer relationship management platforms), travel forums (TripAdvisor, Booking, Expedia) social media (Twitter, Facebook, Weibo), and business platforms (Buhalis et al., 2019).

In this line, co-creation can help to improve communication strategies with openness and trust to work on organizational and collaborative outcomes and offer a service advantage (Sigala, 2011; Prebensen, Vittersø and Dahl, 2013;

Busser and Shulga, 2018); Moreover, analysing customer knowledge based on innovation through data mining techniques allow firms to act on promotion and customized offers on real-time increasing customers engagement and satisfaction (Buhalis and Foerste, 2015; Pera, Occhiocupo and Clarke, 2016; Kim, Tang and Bosselman, 2019).

The effectiveness of this approach in the tourism industry has provided benefits to both businesses and visitors, however this information is rarely integrated with residents and the government is null, except for megaevent's studies such as Universal Exposition 2015 (Pera, Occhiocupo and Clarke, (2016), Sochi 2014 Olympics (Kirilenko and Stepchenkova, 2017) and World Expo 2020 in Dubai, (Vij et al., 2019) and sports Events (Schnitzer, Winner and Tappeiner, 2020). These studies give recognition of work in partnership with the government and residents for the success in service quality of the event. Similar considerations could be integrated into other tourism developments as well.

Corporate social responsibility (CSR)

Corporate social responsibility (CSR) is the integration of the notion of environmental and social auditing into business practice (Mowforth and Munt, 2016). In Tourism CSR has been used for its environmental and social auditing approach for sustainable responsible business practices (Mowforth and Munt, 2016). In tourism co-creation, Sheldon and Park (2011) identified that the main drivers of CSR activities include enhanced reputation and community-based issues. This distinction is further exemplified in related studies on the involvement of the community (Nyahunzvi, 2013) and the effects on credibility and reputation in an internal and external context (Tuan, 2018). Additionally, Horng et al. (2018), revealed the importance of the environmental dimension followed by sustainable cultural inheritance in addition to the need to improve policies for better involvement.

Recent studies highlight diverse applications of this approach based on case studies. For example, Butcher and Chomvilailuk (2022) revealed how hotels involve guests in environmental conservation to achieve a hedonic value, such as towel reuse programs and beach clean-ups, simultaneously achieving CSR goals and enriching guest experiences. Furthermore, the COVID-19 pandemic further catalysed co-creation in CSR, with Pham et al. (2022) documenting hotels' collaborative development of safety protocols with guests and health authorities. This approach not only ensured regulatory compliance but also built stakeholder trust. These examples demonstrate a shift from traditional top-down CSR strategies to more collaborative, inclusive approaches that engage multiple stakeholders in developing and implementing initiatives. This evolution reflects a broader trend towards participatory and holistic sustainability practices in tourism, emphasizing shared responsibility and mutual benefit among businesses, visitors, and residents.

Nevertheless, it has been criticised that in practice is considered just as an asset to build a good reputation with customers instead of meaningfully covering the expectations of society. This practice can be shown in co-creation studies in tourism (Cannas, Argiolas and Cabiddu, 2019; Tuan et al., 2019), as clear examples of how despite being a concern of all actors in tourism destinations, these are only focused on co-creation within more business within the industry or with the tourist to create value.

3.5.4.4 Visitors

Tourism development value: Tourism experience

Visitors' perceived value is related to a hedonic well-being based on enjoyment, satisfaction and pleasure. Nevertheless, changes in customer behaviour studies over the last decades show that visitors' experience can also have eudemonic interests such as feeling related and connected to a community such as being

willing to share their experiences with other travellers (i.e. Online travel community). Another shift in the expected tourism experience is to enjoy and be immersed in the culture with unique and authentic experiences as temporary locals rather than just tourist in local activities (Paulauskaite et al., 2017). Therefore, research in co-creation from this visitors' perspective diverges into two main streams: Travel knowledge-sharing and visitors immersing in visitors as locals/localhood.

Travel knowledge-sharing.

Knowledge-sharing is defined as “the communication of knowledge from a source in such a way that it is learned and applied by the recipient” Pangil and Chan (2014, p. 52) for instance a common face-to-face conversation can be knowledge-sharing. However, in a digital environment, these conversations are translated into posts and User-Generated-Content (UGC), meaning the interchange of knowledge occurs when a member responds to a posted problem from a previous experience (Usoo and Sharratt, 2014). This scenario is common in travel forums such as TripAdvisor, travel blogs, Facebook and Twitter. Visitors and residents alike become experts to support other travellers through natural and spontaneous responses providing tips, suggestions and possible warnings about a place (Edwards et al., 2017).

Travel forum threads can include years of data, therefore tools like Gephi and Leximancer are used to manage large amounts of information perform content analysis and identify semantic patterns from word repetition (Sloan et al., 2017). Nevertheless, researchers recognise that algorithm intelligence can accelerate processes but the integration of human reasoning through the process is required for verification (van der Have and Rubalcaba, 2016). According to the study by Edward et al. (2017), collective intelligence can provide valuable insights for tourism stakeholders including businesses but also governments to identify new social phenomena.

Visitors as temporary locals: Localhood

The phrase “travel like a local” refers to experiencing a genuine way to be personally close to the destination and actively engage with the community lifestyle and authenticity (Higgins-Desbiolles et al., 2019). Understanding this tourist’s expectation allow us to acknowledge that visitors’ participation can be seen beyond the label of “customer” and recognise that during their experience they become “temporary locals” in the tourism ecosystem. During their stay, visitors acquire a general perception of the destination’s culture and authenticity, natural landscape conservation, accessibility and infrastructure (transportation and communication), price competitiveness, health & hygiene and safety & security (Dwyer and Kim, 2003; Salinas Fernández et al., 2020) which show similarities with the destination’s local Quality of Life and liveability. (Moscardo, 2009) study about the impacts of tourism on visitors from Internet discussions of tourism, links the Quality of Life or subjective well-being of the individual tourist and lists common negative aspects as part of their travel experience, highlighting issues such as polluted environments, human capital/skills (i.e. English/language barrier), welcoming, public transportation, costs, food hygiene standards and safety.

Wonderful Copenhagen, the official tourism organisation of the city of Copenhagen, Denmark introduced the term Localhood as a recognition of the importance of seeing visitors as actors able to contribute to the future of sustainable tourism development (Wonderful Copenhagen, 2020). Localhood refers to the atmosphere “where locals and visitors not only co-exist, but interact around shared experiences ... And where tourism growth is co-created responsibly across industries and geographies, between new and existing stakeholders, with localhood as our shared identity and common starting point ” (Wonderful Copenhagen, 2020). Integrating this type of knowledge in co-creation can be used as a link for visitors’ involvement and participation in tourism development from a different holistic and balanced perspective that could also carry interest from the government and businesses (Phi and Dredge, 2019).

Studies have recognized significant opportunities for tourism planning from visitor storytelling to be considered as participatory data to extract hidden meaning in language and sentiment analysis (Wang, Li and Li, 2013; Buonincontri and Micera, 2016). However, to date, there has been little empirical evidence about how visitors shared experiences in an informal setting (blogs, online travel forums) can contribute to co-create value in tourism planning and policy making with other stakeholders (Rahmani, Gnoth and Mather, 2017).

Samples of these studies are Gal-Tzur's (2017) research on transport-related decision-making for travellers. Using text-mining techniques in collaboration with other experienced visitors and residents is a potential to develop and expand transport services and to address visitors' and local needs and preferences. Another view is based on the common tourist worries while travelling such as crime, health, strange food, cultural barriers and terrorism. Larsen et al., (2009) developed the Tourist Worry Scale (TWS) constructed by 8 indicators. Modern studies have used this scale and text analysis to identify common fears/concerns by region. A recent study related to concerns on travel vaccine sentiment and health system capacity used over 100,000 online sources ranging from social media (i.e., Facebook, Twitter), news aggregators, and blogs (i.e., TripAdvisor), suggested the use of netnography along with other traditional methods can be useful to carry mass campaigns and listen and resolve visitors concerns to improve visitors' experience, and also contribute to planning strategies for tourism and community management. These studies show remarkable findings demonstrating that visitors values can be aligned with the locals' interests, and both aspire to the same sort of experience linked to liveability.

3.6 Synthesis and Research Gaps

3.6.1 Integrating Theoretical Insights

As mentioned earlier, community participation involves including local voices in tourism planning and decision-making, and serves as a foundation for community empowerment. The latter goes further, aiming to increase communities' control over factors affecting their lives, encompassing political, economic, social, and psychological aspects. Therefore, this research's interest lies in exploring how participatory processes can evolve into genuine empowerment, enabling communities to co-create with other stakeholders. By examining bottom-up approaches and collaboration mechanisms, the study seeks to uncover routes that not only ensure community involvement but also foster the capacity for communities to influence and benefit from tourism development.

The goal is to identify strategies that transform participation into empowerment, allowing communities to become active co-creators in tourism initiatives, rather than passive participants. This approach aligns with the principles of regenerative tourism, which emphasizes restoring and enhancing both natural environments and local communities supported by the theoretical framework. Therefore, the combination of Social Exchange Theory, Stakeholder Theory, and Co-Creation offers a comprehensive understanding of sustainable and regenerative tourism by emphasizing the interdependence of various elements within the industry.

Stakeholder Theory (Freeman, 1984) extends this understanding by emphasizing collaboration between diverse groups, including local communities, governments, businesses, NGOs, and academia. This collaboration is crucial for developing holistic tourism models that address environmental, social, and economic concerns, ensuring all perspectives are considered. Furthermore, Social Exchange Theory (Ap, 1992) highlights reciprocal relationships between tourists, local communities, and broader stakeholders, ensuring balanced benefits and preventing exploitation. This dynamic fosters sustainable tourism

practices that address both social and economic aspects, integrating QoL indicators relevant to the region studied. Additionally, Co-Creation (Vargo and Lusch, 2004; Grönroos, 2006; Vargo and Lusch, 2008) integrates these perspectives by involving stakeholders in the design and execution of tourism initiatives, ensuring they reflect local values and cultural aspects. By identifying shared interests based on QoL indicators, stakeholders can co-create value in sustainable tourism development that aligns with community needs and aspirations. This collaborative design builds tourism models that nurture both communities and ecosystems, promoting long-term sustainability through balanced, context-sensitive strategies.

By involving multiple stakeholders in the co-creation process, barriers and enablers to collaboration in sustainable tourism can be identified and adopt a more inclusive and sustainable tourism development.

3.6.2 Identifying Gaps

The literature review on sustainable tourism identifies several key gaps that this study's research questions aim to address. A significant concern is the fragmented understanding of the relationship between tourism and the well-being of residents, as highlighted by Uysal and Sirgy (2019) and Abdallah (2019). This issue is tackled by the first two research questions, which focus on examining shared interests and stakeholder motivations related to Quality of Life (QoL) indicators. These questions seek to offer a more comprehensive view of tourism's impact on community well-being from diverse stakeholder perspectives.

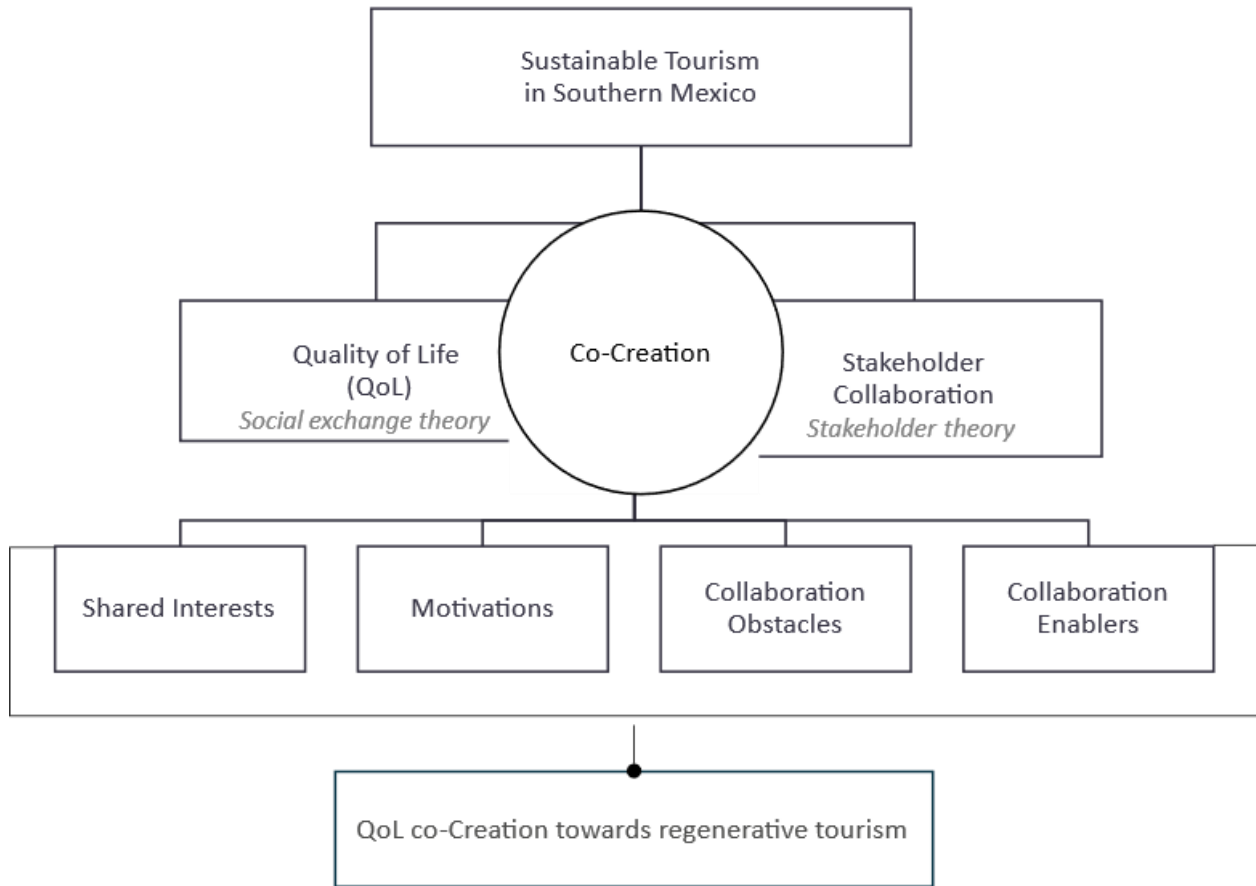
Another important gap is the limited integration of QoL indicators that address varied community needs, especially in developing countries where stakeholder involvement in tourism planning is challenging (Tosun, 2000; Cheng et al., 2019;

Wondirad, Tolkach, and King, 2020). While this study acknowledges the existence of broader human values, it focuses specifically on stakeholder interests as they relate to Quality of Life indicators in the context of sustainable tourism development. The third and fourth research questions target this gap by exploring the barriers and enablers of stakeholder collaboration in tourism planning. Identifying factors that enhance stakeholder participation, and the integration of different perspectives can improve tourism planning processes.

The literature further points out a lack of evidence on how co-creation and e-participation techniques can facilitate collaborative planning in tourism, particularly in emerging markets. The fourth research question addresses this by investigating factors that promote effective collaboration. Additionally, the limited adoption of co-creation ecosystems focused on wealth, welfare, and well-being in tourism, especially from a well-being economy perspective, is addressed by examining shared interests and motivations in the first and second research questions.

A conceptual framework of this study is illustrated in Figure 8 shows the links between sustainable tourism, QoL, stakeholder collaboration, shared interests, motivations, and the factors influencing collaborative sustainable tourism. This framework would show how the research questions are structured to fill the identified gaps, contributing to an enhanced understanding of QoL co-creation towards regenerative tourism in the context of Southern Mexico.

Figure 8 QoL co-creation towards regenerative tourism.



Source: Author's elaboration.

In summary, this research seeks to address these gaps by deepening the understanding of sustainable tourism's relationship with community well-being and multi-stakeholder collaboration. The study aims to develop more inclusive and effective approaches to sustainable tourism planning and management, particularly in emerging markets.

3.7 Conclusion

In conclusion, despite the adoption of multiple actors in co-creation, resident studies show limited evidence of the inclusion of all the actors aligned to a common goal (Carlisle et al., 2013; Marshall et al., 2016). If well is true not every

single stakeholder's QoL interest can be relevant to other stakeholders in the network, more recent arguments claim that despite these differences it is still possible to find some commonality among their goals and aspirations (Wall, 2018). This can be possible by detecting how each actor conceptualises value based on its network structure and contextual nature (Vargo and Lusch, 2016) and identifying common and shared benefits through the humanisation of value (seeing beyond economic factors with the integration of Quality of Life indicators for the improvement of equity and human wellbeing (Ramaswamy and Ozcan, 2014). Implementing this perspective of a community-focused approach, value co-creation can be brought into line with the concept of sustainable tourism to bring prosperity to the communities. Nevertheless, this has not always been a collaborative priority in tourism development planning since there are still uncovered areas in the residents' well-being (specifically in certain indicators of Quality of Life) linked to multiple actors with different levels of power in emerging markets (Hunter, 1997; Sharpley, 2000; Liu, 2003; Lee, 2013).

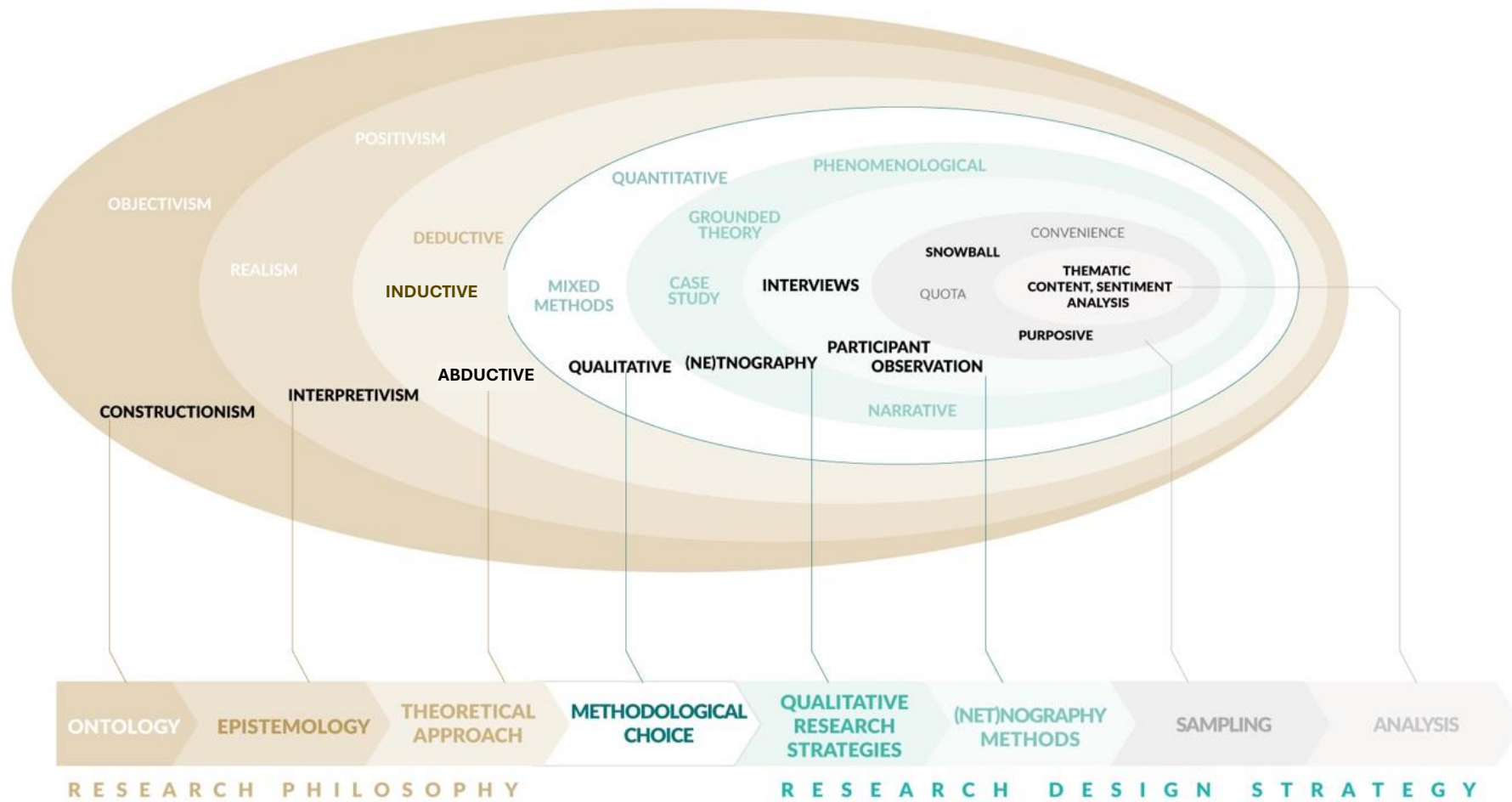
4 Methodology

4.1 Introduction

The previous chapter showed the importance of acknowledging the needs of the communities to overcome tensions and disagreements through theories using co-creation in sustainable development. Moreover, the current literature has been unable to adopt a holistic approach, including the Quality of Life (QoL) domains and multi-stakeholder perspective. This chapter aims to explain the methodological research paradigms toward netnography used in this research. The methodology chapter is divided into four primary areas. First, the presentation of the research philosophy is based on epistemology, ontology and approaches to theory development (Section 4.2). Secondly, a theoretical overview of research methods is presented by a brief comparison between methodological choice (quantitative and qualitative) and followed by Data validity and reliability (4.4). Later, qualitative research strategies are presented, including types of data collection, sampling techniques and data analyses (Sections 4.6 to 4.7). Third, it includes the rationale and justification for the research design strategy applied in this research based on a multi-methods approach (4.8). Lastly, sections expose the research consideration, research ethics and researchers' reflexivity (4.9 and 4.10).

For reference, Figure 9 represents a visual introduction of the pathway toward netnography chosen for this research after a critical evaluation with grounds on constructionism, interpretivism and inductive approach and based on a qualitative methodological choice.

Figure 9 Research paradigms onion process.



Source: Adapted from Saunders, 2015; Creswell and Creswell, 2018.

4.2 Research Philosophy

Tourism research has adopted diverse theoretical paradigms to define the nature and process of conducting research. A paradigm is "a systematic set of beliefs, together with their accompanying methods" (Lincoln and Guba, 1985, p. 15). In other words, a paradigm refers to how the world is perceived, and this is followed by assumptions based on three perspectives: ontology, epistemology and research approach. To address this assumption, three fundamental questions are suggested to be addressed (Guba and Lincoln, 1998; Saunders, 2015).

1. The ontological question: What is the form and nature of reality and, therefore, what is there that can be known about it?
2. The epistemological question: What is the relationship between the knower or would-be knower and what can be known?
3. The research approach question: What is the reasoning the research will adopt to reach a conclusion?

4.2.1 Ontology

Ontological assumptions focus on the realities the researcher encounter in his research and refer to assumptions about the nature of reality. Starting with a problem, the researcher moves towards the theory through the literature for a more accurate understanding of the nature of the problem. By doing so, reality can be appreciated from two main perspectives: objectivism and constructionism. Objectivism is the ontological position that any social phenomenon and its existence are independent of other actors. In contrast, constructionism (also referred to as constructivism) acknowledges that social experiences and meanings are being accomplished and impacted by

the interaction of other social actors (Bryman, 2016). An essential characteristic of this perspective is that there can be multiple realities, not just one single truth.

Establishing the research philosophy as the starting point, this study uses a practical ontology based on constructionism, considering that an individual perception cannot provide the vision required to create partnerships if the problem is seen in isolation. Constructionism provides a better understanding of the impact of tourism, acknowledging the fact that multiple realities are shared in the same ecosystem allowing to study the phenomena in a real-world scenario (Hennink, Hutter and Bailey, 2020). Adopting a constructionist view, this study considers multiple perspectives on reality, not just one truth (Hennink, Hutter and Bailey, 2020). In this research, the reality is constructed based on the actors' stories and perceptions, allowing the researcher to interact with and interpret their social context (Lincoln, Lynham and Guba, 2017). Therefore, this study aims to acquire in-depth knowledge and understanding of the social phenomenon and culture in tourism development by studying the subjective perception of the residents' quality of life that direct tourism actors have according to their experiences and interpretation.

4.2.2 Epistemology

Epistemology refers to human knowledge and concerns assumptions about what constitutes acceptable, valid and legitimate knowledge and how to communicate knowledge to others (Burrell and Morgan, 2017). After the researcher understands the problem and moves to the theory, the epistemological questions help understand what type of knowledge needs to be generated and what methods are necessary. This means that under a multidisciplinary context of a social phenomenon, several types of knowledge can be considered legitimate (i.e. from numerical, textual and visual data to facts, interpretations including narratives, and stories).

From an epistemological point of view, three main terms emerge: positivism, realism, and interpretivism. Realism stresses how the social world is studied based on identifying the structures that generate that world. Positivism is rooted in social sciences; this position supports applying the methods of the natural sciences to the study of social reality and beyond verifying a hypothesis (Bryman, 2016). Therefore it "embraces a view of the world as being guided by scientific rules that explain the behaviour of phenomena through causal relationship" (Jennings, 2001, p. 35). For instance, following a positivist paradigm can be applied to tourist behaviour, event or phenomenon studies that need to be explained using causal relationships. On the other hand, an epistemological relativist position recognises a reality independent of the senses, meaning the researcher requires other tools and theoretical speculations to access it (Bryman, 2016). Finally, interpretivism requires the social researcher to comprehend the subjective meaning of social action (Bryman, 2016).

Furthermore, an interpretivist aims to get an empathetic understanding of the phenomena under investigation. For instance, if the researcher encounters a cultural problem rather than a psychological one, the problem revolves around values, beliefs and perceptions. The interpretive paradigm recognises that interaction and interpretations shape social life (Goodson and Phillimore, 2004). Therefore, there is a need to look at people's actual experiences. This research has adopted an interpretivism epistemological position since it offers the researcher the ability to explain the reality based on the people's accounts and stories, rather than explanations in the way more logistical approaches would do.

Reinforcing and aligned to the ontological view, an interpretivism epistemology has been chosen considering its subjective relationship between the researcher and the participants. In an interpretivist approach, knowledge is co-created with

the researcher and the participants through communication and the interpretation of a real-world setting (Vanderstoep and Johnson, 2009).

4.2.3 Research approach

The research approach refers to determining which route is best for understanding the phenomenon being studied (Thornhill, Saunders and Lewis, 2009). The link between the nature of the theory and the research can be understood by how the theory guides the research (deductive approach), how the theory becomes an outcome of the research (inductive approach) or if there is a blend of both (abductive). Identifying the right approach will determine how the research design will be planned (Bryman, 2016).

A deductive approach is described as a process that involves assuming testable hypotheses from broad theories and then attempting to disprove them (Brinkmann and Kvale, 2018). One premise of this type of process is its highly structured methodology which often uses quantitative methods. The problem is understood by reductionism aiming at the simplest possible elements and is based on generalisation focusing on sufficient sample size (Ketokivi and Mantere, 2017). This approach is based on an abstract idea of the problem sustained by a hypothesis and looks for a confirmation based on empirical evidence (Neuman, 2014).

Theory >> Hypothesis >> Observation >> Confirmation

The inductive approach is the research process where the researcher collects the data to create concepts, hypotheses or theories, in contrast to testing hypotheses as in deductive research following a positivist view (Chen et al.,

2014). Therefore, an inductive approach is less rigid and designed to allow meanings to emerge from the data collected to identify patterns and relationships and build a theory. It does not stop the researcher from using existing theory to formulate the research question or identify concepts relevant to investigate during the research process. As a result, all researchers are more likely to begin their research having a working grasp of relevant literature and theory.

Opposite to a hypothetical-deductive approach, the inductive approach starts with a detailed observation of the world-leading to more abstract generalisations and ideas (Neuman, 2014). This pathway starts with the data collection and is then validated by identifying patterns to generate theory.

Theory >> Observation >> Pattern >> Hypothesis >> Theory

Lastly, the abductive approach combines deduction and induction by alternating between theory and data reflecting common practices in business and management research. It begins with a surprising observation and develops a plausible theory to explain it. Saunders, Lewis and Thornhill (2007) suggest that some theories better account for observations and can lead to discovering more unexpected findings. These explanations are then integrated into a conceptual framework to build a theory of absenteeism in retail. This theory is evaluated and refined using both existing and new data.

Observation <-> Pattern <-> Hypothesis <-> Theory

This approach is particularly useful in exploratory research or when dealing with complex phenomena, as it allows for flexibility in theory development while still grounding the research in empirical evidence.

This section presented a brief overview of the deductive, inductive and abductive approaches process. Overall, the way the research answers a research question is influenced by the research philosophy and theoretical approach (Saunders Mark and Adrian, 2016). This understanding guided the research design process, starting with the methodological choice followed by the research strategies, techniques and analysis, which will be described in the subsequent sections.

4.3 Research Methods

Integrating the research philosophy and the methodological choice gives an orientation on how to answer the research question that has been set by the researcher (Bryman, 2012). Two main clusters are identified for methodological choice: qualitative and quantitative. In quantitative research, the phenomenon under study is explained using numbers and statistics (Vanderstoep and Johnson, 2009), and the emphasis is on measuring and analysing correlational and causal relationships among variables (Denzin and Lincoln, 2008). In contrast, qualitative researchers operate within an assumed value-free framework. The qualitative and quantitative characteristics, including the potential benefits of this research, will be discussed in detail next.

4.3.1 Quantitative Research

Quantitative strategy can be considered a synonym for data collection and analysis techniques based on numeric data (Saunders Mark and Adrian, 2016). The approach to theory development used in quantitative research is associated with a deductive approach aiming to use data to evaluate a theory (Mark Saunders, Philip Lewis, 2016). Based on the research philosophy discussed in section 4.2.1, quantitative research is aligned with an objectivist ontology that does not focus on the contextual influence of other actors in the research and follows a deductive logic whose starting point is based on a theory and a hypothesis. A positivist epistemology is not exclusive to this paradigm; however,

it is considered to explain behaviour based on causal relationships influenced by specific scientific rules in how the world is perceived (Bryman, 2016).

A key characteristic of quantitative research is the use of statistical and graphical techniques controlled by variables; therefore, some of the most suitable research strategies for this method are experimental and survey designs through questionnaires or structured interviews (Creswell and Creswell, 2018).

4.3.2 Qualitative Research

Qualitative research has been described as a set of complex interpretive practices that are not restricted to a particular theory or approach (Denzin and Lincoln, 2017). Nevertheless, this methodological paradigm can be linked to a constructionist ontology, acknowledging that reality can be created and affected by the interaction of multiple actors. As mentioned before, qualitative studies adopt an interpretivist perspective that associates the actors' experiences as part of how their lives are shaped. Therefore, qualitative strategy is cognitivist, whereas a detailed observation of the phenomena is the starting point for the building.

An essential characteristic of qualitative research is the capability to study the participants' meanings and relationships in a more naturalistic and interactive research process (Saunders Mark and Adrian, 2016). As an exploratory research technique, qualitative studies offer more flexibility for the researcher, from the data collection to the data analysis. For instance, whereas quantitative studies are fixed with concepts and variables, qualitative research keeps developing until the concepts acquire meanings and add more properties and dimensions to the research as more data is collected (Strauss and Corbin, 2014).

4.3.3 Mixed Methods

When conducting research, a mixed-methods strategy consists of integrating different philosophical researches into a single study linking qualitative and quantitative data (Creswell and Creswell, 2018). Since multiple data are obtained using different tools, mixed methods can benefit from the strengths of both approaches while minimising bias and flaws (Saunders Mark and Adrian, 2016). However, this method faces some limitations linked to time and resources, given the multistage nature of this type of research and the inequality of data sets.

Overall, human perception is dynamic, subjective, emotional and symbolic. In this sense, qualitative research helps discover the meaning behind the experiences for a richer understanding. Rooted in the interpretation and construction of meanings, qualitative methods seek to understand individuals' culture in their natural setting, where they become active storytellers of their experiences and identities (Denzin and Lincoln, 2017). Therefore, adopting the qualitative paradigm provides an in-depth understanding of social phenomena within their natural setting (Bryman, 2016). Furthermore, the nature of the data collection of this methodology offers the researcher the flexibility to understand the context from a naturalistic inquiry with the acknowledgement of often irrational and sometimes unpredictable nature of human behaviour.

4.4 Data validity and reliability

In qualitative research, maintaining quality and rigour is crucial for establishing credibility and trustworthiness. It is important to first understand the overall context of quality in qualitative research before addressing specific criteria like reliability and validity. Denzin (2017) highlights the need for a comprehensive approach that integrates theory and methods to strengthen the integrity of sociological studies. This aligns with Lincoln and Guba (1985), who suggest using alternative criteria for evaluating qualitative research: credibility, transferability,

dependability, and confirmability. By considering these criteria collectively, researchers can better understand how different elements contribute to the rigour and trustworthiness of qualitative research.

Reliability and validity are conceptualized as trustworthiness, rigour and quality in the qualitative paradigm (Golafshani, 2003). This association aims to minimize bias and raise the researcher's truthfulness of a proposition about some social phenomenon (Denzin and Lincoln, 2017). According to Creswell and Miller (2000), "Triangulation is a validity procedure where researchers search for convergence among multiple and different sources of information to form themes or categories in a study" (Creswell and Miller, 2000, p. 126). There are four types of triangulation identified by Denzin (2017) by Denzin: data, investigator, theory and methodological triangulation shown in Table 6.

Table 6 Types of Triangulations

Types of Triangulations	Description
Data triangulation	Includes information from separate times, spaces, or person
Investigator triangulation	Multiple vs single observers of the same object
Theory triangulation	Multiple vs single perspectives with the same set of objects
Methodological	Within-method triangulation and between-method triangulation

Source: Adapted from Denzin (2017).

Two out of the four triangulation methods were used in this research: data triangulation and methodological triangulation.

Data triangulation was used in the preliminary study, collecting textual information over three periods, integrating multiple perspectives of COVID-19 (pre-pandemic, during the pandemic and new standard). Space data triangulation covered six states in Southern Mexico with diverse tourism development (Rural / Small town and Urban (Sea, sun and beach). Moreover,

person/informant data triangulation involves considering a broad range of informants and comparing what they say (Decrop, 2004). In this research, the perspective of multiple points of view was collected and compared from five main groups of stakeholders (residents, visitors, government, businesses and institutions).

Methodological triangulation involves researchers using several methods to gather data relevant to a study. For ethnography studies, triangulation is the core of validity. Testing multiple sources of information against each other allows the researcher to gain a deeper understanding and alternative explanations of the same phenomena (Fetterman, 2009). Therefore, this research adopted a multimethod research approach (discussed in section 4.8) since a single method was insufficient to solve the problem of several factors for this research offering concurrent and convergent validity.

Additional methods to improve the trustworthiness and quality of this research included translation comparison (Choi et al., 2012), data saturation and data anonymity (Golafshani, 2003) of all participants.

4.5 Qualitative Research Strategies

Qualitative research's nature focuses on the understanding of human experience. Whereas this methodological paradigm is not limited to a specific method or practice, Creswell and Poth (2016) presented five research strategies: phenomenology, grounded theory, ethnography, narrative research and case study. Table 7 shows the different qualitative research strategies, and their methodological features divided by research focus. In addition, methodological features, including sampling techniques, data collection and data analysis, are also presented, which will be discussed in the following sections.

Table 7 Qualitative research strategy and its methodological features.

Qualitative Research Strategy	Research Focus	Data Collection Methods	Sampling Techniques	Data Analysis Methods
Phenomenology	Understand the essence of the experience	Interviews, surveys and Observations	Convenience sampling, snowballing, quota and purposive sampling	Description of experiences, examination of meanings and Thematic analysis
Grounded theory	Develop a theory grounded in data from the field	Interviews and questionnaires	Theoretical sampling	Data coding, categorisation of themes and description of implications
Ethnography/ Netnography	Describe and interpret a culture-sharing group	Participant Observations and Interviews (Face-to-face & Online)	Convenience sampling, snowballing, and purposive sampling	Content analysis Thematic analysis
Narrative research	Explore the life of an individual	Interviews and documents	Convenience and purposive sampling	Storytelling, Content analysis and Thematic analysis
Case Study	Develop an in-depth description and analysis of a case or multiple cases	Interviews, observations, Document contents and Physical inspections	Snowballing sampling	Thematic analysis and development of narratives

Source: Adapted from Bryan and Bell 2015; Creswell and Poth,2016; Creswell and Creswell, 2018; Chigbu, 2019.

This table exposes the main five common qualitative research approaches and shows a clear guide to ensure the best fit for the study based on the research needs.

Whereas phenomenology and case studies offer an understanding of multiple participants within the same context, an ethnography strategy (highlighted) seems to be more suitable for this research. Based on the research focus, ethnography offers a link to an interpretative paradigm, and this research aims to identify patterns and relationships to build a theory. In addition, this observational method helps to understand the perplexities of describing and interpreting social actions, including thoughts, emotions, and linkages or patterns in social interactions (Braun and Clarke, 2013).

4.5.1 Ethnography and Netnography.

To achieve the aim and objectives of this study and address its specific research question based on the interest of understanding: How can collaborative sustainable tourism be fostered through quality of life (QoL) indicators in the context of Southern Mexico? Therefore, this section will discuss the research design strategy explaining netnography in more detail and the different methods for data collection, sampling and analysis techniques used in this study.

Ethnography is a qualitative research approach that originated from social anthropology and focuses on the meanings of cultural phenomena of how people live in their natural settings using multi-method strategies (participant observation, interviewing, discourse analyses of natural language, and personal documents) (Brewer, 2000; Kozinets, 2015; Markham, 2016). Fetterman mentions the critical role of the researcher and the holistic perspective to offer contextualisation to the research: "Ethnographers assume a holistic outlook in research to gain a comprehensive and complete picture of a social group (Fetterman, 2009, p. 4). Ethnography has been used in other studies on sustainable tourism in multi-stakeholder collaborations. For instance, integrating a marketing perspective, Carlisle et al. (2013) explored the importance of academic knowledge transfer to support environments for

Indigenous entrepreneurship, including local businesses and training bodies such as universities, government and local firms. For this study, the researchers actively collaborated with the participants. Therefore, this method requires the researcher's role to become the instrument in the research and adopt an emic perspective (an insider or native perspective) in the culture's setting to gain a deeper understanding of the communities from multiple realities.

Innovative adaptations of ethnography have been adopted over the last decades with the internet and information and communication technologies (ICT) called Netnography (Kozinets, 2015). At the same time, there can be a variety of terminologies to netnography (online ethnography, virtual ethnography, digital ethnography, web ethnography, and cyber-ethnography)(Costello, McDermott and Wallace, 2017). For this research, the term Netnography will be used.

Netnography has been defined as "a new qualitative research methodology that adapts ethnographic research techniques to study the cultures and communities that are emerging through computer-mediated communications" (Kozinets, 2002, p. 62). A key characteristic of netnography is its urge to understand the social interactions driven by online communication, allowing the opportunity to analyse different actors' perceptions of similar social phenomena (Kozinets, 2019).

During a pandemic era, netnography seems to have gained greater recognition in different areas of research such as social sciences, business and management, computer science, economics and medicine, showing an almost 200% increase in publications compared to previous years (Elsevier, 2022). Much of the current literature on tourism using netnography pays particular attention to understanding the impacts of COVID-19 (Buckley and Westaway, 2020; Odekerken-Schröder et al., 2020; Adongo et al., 2021), co-creation and collaboration studies (Koh and Fakfare, 2019; Buhalis, Andreu and Gnoth, 2020; Dressler and Paunovic, 2021; Kirova, 2021), and social media influence (Conti

and Lexhagen, 2020; Del Vecchio et al., 2020; Gholamhosseinzadeh, Chapuis and Lehu, 2021). In a study which set out to determine how multistakeholders are managed and consulted to overcome “over-tourism” in Thailand Koh and Fakfare (2019) found that netnography was a convenient research strategy to overcome the limitation of conducting qualitative studies to understand perceptions, feelings, and behaviour on large groups of participants (ex. residents and visitors) using user-generated content (UGC).

Therefore, empirical evidence has demonstrated that netnography can offer support to overcome certain limitations found in other techniques, such as the small-scale sample while maintaining the human sensibility and data collection flexibility characteristic of qualitative research. Therefore, netnography will be used in this research considering its epistemological properties to understand a human-level interpretation (Kozinets, 2019) which can provide a holistic and insightful view for the aim of this research. The data collection methods used will be explained in the following section.

Data Collection Methods in Netnography

As mentioned earlier, netnography expands on the base of ethnography and therefore, uses a blend of techniques, including participant observation and interviews taking advantage of ITC (introduced earlier in Table 7). In doing so, netnography methods offer advantages in speed and cost-effectiveness and help decrease researchers' bias during data collection due to their unobtrusive nature (Kozinets, 2002; Dwivedi, 2009). This section will discuss how participant observation and interview techniques have been used and adapted for online settings presenting some of its capabilities and limitations.

To elaborate the abductive nature of this research, a multi-method qualitative is applied to obtain a better understanding of the attitudes, values, feelings, opinions, perceptions and lived experiences of participants within the context of

this investigation (Creswell, 2013). Therefore, the two main methods used are participant observation (online and face-to-face) for the residents' and visitors' perceptions of and government, and semi-structured interviews for the critical governmental and business informants and indirect actors (academics and organizations). Using a multi-method approach can give an advantage to the researcher with an additional understanding that, in another way, will be limited through a single method (Darbyshire, MacDougall and Schiller, 2005).

4.5.2 Participant observation

Participant observation is considered the core of ethnographic research for sociologists and anthropologists (Fetterman, 2009). Also known as fieldwork, this technique allows the researcher to be immersed in the social context by observing the participants' behaviour and listening to the conversations around a particular topic (Bryman, 2016). Participant observation provides tourism researchers with the expertise and experience necessary to generate valid statements based on locally created (i.e., emic) knowledge. Furthermore, participant observation allows the researcher to obtain “a general understanding of how any social institution or organization works” (Bernard, 2017, p. 283). The researcher gets significant data from the field by participating and making field notes on a group's interactions, behaviours, and culture.

Online participant observation

Netnographic research focuses on identifying and interpreting the dynamics of online communities, which are bound by shared interests and regular interactions. In tourism studies, these communities often revolve around discussions of specific destinations across various platforms, including forums, social media, and blogs (Xiang and Gretzel, 2010). Identifying participants within these communities requires a detailed criterion, such as self-reported information, content analysis, and interaction patterns. For instance, recognising

residents as key stakeholders may involve identifying local residency claims, demonstrations of local knowledge, frequent participation in relevant discussions, or the use of local language.

To identify each stakeholder group, this research employed Brandwatch's advanced filtering capabilities to identify and categorize each stakeholder group. This process involved a systematic application of various filters available within the platform, ensuring a precise and replicable approach to stakeholder identification. Table 8 presents the specific filters and criteria used for each group.

Table 8 Stakeholders' Advanced Filtering

Stakeholder Group	Mentions Criteria Filters
Residents	- Location: Campeche, Chiapas, Oaxaca, Quintana Roo, Tabasco, Yucatan - Language: Spanish - Platform: Twitter (X) - Post Type: Avoid Retweets - Additional Rule-based: Bot exclusion based on high mention volume and genuine user interaction. And irrelevant Content Filter: keyword filter for off-topic content and users sharing irrelevant or sexual content.
Visitors	- Location: United States, Canada, Colombia, United Kingdom, Argentina, Spain and Mexico - Language: Spanish and English - Platform: Tripadvisor forum - Post Type: Post on relevant destinations. - Additional Rule-based:
Businesses	- Location: Campeche, Chiapas, Oaxaca, Quintana Roo, Tabasco, Yucatan - Language: Spanish - Platform: Twitter (X) - Post Type: Avoid Retweets - Social Panel: News accounts - Additional Rule-based: Bot exclusion based on high mention volume and genuine user interaction. And irrelevant Content Filter: keyword filter for off-topic content and users sharing irrelevant or sexual content.
Government	- Location: Campeche, Chiapas, Oaxaca, Quintana Roo, Tabasco, Yucatan - Language: Spanish - Platform: Twitter (X) - Post Type: Avoid Retweets - Additional Rule-based: Verified users and official institutions.

Source: Author's elaboration.

The study employed participant observation across diverse online communities, each representing a distinct stakeholder group in the tourism ecosystem. Users were categorised as residents, visitors, businesses, and government entities,

with specific criteria applied to identify genuine conversations within each group. These communities were primarily defined by geographical relevance to the Yucatan Peninsula region, language preferences, and platform-specific interactions on Twitter (Recently re-named X) and TripAdvisor. The conversations analysed focused on tourism-related topics, local experiences, and regional development, ensuring a comprehensive view of the sustainable tourism discourse among key stakeholders.

The core of netnographic data lies in defining the conversations and interactions, focusing on relevant topics and understanding interaction types and timelines. In an online context, participant observation can take place using social media and websites through user-generated content (UGC). In this setting, participants share personal experiences with others through posts, comments, pictures and videos (Xiang and Gretzel, 2010). UGC data lead the type of source of tourism research studies in netnography (Lu and Stepchenkova, 2015; Li et al., 2018) and is the primary source of data from this research. UGC, a form of digital word-of-mouth marketing (e-WOM), provides information about consumers and tourism services that facilitate decision-making (Kang and Schuett, 2013; Lu and Stepchenkova, 2015). The accessibility, speed, nonintrusive and simplicity of data collection make UGC a valuable source for tourism research (Salem and Twining-Ward, 2018). Nevertheless, while some researchers have opted to use UGC instead of traditional surveys, critics question the boundaries of new technologies' generalizability and exploratory stage compared to other methods (Johnson et al., 2012). Therefore, a combined strategy using UGC with traditional methods has been suggested to complement and reduce the uncertainty and improve the research validation (Roberts, Sadler and Chapman, 2017). Therefore, data collection goes beyond aggregating user-generated content, requiring active engagement with the community to observe cultural norms and interaction patterns, like participant observation in traditional ethnography.

Ethical considerations are crucial, ensuring privacy is respected, permissions are secured, and researchers' roles are disclosed. These practices protect

participants and enhance research validity. Netnography offers a methodological framework to analyse online interactions and understand community dynamics. This approach provides insights into stakeholder interactions and sustainable tourism co-creation by capturing real-time discussions and perspectives in our target destination's online spaces.

The growing interest in social media data, for both marketers and social scientists (Breese, 2016), has developed a wider variety of tools such as social media listening platforms (SMLPs) (Crawford, 2009; Fan and Gordon, 2014) and Linguistic Inquiry and Word Count (LIWC) (Pennebaker and Francis, 1996; Tausczik and Pennebaker, 2010) based on word-level methods. These options include open-source platforms using application programming interfaces (APIs) with R or Python or more automated commercial offers from Meltwater, Netbase, Sysomos, Salesforce, BrandWatch-Crimson Hexagon, Sprinklr or SproutSocial (Kozinets, Scaraboto and Parmentier, 2018; Ahmed, 2021). The chosen tool for each research will depend on specific requirements based on historical data capabilities, platform API accessibility, operative system (OS) and required programming level. Nevertheless, empirical evidence on Decision Support Systems (DSS) (Ducange et al., 2019; Hayes et al., 2020) has shown that SMLP machine learning algorithms provide more accurate analysis of sentiment and contextual analysis of topics and keywords by using Natural Language Processing (NLP) techniques compare to other tools (Hayes et al., 2020). A more detailed justification of how this research has chosen a particular SMLP to be the most convenient for this study will be explained in the methodology justification section.

The study phase used participant observation, with data gathered via UGC from users' online conversations. This technique has been of value for qualitative research to uncover knowledge-sharing opportunities by evaluating its extensive

data to create theoretical and practical insights into today's social structure (Femenia-Serra and Neuhofer, 2018). As discussed widely in sustainable tourism studies, the resident's perspective is of essential importance for tourism development. Therefore, innovative technologies could bridge the gap between the residents and the rest of the stakeholders in tourism planning. Biygautane and Al-Taei (2015) make an exciting contribution by implementing more accessible tools such as Twitter and Facebook to give residents more direct access to policymakers without restrictions, allowing them to express their concerns openly to the appropriate governmental entities. Recent research has begun to explore alternative methodologies that more effectively incorporate residents' perceptions into tourism development planning. Studies such as those by Zarezadeh and Gretzel (2021), and Bi et al. (2024) demonstrate this shift, highlighting a growing recognition of the importance of residents' insights. However, these studies often remain limited in their ability to integrate multiple stakeholders in a manner that identifies and fosters collaboration. While they represent progress, there is still a need for approaches that simultaneously align the common interests of diverse stakeholders and ensure an inclusive and balanced distribution of power within tourism planning processes.

Direct Observation:

In addition, systematic observations were conducted in both urban and rural areas of Southern Mexico. These observations focused on tourism infrastructure, local community interactions with tourists, and visible impacts of tourism development. The observation included a 5-day trek along the Copalita Trail, spanning from the alpine regions of Oaxaca to the Pacific coast.

This trail enabled systematic observation of five communities at various stages of tourism development. Over five days, the researcher embarked on daily hikes guided by locals, immersing themselves in local customs and traditional practices. This approach provided insights into how these communities preserve cultural heritage while embracing tourism. The trek allowed to study diverse

community-based tourism initiatives and observe sustainable practices, such as organic farming and community-managed forestry. Close observation of interactions between tourists and residents and partnerships with businesses, government and NGOs involvement offered valuable data on the social dynamics of tourism in these rural areas. Detailed field notes captured both descriptive information about the physical environment and reflective insights on the apparent impacts of tourism development.

Interviews

In-depth interviews are an additional qualitative method for collecting data ideal to understand individuals' opinions, experiences and feelings in more specific areas. Interviews help gain an interpretive perspective, such as the connections and relationships a person sees between particular events, phenomena, or beliefs (Mack, 2005).

The interviews can be structured, semi-structured and unstructured based on the research approach and technique. Whereas the structured interview adopts a similar logic as surveys, they have limited flexibility. The interviewer is trained to follow a standardised way of asking and not provide any other information beyond the scripted questionnaires, missing the dialectical advantage of knowledge production essential in traditional conversations (Brinkmann, 2013). In contrast, the nature of the unstructured interview is based on one opening question to let the interviewee share their experience narratively (i.e. life story interview). The role of the interview is to facilitate the conversation to keep going and avoid interruption. Since the information shared is only known by the participants, the interviewer cannot prepare in advance a well-defined set of questions; instead, it will follow the conversation and interest naturally. Finally, semi-structured interviews offer a balanced approach to the abovementioned interview types. Semi-structured interviews offer a higher potential for knowledge production obtained from a conversational approach where the

interviewers are encouraged to explore more profound and follow-up angles that better suit the research (Brinkmann, 2013).

Online Interviews

Online interviews are a version of the well-known traditional methods (Such as participant observation or focus groups) that are synchronously applied through computer mediation and use Internet channels rather than face-to-face interactions (Kozinets, 2015).

Social sciences research has openly taken advantage of the growing digital societies. It has adapted videoconferencing as a potential tool to overcome possible logistical barriers that enable participants to participate in the research (Lobe, Morgan and Hoffman, 2020). Some of the main advantages observed of using online interviews are: saving costs, providing access to more extensive and diverse populations, eliminating time of travel, and reducing unpredictable circumstances (i.e. weather or health restrictions) (Gray et al., 2020). While for the researcher, it also offers a better way to secure data generation, storage, and personal safety. Nonetheless, some disadvantages have raised concerns (beyond the evident lack of face-to-face interactions), which are commonly linked to technical difficulties. The most common limitations are software or hardware requirements (i.e. access to internet or device support), familiarity with the software, and possible additional cost for paid memberships (Gray et al., 2020).

For this research, a structured interview guide was used containing specific questions to investigate sustainable tourism and its impact on quality of life. Sample questions focus on stakeholders' backgrounds, tourism perceptions, and definitions of quality of life and sustainability. The comprehensive list of questions is available in the appendix.

The questions directly align with the research questions (RQs). For example, questions about stakeholder definitions and experiences aim to reveal shared

interests, pertinent to RQ1. Inquiries into tourism's impact on economic, social, and environmental aspects related to RQ2 by examining influences on quality of life. Questions about stakeholder collaboration address motivations and challenges, aligning with RQ3 and RQ4. This alignment ensures an effective exploration of the research objectives.

Similar to traditional interviews, Gray et al. (2020) provide a set of considerations the researcher can follow a protocol and have the appropriate sources to interview to overcome previously mentioned barriers. Some points to be considered are:

- Show familiarity with the software in advance to solve common technical difficulties (i.e. installation, audio and video verification, recording practice)
- Provide participants with the technical information required advances (i.e. link to the meeting, optional devices to access the conference computer, mobile phones and tablets, suggestions to use headphones with microphone, background lighting.)
- Brief the participants about the process of the interview (i.e. consent agreement, the recording process, introduction, time)
- Have a backup plan. The researcher should consider alternative actions in case of internet failures, audio or video technical difficulties, and additional time in case of delays or common distractions during the interview.
- Storage needs. Time the duration of the interviews according also to the space and budget available. (Depending on the resolution, a one-hour interview ranges from 23 megabytes to 623 megabytes).

The use of in-depth interviews and netnography together improves the research by providing a detailed analysis. In a recent study on co-created tourism

destination branding of the Wonderful Indonesia brand by Mandagi and Centeno (2024), in-depth interviews offered specific insights into individual tourist experiences. At the same time, netnography examined online interactions and sentiments. This combined approach enables a comprehensive examination of the brand's various dimensions and the roles that stakeholders and consumers play in its co-creation.

For this research, participant observation and interview were used as a multimethod approach to portraying the full richness of the real world. Following this set of guidelines helped to overcome common limitations and alleviated most of the barriers of each method, as it is explained in section 4.8 on the research design and strategy rationale.

4.6 Sampling techniques

Sampling techniques, like any other methodological approach, reduce the amount of information collected from a complete set of case populations to concentrate on a representative group. In contrast to probabilistic sampling, which requires achieving objectives statistically used in quantitative studies, sampling techniques in qualitative research are associated with non-probability samples that can illustrate a better subjective perspective from the participants (Saunders Mark and Adrian, 2016). As displayed in the previous Table 7, in ethnography research, the sampling frame can consider four broad approaches; purposive sampling, convenience sampling, snowballing and quota sampling (Marshall, 1996; Bryman and Bell, 2015).

Purposive sampling is also known as judgmental, selective or subjective sampling. As its name says, it relies on the researcher's judgment to select the units to be examined (Persons, organisations, or events). Despite being often used to work with small samples that are more informative, recent research has

also found it suitable for more extensive samples of data, such as the case of netnography (Kozinets, 2009; Koh and Fakfare, 2019).

Convenience sampling is the one in that participants are available to the researcher under its accessibility. From other sampling techniques, convenience is considered the least costly based on time and money; however in also one of the least rigorous and justifiable due to the quality and nature of the participants' approach selection (Braun and Clarke, 2013).

Snowballing sampling is the second most common sampling technique in ethnography. This technique occurs when the researcher asks participants if they know anyone else who might be interested in participating. The sample is created through the networks of the researcher and other participants (Braun and Clarke, 2013). This sample type is helpful because groups are not easily accessible by the researcher. However, it is inappropriate if the research involves uncommon or private topics (Marshall, 1996).

Quota sampling is a non-probability sampling technique used in both market research and academic studies, particularly in tourism research. It aims to create a sample with proportions of subgroups that match those in the population, ensuring the representation of specific demographic profiles or tourist segments (Abubakar and Shneikat, 2014). While it offers advantages in capturing diversity, quota sampling has limitations, such as potential bias in participant selection within each quota (Ellard-Gray et al., 2015). In this study, quota sampling was not employed due to the exploratory nature of the research and the focus on in-depth insights from key stakeholders rather than achieving demographic representativeness.

This research used purposive sampling for the first groups of participants (residents, visitors and government) since it gives a better comprehensive picture of the phenomena (Hammersley and Atkinson, 2007). Furthermore, snowballing sampling was used for the business and institutions group. More details will be explained in the adopted research strategy in section 4.8.

4.7 Data analysis

Data analysis is the subsequent step during the research process that allows to gain a clearer understanding of phenomena and develop ideas from the data collected. During this process, the researcher conducts a sort of data mining, examining and dissecting the data for possible patterns and topics from textual communication (i.e. comments, static text) or visual communication (i.e. pictures, videos). In qualitative studies, analysis is defined by Strauss and Corbin (2014) as “the act of taking data, thinking about it, and denoting concepts to stand for the analyst’s interpretation of the meaning intended by the participant” (2014, p. 105).

According to Kozinets (2019), netnography has five data analysis operations: collating, coding, combining, counting and charting. While other authors use a slightly different step (Miles and Huberman, 2014; Saldaña, 2016), the analytic process can be summarised in three: Data processing and preparation for the coding, choosing the type of analysis and coding, and data visualization, including maps, charts, matrices and networks.

4.7.1 Data processing and preparation

In qualitative research, data comes in different formats from the data sets; therefore, data cleaning is advised to ensure the quality of the data. Data processing and preparation, also known as data collation, is how the data will be organized to be ready for coding, identifying redundancies or duplicated information that needs to be discarded or consolidated (Miles and Huberman, 2014; Kozinets, 2019). The collating process consists of three steps: filtering, formatting and filing.

Filtering for data analysis involves determining what data is required for the coding operation. These filters could include web content mining, language

detection, finding the user's hometown, arranging, cleaning, and debugging (Marine-Roig and Clavé, 2015) or some generic information such as the anonymise of the data (discussed in Anonymity) or discarding irrelevant data coming from duplicated data such as retweets. These filters were applied in this research, and extracts of the used code are shown in the appendix.

Secondly, as mentioned earlier, data collection in netnography can be in different formats (online mentions, fieldnotes, audios/videos of interviews, images); therefore, this data needs to be converted into an expanded write-up. This process is known as formatting (Miles and Huberman, 2014; Kozinets, 2019). In other words, formatting is the preparation of the data into the same file format to standardise the process, more commonly in a text format.

Lastly, filing is how the researcher decides to organise the information for easy reading, searching and coding based on the data type. Examples of these categories could be based on topics, groups of participants, or data types.

Each operation mentioned was applied in this research which will be explained in the analysis chapter. These processes allow the researcher to prepare a smooth transition of raw data to a more suitable content to continue the coding process.

4.7.2 Types of data analysis and coding

Ethnography studies present two main types of analysis: content analysis and thematic analysis. Content analysis is a process of categorising verbal or behavioural data and reporting as frequencies. In addition, this initial analysis can also be a useful starting point to identify patterns of more profound underlying interpretations. Thematic analysis is one of the qualitative research's most used analysis methods (Braun and Clarke, 2013). From an inductive approach, it aims to generate an analysis from the bottom up (the data), meaning that the analysis is not shaped by existing theory.

Content Analysis

This analysis can adopt a descriptive view (What is the data?) or an interpretative view (What was meant by the data?). Being able to break down larger sets of data, this analysis can help classify, summarise, and tabulate the information and report it as frequencies. According to Krippendorff (2014), qualitative content analysis is an “analysis of the manifest and latent content of a body of communicated materials through classifications, tabulations, and evaluation of its key symbols and themes to ascertain its meaning and probable effect” (p. 1).

A series of analysis techniques used on internet communication technology for better contextual data suggested by Krippendorff (2013, p. 188) is as follows:

Counts refer to the following: “Counting is justifiable only when the resulting frequencies mean something or have something to do with the context of texts.”

Word Cloud: The bigger the size of the word in the cloud, the more current term is used in a comprehensive model.

Cross-tabulations, associations, and correlations included finding relations between terms utilized in the content, which interpreted the relationships within the content used in the study.

Images, portrayal semantic nodes, and profiles included creating a profile for the associated content in the analysis that was in the perspective of the coding nodes set up through the portrayals and images in the content.

Contingencies and contingency analysis refer to “techniques that enable researchers to infer networks of associations from patterns of co-occurrence in the text.”

Clustering “operationalizes something humans do most naturally; forming perception holes from things that are connected, belong together or have

common meanings while separating them from things whose relationships seem accidental or meaningless” (Krippendorff, 2013, p. 188).

Content analysis was used in this research to identify the quality of life indicators of significant concern across the different stakeholders based on their online mentions. The application of this analysis will be shown in the following analysis chapter.

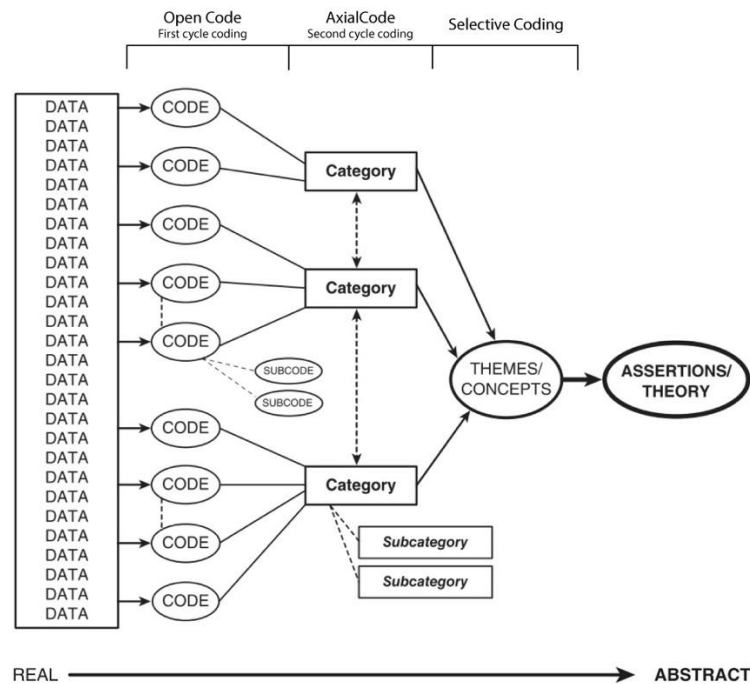
Thematic Analysis

Thematic analysis is one of the qualitative research's most used analysis methods (Braun and Clarke, 2013). From an inductive approach, it aims to generate an analysis from the bottom up (the data), meaning that the analysis is not shaped by existing theory. Thematic analysis is flexible and not exclusive to a particular theoretical base (i.e. Grounded theory or phenomenology); therefore, it should be seen as a method based on a systematic approach that helps researchers to identify, analyse and report patterns in the data (Braun and Clarke, 2013).

Coding process

The way patterns are identified in the data is through a coding process that breaks the data into portions and finds patterns reflected in a heuristic way, allowing the researcher to obtain the most meaningful material from the raw data (Miles and Huberman, 2014). The coding process covers three stages: open coding or the first coding cycle, axial coding or the second coding cycle and selective coding, as illustrated in Figure 10.

Figure 10 Coding process stages.



Source: Adapted from Saldaña, 2016 p. 14

The open code is the first step to linking the qualitative data with the issues identified in the literature. During the open coding phase, the researcher reviews the text line by line or in paragraphs and starts adding labels or codes to emergent issues in the data. After data is summarized in segments, the axial or second cycle coding, the researcher starts looking for patterns and grouping those summaries into categories. These pattern codes can be 1) categories or themes, 2) causes or explanations, 3) relationships among people, or 4) theoretical constructs (Saldaña, 2016). Lastly, selective coding involves finding meanings in a higher level of abstraction, defining a core category in which the first and second cycles revolve.

Coding method selection

Depending on the research approach chosen for the research (discussed in section 4.2.3), the way codes are created can follow a deductive coding method based on developing an initial list of codes beforehand or an inductive coding letting codes surface gradually during data collection (Miles and Huberman, 2014). If the study focuses on an inductive approach, Saldaña (2016) suggests a series of coding techniques, each with different profiles and analytic possibilities. Table 9 shows the codes available by the coding process stage, followed by the method category and coding technique, including a brief description of each.

The main takeaway from this table is the selection of codes used for this research (highlighted), including:

Simultaneous coding: This coding technique was applied to two or more different codes to a single qualitative datum in the different dimensions to find links across domains and participant groups. This code was meticulously assigned and balanced to avoid a high volume of codes showing an unclear or incomplete vision.

Descriptive coding: describes the topic of the data using short terms or descriptive nouns. Overall, this coding technique provides an inventory of topics for indexing and categorizing, which is especially helpful for ethnographies and studies with a wide variety of data forms (field notes, interview transcripts, documents, etc.). Furthermore, descriptive codes are perhaps more appropriate for social environments than social action.

In vivo coding: is considered one of the most realistic coding techniques and is linked to ethnography since it prioritizes and honours the participant's voice by choosing the words verbatim that the participants used, allowing to examine the possible dimensions of ranges of categories.

Emotion coding: Apply codes accompanying emotion(s) to explore the interpersonal and/or intrapersonal participants' experiences. Provides insight into the participants' perspectives, worldviews, and living conditions suitable to understand the stakeholders' perception of quality of life issues from their perspective. This was supported by a deeper sentiment analysis discussed later in this section.

Values coding: Apply codes consisting of three elements, value, attitude, and belief, to examine a participant's perspectives or worldviews. A value (V:) is the importance we attribute to ourselves, another person, a thing, or an idea. An attitude (A:) is how we think and feel about ourselves, another person, thing, or idea. A belief (B:) is part of a system that includes values and attitudes, personal knowledge, experiences, opinions, prejudices, morals, and other interpretive perceptions of the social world. These were particularly important to understand the different stakeholders' perceptions better.

For the final stage, the second cycle of coding, the chosen coding technique was *axial coding*: which helps develop a category by grouping, sorting and reducing the number of codes generated from the first coding cycle (Saldaña, 2016). This coding integrates the coded data into theory by forming abstract elements and contrasting differences, similarities and relationships.

Table 9 First Cycle and Second Cycle Coding

Method	Coding	Description
Grammatical Methods	Attribute Coding	Provide essential information about data for future reference
	Magnitude Coding	Apply supplemental or sub-codes to quantify or qualify the phenomenon's intensity, frequency, direction, presence, or evaluative content
	Simultaneous Coding	Apply two or more different codes to a single qualitative datum in the different dimensions
Elemental Methods	Structural Coding	Categorize the data corpus into segments by similarities, differences, and relationships by using conceptual phrases
	Descriptive Coding	Describe the topic of data with descriptive nouns (i.e., topic coding)
	In Vivo Coding	Apply the words verbatim that participants use to examine the possible dimensions or ranges of categories
	Process Coding	Apply codes by using -ing words to indicate actions
	Initial Coding	Apply provisional and tentative codes in the First Cycle of coding
Affective Methods	Emotion Coding	Apply codes accompanying emotion(s) to explore the interpersonal and intrapersonal participants' experiences
	Values Coding	Apply codes consisting of three elements, <i>value</i> , <i>attitude</i> , and <i>belief</i> , to examine a participant's perspectives or worldview
	Versus Coding	Identify phenomena in dichotomy terms and exhibit itself as X VS Y
	Evaluation Coding	Apply non-quantitative codes (i.e., +/-) to qualitative data for the evaluative purpose
Literary and Language Methods	Dramaturgical Coding	Apply dramaturgical terms to qualitative data to analyse interpersonal and intrapersonal participant experiences

Method	Coding	Description
	Motif Coding	Apply original index codes utilized to classify the elements of folk talks, myths, and legends; This method can be utilized for story-based data such as journals or diaries
	Narrative Coding	Develop codes representing participant narratives from a literary perspective (i.e., storied, structured forms)
	Verbal Exchange Coding	Interpret data through the researcher's experience and reflection to explore cultural practices; Extensive written reflection is preferred to traditional margined coding methods
Exploratory Methods	Holistic Coding	Analyse the data corpus as a whole and identify the basic themes or issues in the data
	Provisional Coding	Utilize the preset codes that emerged from preliminary investigations or literature review and are anticipated to be modified, revised, or deleted during the data analysis
	Hypothesis Coding	Apply pre-established codes to qualitative data to examine a researcher-generated hypothesis
Procedural Methods	OCM (Outline of Cultural Materials) Coding	It was created as a specialized index for anthropologists and archaeologists; Provides coding for the categories of social life
	Causation Coding	Analyse the causality by identifying causes, outcomes, and links between them
	Protocol Coding	Apply codes or categories in a previously developed system to qualitative data (i.e., ALCOH = alcoholism or drinking)
	Domain and Taxonomic Coding	Analyse the cultural knowledge participants use and organise them into categories and reorganize them through further analysis into a taxonomic tree diagram
Theming the Data	Pattern Coding	Develop meta-codes that identify similarly coded data by grouping them and generating major themes; Appropriate for Second Cycle coding
	Focused Coding	Develop categories with significant or frequent codes that emerged from In Vivo, Process, and/or Initial Coding

Method	Coding	Description
	Axial Coding	Develop a category by grouping/sorting/reducing the number of codes generated from the first cycle of coding
	Theoretical Coding	Develop the central category that covers all other codes and categories by integrating and synthesizing them
	Elaborative Coding	Develop codes to refine theoretical constructs that emerged from previous research or investigations
	Longitudinal Coding	Organize collected qualitative data across time; Categorize data into matrices for further analysis and interpretation

Source: Adapted from Saldaña, 2016.

The coding techniques selected for this research reflect a strategic approach to understanding stakeholders' perceptions of quality of life in tourism contexts. By using simultaneous, descriptive, in vivo, emotion, and values coding in the first cycle, and axial coding in the second cycle, the study captures a comprehensive view of the data. This methodology preserves participants' authentic voices, explores emotional and value-based experiences, and identifies overarching themes and categories. The use of simultaneous coding helps recognise complex interrelationships within the data. This approach is particularly effective for ethnographic research in tourism, where understanding the dynamics between different stakeholder groups and their perceptions of quality of life is crucial. By avoiding rigid or quantitative-leaning methods, the research maintains flexibility and depth, essential for capturing the nuanced, contextual nature of stakeholder experiences in tourism settings.

Sentiment analysis

The emergence of online communities has created new opportunities to take advantage of the recent advancements in machine learning and data mining. One of the benefits is to analyse the opinions contained in qualitative data using techniques such as sentiment analysis (Pang and Lee, 2008) and more logical paths and techniques for qualitative content analysis, including word counts, word cloud, cross-tabulation, map trees, clustering and visual analysis (AlDajani, 2020). Sentiment analysis is a type of text analysis method that uses Natural Language Processing (NLP) to extract and analyse opinion-oriented texts/words based on negative and positive opinions (Khan et al., 2015). Furthermore, sentiment analysis techniques provide opportunities to transform qualitative data into quantitative data and create more innovative research design possibilities for supporting decision-making.

This process has been applied to multiple social and economic studies, including the residents' interests. Some of them include; the perception of

political preferences (Sandoval-Almazan and Valle-Cruz, 2018), predictions on stock market behaviour (Skuzza and Romanowski, 2015; Khedr and Yaseen, 2017), crisis and emerging response (Öztürk and Ayvaz, 2018), smart cities and governmental planning and decision making (Fersini, Messina and Pozzi, 2014) and healthcare and well-being (Korkontzelos et al., 2016; Palomino et al., 2016; Schwartz et al., 2016). However, most current studies in tourism using sentiment analysis follow a limited approach based on the capitalisation of information directed towards tourists' satisfaction and the hospitality industry, neglecting the host communities' perception. On this matter, only a handful of studies have explored the potential of sentiment analysis on other stakeholders' interests, including overtourism and residents' resistance (Smith, Sziva and Olt, 2019) and mega sports events, including the perspectives of hosts and guests (Kirilenko and Stepchenkova, 2017). Although sentiment analysis offers support for analysing text and detecting positive or negative opinions, as a netnographer, it is suggested to gain a deeper understanding of the information and adopt a more exhaustive analytical approach with the integration of additional content analysis techniques (Costello, Mcdermott and Wallace, 2017; Kozinets, 2019).

4.8 Research design strategy rationale.

According to Denzin and Lincoln (2017), the research design is "a flexible set of guidelines that connects theoretical paradigms to strategies of inquiry and methods for collecting empirical material." Lincoln (2017, p. 58). This study employed an abductive approach to address the research questions and analyse data from multiple qualitative methods. The inductive approach was primarily used to identify patterns, relationships, and potential partnerships among stakeholders for sustainable tourism development, aligning with the exploratory nature of the research. However, deductive elements were incorporated, particularly in relation to the Quality of Life (QoL) framework that guided aspects of data collection.

It is important to clarify that this research does not employ a mixed methods approach, despite the use of multiple data collection techniques. The study remains fundamentally qualitative in nature, even though netnography has the capability to present numerical data (Kozinets, 2019). The analysis is conducted through a qualitative lens, focusing on interpreting patterns, themes, and meanings rather than quantitative measurements. This balanced approach was justified by the complex nature of the research questions, which required both open exploration of stakeholder perspectives and systematic consideration of established QoL concepts. The combination of semi-structured interviews, document analysis, and direct observation provided a rich dataset that could be analysed both abductively to uncover new insights and deductively to relate findings to existing QoL frameworks.

The way the empirical data is collected in this research helped to answer the sub-research questions, mainly: RQ1 What shared interests are revealed by stakeholders in sustainable tourism through residents' quality of life (QoL) indicators? Moreover, RQ2: How do stakeholder motivations influence the prioritisation of quality of life indicators within sustainable tourism?

Research Question

How can collaborative sustainable tourism be fostered through quality of life (QoL) indicators in the context of Southern Mexico?

The main aim of this research is to deepen the understanding of sustainable tourism development in emerging markets. Looking at the case of Southern Mexico, examines the interaction among various stakeholders such as residents, visitors, businesses, government and NGOs, from environmental, economic and socio-environmental perspectives.

As a reminder from previous chapters, Table 10 summarises the aim, sub-research questions, objectives, theories and methods chosen for this research.

Table 10 Research Methodology Summary

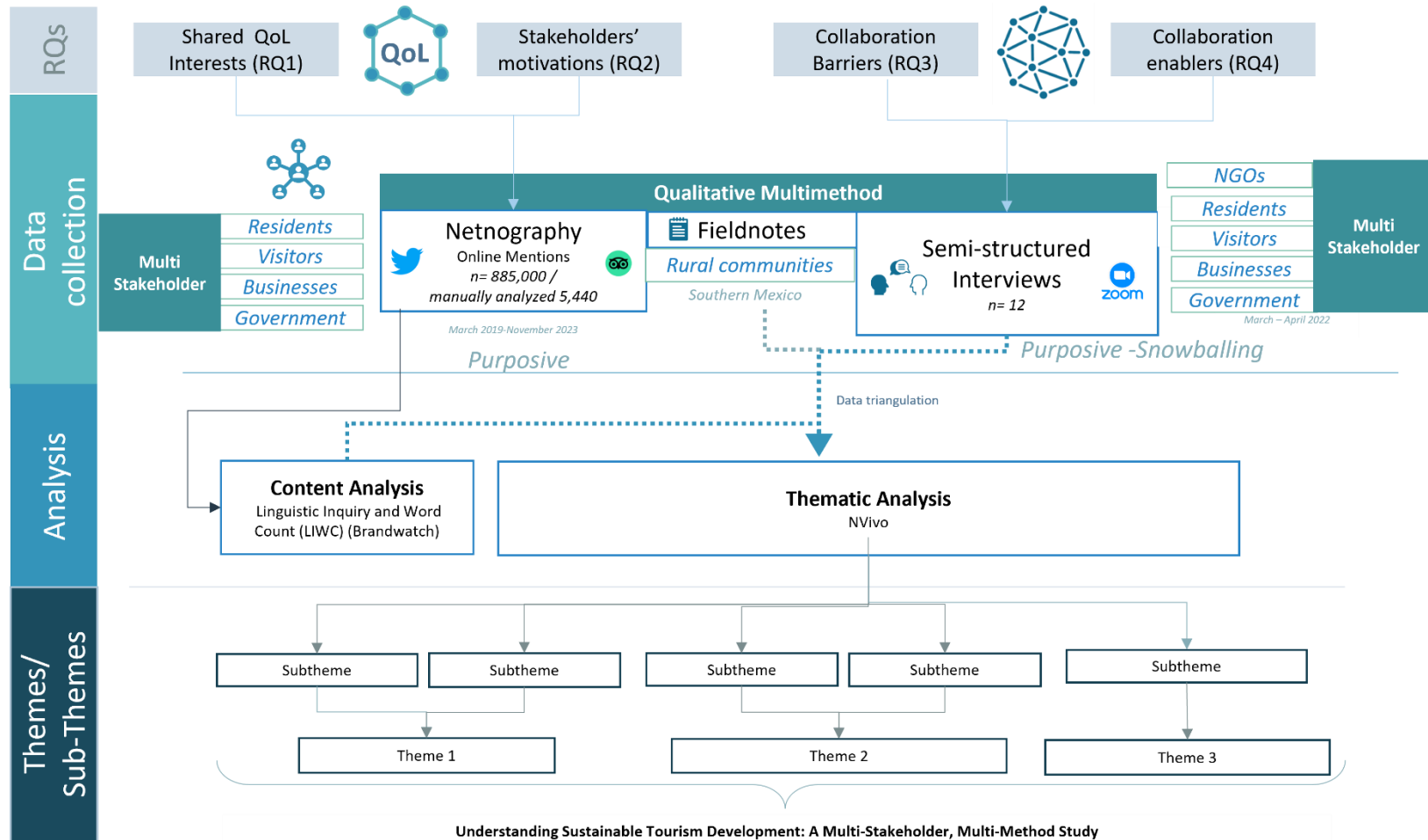
Sub-research questions	Objective	Theory/ Approach	Research Method
RQ1 What shared interests are revealed by stakeholders in sustainable tourism through residents' quality of life (QoL) indicators??	To identify the QoL interests and needs (economic, social, environmental, political, cultural, health and technology indicators) and their relevant value in emerging markets.	Social Exchange Theory with QoL (Ap, 1992; Ritchie and Crouch, 2003; Andereck and Nyaupane, 2011; So, 2016; E. Woo, Uysal and Sirgy, 2018)	Literature Review and Netnography (Online Observation using Twitter and TripAdvisor) and online Interviews. (Kozinets, 2010, 2019; R. V. Kozinets, 2020).
RQ2 How do stakeholder motivations influence the prioritisation of quality of life indicators within sustainable tourism?	To explore stakeholder motivations in sustainable tourism and their influence on shared QoL interests.	Social Exchange Theory with QoL (Ap, 1992; Ritchie and Crouch, 2003; Andereck and Nyaupane, 2011; So, 2016; E. Woo, Uysal and Sirgy, 2018)	Netnography (Online Observation using Twitter and TripAdvisor) and online Interviews. (Kozinets, 2010, 2019; R. V. Kozinets, 2020) Thematic analysis (Saldaña, 2016; Braun and Clarke, 2013)
RQ3 What barriers do stakeholders perceive as hindering effective collaboration in sustainable tourism?	To identify and evaluate obstacles blocking collaboration in sustainable tourism, affecting effective practices.	Stakeholder Theory (Freeman, 1984; Byrd, Bosley and Dronberger, 2009; S. Mostafa Rasoolimanesh et al., 2015; S.M. Rasoolimanesh and Jaafar, 2017)	Thematic analysis (Saldaña, 2016; Braun and Clarke, 2013)
RQ4 Which factors are identified by stakeholders as enablers for effective collaboration in sustainable tourism?	To identify enablers for effective collaboration in sustainable tourism, fostering net positive outcomes.	Co-Creation (Malek and Costa, 2015) (Ostrom, 2009; Ramaswamy and Ozcan, 2014; Vargo and Lusch, 2016; Bonsón, Perea and Bednárová, 2019; Yu et al., 2019)	Thematic analysis (Saldaña, 2016; Braun and Clarke, 2013)

Source: Author's elaboration.

The research questions and chosen methodology guide this study towards regenerative tourism, addressing the limitations of traditional sustainable tourism, especially in emerging markets. While traditional models focus on minimizing environmental harm, they often neglect the comprehensive social, economic, and cultural well-being of local communities. Regenerative tourism goes further by actively enhancing ecosystems, communities, and economies. As Dredge (2022) notes, transitioning to a regenerative mindset involves overcoming conventional development models centred on extraction and consumption, and embracing approaches that restore and revitalise.

Therefore, this research aims to examine the relationship between a sustainable tourist ecosystem that supports the residents' quality of life towards regenerative tourism. To achieve the objective mentioned, a summary of the research paradigm choice is illustrated in Figure 11 showing the research philosophy (ontology, epistemology and theoretical approach) previously discussed in section 4.2. Furthermore, the research design adopted is presented, including the research method, strategy, data collection methods, sampling and data analysis based on the main research question and data triangulation.

Figure 11 Research design strategy adopted.



Source: Author's elaboration.

As seen in the previous table, to reinforce the inductive nature of this research, a multi-method qualitative is applied to obtain a better understanding of the attitudes, values, feelings, opinions, perceptions and lived experiences of participants within the context of this investigation (Creswell, 2013). Therefore, the two main methods used are participant observation (Online and face-to-face) for the residents' and visitors' perceptions and government and semi-structured interviews for business informants and institutions. Using a multi-method approach can give an advantage to the researcher with an additional understanding that, in another way, will be limited through a single method (Darbyshire, MacDougall and Schiller, 2005).

4.8.1 Method 1: Participant observation

Netnography (Online Observation)

The study's first phase was conducted in the form of participant observation, with data gathered via UGC from users' conversations online. This technique has been of value for qualitative research to uncover knowledge-sharing opportunities by evaluating its extensive data to create theoretical and practical insights into today's social structure (Femenia-Serra and Neuhofer, 2018). As discussed widely in sustainable tourism studies, the resident's perspective is of essential importance for tourism development. Therefore, innovative technologies could bridge the gap between the residents and the rest of the stakeholders in tourism planning. While the previous decade remained limited in integrating the residents' perspective in much detail this has shifted to shift towards user-centred innovation in tourism (Li et al., 2022) offering new avenues for real-time monitoring and adaptive e-governance linked to urban studies. For example, a study by Palatzo et al. (2021) employed Instagram data related to sustainable tourism to identify types of influencers and their associations with various locations, utilising Brandwatch for its social media analytics capabilities.

Similarly, Gunter and Önder (2020) applied a netnography approach using geotagged Instagram photos to differentiate popular spots in Vienna for residents and visitors. Their findings revealed that locals prefer locations associated with everyday activities, and that likes and comments are more reliable indicators of tourism demand than the sheer number of photos, offering valuable insights for destination management.

The focus of this research is on a community of diverse stakeholders engaged in online discussions about tourism in our target destination. This virtual community is defined not by geographical boundaries but by shared interests and goals in tourism development. It includes residents, visitors, businesses, and government entities interacting on forums, social media, and review sites. These groups form a cohesive community through ongoing dialogue and shared language about local tourism issues, contributing to shaping the destination's future. This method allowed to observe recurring participants developing insider knowledge and community norms in discussing and addressing tourism challenges. A netnographic approach involves active participation in these spaces, observing interaction patterns, and interpreting the cultural meanings of stakeholder communications. Therefore, this method allows the exploration of how perspectives converge or conflict, and how sustainable tourism practices evolve through collective input, offering nuanced insights into co-creation processes that quantitative data alone cannot provide.

Online Participants and Data Sources

Social innovation acknowledges the importance of generating ideas by understanding needs and identifying potential solutions. As Mulgan et al. (2007, p. 21) mention: “needs come to the fore in many ways – through angry individuals and groups, campaigns and political movements as well as through careful observation”. This research phase engages with diverse types of populations based on internal (local community) and external (visitors). While both share the

same ecosystem, the way their perception is shared on social media differ. Regional and local development researchers have found that the community engagement between residents and government can be analysed using social networks such as Twitter or Facebook (Sáez Martín, Haro de Rosario and Caba Pérez, 2015; Haro-de-Rosario, Sáez-Martín and del Carmen Caba-Pérez, 2016). The visitors' opinions on experiences from a local or regional view (not from a particular business) can be studied using travel forums such as TripAdvisor Forums (Edwards et al., 2017; Tamajón and Valiente, 2017). Therefore, the social media sources used for this research are Twitter and TripAdvisor. Forums. These platforms were used because of their potential to understand the rising social expectations and aspirations of multiple stakeholders (i.e. residents' perceptions of their quality of life, visitors' experience or expectations about the place or governmental actions towards the community). Furthermore, the flexibility of this data collection has been found helpful for co-creation (Edwards et al., 2017).

As a social media source, Twitter is a microblogging platform that allows users to post their thoughts and opinions in 280 characters. Although Facebook has many more users than Twitter, it has significantly fewer public data and stricter limits on its application programming interface (API) which is one of the main reasons it has been widely used in social science research. It has been shown that Twitter provides an open and public space to express users' everyday concerns about diverse topics. Moreover, it allows them to engage with other participants, including authorities and businesses, via conversations in real-time and has been used for demographic and social science research (McCormick et al., 2017; Valente and Pitts, 2017; Cuomo et al., 2021). According to recent data (Statista Global Consumer Survey (GCS), 2022), Twitter is one of the top five leading social media platforms in Mexico, with used from 18 to 44 years and balanced gender usage (Males 53% and Females 47%). Rising concern about using social media data is linked to the validity of the information, specifically the accessibility and use of this technology among residents in some secluded regions (Urban 76 % vs Town and rural 24%). To mitigate this limitation, the study integrated a traditional

ethnographic participant observation in rural communities and in-depth interviews with institutions and academics to corroborate if the data extracted from online resources reflected the same perception of the communities in remote areas. This process will be explained later in the Data validity and reliability section.

The second resource used for online participant observation in this research was TripAdvisor forums, considered one of the world's largest travel forums with currently 860 million reviews and opinions and 463 million monthly average unique visitors in 49 markets and 28 languages (Tripadvisor, no date). Rather than collecting TripAdvisor reviews, commonly used in sustainable studies, this research dataset was gathered from the forum section built from Q&A from the visitors' community to understand the knowledge-sharing and concerns among travellers in Southern Mexico.

Online data collection tool

Considering the nature of this study, the Crimson Hexagon–Brandwatch that integrates social media listening platform (SMLP) and Linguistic Inquiry and Word Count (LIWC) has been chosen for the online participant observation phase. Brandwatch for education is a high-level natural language processing platform that quantifies texts based on Bayesian theory. Using a lexicon in multiple languages helps to understand the attitudes and perceptions of online communities across multiple social media platforms. In addition to the main capabilities of this platform, provides the flexibility to set customized filters and continuous input to improve the machine learning algorithm to obtain better contextual results and extensive access to historical data. With the awareness that tools using artificial intelligence should not replace human validation (Kirilenko et al., 2018), data cleaning has been applied and is considered an essential process explained in section 4.8.1 under Data cleaning - Filters. Therefore, this tool also helped to gather, monitor, analyse, summarise, and

visualise social media data. Despite being known as a marketing tool, a growing interest in social science research has opened the opportunity to offer a reduced cost making it accessible for academic researchers. An illustration of its application in regional studies can be seen in Jaidka et al. (2020) study on subjective well-being which found that data-driven machine learning-based methods can offer accurate and robust measurements of regional well-being.

As part of the netnography process (Kozinets, 2020), an initial step for data collection is identifying a topic and its keywords. The preliminary information collected involved online conversations related to tourism keywords written in English and Spanish and names and demonyms related to specific regions in Southern Mexico using Boolean instructions (OR, AND, NOT NEAR/x). Table 11 presents a selection of some of the 14 Quality of Life (QoL) indicators and keywords derived from well-being and QoL indices identified in the literature.

Table 11 Sample Code Query Netnotgraphy - QoL indicators

QoL indicator	Query
Natural Resources	<<<ENGLISH>>> (natur* OR environment* OR biodiversity OR animal* OR species OR beach* OR cenote* OR mangrove* OR reef* OR jungle OR Lagoon OR forest OR tree* OR water OR sea OR river* OR nois* OR plastic OR garbage OR ocean OR erosion OR pollut*) OR recycl* OR compost* OR renewable* OR ecology OR reuse OR "solar panel" OR <<<SPANISH>>> (natur* OR "medio ambiente" OR biodiversidad* OR animal* OR especie* OR playa OR cenote* OR arrecifes OR manglar* OR jungla OR selva OR laguna* OR bosque* OR arbol* OR agua* OR mar OR oceano OR rio* OR aire OR ruido* OR plastico OR basura OR erosion OR contamina*) OR recicla* OR composta* OR renovable OR ecologi* OR reusa* OR "panel solar"
Income and Employment	<<< ENGLISH >>> employ* OR job* OR work OR labour OR workforce OR tip* OR salary* OR income OR <<< SPANISH >>> emplea* OR work OR "mano de obra" OR propina* OR salario* OR sueldo*
Education	<<<ENGLISH>>> education* OR school* OR teaching* OR academ* OR taught OR learn* OR trainin* OR study* OR universit* OR teacher* OR student* OR scholarship OR Kindergarten OR classroom* OR certification* OR diploma OR course* NOT "of course" OR <<<SPANISH>>> educa* OR escuela OR enseña* OR academi* OR capacita* OR estudi* OR universi* OR maestr* OR estudiant* OR beca OR becas OR becari* OR kinder* OR "salon de clases" OR certifica* OR diploma* OR curso*

QoL indicator	Query
Infrastructure	<<<ENGLISH>>> Infrastructure OR road OR street OR highways OR airport OR terminal OR station OR pave* OR <<<SPANISH>>> infraestructura* OR caminos OR calle* OR carretera* OR autopista OR aeropuerto OR terminal OR estacion OR pavimento
Services	<<<ENGLISH>>> "drinking water" OR internet OR electricity OR telephone OR TV OR radio OR bank OR ATM OR "basic services" OR "sewage system" OR wastewater OR "solid waste" OR "public lighting" OR waste OR "water filtration" OR Sewage OR <<<SPANISH>>> "agua potable" OR internet OR electricidad OR telefono OR TV OR radio OR banco OR "cajero automatico" OR "servicio basico" OR alcantarilla* OR "aguas residuales" OR "residuos sólidos" OR "alumbrado público" OR residuos OR "filtración de agua"
Transportation	<<<ENGLISH>>> transport OR taxi* OR colectivo OR bus OR car OR cruise OR ships OR boat OR train OR plane* OR Shuttle* OR Ferry* OR car OR bicycle OR <<<SPANISH>>> transport* OR taxi* OR colectivo OR autobus* OR camion* OR automovil* OR carro* OR crucero* OR barco* OR bote OR tren* OR avion* OR shuttle OR ferry OR bicicleta*

Source: Author's elaboration based on QoL indicator literature analysis

This initial search query was used to ensure that the mentions downloaded were related to tourism. In addition, this provided a simple, effective and replicable way to ensure only tweets containing references to the specific locations focused on this sample were captured.

Netnography (Online Observation) Sampling

As mentioned earlier in the sampling techniques (section 4.6), in ethnography research, the sampling frame can consider three broad approaches; convenience sampling, snowballing, and purposive sampling (Marshall, 1996; Bryman and Bell, 2015). Convenience sampling consists of selecting the most accessible subjects. Purposive sampling allows the researcher to select the most productive sample to answer the research question, and snowball sampling emerges from contacts provided by the initial participant. For this phase of the study, the sampling method used was purposive since it offered a better comprehensive picture of the phenomena (Hammersley and Atkinson, 2007) and allowed more flexibility in selecting the units to be examined regardless of the sample size (Kozinets, 2009; Koh and Fakfare, 2019).

To secure solid patterns within motives and resource integration practises for value co-creation, a purposeful sampling with maximum variation within the tourism ecosystem was used (Bryman and Bell, 2015). To get an accurate sample, an auto-adjusted sample from the entire population was adjusted to 6.7249%, giving an average of 9,583 mentions (per month). This adjusted sample is calculated by reviewing the number of matching mentions from each day over the last month and using the fifth-highest daily number of mentions assuring data still display a representative spread across all sources. Each mention stands the same chance of being sampled as any other (Brandwatch, 2022).

The data set covered the period from March 2019 to November 2023. The time range chosen offered a better perspective to understand possible variations in the residents' quality of life linked to distinct levels of tourism capacity gaining a better overview of the possible impacts pre, during and post-COVID-19 pandemic. Therefore COVID-19 pandemic presented a valuable opportunity to investigate possible QoL tensions and develop strategies to improve sustainable growth.

An average of 885,000 mentions from 298,379 unique authors were obtained after data was cleaned (data cleaning process explained in section.) as shown in Table 12, where it was distributed by stakeholders, source, language, location, and number of mentions.

Table 12 Online participant final sampling

Category	Residents	Visitors	Businesses	Government
Source	Twitter (X)	TripAdvisor forums	Twitter (X)	Twitter (X)
Language	Spanish	English and Spanish	Spanish	Spanish
Location	Mexico (Campeche, Chiapas, Oaxaca, Quintana Roo, Tabasco, Yucatan)	(United States, Canada, Colombia, United Kingdom, Argentina and Spain)	Mexico (Campeche, Chiapas, Oaxaca, Quintana Roo, Tabasco, Yucatan)	Mexico
Mentions	670,000 Mentions	127,000 Mentions	23,000 Mentions	65,000 Mentions
Unique Authors	240,450	51,550	5,934	445

Source: Author's elaboration.

Note: Research rigour- Additional in location fieldwork 6 Indigenous communities.

Residents and governmental mentions/posts were collected from Twitter (X, exclusively in Spanish, and used a location based in Southern Mexico (Chiapas, Campeche, Merida, Oaxaca, Tabasco, Quintana Roo and Yucatan). These regions

strategically contemplate rural/small towns and Urban (Sea, sun and beach) community types. The visitor data source was TripAdvisor Forums, which was mentioned in Spanish and English. For this group, the locations were expanded. In addition to Mexico (National visitors), the location has been considered the top international visitors by nationality over the last five years from 5 different countries (United States, Canada, Colombia, United Kingdom, Argentina and Spain) based on recent data from the Tourism Statistics Information System (Datatur, 2022).

Direct Observation - Fieldwork:

It has been acknowledged that using multiple methods can offer a deeper understanding of phenomena, primarily if the limitations of a single method do not fully represent participants. A typical critic of online methods is the inability of social media to reflect the perception of residents living in remote areas or with a different engagement with the platform. To overcome these limitations and reduce cases in which participants could not express their ideas (Goulding, 2000), active and passive participant observation was conducted.

Systematic observations were conducted in both urban and rural areas of Southern Mexico. An initial visit to developed and semi-developed destinations for over 5 days Quintana Roo and Oaxaca took place adopting a passive participant observation while taking notes, but with non active participation in the group's activities. These observations focused on tourism infrastructure, local community interactions with tourists, and visible impacts of tourism development.

A more active participant observation was also registered as filed notes during a 5-day trek along the Copalita Trail, spanning from the alpine regions of Oaxaca to the Pacific coast where the researcher became part of the study group and participated in their daily activities getting involved in learning the local activities

and traditions. This trail enabled systematic observation of five communities at various stages of tourism development. Over five days, the researcher embarked on daily 6-7 hour hikes guided by locals, immersing themselves in local customs and traditional practices. This approach provided insights into how these communities preserve cultural heritage while embracing tourism. The trek allowed me to study diverse community-based tourism initiatives and observe sustainable practices, such as organic farming and community-managed forestry. Close observation of interactions between tourists and residents and partnerships with businesses, government and NGOs involvement offered valuable data on the social dynamics of tourism in these rural areas. Detailed field notes captured both descriptive information about the physical environment and reflective insights on the apparent impacts of tourism development.

4.8.2 Method 2: Semi-Structured Interviews

As mentioned in the introduction, this study explored a holistic perception including four main stakeholders in tourism. The initial online participation method explored the perceptions of residents, visitors and the government using netnography, and the second method concentrates on the businesses' views and institutions through semi-structured interviews.

This second phase helped to complement the RQ3 What barriers do stakeholders perceive as hindering effective collaboration in sustainable tourism? RQ4 Which factors are identified by stakeholders as enablers for effective collaboration in sustainable tourism? This approach was suitable for understanding the complete picture of the situation from those currently involved in tourism planning and generating an emergent theory by constructing and interpreting empirical materials obtained from the initial participants' observations (Creswell, 2014).

Adopting a semi-structured approach provided a holistic, sustainable view to extend the theory on co-creation by contributing to the discourse on the dynamics of multi-stakeholder interactions and production of collective knowledge, specifically by identifying shared interests that will underscore the perception and understanding of sustainable development (Byrd, Bosley and Dronberger, 2009; Phi and Dredge, 2019; Peterson and Godby, 2020).

In addition, it portrayed a managerial perspective on tourism planning and explored the possible partnerships in sustainable tourism projects. The aim will be to provide recommendations to policymakers for co-creation, including the community's Quality of life domains and indicators (Bryman, 2012; Veal, 2017). The integration of accreditation bodies, government and businesses will help theorise about the social realities related to the current situation in tourism development and the possible implication of mass tourism, providing a deeper context for the analysis and stakeholders' perspective. Furthermore, after analysing the exploratory data from the netnography, an additional stakeholder group NGOs was integrated into the interviews due to their active recognition in the conversations analysed.

Interviews data collection

For the in-depth semi-structured interviews used to collect data from regional businesses in Southern Mexico and institutions, interviewees were preliminarily contacted by telephone, email or social media for an introduction, followed by an email with additional details and consent of participation form to be part of the research. Furthermore, both online interviews (Using Zoom) and face-to-face interviews were audio-recorded with an estimated 60-90 minute duration each. Additionally, the researcher transcribed all interviews and translated them into English, whereas another translator translated three interviews to compare the translation's accuracy for research reliability. Samples of the participant

information sheet, consent form for participants, and interview guide can be found in the appendix.

Interviews Sampling

An initial purposive sampling technique was adopted for business stakeholders based on their location with a direct or indirect link with the tourism industry to obtain a balanced perception of the tourism ecosystem. As for the institutions, an additional snowballing technique was applied to the initial group's recommended potential participants/referrals. Applying both sampling techniques increased the confidence in analytic findings on representativeness (Miles and Huberman, 2014). Additionally, integrating an arbitrary number of two significant subgroups in tourism (Rural / Small town and Urban settings) helped guarantee better representativeness among businesses.

Since the primary data for this research was collected from the netnography method (analysing an average of 885,000 mentions from 298,379 unique authors), a total of 12 interviews were conducted to help validate the initial data collected and identify possible overseen topics not clearly shown in the initial stages. These interviews were conducted over three months and included academics, institutions, residents and visitors. This population criterion helped validate inter-observer consistency in the data collected from the participant observation method based on the assurance that subjective judgements or the recordings and categorisations of data were consistent (Howell, 2015).

Appendix 9.2 summarises the participants' profile interviews displaying the participants by area of experience or background. To each participant, an ID code was assigned to maintain anonymity. This code was composed of intuitive labelling, indicating the participant's group in a sequential numbering. Moreover, a brief description is provided in the participants' profile section, offering an overview of their background. The additional region, community context and application date were added to contextualise the participants better.

The previous table shows the spread of the sample, including business participants' profiles distributed by NGOs, governmental bodies, SMEs and larger enterprises with experience doing business in tourist destinations in Southern Mexico. These interviews ensured rigour and helped to assess the validity of the research bringing a broader perspective to the tourism ecosystem, particularly with the integration of the institutional views that are considered neutral but critical actors to create networks in tourism and community development. The results of this integration will be discussed in the findings chapter.

In summary, the incorporation of multiple methods in this study served a different purpose: 1) adopting a fully multistakeholder view and 2) Increasing the validation and confidence in the research. First, Netnography participants' observation covered three out of four direct stakeholders (residents, visitors and government) obtained from online conversations; however, given the promotional nature of social media for businesses, QoL perceptions and linkages were not easily identified. Therefore, in-depth interviews provided a better strategy to complement the business perspective with holistic criteria. The incorporation of multiple methods enabled deriving data in ways that would contribute to refining knowledge production that was found limited by the adoption of one single method. Secondly, combining different methods helped to gain validation and confidence in the findings by using more than one way of measuring a concept with integrated offline and online consistency (Webb et al., 1966).

4.9 Research ethics

Ethical considerations for conducting this research followed the University of York procedures established by the guidelines on social science research.

Clearance was obtained by the ELMPs Ethics Committee, the University of York once all methods were reviewed and approved for this study.

Following the University Research Data Management Policy, data will be kept for ten years following the legal requirements. After this period, research data will be permanently and securely deleted. In addition, an ID code was assigned to all interviewees to maintain their privacy to prevail over the participants' privacy, as previously shown on the population criteria.

4.9.1 Netnography Ethical Considerations

Netnographic research also acknowledges the ethical concerns involved in participants' privacy. For social media studies, there are no participants involved. The data was analysed at an aggregate level, not individually. No individuals will be identified from the generated reports. This part of the research was carried out considering the university guidelines: <https://www.york.ac.uk/staff/research/governance/research-policies/social-media-data-use-research/>.

For Social media data collection, this research used ethical codes of conduct taken from the AoIR (Association of Internet Researchers) ethical guidelines version 2.0 and 3.0 and the University of York's Guidelines for the Use of Social Media Data in Research (University of York, 2024). This study considered what users expect to be done with their content and as well made reference to additional papers which discuss the ethics of social media research (AoIR, 2012, 2019; Whiteman, 2012; Lomborg and Bechmann, 2014).

To resolve the issues of consent using residents' and tourists' data, it was found that qualitative studies using APIs are focused on structural analysis and pattern recognition and not on the single-user profile (Lomborg and Bechmann, 2014) such as in the case of this study. In its place, the legal and ethical constraints of

netnography studies based on APIs revolve around data anonymity during the analysis and when presenting the results (Fiesler and Proferes, 2018).

4.9.2 Interviews Ethical Considerations

The University of York's ethical guidelines are used for the semi-structured interviews; informed consent was obtained. If participants decided to do not to give their consent, they did not take part in the research.

Anonymity

The arch will not disclose residents' or tourist profile names or user handles or profile pictures to mitigate any potential ethical concerns about using social media data. Only should name and user handles remain anonymous, but users' content is anonymised or only displayed as an aggregation. Anonymise applies to individual social and, as well as other individuals they mention or depict in their posts (Hård af Segerstad et al., 2017). If findings require reporting direct quotations, the best practice is to mask the content using paraphrasing in a way that retains meaning, and this will avoid tracing the source of direct quotations using a search engine (British Psychological Society, 2013, p. 18; Townsend and Wallace, 2016, pp. 11–12).

All participants were given a unique code for the interviews when referred to any publication. This code was composed of an intuitive classification indicating the participants' group in a sequential numbering (i.e. ID-001, ID-002).

Sensitive Topics

The password-protected online interview helped understand participants' involvement in tourism management and social context. During the interviews, participants mentioned some sensitive topics (i.e., corruption, local business,

etc.); however; they were not considered of elevated risk because (a) this is academic research, (b) data is held in strict confidence, and (c) the results will be reported in such a way that no businesses or organisations are unfairly advantaged or disadvantaged.

Additionally, during the circumstance, a socially sensitive topic emerged. This was analysed as a part of the community's context and was not considered at a personal level, so respondents' contributions would not be stigmatised or incriminated to the participant (Lee, 1993).

Interviews were conducted when participants clearly understood the purpose of the study and signed the consent form. The interview was not high-risk for participants. If participants felt anxious during their online participation, the following distress protocol adapted from (Dempsey et al., 2016) was ready to be implemented in case it was needed. Table 13 presents possible scenarios during and after the interviews and a set of actions to be performed by the interviewer in case of a distress eventuality.

Table 13 Online Interviews Distress Protocol

Distress situation	Action
The interview will be terminated if:	The participant decides to terminate the interview.
	The participant decides to participate in the interview at another time or place.
	Experiencing anxiety or distress during the interview. The participant should be asked if they would like to take and wish for the audio recording to be switched off. The researcher will intervene if the participant is:
	They are continuing to show signs of upset. The participants will be asked if they would like the interview to end.
	Unduly distressed. The researcher will remain with the participants until they are calm and composed. The participant may then decide to continue with the interview or end it.
The researcher will, with the participant's consent:	Refer to others if they request.
	Gain permission to call them later in the day or the following day to ensure they are no longer distressed. Alternatively, the researcher may ask if they would like someone from the local community to call them to offer support.
	Contact details of support groups will be offered to the participant if they require them.

Source: Adapted from (Dempsey et al., 2016).

The distress protocol presented in the table above gives the interviewer the preparedness to safeguard the interviewee's well-being while following the principles of ethical research.

4.10 Researchers' reflexivity

In this research, my role as a researcher was closely aligned with the ethnographic methods used. Background in social entrepreneurship and experience with community-based projects provided a detailed understanding of the context. This familiarity enabled effective engagement with participants, facilitating trust and openness during interviews and observations. I actively participated in local customs and practices, enhancing the data collection process and capturing genuine insights into the social dynamics and sustainable practices of the communities studied.

Reflecting on my influence in the research, my connection to the context facilitated access to fieldwork sites and participants. Established relationships with local stakeholders, including NGOs and community leaders, granted access that might have otherwise been unattainable. However, this connection required careful reflexivity to ensure objective and unbiased interpretations. I maintained a reflective journal throughout the study to critically assess assumptions and potential biases, ensuring the analysis accurately represented the community members' voices and experiences. This reflexivity was essential for maintaining the integrity of the research findings and contributing to a comprehensive understanding of sustainable tourism dynamics.

4.11 Conclusion

This chapter discusses the research methodology, starting with an overview of the research philosophy and methods available in qualitative research, along with the data collection, sampling and coding strategies. Furthermore, the research design adopted for this research was presented to be continued by data validity, reliability, and ethical research considerations.

A constructionism ontology has been chosen to achieve the research objectives stated earlier, given its acknowledgement to consider that multiple realities are shared in the same ecosystem (Bryman, 2016). Moreover, interpretivism has been considered the epistemological approach due to its ability to explain reality based on the people's accounts suitable for bottom-up studies in which this research is grounded (Bryman, 2016). In the same line as how knowledge is created, this study followed an abductive approach that allowed the researcher to become familiar with the social context and gain a deeper understanding of multiple stakeholder perspectives through exploratory methods (Jennings, 2001).

In this research, the reality was constructed on the tourism ecosystem actors' perception (Fetterman, 2009). Therefore, aligned with the research philosophy, the research design strategy was based on netnography. It was selected as an exploratory qualitative method considering its flexibility in understanding and interpreting social actions, including thoughts, emotions, and linkages or patterns in social interactions (Braun and Clarke, 2013). A multi-method approach is used by integrating participant observation and interviews adapted to an online setting for netnography (Kozinets, 2019). To minimise the potential limitations of this method, traditional in-location fieldwork and face-to-face interviews were conducted for validity. A detailed explanation of the data collection process and sampling strategy was presented and adapted to each group of stakeholders, making sure their perceptions were included across the data collection process.

The data analysis process includes content analysis which allows identifying patterns of more profound underlying interpretations, and thematic analysis following an inductive approach. For the first cycle of coding, a set of coding methods was chosen: grammatical methods (simultaneous coding), elemental

methods (descriptive and in vivo) effective methods (emotion and values coding). To construct patterns in the second cycle, axial coding was used as a reduction process from the initial codes (Saldaña, 2016). Additional data validity and reliability methods were considered, including data triangulation, methodological triangulation, translation comparison, data saturation and data anonymity (Golafshani, 2003; Decrop, 2004; Denzin, 2009; Choi et al., 2012)

5 Findings

5.1 Introduction

This chapter outlines the findings of interconnected subthemes that collectively deepen the understanding of the impact of sustainable tourism on Quality of Life (QoL) and stakeholder dynamics, based on a central research question:

How can collaborative sustainable tourism be fostered through quality of life (QoL) indicators in the context of Southern Mexico?

This analysis is structured around four sub-research questions (RQs), each addressing distinct yet interrelated subthemes:

Identification of Shared Quality of Life (QoL) interests (RQ1): This question analyses shared interests in sustainable tourism, highlighted by stakeholders through residents' QoL indicators. It explores the expression and measurement of these indicators to create captured values across diverse stakeholder groups, providing insight into collective priorities driving sustainable practices.

Stakeholder Motivations and Barriers (RQ2 and RQ3): Following the shared interests, this study examines motivations behind stakeholder engagement in sustainable tourism (RQ2) and assesses barriers to effective collaboration (RQ3). This dual analysis is key to developing strategies that connect these motivations and overcome barriers for strong partnerships.

Collaboration enablers (RQ4): The focus shifts to factors identified as enablers of effective collaboration in sustainable tourism. This part highlights initiatives transitioning from damage mitigation to net positives enablers referring to giving more than what we take for both the environment and society, proposing strategies to enhance sustainable tourism's positive outcomes.

As outlined in the methodology (Chapter 4), this study commences with a comprehensive literature review to identify essential Quality of Life indicators within the sustainable tourism context in Mexico. Employing netnography (online mentions), semi-structured interviews, and fieldnotes with thematic analysis, it synthesises perceptions from residents, visitors, businesses, and government alongside expert insights across QoL domains. This approach facilitates a deeper understanding of the dynamics that influence sustainable tourism development.

At the end of each subtheme, a discussion includes a detailed examination of empirical findings, with suggestions as key net positive enablers for each topic understanding as agents or factors that actively contribute to creating outcomes in tourism that not only offset any negative impacts but also produce additional benefits, enhancing the social, environmental, and economic well-being of communities and ecosystems beyond their original state. This comprehensive analysis aims to challenge current paradigms, providing new insights and directions for future research and practice towards regenerative tourism in the context of an emerging market.

5.2 Shared interests based on QoL indicators.

Addressing the research question (RQ1): Identification of Shared Quality of Life (QoL) interest, the study initiates by exploring the similar mentions of quality of life indicators among stakeholders in ecotourism destinations, emphasising the importance of balancing economic growth with the preservation of local cultures and the environment. As discussed in Chapter 3, Quality of life indicators have been used to gain a better understanding of the residents' attitudes towards tourism development (Choi and Sirakaya, 2006; Andereck and Nyaupane, 2011; Uysal, Perdue, and Sirgy, 2012, Uysal and Sirgy, 2019), nevertheless the integration of other direct stakeholders' views remains in silos.

This research, grounded on Social Exchange Theory (SET) (Ap, 1992) provided a base to understand how each stakeholder group engages in a series of social exchanges with tourism, weighing their costs and benefits. Therefore, by applying SET across all stakeholder groups, this research identifies the multifaceted exchanges occurring within tourism development. Furthermore, the incorporation of the Multi-Stakeholder Theory (Freeman, 1984; Byrd, 2007; Woo, Uysal, and Sirgy, 2018) enhances the Social Exchange Theory (SET) by highlighting the significance of acknowledging the interests and motivations of all stakeholders impacted by or involved in the sector's activities. This approach aims to identify gaps and effective collaborative efforts towards sustainable tourism by ensuring a holistic understanding of stakeholder perspectives.

Starting through a comprehensive review of both tourism and QoL literature and development indexes, this research identified a refined set of QoL indicators relevant to the emerging ecotourism context. From an initial identification of 826 indicators, a focused refining process revealed common overlapping and then it was simplified to 6 domains (Economic, social-cultural, environmental, health, political and technological) and 26 key indicators as shown in Table 14.

Table 14 Quality of Life Indicators Synthesis from literature

Theme	Key Indicators	Description
QoL Economic	Employment and Income, Cost of Living, Trade Stability, Local Economy, Tax, Ownership, Poverty	Measures economic prosperity and equity.
QoL Socio-cultural	Belongingness, Customer Service, Education, Safety & Security, Culture & Authenticity, Leisure	Captures social relationships, satisfaction with life, and community engagement. It also highlights the importance of cultural preservation and the role of heritage in community life.
QoL Environmental	Natural Conservation, Natural Disasters	Assesses the impact on natural resources and the sustainability of environmental practices.
QOL Health	Medical Access, Chronic Illness, Health and Hygiene	Evaluates physical well-being, access to medical services, and nutritional standards.
QoL Political	Governance accountability, Equity and Fairness, Social programs, Voice representation	Reflects on the quality of governance and the level of citizens' participation in the political process.
QoL Technological	Infrastructure, Services, Transportation, Digital platforms	Considers the role of technology in improving quality of life and promoting sustainable practices.

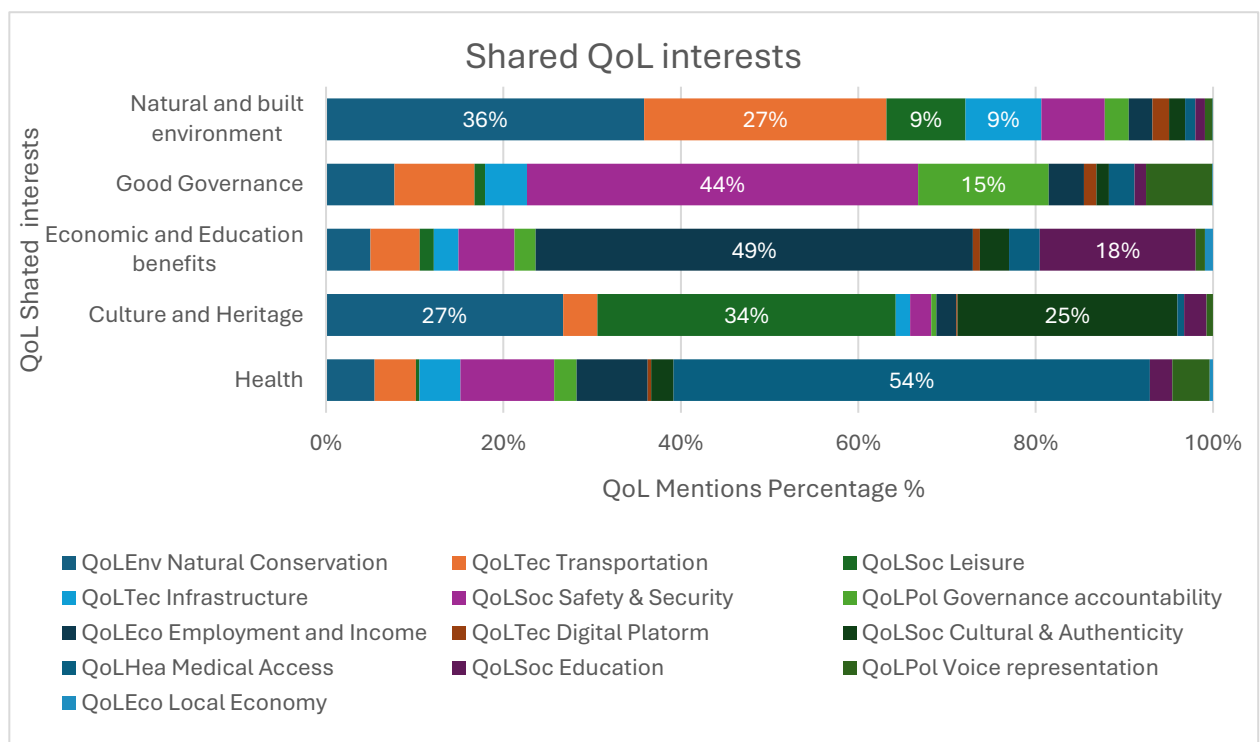
Source: Choi and Sirakaya, 2006; Meng Li and Uysal, 2010; Andereck and Nyaupane, 2011; Yamada et al., 2011; Lee, 2013; Kim, Uysal and Sirgy, 2013; Boley and McGehee, 2014; Kim and Uysal, 2015; McCabe and Movono, 2016; Lyytimäki et al. 2018; Uysal and Sirgy, 2019; Camargo and Vázquez-Maguirre, 2020; Marks, 2020- Happy Planet Index, UN Sustainable Development Goal indicators, The World Bank, 2020- World Development Indicators, Helliwell et al, 2020- World Happiness Report Gallup, Lawn, 2003- Genuine Progress Index (GPI).

Consequently, data collected from stakeholders' online mentions during the period from March 2019 to November 2023, across Southern Mexico (including Campeche, Chiapas, Oaxaca, Quintana Roo, Tabasco, and Yucatan), were analysed using the netnography methodology as outlined in Chapter 4 (Kozinets, 2019). The shared Quality of Life (QoL) interests were categorised based on

semantic patterns, focusing on QoL indicators with the highest frequency showing overlap across the online mentions. Detailed mentions by stakeholders can be found in the appendix.

The bar chart below Figure 12 provides a visual representation of the distribution of Quality of Life (QoL) shared interests. It categorises these interests by highlighting the overlap among the most frequently mentioned QoL indicators. The percentages highlighted on the bar chart reflect the proportion with the highest mentions on each category received, offering a clear overview of the emphasis placed on distinct aspects of Quality of Life by the stakeholders involved.

Figure 12 Shared interests' categories by QoL indicators.

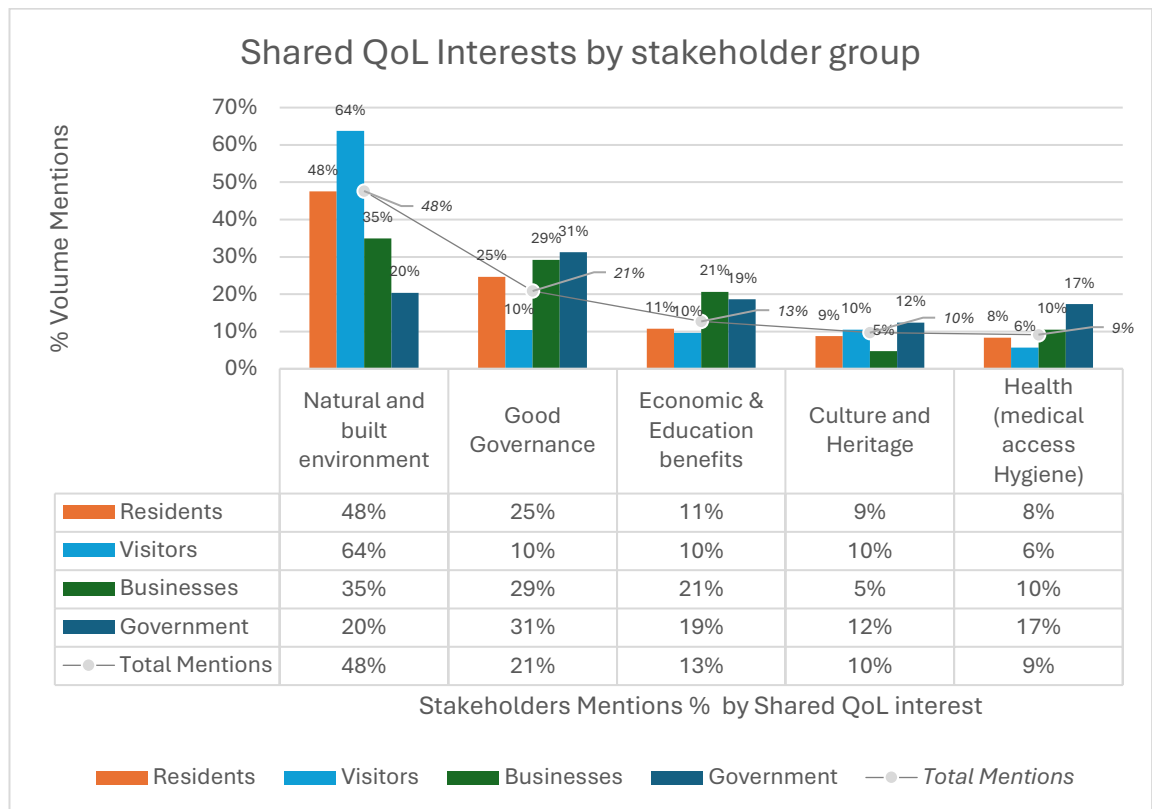


Source: Netnography and content analysis - Brandwatch from March 2019 – November 2023

The findings reveal five primary shared Quality of Life (QoL) interests, illustrating the overlap of indicators across different domains. For instance, the natural and built environment emerged as dominant, with themes of natural conservation from the environmental domain intersecting with technology-related topics, such as transportation and infrastructure. Similarly, the Economic and Education QoL shared interest highlights a clear interconnection between social and economic domains, as indicated by factors like income, employment, and education. An intriguing construct appears in the intersection of Culture and Heritage, where cultural authenticity and tourism link with natural conservation, suggesting a potential for a more holistic analysis across these domains. This points to an opportunity for a comprehensive approach to enhancing QoL through interconnected strategies.

Moreover, the netnography analysis (Kozinets, 2019) facilitated not only the identification of the main shared Quality of Life (QoL) interests but also enabled a deeper exploration of the relevance of these indicators for each stakeholder group (refer to Appendix 8.4 for more details). To visually summarise these insights, Figure 13 provides a synthesised overview of the percentage of shared QoL interest by stakeholders' mentions.

Figure 13 Shared QoL Interests by stakeholder group.



Source: Author's own creation, based on netnography data collected from March 2019 – November 2023

An analysis of the distribution of mentions of tourism values across different stakeholder groups (Residents, Visitors, Businesses, and Government) reveals distinct priorities and perspectives that shape the thematic focus for sustainable tourism. Notably, the Natural and Built Environment emerges as a predominant concern, particularly among Visitors (64%) and Residents (48%). This underscores the essential role of eco-consciousness and infrastructure in attracting and sustaining tourist interest, while simultaneously enhancing the Quality of Life for local communities. This indicates a collective commitment to a shared environment and living, which is integral to sustainable tourism practices. Furthermore, Good Governance is another significant interest shared among stakeholders, with a strong emphasis on Government (31%) and Businesses (29%). This suggests the necessity for robust regulatory frameworks and governance mechanisms that foster accountability and sustainability in tourism development.

While less dominant, other Quality of Life interests garnered attention, namely economic and educational benefits, cultural preservation, and health considerations. Shared interests in Economic and Education Benefits, although mentioned less frequently, are notably prioritised by Businesses (21%) and Government (19%). This indicates the recognised role of tourism in fostering economic growth and providing educational opportunities, which have a direct impact on both residents and visitors. Moreover, despite Culture and Heritage receiving fewer mentions, which contradicts the predominant tourism narrative that emphasises cultural preservation, it remains a significant tourism value, with Government stakeholders placing particular emphasis (12%). This highlights the recognition of preserving cultural authenticity and heritage as essential elements of a vibrant tourism offering. Lastly, the importance of Health, focusing on medical access and hygiene, gained increased prominence, particularly from the Government (17%). This heightened attention is contextualised by the period of data collection, which coincided with the Covid-19 pandemic.

After establishing the significance of certain Quality of Life (QoL) indicators within the context of tourism in Southern Mexico, addressing Research Question 1 (RQ1), the research advances to explore stakeholder motivations about the Research Questions 2 and 3 (RQ2 and RQ3): What are the main barriers to collaboration and sustainable tourism? Additionally, Research Question 4 (RQ4) focuses on identifying what enables synergies among stakeholders for active participation and collaborative tourism sustainability. To comprehensively understand stakeholders' motivations and enhance the research's rigour, a multi-method approach was employed. As detailed in Chapter 4, this approach included a random selection of 5,540 online mentions (netnography), complemented by in-depth interviews and in-field observations. Furthermore, in line with Saldana's (2016) coding strategies, an inductive thematic analysis was conducted using NVivo V.14.

The analysis identified four main themes, synthesising Quality of Life (QoL) interests with stakeholder motivations and the barriers and enablers of collaboration. These themes are summarised in the following Table 15 which provides a comprehensive overview of the key findings from the research. It delineates the interconnections between the main themes, their subthemes, and the associated QoL interests, drawing from the observed patterns in QoL indicators.

Table 15 Themes Overview

Main Theme	Subthemes	Shared QoL interest	QoL Indicators
1. Eco-Conscious Living	a) Eco-Consciousness: Respect and harmony with nature	Natural & Built Environment	Natural Resources, Infrastructure, Transportation
	b) Eco-Governance: sustainable infrastructure planning	Good Governance	Safety & Security, Governance accountability, Voice representation
2. Local Capacity Prosperity	a) Community Skills: Destination Competitiveness and Local Professionalism	Economic and Education	Employment, Income, Education
	b) Safety and Rule of Law: Collaborative Safety	Economic and Education	Employment, Income, Education
3. Authentic Cultural Connections	Identity and Cultural Empowerment: Cultural pride and authenticity	Culture and Heritage	Culture and heritage, Leisure, Natural Conservation
4. Health Crisis (COVID-19)	Crisis community contingency	Health	Medical access, safety and security, Employment, Income good governance.

Source: Author's elaboration.

The table offers an overview of the four principal themes that will be elaborated upon in the upcoming sections: Theme 1: Eco-Conscious Living, Theme 2: Local Capacity Prosperity, Theme 3: Authentic Cultural Connections, and Theme 3: Crisis Resilience (COVID-19). Each theme encapsulates a critical aspect of sustainable tourism development and its influence on Quality of Life (QoL) indicators. Eco-Conscious Living focuses on the relationship between tourism and environmental stewardship, promoting practices that harmonise with natural ecosystems and emphasise sustainable governance. Local Capacity Prosperity addresses the socio-economic advantages of tourism, stressing the importance of job creation, human capital development, and safety measures. Authentic Cultural Connections highlight the necessity of preserving cultural identity and fostering genuine interactions that respect local traditions. Lastly, Crisis Resilience delves into the impacts of the COVID-19 pandemic, revealing the need for resilient health systems and adaptable community strategies. Together, these themes form a comprehensive framework, showcasing the interconnectedness of tourism, community well-being, and sustainable development, steering towards a regenerative tourism model that balances environmental, economic, and cultural priorities.

5.3 Theme 1: Eco-conscious living

This theme examines the potential for collaborative community involvement in tourism sharing the same space, concentrating on the relationship between natural environments, planning, and development, involving various stakeholders based on Quality of Life (QoL) indicators. Building on the shared QoL interests identified in Section 5.2, this theme highlights the intersection of two crucial categories: Natural and Built Environment, and Good Governance. Based on the findings the subthemes emerged: Eco-Consciousness, which focuses on respect and harmony with nature, and Eco-Governance, which relates to planning sustainable infrastructure and ensuring effective governance. This dual focus seeks to promote environmentally responsible tourism that aligns

with community well-being and sustainable development objectives. The subsequent sections will provide a detailed explanation of each subtheme.

5.3.1 Eco-Consciousness

As previously highlighted in the shared interests categories by QoL indicators (Figure 13), natural resources emerged as a predominant concern among stakeholders, reflected in the high volume of mentions. This focus highlights the critical role of natural resources, infrastructure, and transportation as foundational elements for sustainable tourism. A detailed analysis of each stakeholder group has enabled the identification of the context surrounding their motivations, as well as the barriers and facilitators of collaboration, which are summarised in Table 16.

Table 16 Subtheme Eco- Consciousness

Eco- Consciousness: Respect and harmony with nature			
QoL Interests (RQ1): Natural & Built Environment (Natural Resources, Infrastructure and Transportation)			
Stakeholder Group	Motivations (RQ2)	Collaboration Barriers (RQ3)	Collaboration enablers (RQ4)
Residents	Harmonizes with nature (Indigenous view)	Eco-literacy inequalities	Embracing Indigenous worldviews
Visitors	Nature appreciation and footprint awareness	Lack of information about sustainable options	Eco-literacy practices for stewardship
Businesses	Economic benefits and visitors' image	Greenwashing	Support from local governments
Government	Environmental financial strategies and public support	Environmental regulatory implementation gap	Partnerships with NGOs
NGOs	Advocacy for eco-conscious practices		

Net Positive enabler:

Network's empowerment through shared and active knowledge
(Partnerships embracing indigenous worldviews and eco-literacy practices.)

Source: Original author.

The table offers an overview of the subtheme Eco-Consciousness: Respect and Harmony with Nature, focusing on the Quality of Life interests related to the Natural and Built Environment. It examines stakeholder motivations, such as residents' alignment with indigenous views and visitors' nature appreciation and identifies collaboration barriers like eco-literacy inequalities and greenwashing. Collaboration enablers, including embracing Indigenous perspectives and forming partnerships with NGOs, are outlined as crucial for fostering sustainable tourism practices.

5.3.1.1 Motivation: Respect and harmony with nature

This section further explores eco-consciousness as a core motivation among stakeholders, focusing on their respect for and connection with nature as key elements developed from the QoL Natural & Built Environment value. Below, quotes are presented to illustrate various perspectives on eco-consciousness, including motivation based on harmony with nature, footprint awareness, and economic benefits while gaining visitors and public approval. These viewpoints highlight the diverse motivations driving stakeholders towards sustainable practices. Additionally, it addresses the identified collaboration barriers relevant to these motivations (Related to RQ3).

Residents harmonise with nature.

Beginning with residents' understanding of environmental integrity, the thematic analysis (conducted in chapter 4) uncovers a motivation deeply rooted in ancient and indigenous philosophies, such as African Ubuntu and Andean "Buen Vivir" (good living), alongside the regional concept of "Lekil kuxlejal" (Good life and

soul) within rural communities. These perspectives advocate for harmony and balance among individuals, their communities, and nature, promoting a cohesive and respectful relationship with the environment.

For instance, a cooperative worker from Chiapas (March 2022) shared her perception of the essence of "good living" as encompassing holistic harmony between the individual, community, and natural world in her community.

"[...] in Spanish we call it good live and soul, in Tzeltal it is called lekil kuxlejal (Mayan Tsotsil-tseltal) [it means...] harmony of myself as an individual, with my community with the relationships that I have formed and myself with nature. In the end, nature is understood as alive and part of the community. I am not a community without nature, [...] I take care of it and at the same time, [Nature] also takes care of me."

*Cooperative worker interview, Chiapas, March 2022.
Business ID-010*

This quote illustrates the deep respect for and reciprocity with the natural world found in traditional ecological knowledge systems. The significance of these observations is further discussed on indigenous views, positioning this research within the broader debates on degrowth identified by Chassagne and Everingham (2019) and Ramose (2014).

Visitors' footprint awareness

Furthermore, while not yet very noticeable, the analysis also shows signs of a growing eco-consciousness extending to visitors in both rural and more developed areas. An example of this was expressed on an online forum travel thread by an American visitor to Cancun (February 2020) asking for support on their concerns about the potential environmental footprint from tourism activities:

"We would like some suggestions regarding which sunscreen to buy that is reef-safe. Read a lot of comments and noticed that many are advertised as reef-safe, but they contain banned substances. [...] We would like to be nice to the environment and would rather take our own sunscreen instead of buy it in Cancun"

Visitor, Travel Forum, Quintana Roo, 2021

This view shows a shift towards more responsible tourism behaviours', challenging the stereotype of visitors as solely seeking experiential enjoyment previously proposed by Boniwell (2008) and Kim (2014). In the discussion a contrasting view will be presented, reshaping the dialogue from visitors' hedonistic behaviours (Korneliussen, 2015; Yu and Schwartz, 2015) to eco-conscious behaviour as discussed by Kiatkawsin and Han (2017).

Nevertheless, it is important to note that while these alignments show promise for adopting stronger sustainable tourism mindsets, different motivations such as the expected economic benefits and visitors' image from the businesses and the environmental financial strategies and public support from government motivations also impede this synergy.

5.3.1.2 *Barriers: Eco-literacy inequalities and regulations gap*

Eco-literacy inequalities

A primary obstacle identified in the thematic analysis of collaboration barriers (RQ3) is the inequality in eco-literacy, which refers to uneven environmental awareness and network practice across stakeholders. For instance, the motivation for harmony with nature, rooted in indigenous views, is primarily observed in rural and underdeveloped areas such as Chiapas and Oaxaca. In contrast, residents in urbanised and developed areas like Quintana Roo and Yucatan, which are heavily impacted by tourism growth, show poor environmental behaviour.

An interview with an expat in Cancun, Quintana Roo, highlighted this issue particularly by older generations: "I've seen locals throw their soft drink cans out the window while driving". Although not universal by all residents, these poor environmental practices are often mimicked by visitors during their stays, under the mistaken impression that 'if locals do it, it must be allowed,' unless they are explicitly informed otherwise as shared by a resident in the Quintana Roo.

I saw how an American visitor threw rubbish on the ground without any remorse. A local boy picked it up, handed it back to him, and said as calmly as possible, 'Hey, you dropped this.' He then pointed out a nearby bin, adding, 'Look, there's a bin right there.' The visitor, far from being defiant, looked ashamed, walked over to the garbage can, and properly disposed of the wrapper."

Resident, Online-interview, Quintana Roo, March 2022, ID-035

The examples illustrate a continuous cycle where, despite visitors having more developed eco-literacies, these can be undermined or supported by following local practices. Adapting to regional norms can lead to the breakdown of positive behaviours. However, unless negative behaviours are eradicated from the origin, the potential for positive motivation towards footprint awareness, identified as a crucial link to a sustainable path, may be blocked by a local's lack of knowledge and awareness and eco-hypocrisy discussed by Mkono (2020).

Moving to businesses and government, the data revealed concerns about the true intentions behind their environmental commitments. Questions arise as to whether these efforts are rooted in genuine integrity or if they primarily serve as a facade to attract more visitors under the mask of sustainability or to enhance the public image among the population through greenwashing.

Businesses' economic and image benefit.

From the business perspective, the data indicates a growing awareness of the need to incorporate environmental conservation strategies into their operations, such as eco-efficiency initiatives, sustainable supply chains or investing in community development projects. However, the authenticity of these actions may be influenced by pressures from public and regulatory bodies, as well as by a prioritisation of their economic objectives.

This suggests that while businesses are increasingly acknowledging the importance of environmental measures, the genuine commitment behind these

actions may vary, influenced by external demands and the drive for economic gain. For example, several hotels have implemented solar panels, and green marketing campaigns that encourage guests not to change towels and sheets daily, conserving water and energy. Additionally, other businesses have adopted the practice of cultivating rooftop gardens to supply restaurants with fresh vegetables, exemplifying sustainable sourcing (A more detailed discussion on environmental actions/cases will be covered in Chapter 6, focusing on the barriers and enablers of collaboration in sustainable tourism).

An illustration of how businesses can also capitalise on sustainable practices for both economic and environmental benefits is discussed through the example of a hotel manager in Cancun adopting solar energy and recycling actions.

“[... about natural conservation] I do not know if it is for the economic or the environmental interest, but if it is beneficial for both. For example, the use of solar panels to generate energy and hot water is a practice that more and more hotels have adopted. The reduction of waste generation is equally economically and environmentally beneficial - economically because the [Private waste collecting] companies charge us for the rubbish they take away, so we must generate less rubbish so that they charge us less. And if by generating less garbage and separating the recyclables, the clean bin be sold for recycling.”

Business, Online Interview, Quintana Roo, ID-003

This quote highlights a pragmatic economically driven approach to eco-consciousness within the business sector, aiming to provide a balance between economic gains and environmental responsibility.

Government's environmental financial strategies and public acceptance.

From the governmental perspective, authorities mention linked to environmental conservation in the context of sustainable tourism has been diversified. Official announcements online have been used to not only the efforts on the initiatives to protect wildlife, forests, rivers, and beaches but also financial strategies aimed at empowering small and micro businesses.

A sample of these approaches and strategies was underscored by City Councils through their backing of renewable energies to assist SMEs:

“With the Energía Mérida program, the City Council will manage credits for micro and small businesses that want to acquire solar panels. What it represents: Low electricity costs. Economic reactivation. Job generation and care for the environment.”

Government, Tweet mention, Yucatan, May 2021

This initiative reflects a governmental effort to reconcile economic development with environmental conservation. Moreover, while these efforts (businesses and government) are important steps towards minimising environmental impact, they often fall short of achieving the broader, transformative goals missing in sustainable tourism (Vatn 2000; Font, Elgammal, and Lamond, 2017). Building on insights from Gössling et al. (2005) and Coles et al. (2017) on greenwashing, this study further explores the shortcomings of these actions in genuinely restoring ecosystems. The argument on environmental commodification and its role in shifting towards sustainable tourism, along with policies for responsible infrastructure development, will be elaborated in the discussion chapter.

Environmental regulatory implementation gap

A common barrier discussed among the participants (RQ3) is the lack of consistency in environmental activities involving the stakeholders. In some cases, under the label of environmental projects or certificates, there has been the perception of being a target to have better destination recognition when in reality the main goal is overshadowed by superficial actions and limited application.

Such is the case of the Blue Flag certificate which is an internationally recognised certificate to protect and have a clean coast and accessibility by Foundation for Environmental Education (2022). The Blue Flag program focuses on enhancing public engagement with their environment by providing educational activities

and continuous information about local biodiversity, ecosystems, and the environment.

A small business owner shared her perception on the concerns about the legitimacy of the certification, and the lack of applications to make it genuine and aligned with the main goal of making sure the community is involved and responsible.

“Puerto Morelos has received the Blue Flag certification, which generally means that there are sufficient bins, as well as adequate bathroom and shower facilities. Well, realistically, I don't know how we're a blue flag, because there's a lot of those things that really aren't in play. For instance, there are not enough bins along the beach; ideally, they should be located at every entrance to provide easy access for disposal. Unfortunately, during busy weekends, since people do not have where to put their rubbish, you end up seeing empty beer cans often left semi-buried in the sand.”

Business, Online interview, Quintana Roo, March 2022, ID-005

Similar cases indicate potential gaps in compliance or enforcement of the standards required for the Blue Flag certification. When discrepancies like these happen, there is a clear need for local authorities or organisations to review and strengthen the criteria to ensure that they align with the environmental standards expected by the community and visitors. Involving the local community and addressing visitor expectations are crucial steps in legitimising the certification as more than just an image but as a true reflection of environmental stewardship. This collaboration barrier broadens the discussion initiated by Font (2002) of eco-certifications and a critique from a regenerative tourism perspective (Rodríguez-García, Ferrero-Ferrero, Fernández-Izquierdo, 2023), which will be further explored in the discussion section.

After examining stakeholders' motivations and collaboration challenges, the analysis also identified enablers that facilitate promoting eco-consciousness across multiple stakeholders. This enabler aims to overcome limitations due to eco-literacy inequalities and legitimisation on environmental initiatives falling onto individualistic, short-term cost interests previously discussed, thereby

supporting a path towards regenerative tourism that promotes a net positive impact.

5.3.1.3 Net positive enabler: Shared and active knowledge (RQ4)

As discussed previously (section 5.3.1.1), both residents and visitors potentially align their motivations by embracing Indigenous worldviews and eco-literacy practices. Examining these interests from a collaborative perspective highlights the role of other stakeholders, such as businesses and governments, in facilitating support for green practices. Therefore, the active participation of multiple stakeholders can further encourage shared interests and enhance environmental consciousness as seen in immersive hiking tours, turtle and blue crab protection, community-based homestays, and organic local markets.

An example of these initiatives is turtle conservation, which includes monitoring turtle nests and coordinating staged hatchling releases. This has been facilitated by the government through SEMARNAP (Secretariat of the Environment, Natural Resources and Fisheries), in collaboration with certified hotels and their guests.

“The protection of the sea turtle, I return to the same thing, its romantic part is added, and there is an attraction for tourism, the famous release of turtles, but the previous work that has to be done to release the turtles if it is an important work that the companies do in collaboration with SEMARNAP, during the spawning season, so that the patrol can be done and the turtle can be released, I will be able to notify the nests and be aware of the moment the turtles are born, and then they invite the tourists to free, and you are in part to the tourists of that beautiful part, but if there is an important previous work.”

Transnational hotel manager, Online interview, Quintana Roo, April 2022

The relevance of this initiative is the exemplification of how tourism can contribute to the regeneration of both ecological and social systems, enhancing the quality of life for all involved actors along with their values and motivations. Findings suggest that shared knowledge expands on the principle of regenerative

tourism on tasks and resources discussed by Mang and Haggard (2016) on the sharing of roles, and knowledge as it will be interpreted in the discussion. Strategies that adopt similar approaches can generate positive practical outcomes, including the promotion of ecological protection and community engagement. Additionally, such strategies enhance tourist attraction by offering educational experiences that significantly impact travel behaviour.

These findings show the connection between the quality of life (QoL) indicators related to the natural and built environment and the different motivations and perspectives of key stakeholders toward eco-consciousness and collaborative sustainable practices. Although promising alignments have been identified such as deep respect for nature among residents and the rising footprint awareness among visitors, the analysis also reveals barriers that block truly collaborative and regenerative approaches to tourism development. As a net positive enabler, an approach to generate additional benefits and cultivate stronger communities by addressing systemic issues, network empowerment offers a promising pathway for tourism co-creation among stakeholders. This strategy facilitates the integration of eco-consciousness through shared and active knowledge, exemplified by partnerships that embrace indigenous worldviews and promote eco-literacy practices. The discussion section provides a critical perspective of the importance of these partnerships in greater depth, drawing insights from relevant literature and theoretical frameworks.

5.3.2 Eco-Governance in Sustainable Infrastructure Planning

This section explores the discussions surrounding the planning and management of sustainable tourism infrastructure, building upon the previously recognised importance of the Natural & Built Environment (section 5.3.1.1) and the reasoning for incorporating the QoL Good Governance value. The analysis examines in greater detail the motivations of stakeholders and identifies barriers

to collaboration that impede the advancement of sustainable tourism development. The section also presents potential enablers that align with regenerative tourism and stakeholder alignment: building trust and shared management highlighting strategies that could foster more effective and sustainable practices in tourism development. Table 17 summarises the perceptions of each stakeholder group based on their motivations and collaboration barriers and enablers.

Table 17 Subtheme Eco-Governance

Subtheme Eco-Governance: Sustainable Infrastructure Planning			
QoL Interests (RQ1): Good Governance (Safety & Security, Governance accountability, Voice representation)			
Stakeholder Group	Motivations	Collaboration Barriers	Collaboration enablers
Residents	Desire for transparency and involvement in planning	Mistrust and lack of transparency	Open dialogue in decision-making
Visitors	Service accessibility and mobility	Poor infrastructure planning	Coherent infrastructure planning
Businesses	Competitiveness benefits	Resources accessibility for operational services	Investments in sustainable infrastructure
Government	Policy support for sustainable infrastructure	Corruption in resource allocation	Alignment of proposals with actions
NGOs	Advocacy for inclusive governance	Limited decision making	Genuine understanding and involvement with communities
Net Positive enabler:			
Changing stakeholders' planning roles towards inclusive participation/co-management			

Source: Author's elaboration.

An overview of the findings on Eco-Governance: Sustainable Infrastructure Planning, highlights key points concerning Quality of Life interests in Good

Governance, focusing on safety, security, governance accountability, and voice representation. Residents are motivated by a desire for transparency and involvement in planning yet face barriers such as mistrust and lack of transparency, which impede their participation. For visitors, service accessibility and mobility are crucial, but poor infrastructure planning affects both governmental delivery and user experience. Businesses seek competitive benefits but are constrained by resource allocation issues, requiring government support. Collaborative investments in sustainable infrastructure are identified as crucial enablers across stakeholders, facilitating economic growth and minimizing environmental impact. Meanwhile, governments are motivated by policy support for sustainable infrastructure, and NGOs advocate for inclusive governance, ensuring all voices are represented in planning efforts. The following sections will elaborate on these points in greater detail.

5.3.2.1 Motivations: Sustainable Infrastructure Planning

This section presents the motivations of each stakeholder in sustainable infrastructure planning conversations. In the analysis of sustainable infrastructure planning, stakeholders' motivations are deeply interconnected, particularly by the context. Understanding this relationship is crucial as motivations often directly inform the nature of the barriers encountered. By illustrating these elements together, this section offers a more comprehensive understanding of the dynamics influencing infrastructure development from multiple perspectives.

To provide additional context regarding the following quotes, it is important to note that the mentions and interviews analysed covered the impact of tourism growth on communities associated with the sector's development. Specifically, the topic of the Mayan Train project emerged as a significant point of debate among stakeholder groups. This mega-project, designed to stimulate tourism and economic expansion in Southern Mexico, is seen as both beneficial and

controversial, offering potential advantages while raising environmental and social concerns. As detailed in Chapter 2, the Mayan Train project, connecting five states via a 1,525-km railway (Camargo and Vázquez-Maguirre, 2020; BBC, 2023), is over 60% complete but has exceeded its budget to US\$28.5 billion and expected to increase. Delays from permit approvals on protected areas and technical issues (Oxford Analytica, 2019, 2024) have moved the completion from February to June 2024 (according to the last official announcement). Furthermore, given that mentions and conversations were gathered throughout the project's construction phase from 2019 to 2023, several selected quotes reveal insights into the motivations and viewpoints on development and conservation as expressed by government officials, residents, and businesses involved with the project. These perspectives highlight the varied interests and priorities within the community regarding environmental and economic considerations.

The government's investments and competitiveness benefits

As identified earlier, the natural and built environment is the second most discussed value by government officials and the top priority for visitors including conversations around transportation accessibility. Looking at the governmental conversations around the topic of infrastructure development and public services (i.e. water, energy) the analysis revealed mentions of governmental efforts to facilitate sustainable infrastructure support (i.e. renewable energy). Mentions around transportation, included the progress announcements of developments on new airports, cruises commercial agreements and a higher emphasis on the railway system Mayan train.

Highlighting the government's commitment to the Mayan Train project, a tweet from a government official in July 2019 underlines the anticipated social and economic advantages. This communication aimed to emphasise the project's potential to catalyse development and benefit the community.

“The #MayanTrain will provide connectivity to the Mexican southeast. They are not 1,470 km [previous estimate] of roads, they are 1,470 km of opportunities, which will improve people's quality of life by promoting social, economic, cultural and environmental development.”

Government Tweet, Mexico, July 2019

However, the thematic analysis reveals conflicting opinions due to the perceived absence of environmental and social impact assessments and the arguments of progress versus preservation.

5.3.1.2 Barriers: Trust, transparency and poor planning

Barrier: Stakeholders' mistrust

The misalignment in the government's views, driven by the desire to facilitate infrastructure projects for economic benefits and to foster a competitively positive image, often results in prioritising visitor-centric developments. This approach frequently overlooks the needs of local communities, placing the interests of visitors and the broader economic agenda above those of the resident population.

Discussions about the need to consider community needs were dominated by the Mayan Train megaproject. Conversations, highlighted inconsistencies in community consultation processes, leading to a growing lack of trust in the government. For instance, the government claimed that they had conducted indigenous consultations before initiating the project. This statement was reinforced by an official post in the Mayan Train-dedicated account in July 2019. However, the Mexico Office of the United Nations High Commissioner for Human Rights contradicted this statement, as illustrated in the following posts.

“Before starting work on the [tourism mega-project], there was an Indigenous Consultation. [...] with Mayan, Chol, Tzeltal, and Tzotzil peoples from more than a thousand locations who, for the most part, endorsed the train.”

Government Tweet, Mexico, July 2019.

“The Indigenous consultation process on the Mayan Train has not complied with all international human rights standards on the matter: UN-DH “

NGO - United Nations-Human Rights tweet, Mexico, December 2019.

This lack of transparency evolves into public mistrust as previously discussed on institutional and competing models of trust literature as discussed by Nunkoo et al. (2018), aligned with the impacts on collaboration.

Residents’ transparency and planning involvement

Adding to these concerns, residents are calling for transparency in the project development and approval processes, challenging the government's claims. This sentiment is exemplified by a resident from the Yucatan Peninsula, who questioned the legitimacy and inclusiveness of the consultation process:

“Neither the federal government nor the Mayan towns involved defined the subject of the consultation. We cannot talk about who represents us who 'approved' the [mega-project] ... Those who 'approved' it were only the municipal and agrarian authorities”.

Resident Tweet, Yucatan, February 2020.

The lack of involvement and understanding of community needs has escalated, resulting in residents facing short-term forced displacement from their homes with promises of relocation. This issue was highlighted by a resident in Quintana Roo, situated along one of the Mayan Train routes.

“They [Governmental officials] want to remove us from our home under threats. People come and threaten us so that we leave, they tell us that they are going to relocate us, that we take the most necessary things from us and that they are going to take us away”.

Resident Tweet, Bacalar, Quintana Roo, July 2023

Additional evidence concerning the impact of tourism development on local communities, specifically relating to the Mayan Train project in Campeche is shown from a local report posted on the social Twitter (X) platform in Figure 14.

Figure 14 Invaders or Residents - Mayan train project.

In Campeche, more than 300 homes and businesses will be affected by blocking a 2 km stretch of the Mayan Train. Fonatur intends to use its right of way to carry out a forced eviction. Should the train take these neighborhoods?

Was this translation accurate? Give us feedback so we can improve:  



9:51 PM · Oct 10, 2020

Source: Twitter.com post, Campeche, 2020.

The image highlights the clash between economic development and the rights of local communities, showcasing authorities labelling residents as 'invaders', a term suggesting obstruction to a mega project's progress, while these residents assert their right to the land from which they face eviction.

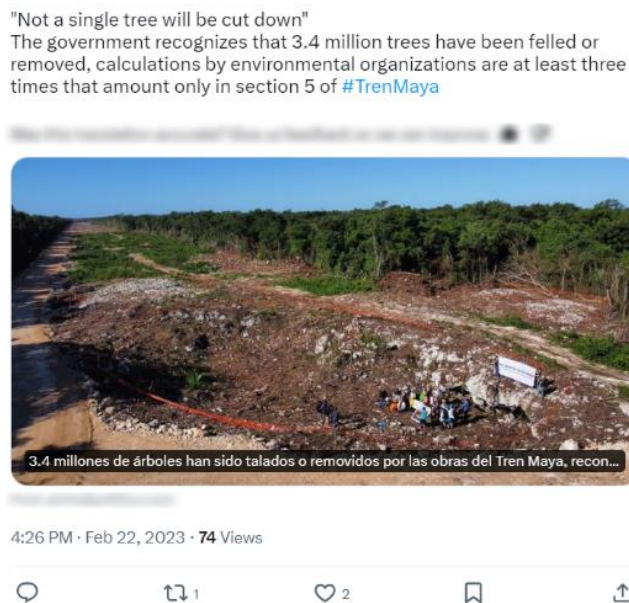
This perspective highlights the lack of genuine community involvement and raises concerns about the authenticity of the approval process. Furthermore, this supports the findings of tokenistic or symbolic participation approaches also identified by Camargo and Vázquez-Maguirre (2020) and Camargo, Winchenbach and Vázquez-Maguirre (2022), in their research on poor decision-making, equity, justice marginalization, and fairness in the impacts of the Mayan Train project.

Poor planning

Residents demanding transparency have highlighted poor planning as a significant barrier to sustainable development. In addition to forced displacement and relocation experienced, the absence of adequate environmental assessments has led to the destruction of jungles and cenotes.

To the date of this research, the route has been changed and redesigned seven times mid-construction, leading to delays and cost overruns (Vazquez, 2022). Controversial mentions led by residents and supported by some visitors, and businesses and activists have moved to online platforms as a channel to express their disagreement (using hashtags # SélvamedelTren- #SavetheJungleFromTheTrain) and #TrenMaya - #TrenMaya). The following images illustrate the impact of the project's machinery in causing deforestation and drilling into cenotes - opening of water connected to underground river systems.

Figure 15 Mention samples of #SavetheJungleFromTheTrain



The group #SélvameDelTren exhibited the destruction of the cenote below Section 5 of #TrenMaya , in #QuintanaRoo , due to a drilling machine.

Source: Twitter.com, 2023-20024

These mentions show how perceived poor planning and lack of transparency led a grassroots resistance to a development project seen as contrary to sustainability. It also raises concerns about the authorities' decision to proceed under the facade of promoting 'modernity, wealth, or ego,' as reported by The Washington Post (2022). Previous discussions on poor planning (Müller, Mkutu and Kioko, 2021) have addressed the controversies on megaprojects.

Businesses' operational services accessibility.

Echoing residents' concerns that tourism development is failing to meet community needs, businesses have also felt the impact and recognised the importance of access to essential services like water and energy. This issue is particularly severe for small businesses, which lack the advanced infrastructure that larger enterprises in the hospitality sector can afford.

During the research interviews in the Oaxacan region, it was observed that prioritising the needs of visitors over those of small businesses can have tangible impacts, as seen with a local laundry business owner who was unable to accept more work due to water shortages during a busy weekend in the area. Capturing the essence of the challenge, the owner shared:

“During the high season, water is diverted to hotels for their guests, while we go three or four days without water. It has always the same water issue over the last decade. “

Business, Face to face Interview, Oaxaca April 2022, ID-033.

These findings highlight a similar barrier previously mentioned, concerning poor planning and the prioritisation of visitor-centric objectives. This often involves overlooking the existing capacities of the destination while still aiming for growth, which can lead to unsustainable development practices.

These findings build upon the literature on overtourism by incorporating views on justice and challenges faced in emerging markets. Contrasting results with previous studies that detail management challenges and basic service

deficiencies, which foster tourism-phobia (Hughes, 2018; Higgins-Desbiolles, 2019; Avond et al., 2019; Ramos and Munde, 2021), suggest varied perspectives in the context of developing economies. These interpretations will be further explored in the subsequent discussion.

5.3.2.2 Net positive Enabler: Changing stakeholders' planning roles toward inclusive participation.

As discussed above, issues such as poor planning and resource misallocation have led to governmental mistrust and widespread criticism of tourism development, centred on a lack of transparency and perceived poor planning influenced by the prioritisation of individualistic interests (i.e., corruption) over visitor-centric approaches.

Open dialogue in decision-making.

Given these constraints, participants have emphasised the need for open dialogue, inclusive participation, and community consent regarding external investments, even on privately owned land. This is based on the understanding that every new development involves and impacts multiple stakeholders and is interconnected with others. For instance, this perspective is exemplified by a statement from a cooperative worker in Chiapas, who directly addresses the inequalities in infrastructure development.

...”In the case of foreign investment or major national firms like the [Business Name] Group, it is crucial to engage in a fundamental dialogue with the communities—essentially, a thorough consultation. Even though the land might be privately owned and not belong to the community, the impact extends beyond just the physical space. It affects the surrounding environment and the ones who live here. So, there must be a consultation, and that participation is actively encouraged. And then, the government facilitates this process.”

NGO - Cooperative worker online interview, Chiapas, March 2022, Business ID-010

While this quote addresses the involvement of businesses, similar perspectives apply to governmental initiatives and are considered essential for transitioning

from traditional tourism models that prioritise short-term economic gains and individualistic interests to a regenerative approach.

Co-management partnerships

Further evidence reveals attempts at co-management partnerships between local communities and the state for ecotourism sites. For example, after over 11 years of conflicting demands, an agreement was recently signed for shared governance of Hierve el Agua in 2022 (Natural tourist destination).

“After 5 years of operating under a provisional management model, state and municipal governments finally signed an agreement this week with local communal land trusts (ejidos) to formalize a new Council for the Administration and Sustainable Development of Hierve el Agua. This legally constitutes shared governance between government agencies and community groups. As a representative from the community stated – “This agreement recognizes our Indigenous communities as rightful caretakers of our natural resources” - [...] “Con el pueblo todo, Sin el pueblo nada” (“With the people, everything, without the people, nothing.”

Regional Newspaper Tweet Link, Oaxaca, 2022

This joint administration highlights the need for a mindset shift towards more collaborative tourism planning involving both government agencies and Indigenous groups. Such a change would facilitate an open and inclusive dialogue, essential for integrating the unique perspectives and contributions of all stakeholders.

The success of such collaborative governance models centres on the trust established between all parties involved. Trust is noted as essential for accepting community tourism initiatives, based on strong existing relationships. For instance, an NGO member from an underdeveloped destination explains how cultivating trust with and among the communities was critical:

“I think that one of the points of the context was the network and the trust with all the communities we could not have done this project in another way. A high level of trust is needed, that is, they have to trust you and you have to trust that it can be developed because you are talking about the safety of many people. If something happens it

happens, and that is not right. I think that it is a first point for the project to have been able to catalyse it because of the trust.”

NGO member, Online Interview, Oaxaca, March 2022 ID-006

This deep-rooted trust facilitates the kind of dialogue and cooperation that is essential for the sustainable and inclusive development of tourism projects.

Community-based initiatives hold the foundation for tourism collaboration ruled by their customs under the concept of 'Tequio.' Traditionally, Tequio is a form of unpaid community service that encapsulates collective civic-religious duties, public services, and contributions of labour or finance. This cultural practice provides a valuable framework for community-led implementation and governance within tourism development.

“Tequio is the basis of community success, it is feeling proud of their work, pride in the positions in the communal councils and the recognition of the other inhabitants.”

Social and economic Field note, Oaxaca, April 2022

Understanding community structures and fostering open, inclusive interactions could overcome the barriers of mistrust and perceived lack of transparency by external bodies that do not prioritise community interests.

This study extends the research conducted by Timothy and Tosun (2021) on community participation and by Senabre Hidalgo et al. (2021), who investigated empowerment and co-creation processes in citizen science and social innovation aligned with regenerative tourism. It further contextualises these discussions by integrating the specific challenges encountered in destinations with a history of colonial domination, as analysed by Jamal and Dredge (2014) and the criticism of co-management in the long term (Cochrane, 2013). This topic will be further analysed in the subsequent section.

5.4 Theme 2: Local Capacity Prosperity

This theme explores the role of tourism in fostering a coherent economic prosperity focusing on the critical balance of economic expansion. It positions tourism not only as a catalyst for boosting the local economy but also as a significant contributor to educational development. By integrating findings on the shared Quality of Life (QoL) value RQ1) related to economic and educational benefits and investigating stakeholders' motivations (RQ2) and collaboration barriers and enablers (RQ3 and RQ4) for local professional competitiveness, the research reveals two subthemes: Community skills, and the impact of safety and security on local business growth.

5.4.1 Community Skills: Destination Competitiveness and Local Professionalism

The economic growth subtheme is grounded partially in the Economic and Education Shared QoL interests which incorporate QoL indicators related to employment, income, the local economy, and educational opportunities. It presents a comprehensive strategy for community development and stakeholder engagement, demonstrating how integrated economic and educational enhancements can foster broader community benefits.

Table 18 presents an analysis of the subtheme on community skills in relation to destination competitiveness and local professionalism, highlighting shared Quality of Life interests in economic and educational indicators, such as employment and income, and education. It is organised to show each stakeholder group's motivations, collaboration barriers, and enablers, offering insights into how these factors influence tourism development and professional growth.

Table 18 Community Skills

Community Skills: Destination Competitiveness and Local Professionalism			
Shared QoL interests: Economic and education (Employment and income and education)			
Stakeholder Group	Motivations	Collaboration Barriers	Collaboration enablers
Residents	Better income, fair job conditions	Poor education level	Empower local economies through skill transfer
Visitors	Improved quality service	Market demand and uncover expectations	Quality tourism training programs
Businesses	Economic growth through a skilled workforce	Limited Skills and Staff (Entrepreneurial and SMMEs)	Regenerative funding networks
Government	GDP growth, investments for economic recovery, job creation	Limited transparency on capacity-building programs	Integrity and clear incentives in capacity-building programs
NGOs	Advocacy for fair job conditions and skills development	Funding resources distribution	Community involvement and facilitation
Net Positive enabler: Empowering local economies through network community skill transfer			

Source: Author's elaboration.

Findings revealed key motivations among stakeholders include residents seeking better income and job conditions, visitors desiring improved service quality, businesses aiming for economic growth through a skilled workforce, and governments focusing on GDP growth and job creation. Barriers such as limited local skills, educational gaps, funding accessibility issues, and transparency in capacity-building programs are noted. Collaboration enablers, including skill transfer, quality tourism training, regenerative funding networks, and transparent capacity-building initiatives, are identified as pivotal for promoting collaboration and enhancing local professional standards. A detailed description of these elements will be provided next.

5.4.1.1 Motivations: Destination Competitiveness and Local Professionalism

Expanding on the shared QoL interest, Economic and Education Benefits (from section 5.2), the analysis reveals the stakeholders' motivation as local professionalism and country competitiveness with key differences in priorities and perspectives. The motivations across stakeholders regarding community skills primarily reflect a focus on economic advancement and improved service quality. While residents aim for better income and fair job conditions, and visitors seek enhanced service experiences, the discourse is predominantly driven by businesses and government entities. Businesses are motivated by economic growth through a skilled workforce, while governments prioritize GDP growth, investments, and job creation. This emphasis reflects the critical role of these stakeholders in shaping community skills development, as further explored in this section.

Government and businesses' economic growth interests

From the analysis, the government is guided by a compass for economic development and GDP growth, fostering investments for economic growth, and job creation.

An example of this governmental effort is illustrated by a statement from a Ministry of Tourism official highlighting the significance of community involvement and the challenges to regional growth, as illustrated in his tweet.

“Tourism is a fundamental activity for the economic development of the country because it earns foreign currency, generates jobs and, above all, stimulates regional development, which should be fair and balanced, but we have abandoned it and that is one of the enormous challenges we have.”

Government official tweet, Mexico June 2019.

This quote highlights a clear motivation but also the fundamental deficiency in the development approach of tourism. Despite this recognition, alignments with economic growth and the realities in the regions' constraints remain present, such as market demands and disparities across stakeholders' collaboration.

5.4.1.2 Barriers: Entrepreneurial and Tourism Skills Deficiencies

Market demand disparities

The analysis highlights a discrepancy between market demand and government policy, particularly in efforts to support the local economy. For instance, assistance is provided to a limited number of artisans, which is insufficient to supply to the expectations of 8 million visitors. This indicates a significant gap in meeting the demand with an adequate supply of products.

"[Artisan name] is part of the 64 Yucatecan artisans and entrepreneurs who are present at the [event's name]. Working as a team we promote products from our state to 8 million visitors, boosting our economy, and generating more jobs for Yucatecan families."

Government Tweet, Yucatan, April 2022.

These mentions reflect the government's acknowledgement of the key role of tourism in stimulating regional economic growth, especially after the impact of the COVID-19 pandemic. However, residents' perspective reveals contrasting views when trying to meet the tourism expectations that are supposed to boost the local economy.

Residents' better income interests and decent job opportunities.

Participants shared worries about the broader implications of these practices, underscoring how rapid tourism growth can erode cultural integrity and often fails to provide fair financial compensation to local communities. An example from a

cooperative worker in Chiapas was expressed how adopting mass tourism methods hurts the local economy leading to adopt importation alternatives acquiring made-in-China souvenirs:

“Rapid growth leads to communities unable to meet demand, resulting in local products being replaced by imports like Chinese-made Chiapas’ design souvenirs. This not only risks exploiting the sellers but also strips away cultural authenticity and meaning, without an adequate financial compensation.”

NGO - Cooperative worker online interview, Chiapas, March 2022, Business ID-010.

These considerations highlight how local economies may resort to less sustainable practices under the pressure of increasing tourism demands. While such support may superficially benefit local economies, it also has deeper impacts on culture and tradition, leading to an inauthentic experience for visitors. This will be discussed in more detail in Section 5.5 Authentic Cultural Connections.

Moreover, this situation creates a cascading effect, influencing residents' perceptions and experiences of tourism's impact on their livelihoods. It raises questions about the destination's competitiveness, education, the quality of job opportunities available, and the challenges faced in alleviating poverty, further complicating the dynamics between tourism development and local well-being.

This research highlights the importance of employment quality over mere job quantity in eradicating poverty and fostering sustainable community development. It advocates for a comprehensive approach to social progress, deepening the perspectives of Stiglitz, Sen, and Fitoussi (2009), Uysal and Sirgy (2019), and Lee and Jan (2019), on the necessity of transcending basic economic metrics to achieve genuine growth and quality of life.

Furthermore, systemic challenges related to education accentuate the critical role that educational foundations play in the social progress equation. The conditions in the regions analysed (Chiapas, Campeche, Oaxaca, Quintana Roo,

Tabasco, Yucatan), are characterised by low school attendance and high dropout rates. This situation is documented in the most recent census (INEGI, 2020) (More details in appendix), showing that the average school attendance in these areas is only 9 years, just above lower secondary education. Regions under this context are linked to the need for families to prioritise immediate job opportunities to support their livelihoods, overlooking the long-term advantages of education as expressed during an interview with an academic expert in urban development.

“People are increasingly opting not to complete high school, often questioning the practical value of their education, their thought evolves around: I live from tourism...so what is the point?”

Academic face-to-face interview, Mexico March 2022. ID-100.

This quote shows a pressing challenge in these communities translated into the urgent need to promote long-term educational benefits among society under the understanding that this cycle leads to ongoing low-skilled work that affects residents’ development but also, businesses’ service quality, and visitors’ experience.

Limited Skills: Entrepreneurial and SMMEs

As mentioned earlier, in addition to the residents that emigrate to acquire better opportunities in more developed destinations, a second group of the population decided to stay in their communities to create their opportunities. These residents have acted and integrated the region’s specialization (i.e. Agriculture, handicrafts, gastronomy) with tourism to boost their local economies and address the challenges of unemployment and poverty among rural populations. However, the systematic issues also linked to education remain present as obstacles to building entrepreneurial collaborations. (i.e. Logistics, Marketing & promotion of local products and projects’ funding awareness).

A social worker with Indigenous communities in Chiapas highlights how the lack of direct market access and farmers' entrepreneurial skills, such as logistics, has resulted in a dependency on intermediaries, colloquially known as "coyotes." These intermediaries significantly reduce the stakeholders' profit margins.

"Many local producers do not sell their products directly; these goods often pass through intermediaries, or "coyotes," before reaching larger companies. In this chain, producers cultivate and harvest their products, only to sell them to an intermediary, who then resells these items. Consequently, the original producers receive minimal profits from this process."

Cooperative worker interview, Chiapas, March 2022, Business ID-010

Additional barriers linked to product diversification included marketing, promotional and technology skills. During a conversation with the co-organizer of an organic market, a space where local community members and visitors support local products, including art, cuisine, and crafts, he highlighted the limited entrepreneurial skills entrepreneurs face in expanding their projects.

"Rural producers require training and support. Only a handful of communities, that possess more knowledge, have engaged for a longer period with non-governmental organizations (NGOs) that have guided them. These NGOs provide advice, training, and financing, enabling some producers to use these opportunities effectively. However, many lack the necessary knowledge to do so."

Social entrepreneur interview, Huatulco, March 2022 Business– ID-034

Linked to these entrepreneurial struggles, challenges related to financial support were also mentioned. However, whereas a collective understanding emerges around the scarcity of economic resources, interviews with social entrepreneurs, locals, and cooperative workers revealed that the underlying issue lies in limited awareness and knowledge. Specifically, the difficulty is in knowing how to apply for funding opportunities that are already available from the government, or other national or international institutions as illustrated in the following quote.

"One limitation in initiating the project was the lack of awareness that governmental financing was available for these [eco-tourism] purposes. Accessing financing is foundational, but there was no knowledge that such programs were even accessible. "

NGO and Ecotourism facilitator and community worker interview, Oaxaca, April 2022, Business. ID-006.

Moreover, the perceived limited access to financial support for projects is tied to a rooted issue of access to opportunities within communities. During a casual conversation with a university student in the region, revealed that while social programs have increased in recent years, many remain underutilized due to a victim mentality ("I'm poor, so it's not possible"). However, support exists for those willing to seek it out, indicating a need to shift perspectives on empowerment and take advantage of available resources (Fieldnotes Social, March 2022).

Businesses 'economic growth with skilled staff

In line with the consequences of limited education levels, business stakeholders express concern over the local workforce's skill deficits, particularly in language and technology, affecting service quality and limiting higher employment opportunities for locals. The manager from a hotel chain in an underdeveloped destination captures this challenge in the following extract:

"Unfortunately, being from a region with a low sociocultural level, [...] the percentage of attendance at the school is very low. For instance, our operational staff, perhaps only 10% have finished high school. Their need to survive and support their families force them to take whatever jobs they can find."

Hotel manager face-to-face interview, Oaxaca, March 2022. Business ID-002

The argument focuses on the importance of integrating human capital development into destination competitiveness, as emphasised by Lyon, Hunter-Jones, and Warnaby, (2017) and Shakeela and Cooper (2009). This will be elaborated on in the discussion chapter.

Limited Skills: Tourism Industry

As previously mentioned in the section on local professionalism and motivation, business owners in the hospitality sector face challenges with the local workforce with limited education. The misalignment between the educational outcomes and skills training (education certificate, basic secondary language

skills) within the tourism sector and the actual needs of the industry results in low employment conditions, particularly for young workers.

Whereas the tourism industry offers socio-economic benefits to the destinations, the jobs offered to the community are restricted to operational entry-level tourism positions (I.e. cleaning, gardening, auxiliar) with a minimum wage. While most of these positions do not require previous experience in some cases a lower secondary certificate is required, whereas in destinations such as Oaxaca and Chiapas most population lack it. Moreover, workers with evidence of basic English knowledge can apply for a higher position, such as waiter under a tip and rotative flexibility program (Indeed, 2022). However, higher positions for most of the local population, giving those opportunities to only prepare applicants or foreigners.

Business managers from both developed and under-developed destinations, express the importance of knowledge of language skills in tourism destinations, particularly English, indicating that without it the chances to aim for a better position are limited.

“English language is a prerequisite; however, due to the prevalent low levels of education, finding staff who are fully bilingual is challenging. While there are people who can speak and understand English, their ability to respond fluently is often limited.”

Hotel manager interview, Oaxaca, March 2022. Business ID-002

Therefore, whereas the expectations of tourism positions tend to attract better development opportunities, the reality is without a higher education level this becomes a challenge. Camargo’s (2011) research on cultural justice in Quintana Roo, supports this finding on the reality in Mexico, where workers in these regions offer little opportunity for upward mobility even after years in the same position inhibiting growth possibilities and creating barriers to balanced collaboration among other stakeholders.

Market demand and uncover expectations.

Lastly, visitor satisfaction and experiences are linked to the quality of customer service. The importance of professional service and expectations on language bridges was emphasised in discussions on visitor and business interactions. These barriers not only affect destination competitiveness but also the overall quality of tourist experiences. As mentioned by one participant, this challenge is illustrated in a quote from an experience traveller who visited Cozumel and has vast experienced in other Caribbean destinations (38 travel experiences shared):

“The breakfast buffet was nothing special and the dinners were just ok as well. We had wanted to try [restaurant name] at night but every time we called for a reservation, we had a language barrier problem, so we never went there (hopefully next time)”.

Visitor, travel forum, Quintana Roo, February 2023.

The visitor experience has been linked to the expected professionalism, negatively impacted by the snowball effect of education development in the region. Although much research has been conducted on visitor experiences and satisfaction broadly, there is a narrower focus on destination competitiveness studies (Crouch and Ritchie, 1999; Dwyer and Kim, 2003) that explore the impact of service staff quality and human capital in emerging destinations on competitiveness and visitor experiences. This specific angle, as highlighted by Mariani, Bresciani, and Dagnino (2021), will be addressed in the discussion section.

Misleading information

Moreover, misleading information approaches have also impacted visitors. There has been conversation around the lack of business price transparency: I’m being charged more than the online price of what I reserved (Visitor’s online post ID-112), misleading information: hotel in Cancún the photographs appear next to

the sea is in the city (Visitor's online post, ID 455), and inaccurate official information about safety and crisis status.

"Having a difficult time confirming the existence of the seaweed problems at specific resorts (some of their webcams seem to be mysteriously down). Has anyone recently travelled to the area, and can you relate your experiences?"

Visitor Online forum post, Quintana Roo - United States, September 2019.

Visitors' mentions of lack of trust affected by poor ethical practices are mostly related to their willingness to acquire a service. However, understanding these trust dynamics in tourism services could help to comprehend how to overcome potential challenges linked to misinformation and transparency in this stakeholder group for further collaboration and co-creation engagement.

Trust is fundamental in building a collaboration among stakeholders, including local communities, government entities, businesses, and tourists. A prominent level of trust facilitates open dialogue, ensures the sharing of benefits, and promotes mutual respect among stakeholders (Byrd, 2007; Nunkoo and Smith, 2013). However, as seen from the participants' conversations, trust is fragile and can be easily damaged if stakeholders perceive that their interests are being ignored or sacrificed for others' benefits. As Jamal and Getz (1995) mentioned, a perception of broken promises could be a determinant precondition for collaboration resulting in a lack of willingness to engage in collaborative efforts.

5.4.1.3 Net positive enabler: Empowering local economies through network community skill transfer

The enabler of Local Economy Skills Transfer across the Community focuses on promoting local economic growth and knowledge spreading. This enabler involves topics such as fostering collaborative local projects, providing business education, and training support, and establishing multidisciplinary partnerships to facilitate the transfer of skills and expertise within the community.

Empowering local economies through skills transfer

From the interviews with regional NGO members and the observation in the communities, community-led projects as suggested to be the route to enhance local economies by focusing on three key areas: women and youth empowerment, sustainable practices, and economic self-sufficiency. Initiatives such as leadership forums and women-led cooperatives not only boost local participation but also foster entrepreneurial and organisational skills crucial for sustaining local businesses. For instance, the "Youth Leadership" forums in Yucatán and Tabasco engage young people in building a sustainable future, while women in rural communities contribute to the economy by adding value to traditional crops with local produce such as maize.

“In Mandimbo [Rural community], we are supporting a group of women to advance in the elaboration of products. This program is particularly focused on maize—enhancing its value as a product, food, and cultural element. By organizing and empowering these women, we aim to create a trade network that leverages maize, tapping into its existing market potential.”

NGO member, Online Interview, Oaxaca, April 2022 – ID 006

This quote emphasises that effective skills development in communities succeeds in collaboration facilitated by organisations that have previously established trust. These entities, viewed as integral community partners or "one of us," are more likely to be welcomed and their training programs more accepted. This approach is particularly effective when focusing on women's empowerment, where the growth of women-led cooperatives significantly enhances female agency in the local economy. Such initiatives not only increase women's participation but also strengthen their roles in managing cooperative resources, fostering substantial economic empowerment and community development.

In the discussion section, a deeper interpretation of knowledge transfer for economic development, as outlined by Cole (2006), will be elaborated. The focus will be on the implications of skill development for empowerment (Stronza, 2008,

Carlise et al., 2013) and the challenges associated with funding dependencies (Tian, Stoffelen, and Vanclay, 2022).

Regenerative funding networks

Furthermore, although funding has been identified as a barrier to entrepreneurship projects, it is often perceived merely as a lack of monetary resources. However, conversations with NGO members and volunteers involved in altruistic organizations reveal that this constraint originated not from a real absence of financial resources but rather from a lack of awareness of the networks available to provide financial support.

“There are many organisations (NGOs), both national and international, throughout the parts of the country, including Oaxaca, Chiapas, and Quintana Roo. For example, Germany invests significantly in the social sector in Mexico and provides financial support when needed.”

NGO -Cooperative Worker, Online Interview, Chiapas, March 2022, ID 010

Civil associations and NGOs, particularly those international, are crucial in providing seed funding and supporting social initiatives. With a focus on sustainability, these organizations adopt a regenerative approach; their contributions go beyond financial assistance by building capacities that align with the unique social needs and economic aspirations of local communities. For instance, Casa Wabi (2022) in Puerto Escondido, Oaxaca, demonstrates this model through its partnership with a national foundation. This collaboration allows museums to donate entrance fees and create cultural spaces for local children, with a primary goal of revaluing clay as a fundamental element of the local culture and economy. This strategy surpasses traditional corporate social responsibility and conventional philanthropy by promoting the tools to be self-sufficient through shared knowledge and empowerment within these communities.

The discussion section critically examines the vital role of skill transfer and the essential contributions of NGOs (Jones and Spadafora, 2017; Zapata et al., 2011;

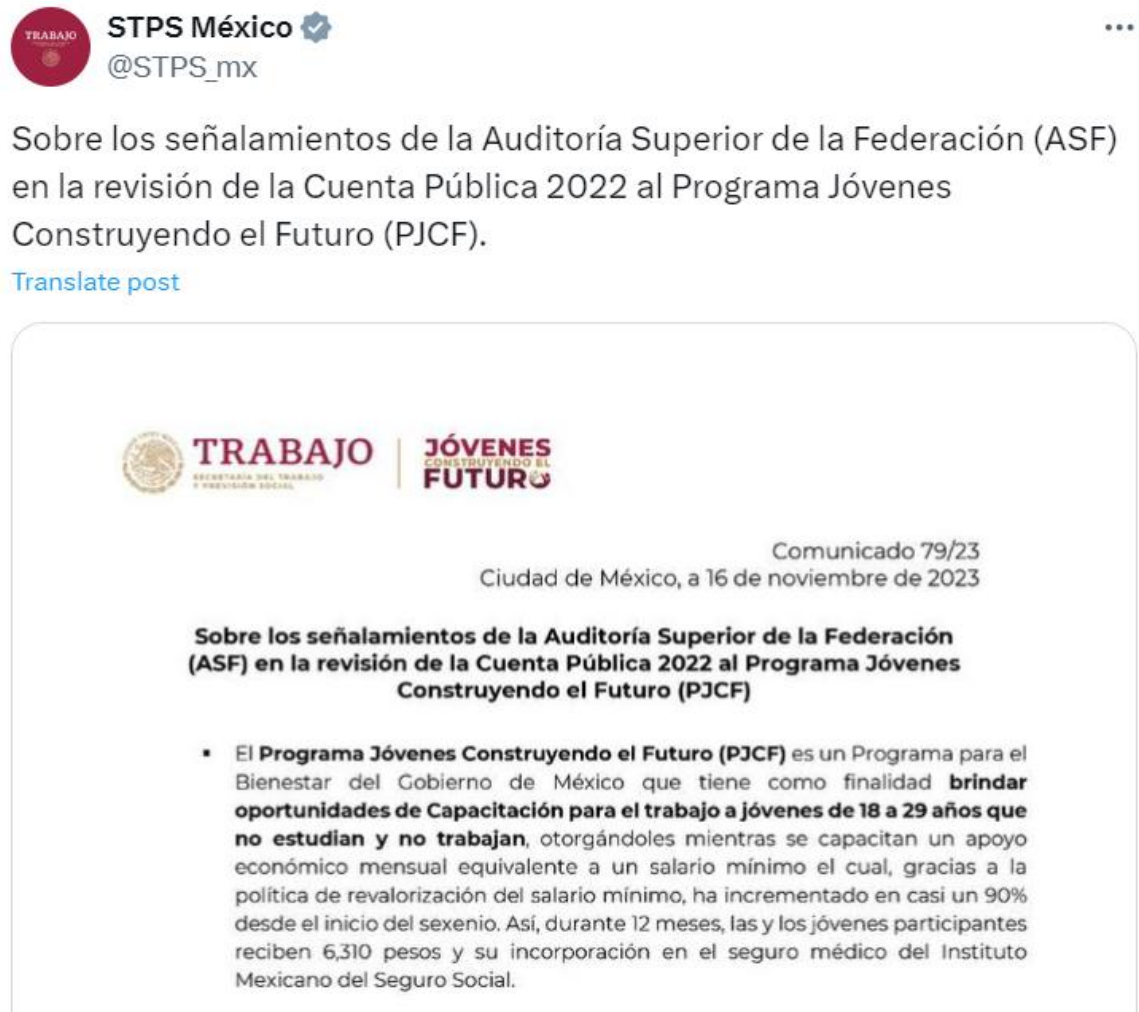
Ramos and Prideaux; 2014; Giacomini and Jones, 2022) in alleviating poverty and empowering communities.

Integrity and clear incentives in capacity building programs

As for the barrier of limited skills associated with a lack of professionalism and workforce development in the hospitality sector, there have been some attempts where the government has implemented social programs. For instance, the "Jóvenes Construyendo el Futuro" (Young People Building the Future) program aims to train and financially support young adults not engaged in education or employment by linking them with workplaces to develop skills (Secretaría del Trabajo y Previsión Social, 2023). However, audits from the Superior Auditor of the Federation (Auditoría Superior de la Federación) (2019, 2022) have raised criticisms including misallocation of resources, failure to meet operational standards, and inadequate tracking of skills and employment outcomes. Additionally, the program did not effectively target high-need communities, with none of the participants coming from the municipalities in more economic development need, and over half of the participants dropping out. Contrary to promoting sustainable employment, it has been perceived has predominantly used the program to staff federal agencies, undermining its potential to empower communities through meaningful skill development.

In response to the ASF's review of the 2022 Public Account, the Mexican government (Secretaría del Trabajo y Previsión Social, 2023) defended the "Jóvenes Construyendo el Futuro" program, emphasizing ongoing improvements, continuous audits, and a significant increase in the minimum wage benefit. (As illustrated in a tweet post in Figure 16.

Figure 16 Audit response to internships' social program.



Source: Tweet post (twitter.com) Official account Secretariat of Labor and Social Welfare (STPS), November 2023.

Despite reported improvements in the "Jóvenes Construyendo el Futuro" program, systemic issues reveal a disconnect between policy intentions and real-world impacts. Effective capacity building in the hospitality sector needs more than just training; it requires genuine partnerships across government, industry stakeholders, and communities. The absence of incentives like guaranteed job placements post-program stifles motivation and effectiveness. There is a pressing need for a strategy that includes reliable career pathways, robust training, and engagement from both private and public sectors, ensuring

that such initiatives lead to actual empowerment and inclusive economic growth.

The discussion will explore the effectiveness of capacity-building development from the levels that facilitate participation, with an emphasis on the political level. This level involves actions extending beyond individual power to broader systemic contexts, a challenge commonly highlighted in developing countries, as discussed by Yanes et al. (2019).

5.4.2 Safety and rule of law

As outlined in Chapter 2, Mexico's tourism industry is notably affected by rising insecurity issues (i.e. robbery, extortion, and corruption). These challenges extend across various development areas nationwide, significantly impacting the tourism sector and influencing all stakeholders involved. This section explores the diverse perspectives on security within the tourism industry, examining the link with QoL interests Economic and education benefits (RQ1) and the stakeholders' motivations (RQ2) related to safety and its connections to Local capacity and prosperity.

Table 19 delineates the structure of collaborative safety efforts in tourism, focusing on the role of safety and the rule of law as they intersect with shared Quality of Life interests such as economic and educational aspects. It categorises stakeholder groups by their motivations, barriers to collaboration, and potential enablers, providing an organized overview of the dynamics at play in fostering a secure and lawful tourism environment.

Table 19 Subtheme: Safety and rule of law: Collaborative Safety

Safety and rule of law: Collaborative Safety			
Shared QoL interest: Economic and education (Employment and income, education and safety)			
Stakeholder Group	Motivations	Collaboration Barriers	Collaboration enablers
Residents	Reduce crime, violence and corruption	Compliance with organised crime for better income and safety	Gap* Community-policing initiatives Involving Residents, Businesses, and NGOs in safety planning
Visitors	Ensure safe travel experiences	Bribery by authorities	Gap* Public awareness campaigns
Businesses	Secure safe environments for operations	Extortion and organized crime	Gap* Business partnerships with law enforcement
Government	Improve safety efficiency using innovative technologies	Multilevel corruption	Technology investments for monitoring (Not enough)
NGOs	Ensure safety and rule of law in communities	Inconsistent regulations (Low involvement)	Gap* Collaborative safety policies
Net Positive enabler: Integrated safety initiatives and collaborative policies (Gap*)			

Source: Author's elaboration.

Findings indicate that while residents, visitors, businesses, NGOs, and the government share common goals regarding safety and the rule of law, there is a notable absence of clarity among these groups, except for the government, in perceiving potential collaboration enablers.

5.4.2.1 Motivations: Collaborative Safety

In the tourism sector, the perception of safety and governance varies among stakeholders. Residents understand the critical role of safety for their communities, yet for some, the persuasion of organised crime as a source of income creates a conflict. Visitors prioritise their safety and are alert to potential police corruption and criminal activities. Businesses struggle for a secure environment to maintain their operations and protect themselves against organised crime threats. Meanwhile, the government's responsibility is to improve governance and implement anti-corruption strategies, intending to build a society of trust and safety that is essential for the tourism industry.

5.4.2.2 Barriers: Organised crime, and weak law enforcement as safety challenges.

Businesses' struggles on Extorsion from organised crime.

Businesses have expressed safety concerns, particularly due to the growing influence of organised crime. A major issue highlighted is the pressure to comply with extortion demands by criminal groups, including payments for "derecho de piso" or the right of place, meaning paying regular rent for conditioned protection. Initially, it affected businesses directly involved with illicit activities like drug operations, this practice has now spread to the grassroots level, affecting even street vendors who are forced to pay this fee.

A business owner in Cancun, shared insights into the current situation in the Mexican Caribbean, illustrating the impact of these challenges on the local business community.

“Extortion has become widespread in Cancún. The victims range from street traders to businesspeople. Anyone who does not pay the floor fee will have their business burned down or worse.”

Business, Tweet, Quintana Roo, December 2022.

This mention highlights the scale of challenges faced not only by businesses but also by other stakeholders such as residents allowing criminal groups to operate over the justice. Similar challenges have been identified in Latin American research in tourism contexts (Walter, 2014; Naef, 2023), however have been only focusing on the business view without exploring deeper causes as mentioned in the discussion section.

Residents reduce crime, violence and corruption.

For instance, a shared opinion on tensions around addressing security issues in tourism destinations is illustrated by a resident in Cancun referring to a sense of urgency to the authorities around acknowledging and improving safety by reducing crime, violence, corruption and impunity to enable tourism development.

“If they [governmental authorities] want tourism, they have to put an end to insecurity, human trafficking, drug and weapon trafficking, bosses and corrupted police, in addition to the abuse of hotels and taxi drivers who rob tourists to the maximum, also with extortion and payment of floor, etc. [...]”

Resident Tweet, Quintana Roo, 2023.

The residents' urgent call for increased security measures highlights a significant gap between community needs and the current situation. However, despite the community demands, the persuasive profits of organised crime continue to attract some individuals, presenting a major obstacle to sustainable tourism development.

Residents' involvement in organised crime

Contradictory to the calls for stronger governance from the population, casual discussions with locals from the destinations visited highlighted that those with lesser education and financial needs are particularly vulnerable to recruitment by criminal organisations, becoming street-level operatives. This observation aligns with insights shared in Chapter 2 regarding safety in Mexico, referring that

when combined, cartels represent the fifth largest employer in the nation based on overall population figures. This situation is linked to the idea that engaging in these activities offers higher income than traditional business activities, leading to a superficial perception of a better quality of life.

Tourists' insecurity travel experiences

A common pattern in the conversation analysed by the visitors on insecurity was related to using the forum to hear opinions about news related to the increased insecurity and travellers' experience with police abuse of power. For example, the following quote from a visitor in Cancun reflects an extension of systemic corruption by "la mordida" meaning the bite. This police shakedown illustrates the abuse of power activity used at all levels of public services across the nation and has also targeted visitors in Mexico's linked directed to tourists on rental cars.

"The phenomenon of 'la mordida' is still present; during our trip in the Yucatan Peninsula for two weeks, we encountered no personal issues, yet reports from others mentioned being stopped and solicited for bribes when driving rental cars. There is a useful article under the Top Questions on this page that gives you tips on the potential road challenges and strategies for how to cope with them. Remember, police bribery and gas station scams are all about getting extra money from tourists - your personal safety is not at risk, just the weight of your wallet :-)"

Visitor Travel Forum, Yucatan 2019

While some visitors might see police bribery as a form of corruption that undermines their experience, making them feel unwelcome or exploited. Others might view them as a manageable aspect of the local culture, a small inconvenience in exchange for the rich experiences the country offers.

This scenario reflects a trade-off between moral values and economic benefits, unfortunately appealing not only to vulnerable community segments but also to infiltrating different authority levels, from public servants to higher-ranking officials. Such dynamics negatively affect the local community's quality of life, as

well as visitors' experiences and perceptions, ultimately influencing the destination's competitiveness. These broader implications will be further explored next in the discussion section on the limited literature on police shakedowns and the impact on tourism (Miller, 2022).

5.4.2.3 Net positive enabler: Gaps in integrated safety initiatives and collaborative policies

The examination of integrated safety initiatives and joint policies within the tourism sector reveals significant differences in stakeholder perceptions, showing critical gaps that need addressing. The findings emphasise a notable pattern: beyond governmental bodies, there is a clear absence of clarity and cohesion among other stakeholders (such as residents, businesses, visitors, and NGOs) regarding the potential measures for collaboration and enhancing safety. This fragmentation points to an urgent need for a strategic framework to align stakeholder goals and encourage unified partnerships.

Government efforts on safety efficiency

The government's commitment to enhancing public safety and controlling security issues is evident through active measures being implemented. Across the different destinations analysed such as Oaxaca, Quintana Roo, and Yucatan, efforts to improve security include the adoption of innovative technologies, implementation of rigorous safety protocols, and the establishment of dedicated institutions for crime prevention.

“At SECTUR [Tourism ministry] we value safety and support for travellers, which is why we provide certainty and confidence to tourists through the tourist assistance program made up of 724 elements that cover 37 thousand km of road.”

Government Tweet, Mexico, May 2022

However, despite governmental efforts to improve safety, these initiatives are undermined by a growing distrust in authorities and perceived abuses of power potentially linked also to their lower salaries.

Unfortunately, discussions with both residents and businesses suggest that the weak rule of law might be linked to the low salaries of police officers compels them to look for supplementary sources of income. Supporting this, a report by the Senate of the Republic underscores the financial challenges faced by police officers in Mexico, noting that their earnings are often less than those of electricians or mechanics, and in some cases, even fall below the minimum wage (El Economista, 2024). Such economic pressures lead officers to engage in practices like bribery to supplement their income. Additionally, the prevalence of bribery, along with extortion and corruption noticed by visitors, starkly contrasts with official proclamations of enhanced security measures.

Although direct quotes are limited, expert consensus within the field supports the necessity of adopting integrated safety and collaboration strategies. Engagement with existing literature, as presented in Chapter 3 (Section 3.5), highlights a common theme across numerous studies: the need for comprehensive approaches that promote cooperation among diverse stakeholder groups. This alignment is essential for overcoming the identified gaps and advancing shared goals. Examples from other regions facing similar challenges provide practical insights, showing how the implementation of targeted solutions can successfully change stakeholder interactions and outcomes. The consequences of these shortcomings stretch beyond operational inefficiencies, affecting the broader aim of improving the quality of life for both locals and tourists as will be discussed in the next chapter.

5.5 Theme 3: Authentic cultural connections

This theme presents a depth exploration of culture's significance within tourism, emphasising travel experiences that respect and highlight the authenticity of local traditions, beliefs, and lifestyles. The analysis of the mentions across stakeholders revealed the subtheme: Identity and cultural empowerment which advocates for cultural exchanges to be impactful and reciprocal, ensuring

empowerment in the destinations rather than to serve as a mean for exploitation. Table 20 outlines how identity and cultural empowerment are intricately linked to cultural pride and authenticity, highlighting shared interests in culture and heritage among stakeholders.

Table 20 Subtheme: Identity and cultural empowerment

Subtheme: Identity and cultural empowerment - Cultural pride and authenticity			
Shared QoL interest: Culture and heritage (Culture and heritage, leisure and natural conservation)			
Stakeholder Group	Motivations	Collaboration Barriers	Collaboration enablers
Residents	Community pride through cultural preservation	Heritage disconnection among youth	Transgenerational social innovation
Visitors	Seeking authentic cultural experiences	Dominated by mass tourism and gentrification	Market shift towards authenticity
Businesses	Promoting cultural identity through commerce	Cultural appropriation and commodification	Authentic cultural business offerings
Government	Cultural heritage promotion	Regulatory disengagement	Living culture promotion
NGOs	Advocating for cultural heritage conservation	Limited alliances' openness to cultural preservation	Collaborative cultural conservation programs
Net Positive enabler:			
Live Culture through Immersive Experiences - Enabling Authentic cross-stakeholder Engagement			

Source: Author's elaboration.

5.5.1 Identity and cultural empowerment - Cultural pride and authenticity

This finding not only highlights the potential of heritage as an added value to understanding collaboration on competitiveness and authentic experiences but

also emphasises the importance of exploring the role of each stakeholder in defining and supporting the rooted identity and authenticity of a place providing a contextual reference of the collaboration barriers an enabler.

5.5.1.1 Motivations: Cultural pride and authenticity

Residents: Community Pride and Cultural Challenges

Residents maintain a profound connection to their cultural heritage, which is vividly expressed through their participation in community events and personal testimonials reflecting pride in their cultural identity. This section explores how residents value and engage with their cultural roots, alongside the challenges they face in preserving these traditions, particularly among the younger generation.

Residents' expressions of cultural pride are often expressed through personal stories and public declarations that highlight the core value of their heritage and. for example, a tweet from Oaxaca vividly illustrates this sentiment:

“No matter where an Oaxacan's journey takes them, their culture is always with them. Embrace your roots, they are the foundation of your identity. Never let the way you dress or the place you live diminish the pride you have in being Oaxacan.”

Resident, Tweet, Oaxaca, July 2022.

Similar discussions highlight the unique gastronomy, traditions, languages, and living archaeological zones of various destinations. This statement not only celebrates the enduring nature of cultural identity but also serves as a call to action for preserving such identities against the weakening effects of modernisation and global cultural homogenisation. The pride in cultural uniqueness empowers the community spirit and acts as a counterbalance to the forces that threaten cultural erosion.

Visitors: Seeking Authentic Experiences

Visitors play a crucial role in the dynamics of cultural tourism, with their preferences and expectations significantly influencing how destinations present and preserve their cultural heritage. This section presents the varying attitudes of visitors towards authentic experiences and the challenges they face in recognising genuine cultural interactions from staged performances.

The growing demand among visitors for authentic cultural experiences reflects a shift away from conventional mass tourism to engagements that offer deeper, more meaningful connections with local cultures. This trend is illustrated by quotes from travellers who seek to immerse themselves in the genuine atmosphere of places like Oaxaca, moving beyond the typical tourist zones. A visitor described their experience in a travel forum:

“I would recommend staying closer to the city centre [...] is still full of genuine Oaxaca culture and life [...] it is still the central hub of life for local Oaxacans as well. The markets are incredible, the museums are abundant, and there is plenty to do away from the tourists.”

Visitor, Travel Forum, USA, Oaxaca, March 2019.

This sentiment illustrates a desire among visitors to explore the essence of local life, which includes participating in everyday activities and experiencing the local customs and traditions firsthand. Such preferences indicate a shift towards what has been termed "authenticity-seeking" behaviours in the tourism literature.

Government: Promoting and Regulating Cultural Heritage

Governments at various levels play a critical role in the tourism sector, particularly in terms of promoting cultural heritage and regulating the activities that impact cultural authenticity. This section examines how government actions influence the preservation and promotion of culture, highlighting both successful initiatives and areas where governmental efforts may fall short.

Governments often initiate and support various cultural events and programs that aim to celebrate and disseminate local culture. These efforts are crucial in maintaining the visibility and viability of cultural traditions within the broader public and tourist destinations. Based on data from government posts, there is evidence of an active engagement with the community through the promotion of national and local festivals that celebrate heritage. Although not as prevalent in other regions, a notable example is the Yucatan government's efforts, which have been recognised for their strong pride and embrace of Mayan heritage. This is exemplified by the following quote regarding the consistent promotion of an event after the lifting of COVID-19 restrictions.

“As every Tuesday, we invite you to join us from 8:30 pm at Santiago Park to enjoy a night of #MusicalRemembrances. Visit this traditional park in #Mérida and let's continue to promote culture and traditions while taking care of our health.”

Government, Tweet, Yucatan, March 2022.

This quote reflects an initiative-taking approach to cultural promotion, which not only highlights the government's role in heritage preservation but also demonstrates a commitment to integrating cultural activities into the community's everyday life.

5.5.1.2 Barriers: Youth Apathy, Gentrification, and Cultural Commercialization

Heritage disconnection among youth

Despite the strong cultural pride among the adult population, there is a noticeable disengagement from cultural traditions among the youth. This apathy presents a significant barrier to the preservation of cultural heritage. The lack of interest among younger generations is multifaceted, influenced by global cultural trends, the attraction of modern lifestyles, and sometimes the stigma associated with racism and traditional practices. An example from an interview with a local business owner who migrated from her village a decade ago illustrates the reality lived due the population mobility. She observed although the traditional language

and customs like wearing Huipil are preserved, such practices are increasingly rare in more developed tourist destinations like Huatulco:

“In Pinotepa, Mixtec and Zapotec languages are still spoken, and they even dress in Huipil. Here in Huatulco [semi-developed destination], I have not seen another language, dialect, nor other clothing either, only jeans.”

Laundry worker, Interview, Oaxaca 2022 Business ID-033.

Furthermore, findings reveal deep feelings of fear and shame, which contribute to a growing apathy among younger generations towards their cultural heritage. These emotions are illustrated through social media posts, offering insights into the everyday experiences and perceptions of Indigenous identity in contemporary Mexico. For instance, a tweet from June 2020 by a Mexican resident captures this sentiment:

"In Mexico, Indigenous people disappear daily. No representation isn't white, and Indigenous communities are continuously denigrated. Here, being 'Indian' is used as an insult."

Resident, Tweet, Mexico, June 2020

Another user shares their struggles related to their Indigenous heritage: being of Indigenous ancestry and carrying an Indigenous name (Tecnoch) has made him a target of insults and fear. “People have tell us all sorts of abuse at us, disdainfully calling us 'Indians', as if it were something shameful. The brave ones who dared to speak up for their roots have faced even graver consequences, including imprisonment or worse.” Therefore, these mentions highlight the racial discrimination and cultural stigmatization faced by Indigenous communities, which discourage young people from embracing and advocating for their heritage.

Investigating the effects of these dynamics further revealed that the loss of knowledge transfer has impacted family and social structures. For instance, older generations are concerned about young people’s lack of interest, which constrains their ability to impart knowledge in areas such as traditions,

agriculture and herbal medicine: “the same way grandparents and parents taught us over generations” (Senior herbarium caretaker, Social Fieldnotes, April 2022). This disconnect threatens the preservation of traditions that have been maintained for centuries, as future generations may lack strong connections to their region's roots and traditions. Consequently, they may struggle to engage with other stakeholders in sharing and valuing their cultural identity.

These challenges highlight a critical area for further exploration and intervention, which will be discussed in greater detail in the discussion section about cultural resiliency in tourism. The examination will include Jamal's (2012) and Camargo's (2011) insights into the intergenerational involvement of elders and youth in cultural preservation, as well as the role of these practices in regenerative design, highlighted by Middleton et al. (2020). While the challenges of preserving culture significantly impact the destination's community, they also have the risk of expanding to other stakeholders, such as visitors' increasing interest in seeking authentic cultural experiences.

Dominated by mass tourism and gentrification.

Gentrification represents a significant barrier to sustainable community development, particularly in culturally rich tourism destinations. The mentions analysed illustrate the dynamics of gentrification as experienced by residents in the context of rising tourism, showing how these changes affect their living conditions and cultural integrity.

Throughout the study period from 2019 to 2023, there were emerging signs of discontent among residents regarding gentrification, although direct protests like #touristgohome were not prominently noted. However, the sentiment of dissatisfaction due to gentrification is evident in other national destinations, indicating a broader trend. A resident of Oaxaca articulates this sentiment clearly in an online post:

"In Oaxaca, we are so hospitable that any tourist will always be received with open arms. However, we are against the dispossession, gentrification, and whitewashing only because it is profitable to demolish an artisan's workshop/home and put in its place a \$700-a-night boutique hotel."

Resident, Tweet, Oaxaca, April 2022

This statement reflects the perspective of locals who welcome visitors but oppose the negative impacts of tourism-driven development, which often leads to the loss of cultural and personal spaces.

The barrier of gentrification, as highlighted by researchers like Cole (2006) and Hughes (2018), emphasizes the need for a balanced approach to tourism development that respects and preserves local cultures and communities (García-Hernández, de la Calle-Vaquero, and Yubero, 2017). The discussion section will expand on the current discourse surrounding overtourism, examining it from a cultural perspective and exploring its dynamics within a postcolonial context where there is a high dependency on the industry. We will also discuss strategies to mitigate the adverse effects of gentrification, ensuring that tourism development benefits all stakeholders involved, particularly residents whose cultural heritage is integral to the attraction of visitors.

Cultural appropriation and commodification

Businesses operating within tourism destinations have a crucial role in shaping how culture is presented and experienced by visitors. This section explores the dual aspects of cultural commercialisation and authenticity from the business perspective, highlighting both the opportunities and ethical challenges that arise in the pursuit of economic benefits.

Many businesses within the tourism sector capitalise on cultural elements to attract visitors, often resulting in a commodified version of culture that can dilute its authenticity. This trend is observed not just in international enterprises but also among local businesses that adapt their cultural offerings to cater to tourist

expectations. A participant discussed the commercialisation of sacred Mayan ceremonies:

“To me, these ceremonies hold deep cultural and spiritual meaning, integral to the Mayan heritage. However, when these sacred practices are commodified as mere tourist attractions, their essence is diminished. [...] but when you are a foreign visitor such as America, European or even Latin America you get flashed by it and admire the beautiful attraction!”

Cooperative worker interview, Chiapas, March 2022, Business ID-010

This quote reflects the conflict between the underlying value of cultural practices and their exploitation for commercial gain. The ethical implications of such commercialisation are significant, as they can undermine the cultural integrity and sustainability of communities.

Visitors’ Challenges in Achieving Authenticity

The analysis reveals that while "traditional tourists" following mass tourism offers continue to seek relaxation and entertainment, based on predictable and comfortable experiences, there is a noticeable shift. A growing interest among "authenticity seekers" signifies a move away from conventional mass tourism towards engagements with destinations that are more meaningful and culturally enriching.

The quotes below represent both views, more specifically identified by the type of travel and age of the traveller. For instance, traditional tourists appreciate learning about Mexican culture through mass-produced shows in settings like Xcaret, a theme park inspired by Disneyland and built around an ancient Mayan settlement, which features pyramids central to its theme near Cancún.

“You must go to Xcaret ... The night show is a musical presentation on the history of Mexico. The entire show was in Spanish, but it didn't matter. We had an English program and that was more than enough...”

Visitor, Travel forum, USA, Quintana Roo, July 2019.

This comment highlights a preference for staged representations of culture, which, while impressive, offer a standardised version of cultural experience. In

contrast, seeking a deeper cultural immersion, authenticity seekers show a preference for genuine experiences over staged performances. They express a desire to explore the essence of local culture and everyday life, like experiencing Oaxaca's genuine atmosphere beyond the typical tourist zones. A visitor described an enriching tour explaining an immersive experience of local history and customs with the environment, exemplifying the demand for authentic cultural experiences. This provides incentives for communities to sustain living heritage.

"I got a ride to and from the property with the owner, a tour of the cenote with Manuel, who was excellent at explaining the local area, geology and Maya culture, a blessing from a Maya priest, a 30-minute swim (no one else booked so I was alone) in the most beautiful cenote ever, and a fireside homemade dinner."

Visitor, Trave forum, Merida, April 2019

These quotes emphasise the value of connecting with the essence of a place, highlighting a move away from mass tourism towards more personal and meaningful experiences.

Building on these observations, the discussion section will explore deeper into the shift in visitor preferences, drawing from previous literature on visitor typologies (Cohen, 1979) and emerging interests in authenticity and the sense of place in their experiences (Paulauskaite et al., 2017; Higgins-Desbiolles et al., 2019). This exploration will connect these trends to the broader concept of localhood.

Furthermore, businesses face various barriers when attempting to promote authentic cultural engagement. The trend towards cultural commercialisation often leads to inauthentic representations that can mislead visitors and detract from the genuine cultural experience. An experienced tour guide in Cancun highlighted the transformation in the region:

"I would say here [Quintana Roo] feels very whitewashed. There are obviously very cultural aspects and many Mexicans continue their heritage. However, this area has far less visible culture embedded than most other parts of Mexico... The persistent focus

on tourists has resulted in cultural presence feeling extremely weakened compared to elsewhere in the country.”

American Tourist Guide, interview, Quintana Roo, Business ID-005.

This observation points to the challenges of balancing the drive for profitability with the preservation and authentic representation of local culture. The pressure to meet tourist expectations can sometimes lead to a 'watered-down' cultural offering that lacks the richness and depth of the true local heritage.

Moreover, the motivations of businesses in the tourism sector are often driven by the immediate economic benefits of attracting tourists, which can conflict with the long-term goal of sustainable cultural preservation. For instance, the commercialization of cultural holidays, such as Cinco de Mayo, serves as an example where cultural significance is overshadowed by commercial interests. Figure 17 shows a business promo for Cinco de Mayo in Cancun, taking advantage of the occasion for promotional events. Despite being frequently misidentified as Mexico's Independence Day, this holiday is exploited by multinational resorts to draw in tourists, often at the expense of authentic cultural representation.

Figure 17 Business promo for Cinco de Mayo.



Source: Business Social Media, Quintana Roo, May 2019.

This example illustrates how cultural celebrations are often repurposed for commercial benefits, raising ethical questions about the impact of such practices on cultural authenticity and community values.

In the discussion section, these issues will be examined further, with a focus on identifying strategies to mitigate the negative impacts of cultural commercialization. This will include a deeper analysis of how businesses can balance profitability with ethical considerations and the role of regulatory frameworks in ensuring cultural authenticity. Insights from recent studies on the commodification of local gastronomy and spaces (Balakrishnan et al. 2020; Vázquez and López, 2020) will be integrated to provide a comprehensive understanding of the challenges and opportunities in preserving cultural integrity in tourism.

Governmental regulatory disengagement

Regulatory challenges significantly affect the government's role in promoting and protecting cultural authenticity. A new law, recently published, exemplifies governmental efforts to safeguard Indigenous and Afro-Mexican cultural heritage by requiring community consent for its use. This has been highlighted by the tourism ministry, which praised the law as a testament to protecting heritage impacted by the tourism industry. As expressed by the tourist ministry in a July 2022 tweet:

"Recognizing and guaranteeing the property rights of these communities over their cultural heritage and traditions, ensuring they determine its use, is a government priority."

Government, Tweet, Mexico, July 2022.

The law's significance for sustainable tourism lies in its aim to prevent the unauthorised commercialization and inappropriate commodification of Indigenous cultures. It acknowledges collective property rights and introduces consent and benefit-sharing mechanisms, setting a framework for ethical and

sustainable tourism practices involving Indigenous cultures. However, enforcing these provisions presents complexities, especially for intangible heritage, where determining violations and applying sanctions can be challenging. The law lacks specific guidelines on interpreting "elements of cultural heritage" and evaluating inappropriate commodification, which may necessitate further regulatory or judicial clarification.

The literature on tourism commodification (Cohen, 1988; Medina, 2003; Bai and Weng, 2023) establishes the foundational challenges of preserving cultural authenticity amidst economic market influences. However, the basis for regulation remains ambiguous, a point particularly highlighted by Bai and Weng (2023). This issue will be further explored in the discussion section.

5.5.1.3 Net positive enabler: Live Culture through Immersive Experiences - Enabling Authentic Engagement

This enabler shows how immersive experiences function as a net positive for active cultural exchange, promotion, and intergenerational sharing, particularly engaging youth and enhancing visitor satisfaction. These experiences not only provide economic and social benefits to local communities but also play a crucial role in the preservation and revitalisation of cultural heritage.

Social innovation for a transgenerational and living culture.

Community-driven tourism initiatives often begin with foundational economic activities such as local agriculture, which provide a sustainable base that can later expand to include tourism showcasing the living culture. A cooperative worker describes the evolution of such an initiative:

"The cooperative didn't start as something for tourism, it started by selling coffee and pepper and then branched out. Now, they also have education projects; it's huge, they have thousands of partners. They have a tourism project in a very beautiful region, where a small hotel managed by women has grown over the years, showcasing their living culture, food, clothing, and textiles."

This testimony highlights how community initiatives can integrate cultural preservation with economic development, creating a model that supports both local heritage and entrepreneurship. Such projects not only promote the unique cultural identity of the area but also empower community members, especially women, by providing them with leadership roles in tourism aligned with the enablers identified previously in the section.

Engaging youth in these projects is critical for the longevity of cultural and natural heritage preservation. By involving young people, these initiatives help to counteract their marginalisation and the challenges they face from mainstream societal pressures, which often include shaming and racism. This initiative-taking engagement serves to ignite a passion among the youth for their heritage, ensuring that they understand and value their role in sustaining their cultural and natural resources.

Moreover, another example is shown with the development of innovative tourism models like hiking routes that integrate natural and cultural resources further illustrating the potential for aligning stakeholder interests. Such innovations provide direct economic benefits to the community while offering authentic cultural interactions with residents. For example, an NGO in association with locals offering hiking services with homestays described how the idea of their ecotourism project originated from an international request for a multi-day hiking experience in the highlands of southeastern Mexico.

“[...] that was when we began to design through an initiative by a group from England that asked us if we could make a route, to walk for many days. So first we designed, it was the other way around from the coast to the mountains. I think that for us, the exercise of climbing the mountains, which in those terms, is more attractive than visiting the communities.”

NGO member, Online interview, Oaxaca, April 2022, ID-006

By fostering collaborations that are driven by community needs and visitor demand, these initiatives create a sustainable model of tourism that respects cultural values and promotes economic development. The participatory nature of these projects ensures that tourism development is inclusive and beneficial, improving the community's socioeconomic landscape while preserving its cultural integrity.

Overall, these integrated approaches demonstrate how community initiatives, when combined with innovative strategies, can successfully align the interests of all stakeholders, from residents to international visitors, creating a virtuous cycle that supports both cultural preservation and sustainable tourism.

Integration of authentic cultural elements in business offerings

Despite limited examples where businesses genuinely contribute to a thriving community, there is evidence that suggests a positive influence in integrating culture into tourism offerings. This shows the potential role that enterprises can play in authentically representing local traditions within the tourism sector. Conscious efforts to showcase local gastronomy, crafts, and traditions help immerse guests in the regional culture, effectively communicating the heritage value. An eco-friendly hotel manager in an under-developed destination explains:

“What we always expect to transmit to guests is mainly that we are in a region that is rich in culture and traditions in regional food, so I think that we always have that part very clear and that is what we will always be able to transmit to guests. We are in Oaxaca, and it is famous for its gastronomy and handicrafts, so we always take care of that in the rooms and the restaurants. [...] We have a priority to support the community with fair compensation for our artisans, food distributors and staff “

Businesses, Face to face Interview, Oaxaca, March 2022, ID-002

This approach not only enhances the guest experience but also promotes local culture in a way that respects and preserves its uniqueness, contributing to a

virtuous cycle of cultural vitality and innovation. Therefore, in the discussion section, a deeper exploration into the significance of preserving culture, a theme that is prevalent in existing literature is presented. Despite extensive discussions, there remains a notable gap in understanding how Indigenous cultures can transfer knowledge respectfully while reinforcing pride in their heritage (Dredge, 2022). This challenge serves as an enabler, enhancing our current understanding and advancing the dialogue on cultural revitalization. The discussion will focus on fostering a sense of pride and cultural empowerment to revitalise Indigenous cultural identity and share it among stakeholders (Scheyvens et al., 2022).

Cultural Pride and Authenticity

This section emphasises the role of immersive experiences in fostering authentic cultural engagement and facilitating the intergenerational transmission of heritage. Community-driven tourism initiatives, often centred around local agriculture, not only showcase living culture but also empower local communities, particularly women, and actively involve the youth in preserving traditional practices (Jamal, 2012; Camargo, 2011). Social innovation has played a key role in community-based approaches such as hiking trails combined with homestays bringing economic benefits while enabling authentic interactions between visitors and residents (Paulauskaite et al., 2017). Additionally, businesses that incorporate local gastronomy, crafts, and traditions into their services enhance cultural vitality and help in the preservation of these cultures, addressing concerns about commodification (Balakrishnan et al., 2020; Vázquez and López, 2020), nevertheless, a close care on fair practices and inclusive involvement should be considered. Despite these advancements, there are still challenges in transferring Indigenous knowledge in a manner that respects and bolsters cultural pride, an essential factor in revitalising Indigenous identities and promoting a sense of shared cultural empowerment among stakeholders (Dredge, 2022; Scheyvens et al., 2022; Higgins-Desbiolles et al., 2019).

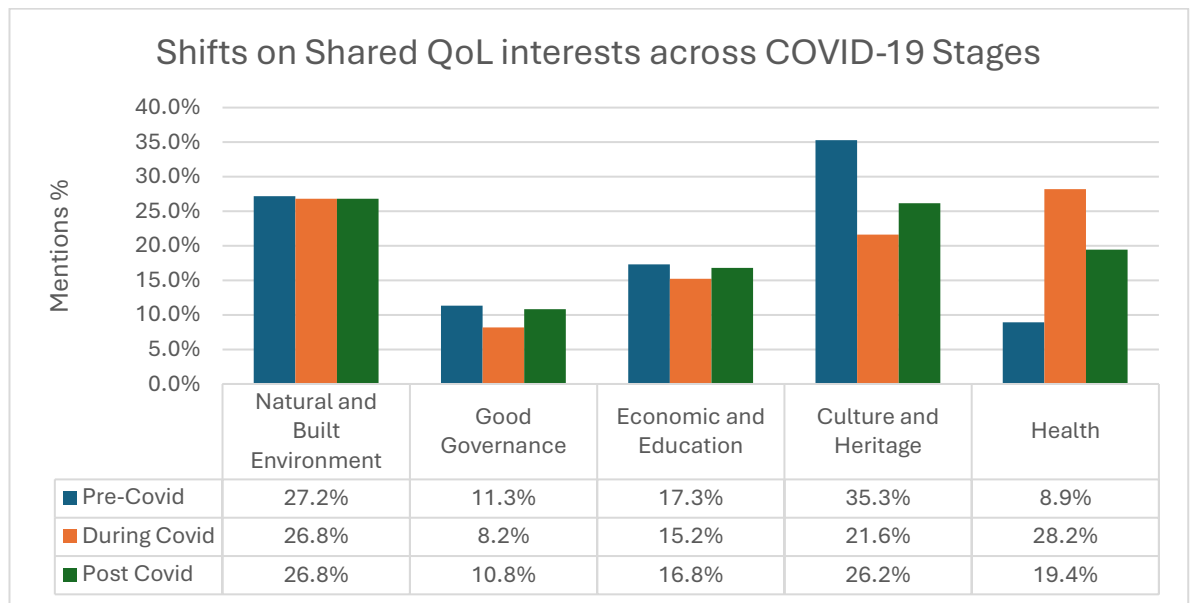
5.6 Theme 4: Health Crisis (Pandemic COVID-19)

This theme serves as a complementary analysis, presenting findings on the impact of the COVID-19 pandemic and its connection to Quality of Life (QoL) indicators among stakeholders within the tourism sector in Mexico. While, in a regular context, the direct connection between health and tourism in the regions analysed might not reach such prominence (considering health tourism is not a priority in the region) as noted at the beginning of this chapter (Section 5.2), health emerged as the less frequently mentioned shared QoL interest, accounting for approximately 8% of the overall mentions.

As a reminder, the timing of the data collection, from March 2019 to November 2023, encompasses a period heavily influenced by the global COVID-19 pandemic which allowed to have enough material to analyse the mentions collected divided into three distinct stages: "pre-COVID" stage encompasses data from March 2019 to February 2020, before the outbreak of the pandemic. The "During COVID" stage considers the period of the highest health restrictions, including quarantine and business closures, from March 2020 to June 2021. Lastly, the "Post-COVID" or "New Normal" stage includes data from July 2021 to November 2023, after the restrictions have been lifted. The variations observed in the QoL indicators during these various stages provide a comprehensive understanding of the impact of the pandemic on various aspects of tourism in the context of an emerging market.

The decision to analyse the Quality of Life (QoL) themes through a comparative lens across the different COVID-19 stages, rather than focusing solely on motivations, collaboration, and barriers, offers a more holistic understanding of how interconnected shared QoL interests respond to external shocks as seen in figure 18.

Figure 18 Shifts on Shared QoL Interests across COVID-19 Stages.



Source: Author's elaboration.

The COVID-19 pandemic undoubtedly exerted a profound impact across various sectors globally, with the tourism industry particularly affected, especially in regions heavily reliant on tourism for economic stability, such as the Southeast of Mexico. However, the findings in this context reveal a relevant outcome: while the pandemic brought immediate challenges to Quality of Life (QoL), it also underscored the persistent nature of systemic issues that had long been on the agenda, such as concerns in the natural environment, economic and education sectors, and good governance. These domains remained consistently prioritised, suggesting an ingrained recognition of their foundational importance to sustainable development and resilience.

Despite the noticeable shift towards health priorities during the crisis, the continuous focus on these systemic issues indicates a collective understanding among stakeholders that addressing these areas is crucial for long-term stability and recovery. For instance, the persistence of high health standards in the post-COVID era, as demonstrated in the graph, reflects a lasting shift in the hospitality sector's approach to hygiene and safety. Despite initial expectations that such

measures would only be temporary, the continued implementation of practices like wearing face masks, particularly in areas involving direct staff-customer interactions and food handling, suggests a deeper, perhaps permanent integration into standard operational procedures. This constancy amidst crisis emphasises the need for a balanced approach that simultaneously addresses emergent threats while maintaining momentum on pre-existing challenges, thereby addressing a resilient and adaptable socio-economic landscape.

5.6.1 Crisis community contingency

Discussions surrounding the COVID-19 pandemic have revealed shared global concerns that transcend sectors, with conversations naturally focusing on issues of medical access, widespread layoffs, and efforts towards economic recovery. Has seen by the number of mentions by the government, during and post-pandemic strategies are being developed in coordination with business owners and chambers of commerce to safeguard employment. Furthermore, the pandemic has exposed critical societal dimensions, notably the challenges associated with poor civic behaviour, especially in the adoption and implementation of hygiene measures related to COVID-19. Stakeholders have also emphasised the crucial role of transparent communication and the need for reinforcing civic behaviour through consistent regulatory enforcement. These discussions highlight a multifaceted approach to managing the pandemic's impacts, recognizing the interconnectedness of health, economic stability, and societal behaviour.

5.6.1.1 Transparent communication

Transparent and assertive communication is vital during any crisis to maintain societal calm. The COVID-19 pandemic, for instance, prompted extensive discussions among stakeholders about its impact on community well-being, particularly through the lens of tourism.

“[About COVID-19] ... At first, I thought it was over there and here it is not going to reach us, it is not going to affect us because we are far away, but in the end, as time went by, we saw real cases and then we panicked that if it is real, then we got scared. More when a letter from the president arrived that we had to close the premises indefinitely, then we said how are we going to eat? Yes, we eat from our work, but we had no choice but to close and quarantine for about 3 months...”

Businesses, interview, Oaxaca, April 2023, ID-033

Visitors also expressed a demand for transparent communication (i.e. Airport restrictions, flight cancellations, vaccine information centres and procedures), emphasising the need for up-to-date and accessible information during rapidly evolving crises. This need highlights the importance of stakeholder collaboration to ensure effective and trustworthy communication channels, which are essential for maintaining public confidence and enabling informed decision-making.

5.6.1.2 Civic Behaviour through Consistent Regulatory Enforcement

Civic conduct has proven to be significant, impacting not only cultural heritage but also various societal dimensions. The COVID-19 pandemic underscored this, as it required stakeholder cooperation for implementing public health measures and sustaining cultural and societal norms.

Effective collaboration among stakeholders was key to communicating these measures' importance, ensuring compliance, and protecting cultural assets and public well-being. An illustrative example is the governmental campaign in Quintana Roo, which invited younger generations to participate in community-strengthening strategies during the pandemic, urging adherence to safety measures like staying at home.

“Young people from #Cozumel support #Compartir and answer the following survey: [link] ... With your participation, we will undertake actions that strengthen the community. It is time to be united. #Youth #Cozumel #Covid_19 #Join #StayHomeStaySafe”

Government, Online mention, Quintana Roo, April 2020

However, tensions arose from the varying willingness of stakeholders and lack of adherence to regulations.

“Warning! [...] In Cancun, hotel zone there is no COVID-19, most of the national tourists especially foreigners without the use of face masks, not a single COVID-19 announcement! Long live Mexico!”

Residents, Online mention, Quintana Roo, May 2021

Overall, these areas are critical for managing the pandemic's impact and ensuring public safety and trust. The focus on these aspects demonstrates a comprehensive approach to crisis management that extends beyond healthcare, integrating behavioural, communicative, and regulatory dimensions to mitigate the crisis's impact.

5.7 Conclusion

In conclusion, this section presents the findings from the thematic analysis, addressing the initial research questions: RQ1, which explores the shared Quality of Life (QoL) interests among stakeholders in ecotourism destinations, and RQ2, which examines how stakeholders' motivations influence the importance of these shared QoL interests. Three principal themes emerge from the analysis (Eco-Conscious Shared Living, Local Economic Prosperity, and Authentic Cultural Connection) each demonstrating a direct linkage to regenerative tourism.

Theme 1: Eco-conscious Living underscores the essential relationship between tourism practices and environmental stewardship, promoting a deep respect and spiritual connection with nature. It calls for further research into Indigenous perspectives to emphasize living in harmony with natural ecosystems. Theme 2: Secondly, Local Economic Prosperity redirects attention to the socio-economic benefits of tourism. It highlights the necessity of creating quality jobs and developing human capital to foster sustainable community growth and national

competitiveness. This theme advocates for a reassessment of tourism's role in improving educational access and skill development, crucial for fulfilling long-term socio-economic goals. Theme 3: Authentic Cultural Connection focuses on the importance of cultural preservation and identity, advocating genuine interactions and community participation that honour and celebrate local traditions. It stands against cultural commodification and supports tourism experiences that stimulate mutual respect and understanding between visitors and local communities.

Lastly, as an additional finding in unforeseen circumstances, Theme 4 approached the COVID-19 pandemic that catalysed significant changes within Mexico's tourism sector, illuminating ongoing systemic issues and the crucial role of foundational elements such as environmental care, economic stability, and governance. While health emerged as an immediate focus, these pre-existing concerns remained vital, highlighting their sustained importance. The hospitality industry notably integrated enduring hygiene practices, signifying a shift in operational standards. The pandemic also highlighted the necessity for transparent communication and effective civic behaviour, prompting stakeholders to collaborate on health measure implementation and information dissemination. This comprehensive approach to crisis management balanced new health priorities with long-standing challenges, fostering resilience and paving the way for a more adaptable tourism framework.

Together, these themes expand on the recent approach of regenerative tourism focused on harmonising environmental integrity, economic prosperity, and cultural authenticity, aiming for a sustainable and equitable future for all stakeholders. The value of the developed framework lies in its comprehensive approach to co-creating sustainable tourism, emphasizing two core elements: Active Knowledge Transfer and Inclusive Trust Building.

Active Knowledge Transfer highlights the integration of indigenous worldviews and contemporary eco-literacy practices, enhancing local community roles in

raising sustainability awareness. This integration expands the literature on community empowerment and cultural identity by demonstrating how cohesive approaches to Quality of Life (QoL) and skill transfer can lead to sustainable development. Furthermore, it deepens our understanding of cultural resilience and transgenerational knowledge, emphasizing the need to manage these dimensions to prevent commodification and gentrification.

Inclusive Trust Building emphasises the importance of transparency in collaboration and multi-stakeholder governance frameworks for sustainable tourism development. It argues for a shift from degrowth strategies to regenerative practices, incorporating eco-governance and equitable resource management. This section also brings to light lesser-explored issues in tourism, including safety, governance, and corruption, underscoring the need for robust legal frameworks. This integrated approach enhances our understanding of tourism's potential to mitigate social issues and contributes to destination competitiveness.

6 Discussion

6.1 Introduction

This chapter aims to integrate the findings within the broader framework of sustainable and regenerative tourism, with a focus on two core ideas: inclusive trust building and Active knowledge transfer. These themes are pivotal in understanding the interconnection of factors affecting tourism development, stakeholder cooperation, and the enhancement of Quality of Life (QoL) indicators in Mexico's tourism sector.

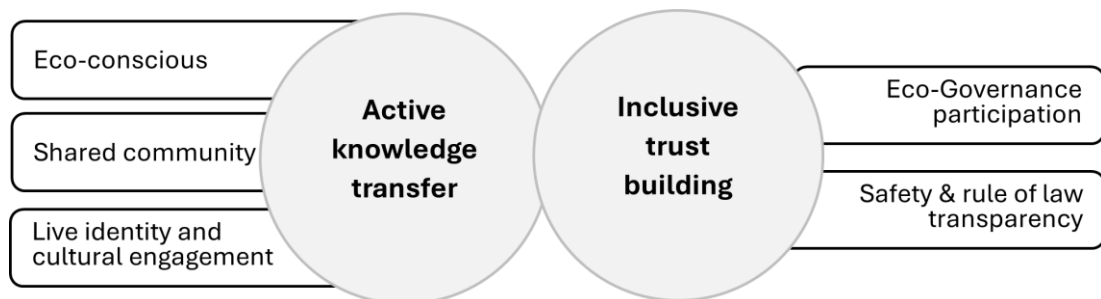
The chapter begins by examining trust, analysing how aspects such as governance, safety, and cultural empowerment are vital components in establishing dependable and effective relationships among stakeholders. Trust in governance is considered through the perspective of eco-governance, emphasising the necessity for clarity and robust regulatory systems to assure the genuineness of environmental and cultural efforts. The discussion also addresses safety and the rule of law in terms of their influence on tourism development and community welfare, underscoring the importance of tackling issues like extortion and misuse of power. Additionally, the chapter considers the effects of superficial environmental claims on stakeholder trust, proposing approaches to enhance credibility and authenticity in sustainable practices.

The next section focuses on shared knowledge, highlighting it as a key driver of sustainable progress, particularly in spreading environmentally aware practices, enhancing community skills, and facilitating cultural interactions. This section emphasises the importance of shared knowledge in fostering local entrepreneurship and workforce development, demonstrating how these initiatives can lead to economic empowerment and improved service standards in the tourism industry. Furthermore, it underscores the value of genuine cultural

experiences in promoting mutual learning and understanding between visitors and local populations, thereby aiding cultural preservation and empowerment.

By structuring the discussion around these two themes, the chapter offers a comprehensive framework for analysing the complexities inherent in sustainable tourism. It provides insights into how mechanisms for building trust and initiatives for sharing knowledge can jointly promote more genuine, fair, and effective tourism practices, ultimately contributing to both ecological and social renewal

Figure 19 Co-creation constructs for regenerative tourism



Source: Author's elaboration.

6.2 Active knowledge transfer

In the discussion section, the interconnectedness of Active knowledge transfer with eco-consciousness, community skills, identity and cultural empowerment, civic behaviour, and regulatory enforcement is explored. Active knowledge transfer encourages environmentally friendly practices within sustainable tourism, helping to protect natural resources and ensuring economic benefits. It also enhances community skills by equipping residents with the capabilities needed to engage in tourism management effectively. This empowerment supports communities in playing a vital role in shaping tourism that respects cultural heritage. Furthermore, identity and cultural empowerment allow for authentic representation, ensuring cultural narratives are preserved and shared with visitors. Civic behaviour and regulatory enforcement gain strength through

collaborative efforts and a shared understanding of sustainable practices. Together, these elements form a robust framework that not only enhances the quality of life for local communities but also supports a responsible and sustainable tourism industry for the future.

For eco-consciousness, following Ramose (2014) and Chassagne and Everingham (2019), this thesis emphasises the need to integrate indigenous worldviews with contemporary eco-literacy practices. This integration aims to enhance the local community's role in raising public awareness and knowledge about sustainability across multiple stakeholders, addressing issues of eco-hypocrisy (Mkono, 2020) and greenwashing (Gössling et al., 2005; Font and McCabe, 2017). The thesis makes an incremental contribution by focusing on under-researched Indigenous worldview theories, surpassing traditional conservation methods, with a collective commitment to environmental behaviour restoration among stakeholders.

6.2.1 Eco-conscious behaviour

Based on the findings linking to the natural and environmental value and respect and connection with nature motivation by integrating QoL natural resources indicators and infrastructure-related indicators. (as per sections 5.3.1.1 and 5.3.1.2), the evidence indicates a growing interest in respecting nature. This interest is shared among both residents and visitors who are influenced by indigenous worldviews or are associated with eco-literacy and environmental commodification.

6.2.1.1 Indigenous Worldviews and Eco-Literacy

The analysis of the residents' motivations revealed signs of profound respect for nature under the concept of Lekil Kuxlejal (Good life and soul) echoing other Indigenous worldviews like Buen Vivir—'living well,' Ubuntu—I' am because we

are,' and Sumak Kawsay—'living well together.' (Ramose, 2014; Chassagne and Everingham, 2019) or Tri Hita Karana, translated as the 'three causes of well-being in Bali (Adityanandana and Gerber, 2019) '. These perspectives emphasise the symbiotic relationship and mutual benefits between humans and nature. Chassagne and Everingham's (2019) study, explores the Buen Vivir philosophy as a sustainable alternative to the neoliberal economic model, emphasising its principles for enhancing social and environmental well-being in tourism. This research expands on the work of Chassagne and Everingham (2019) by analysing the Indigenous perspective (Lekil Kuxlejal) across various geographic locations, such as Mexico, to advance our understanding of the universality and adaptability of these principles.

Moreover, adopting a mindset focused on respect for nature, visitor observations provide evidence of an increasing shift towards responsible tourism behaviours (Section 5.3.1.1). This shift revises the previous narrative by Korneliussen (2015) and Yu and Schwartz (2015), arguing visitors follow a mere superficial enjoyment (hedonic) focus on short-term enjoyment unable to embrace environmental responsibility. Building on the new belief and integrating the value-belief-norm (VBN) theory, Kiatkawsin and Han's (2017) research on young travellers' pro-environmental behaviour confirms a move away from stereotypes towards a more eco-conscious engagement. However, a significant limitation of their study on its sample specificity (Higher education students from South Korea) restricts its generalizability. Thus, this research considered a broader sample including visitors from diverse cultural backgrounds and educational levels, thereby increasing the applicability of the results (View appendix for more detail about participants).

While the findings highlight opportunities for stakeholder collaboration, they also identify a significant barrier: eco-literacy inequalities that affect sustainable behaviours. In underdeveloped destinations, there tends to be a stronger connection with the environment, but this shifts in more developed and semi-developed areas. In these regions, locals often exhibit weaker environmental

principles, compounded by lax regulatory enforcement. This situation leads to minimal environmental care, such as poor recycling practices. Interestingly, these inappropriate behaviours are not limited to locals but extend across all stakeholders. As seen from the conversations analysed, visitors may come with strong environmental awareness, shaped by the norms of their home countries. However, this consciousness can be compromised by perceived permissibility in the host destination, which can negatively impact the potential for positive collaborations among stakeholders.

Mkono's (2020) discussion on eco-hypocrisy, suggests that despite possessing eco-literacy and an ecological mindset, visitors may still exhibit inconsistencies in their behaviour. Mkono's research (2020) offers a global understanding through netnography, analysing online narratives that cover various destinations (i.e. Australia, Eastern Europe, Peru, and South Africa). However, it does not identify specific locations, which limits the ability to fully understand the contexts in which moral weaknesses, self-perceptions, or instances of performative activism occur. Moreover, Anciaux (2019) explores visitor behaviours through the lens of social practices theory, examining how these align with their daily practices such as eating, travelling, and grocery shopping. However, while this research reveals a visitor mindset of "I'm on a break, even from my beliefs," the context in which Anciaux's study was conducted (Belgium) and limited to also only visitors, shows no direct correlation with the findings of this research.

Thus, this research emphasises the importance of addressing eco-hypocrisy and extending the discourse through a multi-stakeholder lens to overcome analysis on a single actor (i.e. Visitors) to better understand the root of the barrier to sustainable tourism collaboration. It highlights the need to revive and reinforce ancient worldviews that, although familiar, have faded due to the rapid growth of tourism destinations. It also offers insights into the coherence between norms and regulations and the role of other actors.

6.2.1.2 Greenwashing/ Environmental commodification

The sub-finding suggests that businesses and governments may often engage in environmental conservation more for economic benefits than for genuine conservation efforts. This perspective aligns with the concept of greenwashing (Gössling et al., 2005; Font and McCabe, 2017), where environmental claims are strategically employed to enhance corporate image rather than reflect true sustainable practices. The critique by Gössling et al. (2005) and Font and McCabe (2017) underscore the scepticism surrounding the authenticity of green initiatives, pointing to a broader issue of trust and credibility in corporate environmental communication.

Destinations such as the case of Costa Rica (Jones and Spadafora, 2017), have been using the Sustainable Development Goals (SDGs) as part of their Corporate Social Responsibility (CSR) and destination competitiveness strategies highlighting the potential superficiality of such claims. The growth of tourism in Costa Rica, as discussed by Jones and Spadafora (2017), offers a real-world example of how green initiatives can sometimes devolve into mere marketing strategies without substantive environmental impact. This case supports the broader critique of greenwashing, highlighting the need for more authentic and effective sustainability practices.

Similar criticism on environmental efforts authenticity, aligned with this research findings are the challenges with Eco-Certifications by Font (2002) and Rodríguez-García, Ferrero-Ferrero, and Fernández-Izquierdo (2023). Font's (2002) argument on the dependency of eco-certifications on government and NGO funding, and the proliferation of ecolabels with inconsistent standards, provides a fundamental criticism based on the effectiveness of these certifications expanding on the co-destruction discussion on misdirected resource integration by Järvi et al. (2020). The observation that such labels may serve more as marketing tools rather than genuine facilitators of sustainable practices is concerning and suggests a need for more rigorous and transparent certification

processes. Moving toward the implications on other stakeholders, the recent research on an exhaustive analysis of global and regional environmental certifications by Rodríguez-García et al. (2023) supports the barriers to the lack of transparency, which can confuse consumers and undermine the value of these certifications.

This research broadens limited research on greenwashing and co-creation in tourism (Higham, Font and Wu, 2021) by exploring deeper into the roles and motivations of multiple stakeholders. It moves the discussion beyond merely recognising the motivations behind greenwashing, offering a holistic view that enhances understanding of these stakeholders' intentions. This comprehensive approach facilitates the identification of gaps that impede coherent, balanced, and collaborative partnerships, which are essential for advocating actionable and authentic sustainable practices aiming not only to conserve but also to restore the environment. This sets the stage for a discussion on the path toward environmentally regenerative tourism, which will be explored next.

6.2.1.3 Active knowledge transfer across stakeholders

The analysis highlights stakeholders' readiness to engage in sustainable tourism and identifies collaborative involvement among diverse groups as key enablers (addressing RQ4). This is demonstrated through initiatives like turtle protection, immersive hiking tours, blue crab conservation, community-based homestays, and organic local markets. These examples show how each participant can both contribute to and benefit from shared efforts, fostering cooperative relationships through co-creation (Ostrom, 1996; Vargo and Lusch, 2004; Dekhili and Hallem, 2019; Popp, Lochhead and Martinez, 2024).

The identified collaboration enabler of Shared and active knowledge captures stakeholder motivations, such as empowering communities to deepen their connection with nature and helping visitors develop a coherent understanding of their ecological footprint through educational and hands-on activities. These

efforts align with business and government objectives to enhance the public image and manage costs by making respectful and net-positive contributions that go beyond passive certifications and address issues of legitimisation by giving back to the environment. This shift from passive to initiative-taking engagement in environmental stewardship (Mang and Haggard, 2016; Das and Bocken, 2024) positions stakeholders as both facilitators and guardians, advocating for a commitment to environmental restoration. This approach is further discussed by Pollock (2020) in her work on conscious travel within the framework of regenerative tourism, emphasising the importance of active participation and collaboration in achieving sustainable tourism outcomes.

6.2.2 Shared community skills

This section focuses on the interpretation of the findings on the shared QoL interests (RQ1) related to economic and educational benefits (presented in section 5.4.1), and investigating stakeholders' motivations (RQ2) for local professionalism and destination competitiveness, along with the collaboration barriers (RQ3) grounded on the perceived limited skills and funding impacting multiple stakeholders (Section 5.4.1.1.). Furthermore, findings in Section 5.4.1.3 identify potential enablers to promote collaboration and net positive outcomes among stakeholders through empowering local economies via skill transfer aimed at long-term and self-sustaining projects, as well as integrity and clear incentives in capacity-building programs.

Starting with the relevance of an integrated analysis of the QoL interests in economic and educational benefits this is an alignment with the evolution of the Quality of Life (QoL) concept in tourism development. By incorporating a holistic set of QoL indicators, tourism development can transcend economic metrics to truly improve the life quality of local populations. This approach aligns with the perspectives of scholars like Andereck and Nyaupane (2011), Wall and Mathieson (2006), Telfer and Sharpley (2008), Theobald (2012), and Hall (2019),

who advocate for an inclusive strategy that mitigates risks of marginalisation and promotes equitable growth. While current Quality of Life (QoL) research provides a solid foundation, its exploration of combining indicators (Lyytimäki et al., 2018; Woo, Uysal, and Sirgy, 2018) or examining indicators based on the unique characteristics of communities for sustainable tourism (Choi, 2006) still shows limitations in terms of depth and application. Further understanding is necessary to enhance the effectiveness of these approaches. Aiming to close these gaps, this study explores deeper into the economic and educational benefits as a shared value of tourism from a multi-stakeholder perspective, in an emerging market but also at their various stages of tourism development (see appendix for more reference).

Beyond merely acknowledging the importance of integrating Quality of Life (QoL) indicators through Social Exchange Theory (Ap, 1992; Andereck and Nyaupane, 2011), the analysis of motivations across various stakeholder groups reveals how Local capacity skills manifest at two distinct levels. Firstly, entrepreneurship and small to medium-sized enterprises (SMEs) are instrumental in driving community-based economic growth. Secondly, within the tourism industry sector, the development of specialized skills is critical.

6.2.2.1 Local Entrepreneurship and SMMEs skills development

Findings reveal the critical role of skill development in improving the economic and educational benefits for local communities. This section's central discussion is on the local entrepreneurs and SMEs. Despite government support intended to bolster community-based and entrepreneurial projects, there are persistent challenges primarily due to the economic-centric model focus on mass tourism and the low levels of formal education in the region spanning only nine years. Particularly, this educational shortfall leads to significant barriers for community initiatives and local businesses, reflected in gaining essential skills such as production logistics, marketing, and securing funding.

Drawing from Sharpley's (2009) research on the challenges of sustainable tourism development, this research aligns with similar issues identified in rural tourism development, particularly within the context of emerging markets, characterised by a notable deficiency in small business and marketing skills. This gap impedes the transition from traditional production methods to service-oriented sectors like tourism. Building on Scheyvens' (2002) empowerment framework, this research demonstrates that economic disempowerment often arises from these skill shortages. It corroborates similar findings by Dolezal and Novelli (2021) in Bali, arguing that community-based tourism development is most effective when locals receive targeted training, enhancing their active participation in tourism ventures.

Despite the recognition of the need for improved training, significant gaps remain in understanding how to implement these strategies effectively. For example, incorporating a co-creation lens and insights from experienced NGOs members reveals that financial barriers often arise not from a lack of funds but from a deficiency in the skills necessary to identify and access support. This suggests that entrepreneurial training programs could be enhanced by including components that teach how to navigate these financial challenges, address the root causes of collaboration issues and promote more holistic approaches in training programs.

Local network community skills transfer

Recognizing the entrepreneurial and SMME skills necessary to support local initiatives is crucial, as widely confirmed by previous literature. Equally important is the effective transfer of these skills. A net positive enabler for stakeholder collaboration is the method of local skills and knowledge transfer. This approach not only empowers communities but also gains their acceptance when facilitated by members of the community itself or by NGOs who are deeply invested in the community's success and are perceived as “one of us.”

This empowerment was demonstrated by an NGO member who supported women in maize production, highlighting the significance of building trust and sharing knowledge for community development. By involving both governmental and non-governmental institutions as facilitators, this strategy provides the necessary resources and training. It effectively enhances community empowerment and participation by equipping individuals with essential organizational and entrepreneurial skills needed for economic autonomy.

Building upon Cole (2006), who argued that community members can serve as effective agents of change, the findings in this research indicate that knowledge transfer is a potent tool for empowerment and resilience. Additional insights on sustainable tourism partnerships research by Stronza (2008) highlights that skills development in communities, facilitated by private and non-profit partners, should respect local leadership and decision-making processes. Training initiatives must integrate local knowledge and traditions, understanding that aligning with these practices often requires more time than conventional Western methods. Similarly, Carlisle et al. (2013) highlighted the success of collaborative capacity-building workshops in Africa, which not only enhance skills but also increase stakeholder awareness of their roles in promoting tourism entrepreneurship.

NGOs support by integrating self-sufficiency entrepreneurial initiatives.

A key actor that has shown a crucial role during the research analysis, particularly when analysing barriers and enablers in collaboration, has been the non-governmental organizations (NGOs). This is believed to be due to their neutral participation and perceived genuine support, which helps overcome the damaged perception of governmental institutions. While governments remain essential in supporting local initiatives, their funding is often seen as limited and unachievable due to a lack of information and proximity to the communities. In contrast, NGOs have demonstrated a more open and effective approach.

Previous research has acknowledged the role of NGOs in similar contexts, for instance, Giacomini and Jones' (2022) research provides a comprehensive reference by conducting a comparative analysis of ethical drivers among business leaders and philanthropy initiatives across 18 countries in Africa, Asia, Latin America, and the Middle East. Similarly, Jones and Spadafora's (2017) study underscores the significant role of NGOs and international organisations in supporting development initiatives, particularly in the initial stages of ecotourism development in places like Costa Rica.

This research expands the criticism of funding dynamics in emerging markets (Jones and Spadafora, 2017; Giacomini and Jones, 2022; Hoquem, Lovelock, and Carr, 2022), highlighting the significant yet complex role of external funding sources in a postcolonial context, where dependency risks undermining long-term sustainability and local perspectives. Similar views have been noted by Hoquem, Lovelock, and Carr (2022) point out that NGOs involved in Pro-Poor Tourism in Bangladesh often prioritise short-term financial objectives over genuine sustainable development. Such an approach fosters dependency and overlooks broader community needs and strategic long-term goals, leading local initiatives to be able to continue facing economic realities.

This research, by expanding the area and context of research, contributes to sustainable development by empowering communities to manage their resources and economic futures more effectively. It does so by recognising the potential and limitations within a context affected by postcolonial influences. To overcome the limitations of top-down governance models, which often hinder community empowerment and negatively impact stakeholders, it is crucial to adopt a bottom-up approach in policymaking. This involves prioritizing community-led initiatives and local capacity building, and establishing a sustainable development framework. Building on this foundation, the subsequent discussion focuses on the skills required within the broader tourism sector, which are crucial for enhancing the local economy and ensuring the success of these development strategies.

6.2.2.2 Workforce human capital development for the hospitality industry

Stakeholder motivations in the tourism sector highlight expectations for improved staff skills, which are linked to better income, enhanced service quality, increased professionalism, and greater competitiveness. However, the linkage between economic growth and educational benefits in tourism stems from businesses needing qualified staff and visitors expecting high-quality services. A prevalent challenge is the lack of qualified staff, due to limited educational opportunities and interest in continuity. On one hand, businesses often struggle to find local staff who can meet visitors' quality service expectations, typically hiring locals only for low-skilled, low-wage positions while filling managerial roles with employees from higher education and experience from other external regions (National and international). This practice leads to economic leakage and profit repatriation, failing to benefit local communities and underscoring the need for a more inclusive approach to tourism development.

Previous research on destination competitiveness (Crouch and Ritchie, 1999) set the base to the importance related to human capital in the tourism sector. The following studies have consistently pointed out issues like the skill deficiencies of local workers (Lyon, Hunter-Jones, and Warnaby, 2017) and a heavy reliance on expatriate labour (Shakeela and Cooper, 2009). Moreover, Dwyer and Kim (2003) further establish a direct link between staff performance and the quality of visitor experiences, with unqualified staff often failing to meet professional standards (i.e., language and technical skills), leading to business ineffectiveness and visitor dissatisfaction aligned with co-destruction discussions by Camilleri and Neuhofer (2017). Jamal et al. (2010) highlight discriminatory hiring practices in Quintana Roo's tourism sector, where residents are often not employed due to perceived incompetencies and lack of technical skills but also soft skills such as punctuality. These practices, particularly against Mayan residents, suggest deep-rooted racial biases necessitating better

operational skill development but also engagement. This research corroborates these findings, highlighting the persistent skills gap among local employees and the sector's dependence on foreign labour, emphasising recurring themes within the industry's human capital challenges.

Integrity and clear incentives in capacity building programs - Regenerative tourism pathway.

Regarding the issue of limited skills and lack of professionalism within the hospitality industry, the government has adopted a facilitator role, attempting to address the problem through the implementation of social programs. The integration of multiple stakeholders within the industry and the community presents a strong approach to addressing the motivations and barriers businesses face in not having qualified staff and residents' aspirations for better income and positions. Simultaneously, this strategy aims to meet visitors' expectations for service quality, enhancing their travel experiences.

Literature on destination competitiveness highlights the importance of education as a key to the region's development. Mariani, Bresciani, and Dagnino's (2021) demonstrate that advancing professional education in hospitality and the tourism creates a skilled workforce and capable managers, essential for organisational efficiency and boosting destination appeal. Broadens the understanding of tourism workforce, taking Mariani, Bresciani, and Dagnino (2021) argument a step further by integrating the linkages with other QoL interests such as economic and education benefits with good governance.

This study provides an extended view by applying Social Exchange Theory with a focus on Quality of Life (QoL) indicators, presenting a comprehensive approach. It highlights the role of broader institutional challenges, such as national education levels and the lack of clear incentives for developing human capital, including guaranteed employment after internships. Despite programs being

theoretically designed to meet expressed societal needs, their effectiveness is compromised by a lack of transparency, leading to program inefficacy.

6.2.3 Live Identity and Cultural engagement

This section discusses the influence of culture and heritage by analysing stakeholders' perceptions, specifically focusing on the shared value of Culture and Heritage. It integrates the Quality of Life (QoL) indicators related to cultural heritage and leisure activities, identifying the motivations of each stakeholder group towards cultural pride and authenticity. This analysis highlights a critical tension between the promotion and preservation of culture, which requires a separate consideration for each stakeholder group.

Findings indicate that a major challenge in cultural preservation is balancing authentic cultural engagements with the commercial exploitation of heritage sites. Residents show contrasting collaborations, influenced by the pride of older generations versus the apathy of youth, which emerges from fear and a lack of pride due to perceived racism. Recent increases in gentrification and a growing sense of alienation within their community have intensified these issues. Furthermore, while visitors seek authentic experiences, businesses focus on the commercialisation of culture often leads to misrepresented cultural representations. Although the government has made efforts to preserve culture through promotion and new laws to regulate the exploitation of culture, particularly concerning Indigenous heritage, there remain gaps in the clarity and applicability of these regulations to prevent cultural exploitation. The increased commodification of cultural experiences, primarily through mass tourism, has emerged as a significant threat to the authenticity of destinations.

The discussion on promoting cultural authenticity in tourism, especially through regenerative practices, focuses on two principal arguments: Community Empowerment & Cultural Identity, and Net Positive Enabler Based on Immersive

Authentic Experiences. These are suggested to be central in aligning tourism with regenerative and sustainable principles that not only benefit local communities but also help in preserving their cultural heritage in the context of Southern Mexico.

6.2.3.1 Community Empowerment & Cultural Identity

Research on place identity has highlighted the significance of developing cultural tourism and community pride (Murphy and Boyle, 2006). Findings that governments and residents share a mutual interest in preserving culture resonate with prior studies on collaborative efforts (Asham, Kato, and Doering, 2023) suggesting that the implications of a living culture extend further. These illustrate that promoting intangible cultural heritage and living cultures not only acts as a means for expressing improving economic interest, and reinforcing cultural identity but also empowers communities, as demonstrated by Asham, Kato, and Doering (2023) in their study of Siwa, Egypt. Moreover, research shows that community empowerment through cultural preservation enhances self-esteem and a sense of belonging (Andereck and Nyaupane, 2011; Dangi and Jamal, 2016; Scheyvens et al., 2021). However, while these arguments align with residents' pride in their cultural roots, findings from this research also reveal a counterpart where cultural pride, and consequently collaborative engagement, has been undermined due to discrimination and pejorative “Indian” labelling, particularly leading to increased youth apathy. This issue is being explored through the lens of cultural resilience.

Cultural resilience refers to the capacity of a cultural group to maintain and evolve its cultural identity and integrity in the face of external pressures and changes, such as those brought by tourism (Jamal, 2012; Camargo, Winchenbach, and Vázquez-Maguirre, 2022). In the context of Southern Mexico, this pressure goes beyond tourism impact, but has deeper systemic issues linked to a historic post-colonialism background and marginalization of Indigenous

groups. The mentions linked to residents with Indigenous roots being targeted with insults from nationals non-Indigenous rather than visitors, exclusion and in time even their safety impacting one of the physiological dimensions of community empowerment (Scheyvens, 1999), linked to community pride and self-esteem. These findings are aligned with Camargo's (2011) observations on her research on cultural justice, encountering similar findings in the Mayan culture referring to it as cultural racism. Camargo (2011) underscores the entrenched discrimination against the Maya people within and beyond the tourism industry, which has compromised their cultural identity and threatened the preservation of their language and traditions. This pervasive discrimination has compelled many Mayas to hide their ethnic origins by altering last names and refraining from speaking their native language in public, to evade social stigma and humiliation. Moreover, in other postcolonialism contexts, especially in destinations with a history of colonial domination (Jamal and Dredge, 2014).

Aligned with the principles of regenerative tourism, involving communities in the planning and management of tourism activities ensures that development aligns with local values and traditions (Nitsch and Vogels, 2022). Thus, promoting a collaborative sense of belonging and cultural pride among the local population, the community provides authentic and meaningful experiences through the sharing of cultural expressions.

6.2.3.2 Immersive Authentic Experience

With a similar appreciation for culture, the visitor's analysis shows an increasing motivation towards the destination's cultural roots, seeking more immersive and authentic experiences as active participants within the destination.

The analysis indicates a shift in visitor preferences based on previous literature on visitor typologies (Cohen, 1979). While mass tourism has historically

categorised most tourists with limited interest in destination cultures, driven by hedonistic pursuits, this finding suggests a change among younger generations towards an explorer profile looking for more authentic experiences. The work of Kim, Ritchie and McCormick (2010) on memorable tourism experiences confirms and demonstrates that facilitating authentic social interactions between the community and visitors enhances their overall experience. Additionally, the aim of more authentic experiences and deeper immersion under the motto "travel as a local" has emerged as a new visitor behaviour, nurturing connections with the authenticity of the place (Paulauskaite et al., 2017; Higgins-Desbiolles et al., 2019). This concept aligns with the localhood idea introduced by Wonderful Copenhagen (2020). Localhood signifies a shift in tourism towards deeper connections with local communities and their cultures, moving beyond mere sightseeing to encourage authentic interactions that dissolve the barriers between visitors and local communities. It advocates for shared experiences that benefit stakeholders and highlight mutual respect and understanding (Vogt and Andereck, 2018; Phi and Dredge, 2019).

Furthermore, this approach aims to conserve local traditions and environments, contributing to a sustainable and equitable tourism model that prioritises the well-being of all stakeholders involved (McCartney and Chen, 2020).

In summary, the discussion on Active knowledge transfer emphasizes its critical role in advancing eco-consciousness within tourism. By focusing on the Natural & Built Environment and Quality of Life indicators, the analysis highlights the significance of understanding diverse stakeholder motivations—ranging from residents in less developed areas, who are closely aligned with nature, to younger, eco-aware visitors. Businesses and governments, however, often prioritize economic interests, creating challenges for genuine collaboration. This complexity is compounded by eco-literacy disparities, eco-hypocrisy, and greenwashing, as noted in the literature (Anciaux, 2019; Mkono, 2020; Higham, Font, and Wu, 2021). The findings advocate for a shift towards regenerative

tourism models, integrating Latin American Indigenous perspectives (Ramose, 2014; Chassagne and Everingham, 2019) through shared knowledge. This approach fosters collective stakeholder engagement in environmental restoration and education, aligning with regenerative practices (Mang and Haggard, 2016; Pollock, 2020). Practical strategies include Indigenous knowledge integration, eco-literacy initiatives, and certification of regenerative practices, ensuring authentic stakeholder collaboration for sustainable outcomes.

6.3 Inclusive trust building

Inclusive trust building forms a crucial part of sustainable tourism development, focusing on transparency in collaboration. Highlighted by Nunkoo et al. (2018) and Rodríguez-García et al. (2023), there exists a significant gap in effective governance and sustainable development, emphasising the need for multi-stakeholder governance frameworks. These frameworks are critical in addressing less explored issues within the economic, environmental, and social realms of sustainability.

Based on the findings, it is constructed through a multi-dimensional approach that incorporates eco-governance participation (Section 5.3.2 and 5.6.1), safety and law transparency (Section 5.4.2 and 5.6.1), and Identity and cultural empowerment (5.5.1). The findings reflect the significance of transparency and robust regulatory frameworks in eco-governance as essential for establishing trust. These components are vital to assure stakeholders of the authenticity of environmental initiatives and ensure that actions align with sustainable regenerative principles.

6.3.1 Eco-governance participation

Eco-governance strongly correlates with community participation issues, moving beyond tokenism as historically examined by Arnstein (1969) and Dredge (2006). Building on the sustainable governance models suggested by Timothy and Tosun (2021), this thesis advocates for a transition from traditional degrowth strategies to regenerative tourism practices. For instance, degrowth might entail reducing tourist numbers to lessen environmental strain, while regenerative practices could involve projects like local coral reef restoration to actively improve the ecosystem and promote biodiversity. This shift aims to ensure equitable resource management among all stakeholders and emphasises the importance of justice and empowerment in adapting stakeholder roles, as discussed by Jamal and Dredge (2014) and Alonso-Vazquez et al. (2023). Such adaptations are particularly vital in postcolonial contexts where historical impacts and prevalent exclusion have long-term effects.

The findings on Eco-governance, emerged from discussions on the QoL interests linked to Nature and the Built Environment' and 'QoL interests on Good Governance' highlighted in section 5.3.2. Influenced heavily by the Mayan Train mega-project, this analysis reveals that while stakeholders, ranging from governments and residents to businesses and visitors, have diverse motivations, they commonly face significant barriers to collaboration. These barriers include mistrust, poor planning, and resource misallocation, as detailed in Section 5.3.1.2.

Despite these varied interests, a suggested shift towards more inclusive stakeholder roles (Section 5.3.2.3) appears as a potential solution for enhancing co-creation in sustainable tourism. To understand the underlying dynamics of these stakeholder interactions, we apply Social Exchange Theory (SET) (Ap, 1992). SET helps explain not only life satisfaction perceptions linked to tourism development but also the trust and willingness among residents and other

stakeholders to support such projects. Furthermore, by identifying key issues such as inequality, fairness, and environmental challenges, we reveal pathways to collaborative participation from a co-creation standpoint (Ostrom, 1996; Vargo and Lusch, 2004; Dekhili and Hallem, 2019).

6.3.1.1 Lack of transparency in Development Planning

The trust serves as a cornerstone for community unity and secure interactions. However, compromised trust can fracture relationships and degrade the quality of life, leading to social isolation and weakened support networks (Inoguchi, 2015). Further analysis of trust through a governance lens links citizen expectations to government responsiveness (Cinquini et al., 2017). The findings in this research underscore the pivotal role of trust in development planning. Exclusion from decision-making processes notably weakens support for tourism development initiatives.

Supporting this, Nunkoo et al. (2018) found during the 2014 FIFA World Cup that perceived transparency deficits and limited stakeholder knowledge negatively impacted community support for tourism development. Similarly, research on the Mayan Train project (Camargo and Vázquez-Maguirre, 2020) illustrates that Indigenous groups often face decision-making injustices, stemming from historical and ongoing discrimination. This aligns with literature on co-creation and collaborative research, which criticizes tokenistic inclusion practices, efforts that symbolically involve underrepresented groups without granting genuine power or decision-making authority (Arnstein, 1969; Hall, 2000; Tosun, 2006; Dredge, 2006).

6.3.1.2 Misalignment of Community Benefits - Competence and Coherence.

In tourism development projects, significant misalignment of community benefits often results from poor planning and resource misallocation. This

misalignment detrimentally affects local communities and diminishes the willingness to collaborate among stakeholders. Critiques of degrowth and overtourism underscore the adverse impacts of exceeding a destination's capacity on local communities and the destination's image (Hughes, 2018; Higgins-Desbiolles, 2019; Higgins-Desbiolles et al., 2019; Avond et al., 2019; Ramos and Munde, 2021).

Aligned with the findings that emerged from the mentioned analysis, these studies observe the neglect of essential services, such as water supply or housing, disrupting community life and undermining sustainable development. The works of Higgins-Desbiolles et al. (2019) and Avond et al. (2019) emphasize the need for integrated planning involving all stakeholders. However, this study diverges on the application of degrowth approaches. While not advocating for a total shutdown of economic activities, our findings suggest that certain degrowth strategies (i.e., demarketing destinations) could unintentionally exacerbate divides, contrary to the principles of regenerative tourism that prioritize managing knowledge and resources among stakeholders (Bellato, Frantzeskaki, and Nygaard, 2023).

6.3.1.3 Changing stakeholders' planning roles toward inclusive participation

This research highlights the urgent need to reassess stakeholder roles in tourism planning to improve transparency and better align benefits. Drawing on the principles of regenerative tourism as outlined by Bellato, Frantzeskaki, and Nygaard (2023), the study calls for a shift from traditional stakeholder imposition to a more facilitative approach. This transition is supported by collaborative research (Higgins-Desbiolles, 2019; Higgins-Desbiolles et al., 2019; Avond et al., 2019; Ramos and Munde, 2021), emphasising the advantages of community involvement in decision-making processes.

Current co-management practices allow communities greater decision-making influence, addressing the limitations of top-down models but still drawing criticism for not delivering tangible community benefits. Cochrane (2013) underlines the need for effective governance to manage unexpected changes and conflicts, particularly in the initial stages of income generation and infrastructure development. This view is supported by Timothy and Tosun (2021) on community participation and further contextualized by Jamal and Dredge (2014), who examine the impact of historical colonial influences.

In summary, this eco-governance net positive enabler underlines the evolving roles of stakeholders within community networks and emphasizes strategic responsibility redefinition and community network strengthening to optimize resource allocation and governance. This shift aims to establish robust community hubs, fostering social and economic progress while prioritizing local needs in decision-making processes.

6.3.2 Safety and rule of law transparency

Exploring the impact of safety on quality of life (QoL) reveals its critical role in economic prosperity, education, and security, especially in tourism-centric regions like Mexico's south. This section examines the relationship of these elements and their collective influence on the community. Applying social exchange theory helps understand these dynamics by analysing the cost-benefit balance in tourism, integrated with the stakeholder theory it allowed to gain a better understanding of the weight of the economic benefits against safety concerns perceived from different angles.

In Mexico, the analysis highlights a complex relationship between tourism-driven economic growth and safety challenges. Economic opportunities in tourism attract residents but also raise concerns about the involvement with organised crime due to potential higher earnings. Businesses face extortion, indicating the rooted issue of organised crime and law regulations. On the other hand,

government efforts focus on improving governance to rebuild trust. However, the overall perception of the lack of trust and effective actions perceived by residents, visitors and businesses, reflects the severity of these issues that still need to be addressed.

The primary emphasis of previous research in the field of tourism safety has been on investigating the relationship between tourism activities and the increase in criminal activities within destination areas (Gössling, Hall, and Scott, 2015), questioning whether tourism serves as a catalyst or significant factor for rising crime rates Gursoy and Nunkoo (2019). Research highlights those issues such as drug trafficking (Bartholo et al., 2008), alcoholism (Thomas, Mura and Romy, 2019), and prostitution (Kibicho, 2016) are not only consequences of but also contributors to further criminal activities within tourism destinations. Authors like Li and Wan (2013) and Otoo, Badu-Baiden, and Kim (2019) emphasize how these activities adversely affect the quality of life for residents.

This line of research has led to a more comprehensive examination of the complex relationship between safety and tourism development, with a specific focus on how tourism might contribute to social issues such as crime, substance misuse, and illicit activities, which in turn impact the values and quality of life of local communities. Notably, Ryan's foundational work (1993) introduced the potential links between tourism and criminal behaviour, initially concentrating on the effects on visitors. However, the scope of discussion has broadened to recognise the wider implications on residents and the societal structure of host countries, highlighting a crucial need for research that prioritizes the perspectives and experiences of local communities facing tourism-related challenges Recher and Rubil (2020). This highlights the need for improved perspectives on the rule of law and its clear implications in developing contexts as emphasised by Cinquini et al. (2017) and Nunkoo et al. (2018).

Moving forward, the discussion explores the multi-stakeholder perspectives, shedding light on less explored aspects in Western research, particularly the

challenges posed by extortion. This includes not only organized crime but also issues emerging from authorities, such as bribery and abuse of power, impacting tourism development and safety.

6.3.2.1 Extortion (Derecho de piso) impact on local economy

Extortion involves criminals threatening businesses to pay money, affecting their earnings and safety (Naef, 2023). In the field of safety and tourism research, the issue of "derecho de piso" or extortion payments demanded by organised crime groups is recognised as a significant problem affecting local economies, especially in Latin America. This challenge highlights a tension between the desire for economic growth through tourism and the need to maintain the well-being of local communities. This not only changes how competitive a tourist destination appears but also deeply impacts the community's life. Previous research on Latin American research in tourism and governances (Walter, 2014; Naef, 2023) identified that Countries like Colombia, Ecuador, and Guatemala face a notable struggle with organised crime, where businesses must operate under constant fear.

For instance, in Colombia, this form of extortion, known as "vacuna," demanded by similar self-called 'security' groups, extort businesses by the flag of their support to regulate conflicts and control plazas de vicio (plazas associated with drugs or prostitution Naef (2023)). Despite the significant impact of organised crime on tourist destinations and their wider communities, existing research often concentrates on its immediate effects on businesses and destination perceptions. Such a focus restricts a surface view of the main problem instead of the underlying causes of these issues Recher and Rubil (2020). In contrast, this study explores the interconnected root causes more comprehensively with a multistakeholder perspective and a holistic view of the multiple QoL indicators. It considers the situation not merely in terms of specific criminal acts but because of inadequate incentives that induce communities to find alternative

survival methods. This approach aligns with regenerative tourism principles and influences systemic thinking on the complex challenges Latin American tourist spots face due to organised crime.

6.3.2.2 Authorities' bribery (La mordida) and perceived abuse of power.

Exploring the broad topic of corruption, this study examines the progression of discussions towards bribery activities by public officials. Research shows that despite government initiatives to enhance public safety with innovative technologies, strict safety measures, and focused crime prevention strategies in different destinations, a noticeable disconnect persists between official safety promises and the actual experiences of both locals and tourists. The police shakedowns ("la mordida") as bribery and abuse of power activities impacting not only the community but also the visitors' experience, reflects an ongoing corruption in the governance practices. These actions not only erode trust in law enforcement but also influence tourism's perceived value, impacting the quality of life for residents and the attractiveness of destinations to potential visitors.

Within tourism literature, the concept of corruption serves as both a facilitator and an obstacle to tourism development. Doig and Theobald (1999) compare corruption to 'speed' or 'grease' money, indicating that minor acts of bribery by foreign visitors for permits or to ease visa processes might, in an ironic manner, promote tourism development and subsequently economic growth. This perspective adds a complicated layer to the understanding of safety's role in tourism, emphasising the necessity for a deeper examination of its effects.

Research on corruption in tourism has predominantly focused on the environmental implications (Xue, Kerstetter, and Buzinde, 2014; Müller-Mahn, Mkutu, and Kioko; 2021; Camargo, Winchenbach and Vázquez-Maguirre, 2022), however, exploring the direct impact of corruption on stakeholders' safety and its economic implications remain limited. Miller (2022) extends the analysis to

include police shakedowns, "la mordida", in Quintana Roo, Mexico, using netnography to detail police-tourist interactions. His study exposes visitors' vulnerabilities to extortion to abuse of power, aligning with this research in terms of region, stakeholders, and methods. However, while providing valuable insights into these immediate issues, Miller's (2022) work also points to a significant gap in comprehending how these experiences are integrated into the broader context of destination dynamics and governance.

Building on those limitations, this research extends into a wider scope, integrating semi-developed and underdeveloped destinations. It reveals that while developed destinations like Cancun, and Quintana Roo encounter these abuses of power with more frequency, destinations at distinct stages of development, such as Yucatan and Chiapas, also experience similar issues. This suggests that although bribery is commonly found in destinations with a mature destination development cycle (Butler, 2015), it is not confined to such areas and can emerge at separate phases of destination development, including exploration and involvement, necessitating tailored rule of law countermeasures.

6.3.2.3 Tourism safety towards regenerative tourism gap

The inability to identify net positive enablers in this study reflects the complex and conflicting roles of stakeholders who are both victims and contributors to systemic issues such as organised crime and abuse of power.

While previous research has discussed attempts to implement anti-corruption practices, calling for ethical orientation as well as anti-corruption education (Andzenge, 2021) they remain ineffective and often exist only on paper. When as soon as opportunities arise, these obligations are forgotten due to better benefits, fear, or convenience, resulting in a continuous cycle of non-compliance. This duality complicates efforts to foster genuine collaboration and impedes the development of effective strategies for sustainable tourism. Such a

scenario suggests the need for a deeper understanding of the underlying social, economic, and political dynamics that create these barriers. Enhanced comprehension could lead to more informed interventions aimed at resolving these critical issues and supporting regenerative tourism initiatives that benefit all community members.

6.4 Conclusion

This research highlights the transformative potential of active knowledge transfer and inclusive trust-building in advancing sustainable and regenerative tourism. It positions shared knowledge as a catalyst for stakeholder collaboration while acknowledging barriers such as eco-literacy disparities and eco-hypocrisy (Anciaux, 2019; Mkono, 2020). The study advocates for tourism models prioritizing ecosystem restoration, cultural integrity, and economic equity. By examining multistakeholder perspectives, it reveals motivational disparities among residents, visitors, businesses, and governments. This critique of traditional approaches, supported by Ramose (2014) and Chassagne and Everingham (2019), emphasises the need for authentic, collaborative practices to counter challenges like greenwashing (Higham, Font, and Wu, 2021). The research aligns with Scheyvens' (2002) empowerment framework, highlighting the importance of skill development and NGO involvement in community empowerment and economic diversification.

The study addresses the tension between cultural promotion and preservation, emphasizing the need to balance authentic engagements with the risk of commodification (Bryman, 2004; Cohen and Cohen, 2012). It suggests implementing equitable benefit policies and cultural sensitivity training to maintain authenticity and enhance stakeholder satisfaction. Safety and governance in tourism are examined, building on Gössling, Hall, and Scott's (2015) work, stressing the importance of robust governance frameworks to ensure safety and foster community empowerment (Walter, 2014; Naef, 2023).

This research advocates for a holistic approach that surpasses superficial efforts, driving systemic changes in tourism practices. By prioritizing trust, shared knowledge, and stakeholder collaboration, these efforts can yield genuine, sustainable outcomes, benefiting both ecological and social dimensions and contributing to wider renewal in line with regenerative tourism principles.

7 Conclusion

This concluding chapter synthesises essential insights from an in-depth examination of sustainable tourism development in Southern Mexico. It explores the dynamic relationships among stakeholders, based on their perceptions of Shared QoL interests, motivations, barriers and enablers of collaboration considering both theoretical insights and practical outcomes. Central themes construct including consciousness, governance, safety, economic prosperity, and cultural identity are seamlessly integrated into a comprehensive discussion that illustrates the details of promoting beyond sustainable tourism. This chapter acts as a culminating reflection summarised by the essential takeaways across the chapters (Section 7.1), providing an overview of the research conducted, including the context, literature review, the methodologies employed, and the conclusions drawn from the data. Section 7.2 recapitulates the thesis aim and research questions, providing a concise outline that sets the stage for further discussion. Section 7.3 summarises the research's key findings. Section 7.4 outlines the theoretical contributions of the thesis, highlighting the scholarly advancements made. Section 7.5 explores the practical implications, emphasising the research's real-world impact on tourism policy. Section 7.6 offers a critical reflection on the research's limitations and proposes recommendations for future studies in sustainable tourism. The chapter concludes with Section 7.7, synthesising the overarching insights and contributions of the study.

7.1 Chapters overview.

The initial chapter of the thesis laid the groundwork by presenting the study's focus, aims, and methodology, setting a solid foundation for exploring

sustainable tourism in Southern Mexico. It not only outlined the research design but also highlighted the significant contributions of the study.

The second chapter offered an overview of global tourism development, with a particular focus on tourism in Mexico, emphasising the regional tourism landscape in the South. It detailed the economic and social implications and current infrastructure megaproject developments, such as the Mayan Train. This background provided the foundation for more in-depth analyses that unfolded in the subsequent chapters.

The third chapter extended this foundation by conducting a thorough review of existing literature, which framed the discourse on sustainable tourism and identified gaps within the context of QoL and co-creation in emerging markets. This was crucial for understanding the theoretical foundations: social exchange theory (Ap, 1992), stakeholder theory (Freeman 1984) and co-creation (Ostrom, 1996; Vargo and Lusch, 2004; Dekhili and Hallem, 2019) that would guide the entire study.

In the fourth chapter, the research methodologies used were detailed, including netnography, field notes, and semi-structured interviews, which facilitated a comprehensive analysis of the data collected. This methodological rigour allowed for an in-depth exploration of stakeholder perspectives by using thematic analysis themes related to sustainable tourism and Quality of Life.

The fifth chapter presented the core findings of the research, thematically organised into three main themes: eco-conscious living, local capacity prosperity, and authentic cultural connections. This chapter outlined the process of identifying these themes as regenerative outcomes by first exploring Shared QoL interests, stakeholders' motivations, and the barriers and enablers to collaboration. This led to the identification of two key elements that form a bridge -the Co-Creation bridge-towards regenerative tourism. These elements, identified as active knowledge transfer and inclusive trust building, integrated the

destination's QoL with multi-stakeholder collaboration, highlighting their critical roles in fostering sustainable and regenerative tourism outcomes.

Finally, the conclusion wrapped up the thesis by revisiting the initial research questions and aims, summarising the contributions of the study, and reflecting on its limitations and the potential for future research. This concluding chapter emphasised the importance of continuous adaptation in the field of sustainable tourism to regenerative tourism.

7.2 Recapitulation of Thesis Aims and Research Questions

The main aim of this thesis was to explore and enhance the understanding of sustainable tourism development in the context of an emerging market such as Mexico, investigating shared QoL interests, motivations, barriers, and enablers for sustainable tourism from the multi-stakeholder perspective with a specific emphasis on the importance of QoL. This research was driven by the central aim to critically assess how collaborative processes in tourism in Southern Mexico could foster improvements in the QoL for local stakeholders while contributing to environmental, economic, social, and cultural sustainability.

The thesis was structured around a central research question:

How can collaborative sustainable tourism be fostered through quality of life (QoL) indicators in the context of Southern Mexico?

The inquiry extended into four sub-research questions, each based on the review of existing literature (see Chapter 3) and designed to explore interconnected dimensions of sustainable tourism:

(RQ1) Research question 1 - identifying common ground:

What shared interests are revealed by stakeholders in sustainable tourism through residents' quality of life (QoL) indicators?

(RQ2) Research question 2 - driving forces How do stakeholder motivations influence the prioritisation of quality-of-life indicators within sustainable tourism?

(RQ3) Research question 3 - barriers to collaboration:

What barriers do stakeholders perceive as hindering effective collaboration in sustainable tourism?

(RQ4) Research question 4 – net positive enablers

Which factors are identified by stakeholders as enablers for effective collaboration in sustainable tourism?

The following section outlines which sections each research question was presented in, with an overview of how each question was addressed, and the highlights of the findings.

7.3 Synthesis of Key Findings

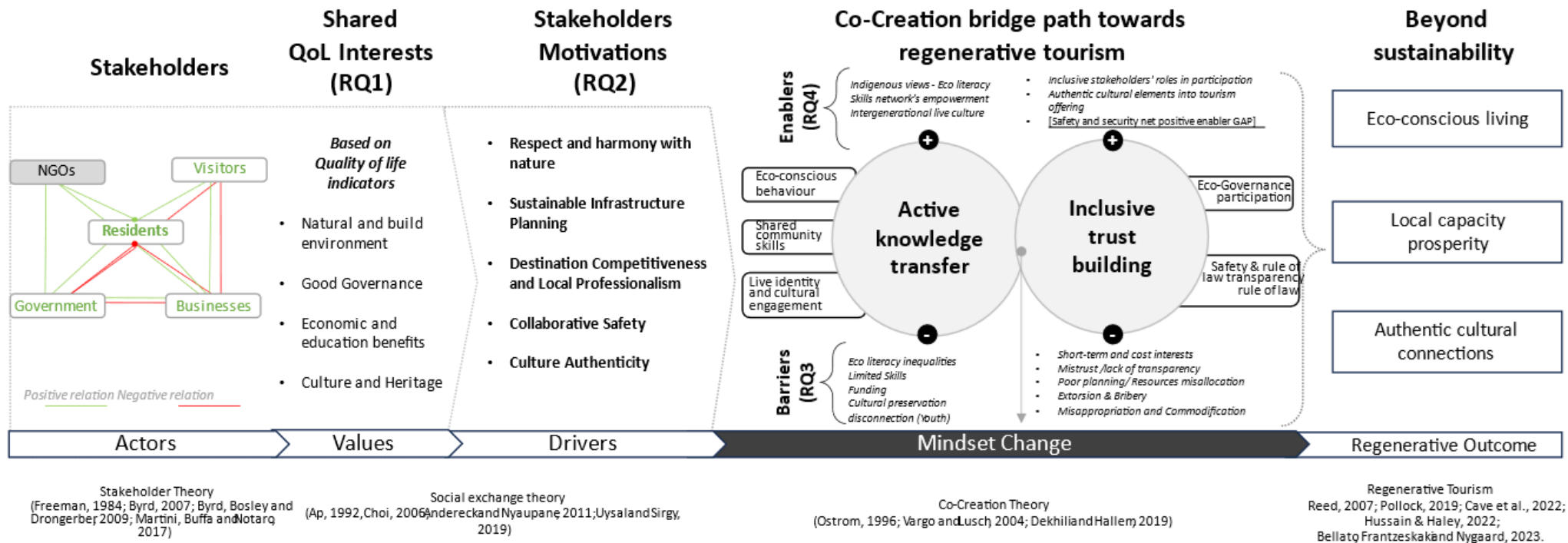
The key findings of this research emerged from the literature review to the final thematic analysis, covering critical points: stakeholders involved in the research, the Quality of Life (QoL) shared interests, the motivations of each stakeholder group, and the collaboration barriers and enablers. These elements are all aligned with the research questions posed at the outset of the study as illustrated in the previous section.

Figure 20 provides a visual representation of a co-creation model bridge designed to facilitate the transition from sustainable to regenerative tourism approaches within an emerging market. Each step in the diagram reflected the processes discussed in this research and aligned with the encapsulated research questions (marked by dotted lines). The first step involved identifying key stakeholders (i.e.,

NGOs, visitors, residents, government, and businesses) and mapping their positive (green line) and negative (red line) relational dynamics. This was followed by the identification of shared Quality of Life values (RQ1) and stakeholders' motivations (RQ2). Collaboration barriers (RQ3), positioned next to the circle with a minus sign, and collaboration enablers (RQ4), positioned near the circle with a plus sign, were subdivided into groups according to the main findings. These findings were emphasised as the mindset changed, represented by shaded circles surrounded by key topics. Finally, the integration and interpretation of stakeholders' mentions led to the final regenerative tourism outcomes, represented by the boxes at the right.

Figure 20 Co-Creation model bridge based on findings.

Beyond sustainability, Co-creation towards regenerative tourism. Case of Southern Mexico



Source: Author's elaboration

The diagram shows the process that took this research to understand potential ways for stakeholders to collaborate in sustainable tourism in the case of Southern Mexico.

The initial step of this research involved identifying the relevant stakeholders, starting with the direct actors (residents, visitors, businesses, and government) and recognizing the crucial mediating role of NGOs as external stakeholders. The positive and negative relational dynamics are highlighted as green and red lines, respectively. The subsequent focus on QoL values laid the groundwork by aligning stakeholders' interests in QoL indicators (RQ1), thereby understanding their motivations or drivers toward sustainable tourism (RQ2) and the potential for creating partnerships based on these shared interests. Through the integration of co-creation theory, the analysis of collaboration barriers provided deeper insights into systemic issues (RQ3) and potential enablers (RQ4) for fostering a mindset change towards more effective tourism practices. These findings emphasise the mindset change towards regenerative tourism, represented by shaded circles surrounded by key topics. Finally, the integration and interpretation of stakeholders' mentions led to the final regenerative tourism outcomes, represented by the boxes at the right. Each phase will be explained in more detail in the following sections.

7.3.1 Stakeholders' identification

A starting point for exploring how collaborative practices can enhance destinations' QoL began with the identification of key stakeholders. Based on the literature review (Hall, 1999; Carlisle et al., 2013; Björk 2014), this research initially focused on direct actors such as residents, visitors, businesses, and government. Each group represents different perspectives on tourism development, including impacts on their lifestyles, travel experiences, economic benefits, and their role in satisfying societal demands while contributing to the

destination's development. While the focus on only direct stakeholders helped to delimit this research the emergence of NGOs as additional and key stakeholders was inherently integrated in the research.

This research identified that besides direct stakeholders, NGOs are key actors in catalysing positive relationships among all parties involved in tourism. They function as essential facilitators and network mediators, enhancing stakeholder participation and effectively supporting QoL indicators. The identification of the stakeholders was crucial to understanding their involvement in fostering collaboration that advances sustainable tourism, especially in emerging markets dealing with systemic postcolonial issues and mistrust of authorities.

7.3.2 Shared QoL interests (RQ1)

In response to the first research question (RQ1) about identifying stakeholders' shared QoL interests, this stage integrated the main actors identified in the literature review. In addition, netnography (online mentions monitoring) was used as the method to collect data from stakeholders and compare it with the most frequently mentioned QoL indicators. This study found that shared values go from: Natural and Built Environment, Good Governance, Economic and Education Benefits, and Culture and Heritage. These shared interests were explored in more detail during the analysis of stakeholders' motivations in Section 5.2.1. Furthermore, each QoL shared interests was analysed across the different subthemes (5.3.1-5.5.1). Good Governance was particularly notable based on the number of mentions and overlapping patterns in the data, indicating its major influence among the shared interests for potential collaboration towards sustainable tourism.

7.3.3 Stakeholders' motivations (RQ2)

In answer to the second question (RQ2) the motivations and interests of each stakeholder group in sustainable tourism were analysed. This part of the research integrated the data collected from the netnography, and incorporated field notes from rural communities where their voices were not reflected online. Additionally, semi-structured interviews with community stakeholders were conducted to further enrich the understanding of the local context. Through data triangulation, a thematic analysis identified the specific motivations of each stakeholder, summarized in Table 21. The rows correspond to specific subthemes (such as Eco-Consciousness, Evo-Governance, and Identity and Cultural Empowerment) while the columns represent the perspectives of different stakeholders: Residents, Visitors, Businesses, and Government and NGOs.

Table 21 Stakeholders' motivations based on Shared QoL interests.

Subtheme	Motivation	Resident	Visitor	Business	Government	NGOs
5.3.1 Eco-Consciousness	Respect and harmony with nature	Harmonises with nature (Indigenous views) with stewardship	Active footprint awareness	Economic benefit and visitors' image. Greenwashing.	Environmental financial strategies and public acceptance.	Advocacy for eco-conscious practices
5.3.2 Evo-Governance	Sustainable infrastructure planning	Investments and competitiveness benefits	Transparency and Planning involvement	Services accessibility (Operations)	Mobility/services Access	Genuine understanding and involvement with communities
5.4.1 Community Skills	Destination competitiveness and local professionalism	Better income	Service quality	Economic growth with skilled staff	Development. GDP growth, investments for economic recovery and job creation.	Community involvement and facilitation
5.4.2 Safety and rule of law	Collaborative safety	Reduce crime, violence and corruption	Safe travel experiences	Securing business safety	Increase safety efficiency (New technology)	Collaborative safety policies and consistent regulations
5.5.1 Identity and cultural empowerment	Cultural pride and authenticity	Community pride	Authentic Experience	Cultural Commercialization	Cultural Heritage Promotion.	Collaborative cultural conservation programs

Source: Author's elaboration.

The analysis of each stakeholder's perspectives revealed deeper insights into their drivers and potential common grounds or differences for further collaboration. The subthemes show overall motivations from the groups, but commonalities and misalignments are still evident.

Motivations commonalities

The findings from the study highlighted commonalities as well as distinct individualistic drivers among the stakeholders. For example, there was a visible alignment between the residents' Indigenous perspectives on the environmental and an increasing consciousness among visitors about environmental footprint. Safety emerged as another significant shared concern across all stakeholder groups, with each actor aiming to enhance safety measures for their community, promote business growth, enrich overall experiences, and improve government protection efficiency. However, the ongoing involvement of stakeholders both as victims and contributors presents challenges, complicating efforts towards sustainable collaboration.

Motivations misalignments

In contrast, the individualistic motivations were more evident in Sustainable Infrastructure Planning, Destination Competitiveness and Local Professionalism Culture Authenticity. For instance sustainable infrastructure planning managed by the government was found to have contradictory motivations with other stakeholders, primarily driven by tourism market-centric interest. This was evident in the prioritisation of mobility infrastructure and basic services that benefit the hospitality sector, such as hotels and restaurants, rather than addressing the everyday needs of the local community or supporting non-tourism-related businesses. This finding emphasised the lack of inclusive participation for the community in tourism development planning, highlighting a significant gap in voice representation. It was noted that the community often

had to speak out not only for their own interests (i.e., evictions) but also for environmental concerns (i.e. deforestation).

The findings on Destination Competitiveness and Local Professionalism are complex, addressing various motivations. On one hand, residents, and the government focus on driving local economic growth through entrepreneurial support aimed at ensuring fair income. On the other, government, businesses and visitors respond to the demands of the tourism sector, emphasising professionalism and the enhancement of service quality.

Moreover, inconsistencies in addressing these issues create contradictions. For instance, while the government aims to support local economies, its focus on mass tourism markets often leaves communities unable to meet demands, leading to unsustainable economic practices, such as importing goods, which clashes with visitors' desire for authentic experiences (discussed in the culture authenticity motivation). Moreover, while there is an intention to meet the need for better-trained staff in the tourism sector to enhance development capabilities for residents and improve the quality of services attractive to businesses and visitors, the effectiveness of these initiatives is compromised by poor implementation, lack of transparency, and discontinuity. Additionally, there is a fading interest among residents in professional growth (often attracted by short-term income illicit options such as organised crime), further challenging the success of these efforts. This fails to achieve the goals of these initiatives, highlighting the need for better governance to ensure collaboration and successful outcomes.

The findings regarding Cultural Authenticity show that most stakeholders share a similar motivation, particularly in terms of cultural sharing. Both residents and government demonstrate a mutual interest in this area, aligning well with visitors' desire for authentic experiences. However, the commercial influence and commodification of culture often lead to negative repercussions, as authentic

cultural expressions are reduced to staged settings for tourism purposes. Despite these challenges, the increasing interest among visitors in more immersive experiences- those that allow them to feel and experience their stay as locals, suggests potential opportunities to create respectful and balanced exchanges among the stakeholders. This could help preserve the authenticity of local cultures while satisfying tourist expectations.

This study provides an understanding of stakeholders' motivations in tourism development, highlighting both similarities and differences. Common motivations include environmental consciousness and safety, but disparities persist, particularly in sustainable infrastructure planning and cultural authenticity. Government and business priorities often favour tourism-centric growth, neglecting local needs and inclusive participation, complicating efforts to achieve balanced, sustainable tourism practices, and requiring a review of sustainable strategies that are not yet meeting a balanced and inclusive approach.

The findings address a gap in tourism literature by integrating diverse perspectives, and emphasising balanced representation. This comprehensive approach reveals how to manage the interplay between government priorities and local needs, promoting balanced, sustainable tourism practices across all stakeholders.

7.3.4 Collaboration Barriers and Enablers (RQ3, RQ4)

To address the third and fourth research questions, which seek to identify the barriers (RQ3) and enablers (RQ4) to collaboration, this phase integrated initial stakeholder insights with input from interviews involving experts with prior experience in community collaboration, such as social innovators and cooperative members. Also following a thematic analysis, this approach enabled a deeper understanding of complex issues that could not be identified when

viewed in isolation. This analysis highlights "active knowledge transfer" and "inclusive trust building" as central to overcoming barriers and promoting enablers for effective collaboration among stakeholders.

Active knowledge transfer

Active knowledge transfer represents a solution to the issues of misinformation among stakeholders, which impedes the achievement of sustainable tourism development. This research suggests that active knowledge transfer is essential in overcoming collaboration barriers in sustainable tourism, such as eco-literacy inequalities, limited skills, inadequate funding, and cultural preservation disconnection among youth. By connecting enablers like Indigenous views into eco-literacy, empowering skills networks, and promoting intergenerational cultural engagement, stakeholders can more effectively collaborate to foster a sustainable and culturally rich tourism environment. This is encapsulated by: Eco-Consciousness, Community Skills, and Community Empowerment & Cultural Identity. Effective knowledge transfer requires systematic engagement processes that not only disseminate information but also facilitate mutual learning experiences (Vargo and Lusch, 2004).

Inclusive trust building

Inclusive trust building is key to overcoming collaboration barriers in sustainable tourism, such as short-term and economic-focused interests, mistrust, lack of transparency, poor planning, resource misallocation, extortion, bribery, and the commodification of local culture. Enablers that facilitate more effective collaboration include inclusive stakeholder participation, and the integration of authentic cultural elements into tourism offerings. Captured on active eco-governance, safety and civic behaviour, and the rule of law these elements help bridge gaps and build a foundation for sustainable and equitable tourism development. This finding is pivotal for sustainable tourism development,

especially in postcolonial environments marked by historical exploitations that have fostered scepticism towards both external and internal initiatives (Grönroos, 2011). Building trust requires transparent practices and continuous, open dialogues that respect the diverse values and needs of the community.

The identification of barriers and enablers became the core of this research, spotlighting the net positives that facilitate a "Co-Creation bridge path towards Regenerative tourism". This bridge represents a mindset change among stakeholders, enabling them to collaboratively innovate and implement tourism practices that focus not just on sustainable, but regenerative outcomes.

7.3.5 Outcome (Regenerative Tourism)

The exploration of the relationships among actors, values, motivations, and the barriers and enablers of collaboration, which function as catalysts for stakeholder mindset change, revealed three key themes. These themes present an integrated vision aimed at transforming the approach to tourism research and development including eco-conscious living, local capacity prosperity and authentic cultural connections.

Theme 1: Eco-conscious living: The ideal outcome here involves tourism practices that not only prevent degradation but actively improve environmental conditions. For instance, by engaging local communities, visitors, governments, and businesses in fostering a sense of ownership and understanding, eco-consciousness tourism activities can promote the revival and sustainable management of turtle populations, leading to enhanced environmental stewardship. This aligns with regenerative tourism principles as reviewed in the literature review in chapter 3 (Bellato, Frantzeskaki, and Nygaard, 2023; Das and Bocken, 2024; Popp, Lochhead and Martinez, 2024) by advocating for operations that restore and revitalize the environment, going beyond sustainability's often passive conservation goals. The regenerative approach promotes a symbiotic

relationship with nature, enhancing eco-consciousness through shared and active knowledge. It emphasises the integration of Indigenous perspectives into eco-literacy among stakeholders. The approach also advocates for eco-governance by shifting stakeholder roles towards more inclusive participation (Jamal and Dredge, 2014); *Alonso-Vazquez et al., 2023*). This method of tourism development supports ecosystem health, for example through wildlife conservation efforts, while also empowering, educating, and engaging stakeholders.

Theme 2: Local capacity prosperity. From this theme, the desired outcome shifts focus from mere economic gain to the quality and sustainability of economic impacts. This research has identified that regenerative tourism emphasises creating economic systems within tourism that are equitable, circulatory, and supportive of local communities by integrating the network's empowerment through shared knowledge. It also addressed the resilience of local businesses and communities in terms of safety and governance in tourism. Currently, no effective enablers have been identified; stakeholders have been seen both as victims and contributors. This stakeholder dual role points to deeper obstacles that affect multiple areas of development and dimensions of quality of life, including social, economic, and cultural aspects.

Theme 3: Authentic cultural connections: This study has identified that regeneration outcome involves deeply integrating local communities in tourism development, ensuring that they are not just participants but instead are primary beneficiaries and decision-makers. This approach aligns with the principles of regenerative tourism (Bellato, Frantzeskaki, and Nygaard, 2023) by enhancing social values and empowering communities. It employs innovative methods to align stakeholder interests, particularly by reinforcing youth pride through intergenerational knowledge transfer. Additionally, it ensures that tourism development bolsters cultural identity and fosters social equity.

Lastly, Theme 4 explored the impact of the COVID-19 pandemic on Mexico's tourism sector, highlighting both immediate challenges and underlying systemic issues. The findings revealed the pandemic's role as a catalyst for change, emphasising the continuing importance of foundational elements such as environmental stewardship, economic resilience, and effective governance in the face of unprecedented disruption. These elements were discovered across different domains but stood out more during crisis scenarios. The research illustrated the hospitality industry's adaptive response, particularly in the integration of enhanced hygiene practices. This shift not only addressed immediate health concerns but also represented a long-term evolution in operational standards across the sector. Furthermore, the study highlighted the critical need for transparent communication and civic engagement during crisis periods. The pandemic necessitated unprecedented collaboration among stakeholders to implement health measures and disseminate crucial information effectively. In conclusion, the impact of COVID-19 demonstrates the tourism sector's capacity for transformation in the face of adversity, while simultaneously reinforcing the importance of addressing fundamental challenges that predate the pandemic. This understanding of crisis response and adaptation provides valuable insights for policymakers and industry leaders as they work to build a more resilient and sustainable tourism sector in Mexico.

Global Significance and Adaptability

As the findings revealed, Southern Mexico serves as a compelling case study that highlights universal themes in sustainable tourism development, offering valuable lessons for emerging markets worldwide. By identifying shared quality of life (QoL) interests, stakeholder motivations, and the barriers and enablers for collaboration, this research provides insights applicable across diverse contexts. While the socio-cultural and economic specificities of Mexico are acknowledged, the proposed co-creation model bridge demonstrates

adaptability to different regions facing similar sustainability challenges. By aligning with global sustainability trends and the Sustainable Development Goals (SDGs), such as inclusive economic growth and sustainable community development, these insights can guide emerging markets in fostering resilient and collaborative tourism systems. This study not only advances the discourse on sustainable tourism in Mexico but also contributes to the global efforts of shaping tourism as a catalyst for positive ecological, social, and economic change.

In sum, while regenerative tourism is still nascent in tourism studies, its potential to generate more inclusive and effective decisions for tourism development is profound. The principles of regenerative tourism, as identified in this study if adopted adequately, offer a roadmap for transforming tourism into a force that not only mitigates harm but actively enhances both human and non-human systems. Going forward, addressing the unexplored aspects of collaborative safety in regards rule of law where extortion and bribery have impacted the local community to also visitors will be crucial for realising the full potential of regenerative tourism. This requires a commitment to exploring new paradigms that foster trust, transparency, and genuine collaboration among all tourism stakeholders, thereby setting a new standard for how tourism interacts with cultural and environmental landscapes.

7.4 Theoretical contributions

Understanding the Relationship Between Tourism, Residents' Quality of Life, and Stakeholder Collaboration

This research significantly advances our understanding of the intricate relationship between tourism, residents' quality of life (QoL), and stakeholder collaboration. By delving into not just the existence of these relationships but

also exploring how and why they exist, this study provides a nuanced analysis of stakeholder collaboration through a holistic model. This approach reveals that active knowledge transfer and inclusive trust-building are pivotal in enhancing sustainable tourism. These processes foster eco-conscious living, promote local capacity prosperity, and encourage authentic cultural connections, aligning with the insights of Uysal and Sirgy (2019) and Abdallah (2019). The study underscores the importance of stakeholder collaboration as a dynamic process that requires continuous engagement and mutual understanding among all parties involved. By emphasizing the role of trust and knowledge sharing, it highlights how these elements contribute to sustainable tourism practices that benefit both residents and visitors.

Adoption of More Holistic Levels of Analysis

Incorporating stakeholder theory with a bottom-up approach, this research ensures inclusive participation and holistic integration of multiple stakeholders. Recognizing their dynamic roles is crucial for understanding the complex interactions within tourism destinations. This aligns with the works of Freeman (1984), Byrd (2007), and Woo, Uysal, and Sirgy (2018), who advocate for a comprehensive approach to stakeholder engagement. By adopting social exchange theory and integrating comprehensive QoL domains and indicators (economic, environmental, socio-cultural, political, technological) this study enhances our understanding of shared interests among stakeholders. This approach allows for a more robust analysis of how tourism impacts QoL across different dimensions, as supported by Ap (1992), Andereck and Nyaupane (2011), and Uysal and Sirgy (2019).

Extending Discussions on Emerging Markets

This research extends discussions on emerging markets by addressing power imbalances and cultural injustices in destinations with different development lifecycles. It contributes to the limited empirical research in this area by providing

insights into how these factors influence stakeholder dynamics and tourism development. Sharpley (2009) and Carlisle et al. (2013) have highlighted the need for such studies to understand the unique challenges faced by emerging markets. By focusing on these contexts, the study sheds light on the specific issues that arise in destinations at various stages of development. It emphasizes the importance of culturally sensitive approaches that respect local traditions while promoting sustainable growth.

Extending the Mode of Theorizing (Methodology)

Adopting an abductive, multimethod approach, including netnography, this research overcomes previous limitations by capturing diverse stakeholder perspectives and motivations in a dynamic sector like tourism. Kozinets (2020) and Mandagi and Centeno (2024), emphasise the value of integrating netnography in understanding online communities and their interactions. This methodological innovation allows for a deeper exploration of stakeholder dynamics in emerging markets, where traditional methods may fall short. By integrating qualitative insights with quantitative data and social media (Zarezadeh and Gretzel; 2021; Bi et al. 2024), this approach provides a comprehensive view of how stakeholders interact within the tourism ecosystem.

In summary, this research makes substantial theoretical contributions by enhancing our understanding of the relationships between tourism, QoL, and stakeholder collaboration. It adopts holistic levels of analysis to incorporate diverse perspectives and addresses critical issues in emerging markets. Extending methodological approaches through netnography and other innovative techniques, it offers valuable insights into the complex dynamics of sustainable tourism development. These contributions provide a foundation for future research aimed at fostering more equitable and sustainable tourism practices worldwide.

7.5 Practical Implications

In this research, the practical implications focus on how to improve sustainable and regenerative tourism practices, with a comprehensive approach that involves all key stakeholders (Residents, Businesses, Government, and NGOs). Central to this process are the residents, as they are the primary beneficiaries of sustainable tourism. Each recommendation is tailored to translate theoretical insights into actionable strategies that stakeholders can implement. Below, Table 22 presents a structured overview of the practical implications derived from the co-creation literature in sustainable tourism. It outlines how these implications are manifested across different stakeholder groups and highlights specific strategies for implementation. This collaborative effort ensures that sustainability is ingrained in every step of the process, from policymaking to everyday actions in the tourism sector, creating lasting benefits for both current and future generations towards regenerative tourism strategies.

The table outlines the practical implications of co-creation in sustainable tourism, identifying specific strategies that bolster stakeholder collaboration, maintain environmental integrity, promote community capacity building, cultural integrity, and good governance practices. Each entry in the table provides actionable steps customised for various stakeholder groups, suggesting the way for an in-depth examination of how these strategies can be effectively implemented to advance sustainable tourism development towards a regenerative approach. Sustainable tourism, in this context, is not just about longevity but about ensuring that the benefits generated are meaningful and far-reaching for the community. This is a complex and collaborative process built on trust, shared knowledge, and the guarantee that the benefits will extend to future generations—up to seven generations ahead.

Table 22 Practical implications - Co-creation bridge towards regenerative tourism.

Co-creation Bridge	Subtheme	Practical Implications	Stakeholders involved
Active Knowledge Transfer	Eco-Consciousness	- Stakeholders should work on Integrating Indigenous knowledge into environmental management. - Launch eco-literacy programs. - Align environmental priorities with social innovation tourism activities (mass tourism control).	Stakeholders: Residents, Visitors, Businesses , Government, NGOs
	Community Skills	- The government and businesses should develop capacity-building models tailored to promote a sustainable local economy (entrepreneurial and industry).	Businesses, Government
		- Government will encourage NGO support for sustainable communities to create long-term self-sufficient development.	Government, NGOs
Inclusive Trust Building	Community Empowerment & Cultural Identity	- The government will focus on facilitating knowledge exchange within communities. - Businesses and NGOs will aim to implement cultural sensitivity training for operators. - Stakeholders should develop and monitor authentic cultural experiences.	Government Businesses, NGOs Residents, Visitors, Businesses, Stakeholders
	Eco-Governance	- Government will lead and promote inclusive roles in planning and transparent decision-making.	Residents, Businesses, Government
		- Businesses should establish community hubs for collaboration. - Businesses, NGOs and Residents' feedback will result in developing metrics for eco-governance initiatives.	Businesses and Residents Residents, Visitors, Businesses, NGOs
	Safety & rule of law	- Businesses will aim to strengthen legal frameworks to support ethical tourism. - Stakeholders will implement anti-corruption strategies.	Businesses and Government

Source: Author's elaboration.

Eco-consciousness

Eco-consciousness plays a key role in knowledge transfer for sustainable tourism, driving practical environmental stewardship. A crucial step is integrating Indigenous knowledge into tourism development and environmental management. Local communities, with their deep respect for nature and traditional practices, can offer valuable insights to guide sustainable infrastructure. This makes development not only eco-friendly but also contextually relevant. Educational programs aimed at residents and visitors are essential for building a culture of environmental responsibility. Residents, who are already connected to their land, can become active leaders in these programs, while visitors gain awareness of their environmental impact, learning to engage in eco-conscious behaviours during their stay.

For businesses and governments, the practical task is to create the infrastructure and policies that support these sustainable initiatives. Governments can introduce policies that incentivize eco-friendly practices, such as tax breaks or grants for businesses adopting green technology or reducing their environmental footprint. Businesses, in turn, can implement eco-certification programs and green tourism offerings, such as nature-based activities or low-impact travel options, linking sustainability to their profit models.

Social innovation can align tourism activities with environmental priorities by embedding sustainability into everyday tourism experiences. This could include offering eco-tourism packages that highlight conservation activities or reinvesting a portion of tourism profits back into local environmental initiatives, ensuring the protection and regeneration of local ecosystems.

Collaboration between all stakeholders is critical. Governments, businesses, and communities must co-create sustainable tourism models by actively sharing knowledge and best practices. For example, establishing local forums or digital platforms can facilitate real-time data sharing on visitor behaviour, resource use,

and environmental impacts, allowing for continuous adjustments to tourism practices.

The goal is to guarantee that tourism benefits both present and future generations. By incorporating environmentally friendly methods into tourism, local communities may ensure economic prosperity while simultaneously restoring their natural surroundings. This establishes a self-sustaining and sustainable tourism concept that will benefit future generations.

Community Skills

Community Skills development is another critical aspect of Active knowledge transfer, which involves significant human capital development. Investing in education and training programs (both at an entrepreneurial and industry level) is essential to enhance local skill sets with a focus on sustainable tourism and fair economic growth.

The practical aspects of community skills development in sustainable tourism revolve around the implementation of education and training programs that directly address local needs and market demands. One of the first steps is designing vocational training tailored to the tourism sector. For instance, programs could focus on eco-tourism services, hospitality management, cultural heritage preservation, and environmental conservation. These programs can be conducted in collaboration with local universities, vocational institutes, and NGOs, ensuring that a wide range of individuals—regardless of educational background (i.e. have access to opportunities that enhance their employability in the tourism industry).

The government's role is central in facilitating these initiatives by providing funding, policy support, and infrastructure to ensure that training is accessible. A practical example would be establishing community training centres in rural areas, offering courses on sustainable farming, handicrafts, and hospitality services that align with sustainable tourism values. In this way, the government

helps communities diversify their income streams, reducing dependency on tourism alone.

Entrepreneurial development programs should focus on equipping residents with the skills to start and manage their businesses, especially in sectors complementary to tourism, such as local crafts, sustainable agriculture, or eco-friendly accommodation services. For instance, a government-led initiative could offer seed funding or low-interest loans to locals who want to start eco-conscious businesses, with mentorship from both NGOs and private sector experts.

NGOs can contribute by providing technical expertise, funding, and advocacy for local projects. Practically, this could mean NGOs offering workshops on sustainable practices, and helping to implement eco-friendly tourism activities such as guided nature walks or heritage tours that both protect the environment and educate visitors. Additionally, NGOs can facilitate community-led tourism ventures, ensuring that tourism development aligns with local cultural and environmental values.

Capacity-building programs must also ensure close integration with the private sector. For example, private businesses can partner with local vocational centres to provide apprenticeships and job placements, helping residents apply the skills they have learned. This collaboration ensures that the skills being taught in educational programs are linked to job opportunities in the market.

The government can further support this by introducing policies that encourage private sector involvement in training and employment. Tax incentives or grants could be given to businesses that offer training or hire local employees from these programs. Additionally, the government should ensure transparency in the allocation of resources and the implementation of these programs, so that all community members have equal access to opportunities.

By focusing on these practical measures—tailored vocational training, entrepreneurial support, NGO involvement, and public-private partnerships—community members will gain the necessary skills to actively participate in and benefit from the tourism industry. This empowers individuals and strengthens the local economy, all while promoting a sustainable and inclusive tourism model that aligns with community values.

Community Empowerment & Cultural Identity

Community Empowerment and Cultural Identity are practical pillars for developing sustainable tourism that respects and preserves local culture. To promote this, a key initiative is facilitating intergenerational knowledge exchange programs. For instance, community workshops could be established where elders teach younger generations traditional practices like crafts, music, or storytelling. This helps preserve cultural identity while strengthening community cohesion. Such programs can be integrated into local schools or community centres, with support from NGOs and government agencies to ensure long-term sustainability and outreach.

Tourism operators should also be involved in cultural sensitivity training, ensuring they understand and respect local customs. This training could be organized by NGOs and government bodies, incorporating residents as the primary educators. For example, tour guides and hospitality staff can attend workshops where locals share insights into their culture and values. By directly engaging with the community, tourism professionals gain a deeper appreciation for cultural integrity, avoiding the negative effects of commercialization.

To enhance the tourist experience, authentic cultural activities should be developed that allow visitors to interact meaningfully with local traditions. For instance, visitors could participate in cooking classes that highlight traditional dishes, guided by residents. These immersive experiences promote a respectful and deeper understanding of the community's way of life. Residents can serve as

cultural ambassadors, helping create a tourism model that values lived culture, rather than exploiting it.

Monitoring the impacts of tourism on local communities is another practical step, involving residents, businesses, government, and NGOs in evaluating whether tourism activities are beneficial or harmful to cultural identity. This can be achieved through regular community meetings or surveys, where locals voice concerns or suggest improvements. By integrating feedback from all stakeholders, the government and NGOs can implement corrective measures to maintain cultural integrity and ensure that tourism benefits the community without compromising its values.

Together, these strategies (i.e. knowledge exchange programs, cultural sensitivity training, authentic experiences, and impact monitoring) create a cohesive, practical framework that empowers communities to protect and sustain their cultural heritage. This approach ensures that tourism does not disrupt but instead enhances local culture, allowing it to adopt a regenerative approach.

Eco-Governance

Eco-governance is crucial for fostering trust and collaboration in sustainable tourism. A practical step to building trust is involving residents in tourism planning and governance, traditionally dominated by governments and businesses. This inclusion ensures that local voices are heard, fostering cooperation and alignment with community values. Transparent decision-making processes should be implemented, with regular communication between stakeholders to prevent mistrust and ensure all parties are aligned.

Establishing community hubs can facilitate collaboration, serving as platforms for residents, businesses, and governments to discuss and address local needs. These hubs can be venues for workshops, meetings, and shared decision-making, ensuring that tourism development reflects local values and priorities.

Developing clear success metrics for eco-governance is another practical implication. For instance, metrics could include environmental impact assessments, economic benefits for the community, and the level of stakeholder engagement. These metrics ensure continuous improvement, accountability, and transparency, reinforcing trust and safeguarding both environmental and economic interests. By involving all stakeholders in these processes, eco-governance can create a more inclusive and sustainable tourism model that balances local and external interests.

Safety and rule of law

The practical implications of addressing safety and the rule of law in sustainable tourism involve building strong community support mechanisms to counter crime and corruption. For example, local governments and NGOs could establish neighbourhood watch programs or community policing initiatives to create a safer environment for both residents and visitors. These initiatives would involve regular collaboration between local authorities and community members to address safety concerns and reduce fear and intimidation.

Implementing comprehensive anti-corruption strategies is another practical step. Governments should create transparent tourism-related policies, while businesses adopt ethical standards to ensure tourism revenues benefit all stakeholders fairly. This could include establishing independent oversight bodies to monitor tourism revenue distribution and combat corruption.

Enhancing legal frameworks to support ethical tourism practices is equally important. Governments should enact and enforce laws that prevent abuse of power and ensure safe, fair practices across the tourism sector. For instance, governments could introduce legislation that strengthens protections for local communities and workers in the tourism industry, while businesses and visitors are held accountable for upholding these laws.

All stakeholders play a role: governments and NGOs lead policy efforts, local communities uphold safety standards, and businesses and visitors promote ethical practices. Together, these actions create a tourism model that is safe, just, and beneficial for everyone involved.

Summary

The practical implications of this thesis highlight how collaborative sustainable tourism initiatives can significantly enhance the quality of life (QoL) for local communities in emerging markets. By fostering eco-governance and integrating environmental sustainability into tourism planning, this research underscores the importance of transparency and stakeholder involvement in decision-making processes. Strengthening community support mechanisms and implementing anti-corruption strategies protect economic gains from tourism and ensure equitable benefits for all stakeholders.

Additionally, promoting community skills development through tailored educational programs empowers residents, enhances local capacities, and encourages economic resilience. This is complemented by initiatives that celebrate and preserve cultural identity, ensuring that local voices are integral to tourism development.

Together, these collaborative approaches create a comprehensive framework for socio-economic development, making tourism not just a means of economic growth but a vehicle for enhancing environmental stewardship, fostering cultural integrity, and improving educational opportunities. This research demonstrates that sustainable tourism practices can effectively link improvements in QoL with robust community engagement and empowerment, leading to a more inclusive and sustainable future for emerging markets.

7.6 Limitations and possible extensions

This research has aimed to shed light on the dynamics of co-creation in sustainable tourism, identifying key factors that influence collaborative practices and stakeholder engagement. Nevertheless, it is essential to acknowledge the theoretical and methodological limitations encountered and highlight areas that could benefit from deeper investigation and broader exploration in future studies.

7.6.1 Theoretical limitations

The selection of the theoretical framework comprising Social Exchange Theory (SET) (Ap, 1992), Stakeholder Theory (Freeman, 1984; Byrd, 2007), and co-creation principles (Ostrom, 1996; Vargo and Lusch, 2004; Dekhili and Hallem, 2019) initially proved instrumental in undertaking this research. It facilitated a structured exploration of shared interests among stakeholders, setting the stage for collaborative efforts aimed at fostering more sustainable tourism practices. This framework provided the necessary lenses to examine the reciprocal benefits and inclusive engagement essential for sustainable development in tourism.

However, as the research progressed into deeper analysis stages, certain emerging patterns began to redirect the focus towards the relatively recent concept of regenerative tourism. This shift was prompted by the recognition of inherent limitations within the original theoretical frameworks when applied to the complex and dynamic realities of tourism development. The concept of regenerative tourism offers a more holistic and less constrained framework for understanding and integrating multiple dimensions of QoL, stakeholder dynamics, and the broader ecological and cultural impacts of tourism.

While Social Exchange Theory (SET) (Ap, 1992), Stakeholder Theory (Freeman, 1984; Byrd, 2007), and co-creation (Ostrom, 1996; Vargo and Lusch, 2004; Dekhili and Hallem, 2019) have provided foundational insights, there is a clear need to integrate these with ecological and cultural theories that can capture the broader, non-economic values critical to regenerative tourism.

Furthermore, this research has relatively small number of interviews conducted with business and institutional stakeholders, totalling only twelve participants, for a region as extensive as Southern Mexico. While supported with online mentions, this limited sample size may not fully capture the diverse perspectives and experiences of all stakeholders within the region, potentially affecting the comprehensiveness and generalisability of the findings.

Future Research Directions

Adding more interdisciplinarity to studies on Regenerative Tourism Theories

The shift towards regenerative tourism reflects an adaptation of the research framework to better accommodate the evolving understanding of what truly constitutes sustainable and beneficial tourism practices. This adaptation underscores the need for theories that are not only inclusive but also flexible enough to evolve with emerging insights and realities.

Future research should focus on expanding and refining the theoretical frameworks used to understand regenerative tourism. Studies should explore how these integrated theories can be applied in diverse geographical and cultural contexts to ensure they are adaptable and relevant across different settings.

7.6.2 Methodology limitations

Methodology

Netnography was employed using platforms like TripAdvisor and Twitter, which, while providing a venue for free expression, however potential risk in data access restrictions (APIs) might not be accessible to other contexts. Online data collection includes challenges such as filtering irrelevant content and potential biases in user demographics that skew towards more vocal or connected individuals. Moreover, the use of software like NVivo, while beneficial for handling large data volumes, has its limitations in data processing.

Temporal Scope and External Influences

The research, conducted from March 2019 to November 2023, overlapped with noteworthy events including the COVID-19 pandemic and the ongoing development of the Mayan Train megaproject. This timing allowed for an analysis of seasonal fluctuations and the pandemic's impacts on tourism dynamics, offering a nuanced view. However, these conditions might have uniquely influenced stakeholder perceptions, potentially limiting the generalizability of results. Additionally, it does not reflect the latest developments post-December 2023, potentially affecting current stakeholder views and outcomes.

Sampling and Data Collection

From over 885,000 online mentions, and 298,379 unique authors collected through the Linguistic Inquiry and Word Count (LIWC) software (Brandwatch), only 5,440 mentions (random sample) were analysed in detail. The reliance on digital platforms might have introduced biases, as male voices dominated, and some regions were less digitally active, particularly in less developed areas. To validate the data capture online additional semi-structured interviews and field notes from six rural communities were integrated. One notable limitation of this study is the small number of interviews conducted (n=12) in a region as extensive as Southern Mexico. This limited sample size may restrict the depth and generalisability of the findings across such a vast and diverse area.

Although the data collection methods could apply to a general tourism context, this research specifically focused on six states in Mexico, five of which engage in the Mayan Train megaproject. These states represent various stages of the destination lifecycle -developed, semi-developed, and underdeveloped-selected due to limited research time and resources. While this diversity provides a rich comparative base, it may also restrict the applicability of findings to regions at different developmental stages or those outside major infrastructure projects. Future research could be evaluated against regions with similar tourism lifecycle stages and major infrastructure projects. Countries like Costa Rica, Indonesia,

Thailand, and India offer diverse contexts, with a mix of developed, semi-developed, and underdeveloped tourism destinations. These regions, with varying levels of government involvement and cultural concerns, provide a valuable comparative base.

Future Research Directions

Quantitative Measures of Regenerative Outcomes

There is a significant gap in the quantitative measurement of cultural and ecological benefits in regenerative tourism. Future research should develop and validate quantitative tools and indicators that can effectively measure these non-material benefits and integrate collaborative research (participatory action research, living labs). This would help in empirically validating the impacts of regenerative tourism strategies and provide a stronger basis for policy and practice.

Drawing on the methodological approaches of Scheyvens (2002), future studies could develop a set of indicators for assessing the empowerment and cultural integrity outcomes of tourism development. By addressing these areas, future research can significantly contribute to advancing regenerative tourism practices that are not only sustainable but also inclusive, equitable, and effective in preserving cultural and ecological integrity.

Contextual Variability in Emerging Markets

Quality of Life (QoL) indicators were specifically selected based on stakeholders' priorities within the studied regions. While this approach strengthens the relevance of findings to the local context, it may limit their applicability to other emerging markets or regions with different stakeholder priorities. Full generalization about emerging markets would require additional comparative analysis involving a variety of contexts to validate the extendibility of the proposed frameworks and findings.

While this research focuses on outlining general guidelines and principles for better sustainable tourism practices in emerging markets, it has become evident that although destinations may share similar developmental objectives, they often face unique challenges shaped by their specific contextual factors. For instance, historical aspects such as post-colonial legacies can profoundly influence how regenerative tourism needs to be approached and implemented in different regions. This recognition supports the assertion made by other studies in the field that there is no universal blueprint for regenerative tourism that can be effectively applied across all destinations.

Integration of systems thinking

One significant methodological challenge in this research was comprehending the complex relationships among various elements, such as the QoL indicators and understanding how the same values could benefit some stakeholders while adversely affecting others. Rather than interpreting these relationships through a simplistic, linear cause-and-effect framework, adopting a network perspective involving all stakeholders was essential. A network approach helped to gain a deeper understanding of the connections and impacts, revealing the nuanced and overlapping concepts that define these dynamics. While this network visualisation (See appendix) served merely as a reference for cluster identification, adopting a regenerative design lens could provide a more detailed insight into the dynamics and implications of each element within the system.

To explore deeper into system thinking dynamics, it is recommended to use sophisticated models like causal loop mapping which is a system behaviour visualization tool (Fatina, Soesilo, and Tambunan, 2023). This approach could incorporate key stakeholders, QoL indicators, and causal relationships- both positive (i.e., increased tourism improving local services) and negative (i.e., increased tourism causing overcrowding and resource depletion). It could also integrate the lifecycle stages of destinations and identify leverage points (or opportunities that can create a systemic change) such as policy changes,

community engagement, and innovation in sustainable practices. Such modelling can simulate various scenarios and develop adaptive strategies based on system feedback, enhancing the outcomes of interventions.

7.6.3 Sector limitations.

Identified Limitations

The study's focus on the tourism sector, encompassing both mass and niche tourism (ecotourism, cultural tourism), might limit its applicability to other industries. Although insights were also related to transportation, urban development, and equity and inclusion, the primary focus on tourism means findings may not be directly transferable to other sectors without adaptation.

Future Research Directions

The research method employed holds potential for application across various industries, particularly with the growing focus on regenerative practices from both academia and practitioners in fields such as regenerative agriculture (Mang and Reed, 2019) and regenerative architecture (Attia, 2016). Utilizing hybrid data sources and analytical methods, the approach used in this study can be readily generalized to other research contexts, facilitating broader investigations into sustainable and regenerative practices across different sectors.

7.7 Concluding Remarks

This research has explored the complex interplay of eco-consciousness, eco-governance, and community engagement within the framework of regenerative tourism, contributing valuable insights into the ways tourism can transcend traditional sustainable practices to foster true regeneration of both cultural and ecological systems. Through the lens of an emerging market such context of

Southern Mexico, the study underscores the critical need for a profound shift in the tourism industry's approach to development, particularly in emerging markets.

The findings from this study advocate for a paradigm shift towards regenerative tourism, which not only aims to minimize negative impacts but also actively improves the conditions of the ecosystems and communities affected by tourism. This involves implementing collaborative approaches that integrate the knowledge and needs of all stakeholders, including Indigenous and local communities, to ensure that tourism development supports broader ecological health and social equity.

In conclusion, this research contributes to a deeper understanding of regenerative tourism as a transformative approach that can lead to more sustainable and equitable outcomes. By embracing this approach, tourism projects can create a legacy of positive change, ensuring that the actions taken today contribute to the well-being of future generations. It calls for bolder actions, moving beyond preservation to active restoration and enhancement, suggesting a way for the tourism industry that truly gives back to the places and people it depends on.

8 References

- Aall, C. and Koens, K. (2019) 'The discourse on sustainable urban tourism: The need for discussing more than overtourism', *Sustainability (Switzerland)*, 11(15).
- Abdallah, A. (2019) 'Advancing Towards Sustainable Economies: Examining Resident Attitudes & Perceptions Towards Sustainable Tourism Development in Qatar', in *Economic and Social Development, 22nd International Scientific Conference on Economic and Social Development: The Legal Challenges of Modern World*, pp. 603–612.
- Abdul Ghani, N., Hafiza Azmi, N. and Ali Puteh, D.A.H.M. (2013) 'The impact of the tourism industry on the community's well-being on Langkawi and Redang Islands, Malaysia', *American-Eurasian Journal of Sustainable Agriculture*, 7(4), pp. 389–396.
- Adongo, C.A. et al. (2021) 'Beyond fragmentary: A proposed measure for travel vaccination concerns', *Tourism Management*, 83, p. 104180.
- Agyeman, J. and Evans, B. (2004) "'Just sustainability": the emerging discourse of environmental justice in Britain?', *Geographical Journal*, 170(2), pp. 155–164.
- Ahmad, M.S. and Talib, N.B.A. (2015) 'Empirical investigation of community empowerment and sustainable development: quantitatively improving qualitative model', *Quality and Quantity*, 49(2), pp. 637–655.

Ahmed, W. (2021) *Using Twitter as a data source an overview of social media research tools (2021)*, *Impact of Social Sciences*. Available at: <https://blogs.lse.ac.uk/impactofsocialsciences/2021/05/18/using-twitter-as-a-data-source-an-overview-of-social-media-research-tools-2021/> (Accessed: 15 May 2022).

Akova, O. and Atsiz, O. (2019) 'Sociocultural impacts of tourism development on heritage sites', in *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives*. Taylor and Francis, pp. 252–264.

Al-Emadi, A. et al. (2017) '2022 Qatar World Cup: Impact Perceptions among Qatar Residents', *Journal of Travel Research*, 56(5), pp. 678–694.

Alam, M.S. and Paramati, S.R. (2016) 'The impact of tourism on income inequality in developing economies: Does Kuznets curve hypothesis exist?', *Annals of Tourism Research*, 61, pp. 111–126.

AlDajani, I.M. (2020) *Internet Communication Technology (ICT) for Reconciliation*. Springer.

Altinay, L., Sigala, M. and Waligo, V. (2016) 'Social value creation through tourism enterprise', *Tourism Management*, 54, pp. 404–417.

Amore, A. and Hall, C.M. (2016) 'From governance to meta-governance in tourism? Re-incorporating politics, interests and values in the analysis of tourism governance', *Tourism Recreation Research*, 41(2), pp. 109–122.

Andereck, K.L. et al. (2007) 'A Cross-cultural Analysis of Tourism and Quality of Life Perceptions', *Journal of Sustainable Tourism*, 15(5), pp. 483–502.

Andereck, K.L. and Jurowski, C. (2006) 'Tourism and Quality of Life', in G. Jennings and N.P. Nickerson (eds) *Quality Tourism Experiences*. London: Elsevier, pp. 136–54.

Andereck, K.L. and Nyaupane, G. (2011) 'Development of a Tourism and Quality-of-Life Instrument', in, pp. 95–113.

Andereck, K.L. and Nyaupane, G.P. (2011) 'Exploring the Nature of Tourism and Quality of Life Perceptions among Residents', *Journal of Travel Research*, 50(3), pp. 248–260.

Andereck, Kathleen L. and Nyaupane, G.P. (2011) 'Exploring the Nature of Tourism and Quality of Life Perceptions among Residents', *Journal of Travel Research*, 50(3), pp. 248–260.

Animal Politico (2020) *EZLN rechaza Tren Maya por que destruirá su territorio; "les falta información", responde AMLO*. Available at: <https://www.animalpolitico.com/2020/01/ezln-rechaza-tren-maya-falta-informacion-responde-amlo/> (Accessed: 8 November 2020).

Ansell, C. and Gash, A. (2008) 'Collaborative governance in theory and practice', *Journal of Public Administration Research and Theory*, 18(4), pp. 543–571.

Anser, M.K. et al. (2020) 'Does communicable diseases (including COVID-19) may increase global poverty risk? A cloud on the horizon', *Environmental Research*, 187, p. 109668.

AoIR (2012) *Ethical Decision-Making and Internet Research: Recommendations from the AoIR Ethics Working Committee (Version 2.0)*. Available at: <http://www.aoir.org/reports/ethics.pdf> (Accessed: 22 October 2020).

AoIR (2019) 'Internet research: ethical guidelines 3.0 association of internet researchers'.

Ap, J. (1992) 'Residents' perceptions on tourism impacts', *Annals of Tourism Research*, 19(4), pp. 665–690.

Arnstein, S.R. (1969) 'A ladder of citizen participation', *Journal of the American Institute of planners*, 35(4), pp. 216–224.

Asmelash, A.G. and Kumar, S. (2019) 'Assessing progress of tourism sustainability: Developing and validating sustainability indicators', *Tourism Management*, 71, pp. 67–83.

Avond, G. et al. (2019) 'Overtourism: a result of the Janus-faced character of the tourism industry', *Worldwide Hospitality and Tourism Themes*. Emerald Group Publishing Ltd., pp. 552–565.

Ballantyne, R., Packer, J. and Falk, J. (2011) 'Visitors' learning for environmental sustainability: Testing short- and long-term impacts of wildlife tourism experiences using structural equation modelling', *Tourism Management*, 32(6), pp. 1243–1252.

Barceló Quintal, R.O. (2011) 'Los ferrocarriles en Yucatán y el henequén en el siglo XIX', *Mirada Ferroviaria*, 15, pp. 5–16.

Barlow, J. et al. (2016) 'Anthropogenic disturbance in tropical forests can double biodiversity loss from deforestation', *Nature*, 535(7610), pp. 144–147.

Bartholo, R. et al. (2008) 'Tourism for whom?: Different paths to development and alternative experiments in Brazil', *Latin American Perspectives*, 35(3), pp. 103–119.

Baum, T. et al. (2016) 'Sustainability and the Tourism and Hospitality Workforce: A Thematic Analysis', *Sustainability*, 8(8).

BBC (2020) *Cancún: la guerra del narco que se libra en el paraíso del Caribe mexicano*, *BBC News Mundo*. Available at: <https://www.bbc.com/mundo/noticias-america-latina-38672423> (Accessed: 9 November 2020).

Bernard, H.R. (2017) *Research methods in anthropology: Qualitative and quantitative approaches*. 6th edn. Rowman & Littlefield.

Bi, X., Gan, X., Jiang, Z., Li, Z., and Li, J. (2024) 'How do landscape patterns in urban parks affect multiple cultural ecosystem services perceived by residents?', *Science of The Total Environment*, 946, p. 174255.

Bitzan, J.D. (2003) 'Railroad costs and competition: The implications of introducing competition to railroad networks', *Journal of Transport Economics and Policy (JTEP)*, 37(2), pp. 201–225.

Biygautane, M. and Al-Taeae, M. (2015) 'The role of political leadership in driving citizens' engagement through social media: The case of Dubai's public sector', in *Social Media for Government Services*. Springer, pp. 75–95.

Blau, P.M. (1968) 'Social exchange', *International encyclopedia of the social sciences*, 7, pp. 452–457.

Boehm, J.K. and Kubzansky, L.D. (2012) 'The heart's content: The association between positive psychological well-being and cardiovascular health', *Psychological Bulletin*, 138(4), pp. 655–691.

Boley, B.B. and Mcgehee, N.G. (2014) 'Measuring empowerment: Developing and validating the Resident Empowerment through Tourism Scale (RETS)', *Tourism Management*, 45, pp. 85–94.

Boley, B.B.B. et al. (2014) 'Empowerment and resident attitudes toward tourism: Strengthening the theoretical foundation through a Weberian lens', *Annals of Tourism Research*, 49, pp. 33–50.

Bonsón, E. et al. (2012) 'Local e-government 2.0: Social media and corporate transparency in municipalities', *Government Information Quarterly*, 29(2), pp. 123–132.

Bonsón, E., Perea, D. and Bednárová, M. (2019) 'Twitter as a tool for citizen engagement: An empirical study of the Andalusian municipalities', *Government Information Quarterly*, 36(3), pp. 480–489.

Bouchon, F. and Rauscher, M. (2019) 'Cities and tourism, a love and hate story; towards a conceptual framework for urban overtourism management', *International Journal of Tourism Cities*, 5(4), pp. 598–619.

Brager, G. and Specht, H. (1973) *Community organizing*. New York, NY: Columbia University Press.

Bramwell, B. (2011) 'Governance, the state and sustainable tourism: A political economy approach', *Journal of Sustainable Tourism*, 19(4–5), pp. 459–477.

Bramwell, B. and Lane, B. (1993) 'Sustainable tourism: An evolving global approach', *Journal of sustainable tourism*, 1(1), pp. 1–5.

Bramwell, B. and Lane, B. (2008) 'Priorities in Sustainable Tourism Research', *Journal of Sustainable Tourism*, 16(1), pp. 1–4.

Brandwatch (2022) *Limits on Saved Searches and Mentions, Social Media Management*. Available at: <https://social-media-management-help.brandwatch.com/hc/en-us/articles/4557000181661-Limits-on-Saved-Searches-and-Mentions> (Accessed: 20 June 2022).

Braun, V. and Clarke, V. (2013) *Successful qualitative research a practical guide for beginners*. Los Angeles: SAGE.

Breese, E.B. (2016) 'When Marketers and Academics Share a Research Platform: The Story of Crimson Hexagon', *Journal of Applied Social Science*, 10(1), pp. 3–7.

Brewer, J. (2000) *Ethnography*. McGraw-Hill Education (UK).

Brey, P. (2012) 'Well-Being in Philosophy, Psychology, and Economics', in *The Good Life in a Technological Age*. Routledge, pp. 33–52.

Brida, J.G., Deidda, M. and Pulina, M. (2014) 'Tourism and transport systems in mountain environments: Analysis of the economic efficiency of cableways in South Tyrol', *Journal of Transport Geography*, 36, pp. 1–11.

Brida, J.G. and Zapata, S. (2010) 'Cruise tourism: economic, socio-cultural and environmental impacts', *International Journal of Leisure and Tourism Marketing*, 1(3), p. 205.

Brinkerhoff, J.M. (2002) 'Government–nonprofit partnership: a defining framework', *Public Administration and Development*, 22(1), pp. 19–30.

Brinkmann, S. (2013) *Qualitative interviewing*. Oxford university press.

Brinkmann, S. and Kvale, S. (2018) *Doing Interviews, Doing Interviews*. SAGE Publications Ltd.

British Psychological Society (2013) 'Ethics guidelines for internet-mediated research', *Leicester, UK: British Psychological Society* [Preprint].

Brodie, R.J. (2017) 'Enhancing theory development in the domain of relationship marketing: how to avoid the danger of getting stuck in the middle', *Journal of Services Marketing*, 31(1), pp. 20–23.

Bryman, A. (2012) *Social Research Methods*. 4th edn. Oxford University Press.

Bryman, A. (2016) *Social research methods*. Oxford university press.

Bryman, A. and Bell, E. (2015) *Business research methods*. Oxford university press.

Buckley, R. and Westaway, D. (2020) 'Mental health rescue effects of women's

outdoor tourism: A role in COVID-19 recovery', *Annals of Tourism Research*, 85.

Budeanu, A. et al. (2016) 'Sustainable tourism, progress, challenges and opportunities: An introduction', *Journal of Cleaner Production*, 111(B), pp. 285–294.

Buhalis, D. et al. (2019) 'Technological disruptions in services: lessons from tourism and hospitality', *JOURNAL OF SERVICE MANAGEMENT*, 30(4, SI), pp. 484–506.

Buhalis, D., Andreu, L. and Gnoth, J. (2020) 'The dark side of the sharing economy: Balancing value co-creation and value co-destruction', *Psychology and Marketing*, 37(5), pp. 689–704.

Buhalis, D. and Foerste, M. (2015) 'SoCoMo Marketing for Travel and Tourism', *Journal of Destination Marketing and Management*, 4(3), pp. 151–161.

Buhalis, D. and Sinarta, Y. (2019) 'Real-time co-creation and nowness service: lessons from tourism and hospitality'.

Buonincontri, P. and Micera, R. (2016) 'The experience co-creation in smart tourism destinations: a multiple case analysis of European destinations', *Information Technology and Tourism*, 16(3), pp. 285–315.

Burrell, G. and Morgan, G. (2017) *Sociological paradigms and organisational analysis: Elements of the sociology of corporate life*. Routledge.

Busser, J.A. and Shulga, L. V. (2018) 'Co-created value: Multidimensional scale and nomological network', *Tourism Management*, 65, pp. 69–86.

Butler, R.W. (1996) 'The concept of carrying capacity for tourism destinations: dead or merely buried?', *Progress in tourism and hospitality research*, 2(3-4), pp. 283–293.

Butler, R.W. (1999) 'Sustainable tourism: A state-of-the-art review', *Tourism geographies*, 1(1), pp. 7–25.

Bynum Boley, B. and Woosnam, K.M. (2018) 'Resident Perceptions of the Economic Benefits of Tourism: Toward a Common Measure', *Journal of Hospitality & Tourism Research*, 42(8), pp. 1295–1314.

Byrd, Erick T (2007) 'Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development', *Tourism Review*, 62(2), pp. 6–13.

Byrd, E T (2007) 'Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development', *Tourism Review*, 62(2), pp. 6–13.

Byrd, E.T., Bosley, H.E. and Dronberger, M.G. (2009) 'Comparisons of stakeholder perceptions of tourism impacts in rural eastern North Carolina', *Tourism Management*, 30(5), pp. 693–703.

Cabiddu, F., Lui, T.W. and Piccoli, G. (2013) 'Managing Value Co-Creation In The Tourism Industry', *Annals of Tourism Research*, 42, pp. 86–107.

Camargo, B.A. and Vázquez-Maguirre, M. (2020) 'Humanism, dignity and indigenous justice: the Mayan train megaproject, Mexico', *Journal of Sustainable Tourism*, pp. 1–20.

Cambridge University Press (2021) *Tokenism*, *Cambridge English Dictionary*. Available at: <https://dictionary.cambridge.org/dictionary/english/tokenism> (Accessed: 21 August 2021).

Cannas, R., Argiolas, G. and Cabiddu, F. (2019) 'Fostering corporate sustainability in tourism management through social values within collective value co-creation processes', *Journal of Sustainable Tourism*, 27(1), pp. 139–

155.

Capello, R. and Nijkamp, P. (2009) *Handbook of Regional Growth and Development Theories*. Edward Elgar.

Carlisle, S. et al. (2013) 'Supporting innovation for tourism development through multi-stakeholder approaches: Experiences from Africa', *Tourism Management*, 35, pp. 59–69.

Carneiro, M.J., Eusébio, C. and Caldeira, A. (2018) 'The Influence of Social Contact in Residents' Perceptions of the Tourism Impact on Their Quality of Life: A Structural Equation Model', *Journal of Quality Assurance in Hospitality and Tourism*, 19(1), pp. 1–30.

Carpenter, J., Horvath, C. and Spencer, B. (2021) 'Co-Creation as an agonistic practice in the favela of Santa Marta, Rio de Janeiro', *Urban Studies*, 58(9), pp. 1906–1923.

Castellanos Guerrero, A. (2003) 'Imágenes del racismo en México', *Mexico: Universidad Autónoma Metropolitana–Iztapalapa/Plaza y Valdés* [Preprint].

Cerf, V.G. (2012) 'Internet access is not a human right', *New York Times*, 4, pp. 25–26.

Chang, K.G. et al. (2018) 'The impacts of tourism development in rural indigenous destinations: An investigation of the local residents' perception using choice modelling', *Sustainability (Switzerland)*, 10(12).

Chavarría, A.B. (2019) 'El tren maya visto desde la historia ambiental contemporánea I : ¿ Qué se está discutiendo ? ¿ Qué falta por discutir ?', *Letras Históricas*, pp. 1–16.

Chen, J.S. et al. (2014) 'Stakeholders' perspective of sustainability in an arctic region: A qualitative study', *Tourism Analysis*, 19(1), pp. 85–96.

Chen, Y., Cottam, E. and Lin, Z. (2020) 'The effect of resident-tourist value co-creation on residents' well-being', *Journal of Hospitality and Tourism Management*, 44, pp. 30–37.

Cheng, T.-M. et al. (2019) 'Community Participation as a mediating factor on residents' attitudes towards sustainable tourism development and their personal environmentally responsible behaviour', *Current Issues in Tourism*, 22(14), pp. 1764–1782.

Chiabai, A., Paskaleva, K. and Lombardi, P. (2013) 'e-Participation Model for Sustainable Cultural Tourism Management: a Bottom-Up Approach', *International Journal of Tourism Research*, 15(1), pp. 35–51.

Del Chiappa, G., Atzeni, M. and Ghasemi, V. (2018) 'Community-based collaborative tourism planning in islands: A cluster analysis in the context of Costa Smeralda', *Journal of Destination Marketing and Management*, 8, pp. 41–48.

Chim-Miki, A.F. and Batista-Canino, R.M. (2017) 'The coopetition perspective applied to tourism destinations: a literature review', *Anatolia*, 28(3), pp. 381–393.

Choi, J. et al. (2012) 'Understanding the Language, the Culture, and the Experience: Translation in Cross-Cultural Research', *International Journal of Qualitative Methods*, 11(5), pp. 652–665.

Chris Choi, H. and Sirakaya, E. (2006) 'Sustainability indicators for managing community tourism', *Tourism Management*, 27, pp. 1274–1289.

Church, A. (2004) 'Local and regional tourism policy and power', *A companion to tourism*, pp. 555–568.

Cinquini, L. et al. (2017) 'Co-production and Governance', in *Global*

Encyclopedia of Public Administration, Public Policy, and Governance. Springer International Publishing, pp. 1–8.

Clarke, J. (1997) 'A Framework of Approaches to Sustainable Tourism', *Journal of Sustainable Tourism*, 5, pp. 224–233.

CLIA UK (2019) *2019 Cruise Travel Trends and State of the Cruise Industry Outlook Report*, CLIA Cruise Lines International Association. Available at: <https://cruising.org/en-gb/news-and-research/press-room/2018/december/2019-cruise-travel-trends-and-state-of-the-cruise-industry-outlook> (Accessed: 12 November 2020).

Clift, S. and Carter, S. (2000) *Tourism and sex: Culture, commerce and coercion*. Cengage Learning EMEA.

Cocola-Gant, A. (2018) 'Tourism gentrification', in *Handbook of Gentrification Studies*. Edward Elgar Publishing Ltd., pp. 281–293.

Cole, S. (2006) 'Cultural tourism, community participation and empowerment', *Cultural tourism in a changing world: Politics, participation and (re) presentation*, pp. 89–103.

Cole, S. (2014) 'Tourism and water: from stakeholders to rights holders, and what tourism businesses need to do', *Journal of Sustainable Tourism*, 22(1), pp. 89–106.

Cole, S. and Morgan, N. (2010). *Tourism and Inequality: Problems and Prospects*. CABI Publishing.

Coles, T. and Hall, C.M. (2008) *International business and tourism: global issues, contemporary interactions*. Routledge.

Conti, E. and Lexhagen, M. (2020) 'Instagramming nature-based tourism experiences: a netnographic study of online photography and value creation',

Tourism Management Perspectives, 34.

Córdoba Azcárate, M. (2019) 'Fuelling ecological neglect in a manufactured tourist city: planning, disaster mapping, and environmental art in Cancun, Mexico', *Journal of Sustainable Tourism*, 27(4), pp. 503–521.

Coronado, G. (2008) 'Insurgencia y turismo: reflexiones sobre el impacto del turista politizado en Chiapas', *Pasos. Revista de Turismo y Patrimonio Cultural*, 6(1), pp. 53–68.

Costello, L., McDermott, M.-L. and Wallace, R. (2017) 'Netnography: Range of Practices, Misperceptions, and Missed Opportunities', *International Journal of Qualitative Methods*, 16, pp. 1–12.

Costello, L., McDermott, M.-L. and Wallace, R. (2017) 'Netnography', *International Journal of Qualitative Methods*, 16(1).

Crawford, K. (2009) 'Following you: Disciplines of listening in social media', *Journal of Media & Cultural Studies*, 23(4), pp. 525–535.

Creswell, W. John & Creswell, J.D. (2018) *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*.

Creswell, J.W. (2013) *Qualitative inquiry and research design: Choosing among five approaches* (3rd ed. Thousand Oaks, CA: Sage.

Creswell, J.W. (2014) *Research design: International student edition*. Sage Publications, Inc.

Creswell, J.W. and Miller, L.L. (2000) 'Determining Validity in Qualitative Inquiry', *Theory Into Practice*, 39(3), pp. 124–130.

Creswell, J.W. and Poth, C.N. (2016) *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.

Croes, R., Ridderstaat, J. and Van Niekerk, M. (2017) 'Connecting quality of life, tourism specialization, and economic growth in small island destinations: The case of Malta', *Tourism Management*, 65, pp. 212–223.

Cropanzano, R., Prehar, C.A. and Chen, P.Y. (2002) 'Using social exchange theory to distinguish procedural from interactional justice', *Group and Organization Management*, 27(3), pp. 324–351.

Crouch, G.I. and Ritchie, J.R.B. (1999) 'Tourism, competitiveness, and societal prosperity', *Journal of Business Research*, 44(3), pp. 137–152.

Crouch, G.I. and Ritchie, J.R.B. (2012) 'Destination Competitiveness and Its Implications for Host-Community QOL', in *Handbook of Tourism and Quality-of-Life Research*. Dordrecht: Springer Netherlands, pp. 491–513.

Cucculelli, M. and Goffi, G. (2016) 'Does sustainability enhance tourism destination competitiveness? Evidence from Italian Destinations of Excellence', *Journal of Cleaner Production*, 111(October 2018), pp. 370–382.

Cuomo, M.T. et al. (2021) 'Digital transformation and tourist experience co-design: Big social data for planning cultural tourism', *Technological Forecasting and Social Change*, 162.

Dangi, T.B. and Jamal, T. (2016) 'An Integrated Approach to Sustainable Community-Based Tourism', *Sustainability*, 8(5).

Dann, G.M.S. (2012) 'Tourist motivation and quality-of-life: In search of the missing link', in *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*. Department of Tourism, Finnmark University College, Alta, 9509, Norway: Springer Netherlands, pp. 233–250.

Darbyshire, P., MacDougall, C. and Schiller, W. (2005) 'Multiple methods in

qualitative research with children: more insight or just more?', *Qualitative research*, 5(4), pp. 417–436.

Das, A. and Bocken, N. (2024) 'Regenerative business strategies: A database and typology to inspire business experimentation towards sustainability', *Sustainable Production and Consumption*, 49, pp. 529–544

Datatur (2022) *International visitors by air by main nationality - Visitantes por Nacionalidad*. Available at:
[https://www.datatur.sectur.gob.mx/SitePages/Visitantes por Nacionalidad.aspx](https://www.datatur.sectur.gob.mx/SitePages/Visitantes%20por%20Nacionalidad.aspx) (Accessed: 15 May 2022).

Davidson, M. and Lees, L. (2005) 'New-Build "Gentrification" and London's Riverside Renaissance', *Environment and Planning A: Economy and Space*, 37(7), pp. 1165–1190.

Debbage, K.G. and Debbage, N. (2019) 'Aviation carbon emissions, route choice and tourist destinations: Are non-stop routes a remedy?', *Annals of Tourism Research*, 79, p. 102765.

Decrop, A. (2004) 'Trustworthiness in qualitative tourism research', in *Qualitative Research in Tourism*. 1st edn. Routledge, pp. 174–176.

DeLacy, T. and Lipman, G. (2010) 'Case study: Moving to carbon clean destinations', in *Tourism and the implications of climate change: Issues and actions*. Emerald Group Publishing Limited.

Dempsey, L. et al. (2016) 'Sensitive Interviewing in Qualitative Research', *Research in Nursing & Health*, 39(6), pp. 480–490.

Denzin, N.K. (2017) *The Research Act : A Theoretical Introduction to Sociological Methods, The Research Act*. New York: Routledge.

Denzin, N.K. and Lincoln, Y.S. (2008) *The landscape of qualitative research*.

Sage.

Denzin, N.K. and Lincoln, Y.S. (2017) *The Sage handbook of qualitative research*. 5th edn. Edited by N K Denzin and Y S Lincoln. Thousand Oaks, CA: Sage Publications, Inc.

Doi, S. and Yamada, K. (2011) 'Symbiotic technology for creating social innovation 30 years in the future', *AI and Society*, 26(3), pp. 197–204.

Doxey, G. V (1976) 'When enough's enough: The natives are restless in Old Niagara', *Heritage Canada*, 2(2), pp. 26–27.

Dredge, D. and Gyimóthy, S. (2017) *Collaborative economy and tourism: Perspectives, politics, policies and prospects*. Springer.

Dressler, M. and Paunovic, I. (2021) 'A typology of winery SME brand strategies with implications for sustainability communication and co-creation', *Sustainability (Switzerland)*, 13(2), pp. 1–17.

D'Sa, E. (1999). 'Wanted: Tourists with a social conscience', *International Journal of Contemporary Hospitality Management*, 11(3), pp. 64–68.

Ducange, P. et al. (2019) 'An effective Decision Support System for social media listening based on cross-source sentiment analysis models', *Engineering Applications of Artificial Intelligence*, 78, pp. 71–85.

Dwivedi, M. (2009) 'Online destination image of India: A consumer-based perspective', *International Journal of Contemporary Hospitality Management*, 21, pp. 226–232.

Dwyer, L. et al. (2009) 'Destination and enterprise management for a tourism future', *Tourism Management*, 30(1), pp. 63–74.

Dwyer, L. and Kim, C. (2003) 'Destination competitiveness: Determinants and

indicators', *Current Issues in Tourism*, 6(5), pp. 369–414.

Edwards, D. et al. (2017) 'Ambassadors of knowledge sharing Co-produced travel information through tourist-local social media exchange', *International Journal of Contemporary Hospitality Management*, 29(2), pp. 690–708.

Ellis, E.A. et al. (2020) 'Forest cover dynamics in the Selva Maya of Central and Southern Quintana Roo, Mexico: deforestation or degradation?', *Journal of Land Use Science*, 15(1), pp. 25–51.

Elsevier (2022) *Scopus - The largest database of peer-reviewed literature*. Available at: <https://www.scopus.com/search/form.uri?display=basic#basic> (Accessed: 13 May 2022).

Emerson, R.M. (1962) 'Power-Dependence relations', *American Sociological Review*, 27(1), pp. 31–41.

Erdogan, B. and Enders, J. (2007) 'Support from the top: Supervisors' perceived organizational support as a moderator of leader-member exchange to satisfaction and performance relationships', *Journal of Applied Psychology*, 92(2), pp. 321–330.

Eusébio, C., Vieira, A.L. and Lima, S. (2018) 'Place attachment, host–tourist interactions, and residents' attitudes towards tourism development: the case of Boa Vista Island in Cape Verde', *Journal of Sustainable Tourism*, 26(6), pp. 890–909.

Evans, N., Stonehouse, G. and Campbell, D. (2003) *Strategic management for travel and tourism*. Routledge.

Fan, W. and Gordon, M.D. (2014) 'The power of social media analytics', *Communications of the ACM*, 57(6), pp. 74–81.

Farrell, B.H. and Runyan, D. (1991) 'Ecology and tourism', *Annals of tourism*

Research, 18(1), pp. 26–40.

Femenia-Serra, F. and Neuhofer, B. (2018) 'Smart tourism experiences: Conceptualisation, key dimensions and research agenda', *Investigaciones regionales.*, 2018(42), pp. 129–150.

Fennell, D. (2014) *Ecotourism*. 4th edn. Routledge.

Fersini, E., Messina, E. and Pozzi, F.A. (2014) 'Sentiment analysis: Bayesian Ensemble Learning', *Decision Support Systems*, 68, pp. 26–38.

Fetterman, D. (2009) 'Ethnography', in L. Bickman and D.J. Rog (eds) *The SAGE Handbook of Applied Social Research Methods*. 2nd edn. Thousand Oaks, Ca: SAGE Publications, Inc., pp. 543–588.

Fiesler, C. and Proferes, N. (2018) "'Participant" Perceptions of Twitter Research Ethics', *Social Media + Society*, 4(1), p. 205630511876336.

Filieri, R. (2013) 'Consumer co-creation and new product development: a case study in the food industry', *Marketing Intelligence & Planning*, 31(1), pp. 40–53.

Filimonau, V. and De Coteau, D.A. (2019) 'Food waste management in hospitality operations: A critical review', *Tourism Management*, 71, pp. 234–245.

Fisher, D. and Smith, S. (2011) 'Cocreation is chaotic: What it means for marketing when no one has control', *Marketing Theory*, 11(3), pp. 325–350.

Fletcher, C., Pforr, C. and Brueckner, M. (2016) 'Factors influencing Indigenous engagement in tourism development: an international perspective', *Journal of Sustainable Tourism*, 24(8–9, SI), pp. 1100–1120.

Fletcher, J. et al. (2017) *Tourism: Principles and Practice Sixth Edition*. 6th ed.

Pearson Education Limite.

Florida, C., Jacob, M. and Payeras, M. (2019) 'How to Carry out the Transition towards a More Circular Tourist Activity in the Hotel Sector. The Role of Innovation', *Administrative Sciences*, 9(2).

Font, X. and Hindley, A. (2017) 'Understanding tourists' reactance to the threat of a loss of freedom to travel due to climate change: a new alternative approach to encouraging nuanced behavioural change', *Journal of Sustainable Tourism*, 25(1), pp. 26–42.

Font, X. and Lynes, J. (2018) 'Corporate social responsibility in tourism and hospitality', *Journal of Sustainable Tourism*, 26(7, SI), pp. 1027–1042.

Freire, P. (1970). *Pedagogy of the Oppressed*. Penguin Books.

Freeman, R.E. (1984) *Strategic Management: A Stakeholder Approach*, *Strategic Management: A Stakeholder Approach*. Pitman Publishing.

Friedman, A.L. and Miles, S. (2006) *Stakeholders: Theory and Practice*. Oxford : Oxford University Press.

Gal-Tzur, A. et al. (2017) 'An improved methodology for extracting information required for transport-related decisions from Q & A forums: A case study of TripAdvisor', *Travel Behaviour and Society journal*, 10, pp. 1–9.

Galpin, T. and Whittington, J.L. (2012) 'Sustainability leadership: from strategy to results', *Journal of Business Strategy*, 33(4), pp. 40–48.

Gao, Y., Su, W. and Wang, K. (2019) 'Does high-speed rail boost tourism growth? New evidence from China', *Tourism Management*, 72, pp. 220–231.

Genç, R. (2012) 'Subjective Aspects of Tourists' Quality-of-Life (QOL)', in *Handbook of Tourism and Quality-of-Life Research*. Dordrecht: Springer

Netherlands, pp. 149–167.

Gholamhosseinzadeh, M.S., Chapuis, J.-M. and Lehu, J.-M. (2021) 'Tourism netnography: how travel bloggers influence destination image', *Tourism Recreation Research*.

Godovykh, M. and Ridderstaat, J. (2020) 'Health outcomes of tourism development: A longitudinal study of the impact of tourism arrivals on residents' health', *Journal of Destination Marketing and Management*, 17.

Goeldner, C.R. and Ritchie, B.J.R. (2012) *Tourism Principles, Practices and Philosophy*. Twelve Edi. John Wiley & Sons, INC.

Golafshani, N. (2003) 'Understanding reliability and validity in qualitative research', *The qualitative Report*, 8, pp. 597–607.

Gomez-Oliva, A. et al. (2019) 'Transforming communication channels to the co-creation and diffusion of intangible heritage in smart tourism destination: Creation and testing in Ceutí (Spain)', *Sustainability (Switzerland)*, 11(14), p. 30.

González Damiá, A. and Macías Ramírez, A.R. (2019) 'Influence of social capital on the quality of life of the inhabitants of the tourist island Cozumel, Mexico', *Investigaciones Turísticas*, 18, pp. 138–168.

Goodson, L. and Phillimore, J. (2004) 'The inquiry paradigm in qualitative tourism research', in *Qualitative research in tourism*. Routledge, pp. 48–63.

Goodwin, H. (2017) 'The challenge of overtourism', *Responsible tourism partnership*.

Gössling, S. (2000) 'Sustainable tourism development in developing countries: Some aspects of energy use?', *Journal of Sustainable Tourism*, 8(5), pp. 410–425.

Gössling, S. et al. (2007) 'Voluntary carbon offsetting schemes for aviation: Efficiency, credibility and sustainable tourism', *Journal of Sustainable Tourism*, 15(3), pp. 223–248.

Gössling, S. (2009) 'Carbon neutral destinations: A conceptual analysis', *Journal of Sustainable Tourism*, 17(1), pp. 17–37.

Gössling, S. et al. (2012) 'Consumer behaviour and demand response of tourists to climate change', *Annals of Tourism Research*. Pergamon, pp. 36–58.

Gössling, S. (2015) 'New performance indicators for water management in tourism', *Tourism Management*, 46, pp. 233–244.

Gössling, S. et al. (2019) 'Sharing versus collaborative economy: how to align ICT developments and the SDGs in tourism?', *Journal of Sustainable Tourism*, 27(1), pp. 74–96.

Gössling, S., Hall, C.M. and Scott, D. (2015) *The Routledge handbook of tourism and sustainability*.

Gössling, S. and Peeters, P. (2007) "'It does not harm the environment!'" An analysis of industry discourses on tourism, air travel and the environment', *Journal of Sustainable Tourism*, 15(4), pp. 402–417.

Gössling, S. and Peeters, P. (2015) 'Assessing tourism's global environmental impact 1900–2050', *Journal of Sustainable Tourism*, 23(5), pp. 639–659.

Gössling, S., Scott, D. and Hall, C.M. (2020) 'Pandemics, tourism and global change: a rapid assessment of COVID-19', *Journal of Sustainable Tourism*, pp. 1–20.

Gravari-Barbas, M. and Guinand, S. (2017) *Tourism and gentrification in contemporary metropolises: International perspectives*. Taylor & Francis.

Gray, B. (1989) *Collaborating: Finding Common Ground for Multiparty Problems*. London, England: Jossey-Bass.

Gray, B. and Purdy, J. (2018) *Collaborating for our future: Multistakeholder partnerships for solving complex problems*. Oxford University Press.

Gray, L.M. et al. (2020) 'Expanding Qualitative Research Interviewing Strategies: Zoom Video Communications', *The Qualitative Report*, 25(5), pp. 1292–1301.

Gray, R., Owen, D. and Dams, C. (1996) 'Accounting and accountability: Changes and challenges in corporate social and environmental reporting (Prentice Hall Europe, Hemel Hempstead)'.

Gretzel, U. et al. (2015) 'Smart tourism: foundations and developments', pp. 179–188.

Grissemann, U.S. and Stokburger-Sauer, N.E. (2012) 'Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance', *Tourism Management*, 33(6), pp. 1483–1492.

Grönroos, C. (2006) 'Adopting a service logic for marketing', *Marketing theory*, 6(3), pp. 317–333.

Guba, E.G. and Lincoln, Y.S. (1998) 'Competing paradigms in qualitative research', in *The Landscape of Qualitative Research: Theories and Issues*, pp. 195–220.

Gummesson, E. et al. (2012) 'The emergence of the new service marketing: Nordic School perspectives', *Journal of Service Management*, 23(4), pp. 479–497.

Gunn, C.A. (1988) *Tourism planning*. Taylor & Francis.

Guo, Y., Kim, S. and Chen, Y. (2014) 'Shanghai Residents' Perceptions of

Tourism Impacts and Quality of Life', *Journal of China Tourism Research*, 10(2), pp. 142–164.

Gursoy, D., Kim, K. and Uysal, M. (2004) 'Perceived impacts of festivals and special events by organizers: An extension and validation', *Tourism Management*, 25(2), pp. 171–181.

Gursoy, D. and Nunkoo, R. (2019) *The Routledge handbook of tourism impacts: Theoretical and applied perspectives*. First, *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives*. Taylor and Francis.

Gutiérrez-Taño, D., Garau-Vadell, J.B. and Díaz-Armas, R.J. (2019) 'The influence of knowledge on residents' perceptions of the impacts of overtourism in P2P accommodation rental', *Sustainability (Switzerland)*, 11(4).

Gutiérrez, J. et al. (2017) 'The eruption of Airbnb in tourist cities: Comparing spatial patterns of hotels and peer-to-peer accommodation in Barcelona', *Tourism Management*, 62, pp. 278–291.

Guttentag, D.A. and Smith, S.L.J. (2017) 'Assessing Airbnb as a disruptive innovation relative to hotels Substitution and comparative performance expectations', *International Journal of Hospitality Management*, 64, pp. 1–10.

Hall, C.M. (1999) 'Rethinking collaboration and partnership: A public policy perspective', *Journal of Sustainable Tourism*, 7(3–4), pp. 274–289.

Hall, C.M. (2011a) 'A typology of governance and its implications for tourism policy analysis', *Journal of Sustainable Tourism*, 19(4–5), pp. 437–457.

Hall, C.M. (2011b) 'Policy learning and policy failure in sustainable tourism governance: from first- and second-order to third-order change?', *Journal of Sustainable Tourism*, 19(4–5), pp. 649–671.

Hall, C.M. (2016) 'Intervening in academic interventions: framing social

marketing's potential for successful sustainable tourism behavioural change', *Journal of Sustainable Tourism*, 24(3), pp. 350–375.

Hall, C.M. (2019) 'Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism', *Journal of Sustainable Tourism*, 27(7), pp. 1044–1060.

Hall, C.M., Gössling, S. and Scott, D. (2015) 'Conclusion: Tourism and sustainability: Towards a green (er) tourism economy?', in *Handbook of Tourism and Sustainability*. Routledge, pp. 490–519.

Hall, C. Michael and Page, S.J. (2014) *The geography of tourism and recreation: Environment, place and space*. Routledge.

Hall, C Michael and Page, S.J. (2014) *The geography of tourism and recreation: Environment, place and space*. Routledge.

Hammersley, M. and Atkinson, P. (2007) *Ethnography: Principles in practice*. 3rd edn. London: Routledge.

Hård af Segerstad, Y. et al. (2017) 'Studying closed communities on-line: digital methods and ethical considerations beyond informed consent and anonymity', *Internet Research Ethics for the Social Age*, pp. 213–225.

Haro-de-Rosario, A., Sáez-Martín, A. and del Carmen Caba-Pérez, M. (2016) 'Using social media to enhance citizen engagement with local government: Twitter or Facebook?', *New media and society*, 20(1), pp. 29–49.

van der Have, R.P. and Rubalcaba, L. (2016) 'Social innovation research: An emerging area of innovation studies?', *Research Policy*, 45(9), pp. 1923–1935.

Hayes, J.L. et al. (2020) 'Can Social Media Listening Platforms' Artificial Intelligence Be Trusted? Examining the Accuracy of Crimson Hexagon's (Now Brandwatch Consumer Research's) AI-Driven Analyses', *Journal of Advertising*,

50(1), pp. 81–91.

Henley, J. (2017) *Uber clashes with regulators in cities around the world*, *The Guardian*. Available at:

<https://www.theguardian.com/business/2017/sep/29/uber-clashes-with-regulators-in-cities-around-the-world> (Accessed: 12 November 2020).

Hennink, M., Hutter, I. and Bailey, A. (2020) *Qualitative research methods*. Sage.

Henrich, J. and Gil-White, F.J. (2001) 'The evolution of prestige: Freely conferred deference as a mechanism for enhancing the benefits of cultural transmission', *Evolution and Human Behavior*, 22(3), pp. 165–196.

Hernández, M. et al. (2018) *Adaptación a los cambios ambientales y territoriales*. Ediciones EÓN.

Herrera, M.E.B. (2015) 'Creating competitive advantage by institutionalizing corporate social innovation', *Journal of Business Research*, 68(7), pp. 1468–1474.

Hewedi, M.M. and ElMasry, R.B. (2019) 'Tourism and the environment', in *The Routledge Handbook of Tourism Impacts*. Routledge, pp. 298–311.

Higgins-Desbiolles, F. et al. (2019) 'Degrowing tourism: rethinking tourism', *Journal of Sustainable Tourism*, 27(12), pp. 1926–1944.

Higgins-Desbiolles, F. and Blanchard, L. A. (2010) 'Challenging peace through tourism: Placing tourism in the context of human rights, justice and peace', in *Tourism, Progress and Peace*. CABI Publishing, pp. 35–47.

Higgins-Desbiolles, F. and Whyte, K.P. (2015) 'Tourism and human rights', *The Routledge Handbook of Tourism and Sustainability*. Oxon: Routledge, pp. 105–116.

Hillery, M. et al. (2001) 'Tourist perception of environmental impact', *Annals of Tourism Research*, 28(4), pp. 853–867.

Hjalager, A.M. (2007) 'Stages in the economic globalization of tourism', *Annals of Tourism Research*, 34(2), pp. 437–457.

Hofmann, D.A., Morgeson, F.P. and Gerras, S.J. (2003) 'Climate as a moderator of the relationship between leader-member exchange and content specific citizenship: Safety climate as an exemplar', *Journal of Applied Psychology*, 88(1), pp. 170–178.

Homans, G.C. (1961) 'The humanities and the social sciences', *American Behavioral Scientist*, 4(8), pp. 3–6.

Horng, J.-S., Hsu, H. and Tsai, C.-Y. (2018) 'An assessment model of corporate social responsibility practice in the tourism industry', *Journal of Sustainable Tourism*, 26(7), pp. 1085–1104.

Howell, K.E. (2015) 'Reliability, Generalisation and Reflexivity: Identifying Validity and Trustworthiness In: An Introduction to the Philosophy of Methodology', in *An Introduction to the Philosophy of Methodology*. London: SAGE Publications Ltd, pp. 182–192.

Hu, M.L. et al. (2013) 'A criteria model of restaurant energy conservation and carbon reduction in Taiwan', *Journal of Sustainable Tourism*, 21(5), pp. 765–779.

Huang, B. et al. (2018) 'Construction and demolition waste management in China through the 3R principle', *Resources, Conservation and Recycling*, 129, pp. 36–44.

Hughes, N. (2018) "'Tourists go home": anti-tourism industry protest in Barcelona', *Social Movement Studies*, 17(4), pp. 471–477.

Hunter, C. (1997) "Sustainable Tourism as an Adaptive Paradigm", *Annals of Tourism Research*, 24 (4), pp. 850-867.

Inversini, A., Rega, I. and Gan, S.W. (2020) 'E-Tourism as a Tool for Socio-economic Development', in *Handbook of e-Tourism*. Cham: Springer International Publishing, pp. 1–16.

Islam, M.S. (2008) 'Towards a sustainable e-Participation implementation model', *European journal of ePractice*, 5(10).

Jaidka, K. et al. (2020) 'Estimating geographic subjective well-being from Twitter: A comparison of dictionary and data-driven language methods', *Proceedings of the National Academy of Sciences of the United States of America*, 117(19), pp. 10165–10171.

Jamal, T. et al. (2010) 'Tourism and cultural sustainability: Towards an eco-cultural justice for place and people', *Tourism Recreation Research*, 35(3), pp. 269–279.

Jamal, T. and Camargo, B.A. (2014) 'Sustainable tourism, justice and an ethic of care: toward the Just Destination', *Journal of Sustainable Tourism*, 22(1), pp. 11–30.

Jamal, T. and Camargo, B.A. (2018) 'Tourism governance and policy: Whither justice?', *Tourism Management Perspectives*, 25, pp. 205–208.

Jamal, T. and Dredge, D. (2014) 'Tourism and Community Development Issues', in *Tourism and Development*. Channel View, pp. 178–204.

Jamal, T. and Stronza, A. (2009) 'Collaboration theory and tourism practice in protected areas: Stakeholders, structuring and sustainability', *Journal of Sustainable Tourism*, 17(2), pp. 169–189.

Jamal, T.B.T.B. and Getz, D. (1995) 'Collaboration theory and community

tourism planning', *Annals of tourism research*, 22(1), pp. 186–204.

Jenkins, C.L. (2015) 'Tourism policy and planning for developing countries: Some critical issues', *Tourism Recreation Research*, 40(2), pp. 144–156.

Jennings, G. (2001) *Tourism research*. John Wiley and sons Australia, Ltd.

Jennings, G. (2005) 'Perspectives on quality tourism experiences: An introduction', *Quality Tourism Experiences*, pp. 1–21.

Jensen, A. and Stelling, P. (2007) 'Economic impacts of Swedish railway deregulation: A longitudinal study', *Transportation Research Part E: Logistics and Transportation Review*, 43(5), pp. 516–534.

Johnson, P.A. et al. (2012) 'Automated web harvesting to collect and analyse user-generated content for tourism', *Current Issues in Tourism*, 15(3), pp. 293–299.

Jones, C. (2013) 'Scenarios for greenhouse gas emissions reduction from tourism: An extended tourism satellite account approach in a regional setting', *Journal of Sustainable Tourism*, 21(3), pp. 458–472.

Jones, G. (2005) *Multinationals and Global Capitalism: From the Nineteenth to the Twenty-first Century*. Oxford: Oxford: Oxford University Press.

Jopp, R., DeLacy, T. and Mair, J. (2010) 'Developing a framework for regional destination adaptation to climate change', *Current Issues in Tourism*, 13(6), pp. 591–605.

Jordan, E.J., Spencer, D.M. and Prayag, G. (2019) 'Tourism impacts, emotions and stress', *Annals of Tourism Research*, 75, pp. 213–226.

Jordan, E.J. and Vogt, C.A. (2017) 'Residents' Perceptions of Stress Related to Cruise Tourism Development', *Tourism Planning & Development*, 14(4), pp.

527–547.

Juvan, E. and Dolnicar, S. (2016) 'Measuring environmentally sustainable tourist behaviour', *Annals of Tourism Research*, 59, pp. 30–44.

Kang, M. and Schuett, M.A. (2013) 'Determinants of Sharing Travel Experiences in Social Media', *Journal of Travel & Tourism Marketing*, 30(1–2), pp. 93–107.

Kasim, A. et al. (2014) 'The importance of water management in hotels: a framework for sustainability through innovation', *Journal of Sustainable Tourism*, 22(7), pp. 1090–1107.

Ketokivi, M. and Mantere, S. (2017) 'Two Strategies for Inductive Reasoning in Organizational Research', *Academy of Management Review*, 35(2), pp. 315–333.

Khazaei, A., Elliot, S. and Joppe, M. (2015) 'An application of stakeholder theory to advance community participation in tourism planning: the case for engaging immigrants as fringe stakeholders', *Journal of Sustainable Tourism*, 23(7), pp. 1049–1062.

Khedr, A.E. and Yaseen, N. (2017) 'Predicting stock market behavior using data mining technique and news sentiment analysis', *International Journal of Intelligent Systems and Applications*, 9(7), p. 22.

Kibicho, W. (2016) *Sex tourism in Africa: Kenya's booming industry*. Routledge.

Kim, E., Tang, L. (Rebecca) and Bosselman, R. (2019) 'Customer Perceptions of Innovativeness: An Accelerator for Value Co-Creation', *Journal of Hospitality and Tourism Research*, 43(6), pp. 807–838.

Kim, J.-H. (2018) 'The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction', *Journal of Travel Research*, 57(7), pp. 856–870.

Kim, K., Uysal, M. and Sirgy, M.J. (2013) 'How does tourism in a community impact the quality of life of community residents?', *Tourism Management*, 36, pp. 527–540.

Kim, S. and Lee, J. (2012) 'E-Participation, Transparency, and Trust in Local Government', *Public Administration Review*, 72(6), pp. 819–828.

Kim, S.S. and Petrick, J.F. (2005) 'Residents' perceptions on impacts of the FIFA 2002 World Cup: The case of Seoul as a host city', *Tourism Management*, 26(1), pp. 25–38.

Kirilenko, A.P. et al. (2018) 'Automated Sentiment Analysis in Tourism: Comparison of Approaches', *Journal of Travel Research*, 57(8), pp. 1012–1025.

Kirilenko, A.P. and Stepchenkova, S.O. (2017) 'Sochi 2014 Olympics on Twitter: Perspectives of hosts and guests', *Tourism Management*, 63, pp. 54–65.

Kirova, V. (2021) 'Value co-creation and value co-destruction through interactive technology in tourism: the case of "La Cité du Vin" wine museum, Bordeaux, France', *Current Issues in Tourism*, 24(5), pp. 637–650.

Kocabulut, Ö., Yozukmaz, N. and Bertan, S. (2019) 'Environmental impacts of tourism', in *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives*. Taylor and Francis, pp. 281–297.

Koh, E. and Fakfare, P. (2019) 'Overcoming "over-tourism": the closure of Maya Bay', *International Journal of Tourism Cities*, 6(2), pp. 279–296.

Korkontzelos, I. et al. (2016) 'Analysis of the effect of sentiment analysis on extracting adverse drug reactions from tweets and forum posts', *Journal of Biomedical Informatics*, 62, pp. 148–158.

Kozinets, R. V. (2002) 'The Field behind the Screen: Using Netnography for Marketing Research in Online Communities', *Journal of Marketing Research*,

39(1), pp. 61–72.

Kozinets, R. V. (2020) 'E-Tourism Research, Cultural Understanding, and Netnography', *Handbook of e-Tourism*, pp. 1–16.

Kozinets, R. V., Scaraboto, D. and Parmentier, M.A. (2018) 'Evolving netnography: how brand auto-netnography, a netnographic sensibility, and more-than-human netnography can transform your research', *Journal of Marketing Management*, 34(3–4), pp. 231–242.

Kozinets, R. V (2009) *Netnography: Doing Ethnographic Research Online*.

Kozinets, R. V (2010) *Netnography: Doing ethnographic research online*. London: Sage.

Kozinets, R. V (2015) *Netnography: redefined*. 2nd edn. SAGE.

Kozinets, R. V (2019) *Netnography: The Essential Guide to Qualitative Social Media Research*. SAGE Publications.

Kozinets, R. V (2020) *Netnography Unlimited*. 1st edn. Edited by R. V. Kozinets and R. Gambetti. London and New York: Routledge.

Krabina, B. (2016) 'The e-participation ladder—advancing from unawareness to impact participation', in *CeDEM16 Proceedings of the International Conference for E-Democracy and Open Government*, pp. 75–81.

Krippendorff, K. (2013) *Content analysis: An introduction to its methodology* (3rd ed. Thousand Oaks, CA: Sage.

Krippendorff, K. (2014) *Content analysis: An introduction to its methodology*. Sage publications.

De Lacy, T. et al. (2002) 'Public/private partnerships for sustainable tourism',

Gold Coast: CRC for Sustainable Tourism.

Lambe, C.J., Wittmann, C.M. and Spekman, R.E. (2001) 'Social exchange theory and research on business-to-business relational exchange', *Journal of Business-to-Business Marketing*, 8(3), pp. 1–36.

Larsen, S., Brun, W. and Øgaard, T. (2009) 'What tourists worry about – Construction of a scale measuring tourist worries', *Tourism Management*, 30(2), pp. 260–265.

Laurino, A., Ramella, F. and Beria, P. (2015) 'The economic regulation of railway networks: A worldwide survey', *Transportation Research Part A: Policy and Practice*, 77, pp. 202–212.

Lavelle, J.J., Rupp, D.E. and Brockner, J. (2007) 'Taking a multifoci approach to the study of justice, social exchange, and citizenship behavior: The target similarity model', *Journal of Management*, 33(6), pp. 841–866.

Law, A. et al. (2016) 'Transitioning to a green economy: The case of tourism in Bali, Indonesia', *Journal of Cleaner Production*, 111(B), pp. 295–305.

Law, R., Buhalis, D. and Cobanoglu, C. (2014) 'Progress on information and communication technologies in hospitality and tourism', *Information and communication in hospitality and tourism*, 26(5), pp. 727–750.

Lawler, E.J. and Thye, S.R. (1999) 'Bringing emotions into social exchange theory', *Annual Review of Sociology*. Annual Reviews Inc., pp. 217–244.

Lea, J.P. (1993) 'Tourism development ethics in the third world', *Annals of Tourism Research*, 20(4), pp. 701–715.

Lee, R.M. (1993) *Doing research on sensitive topics*. London: Sage Publications.

Lee, T.H. (2013) 'Influence analysis of community resident support for

sustainable tourism development', *Tourism Management*, 34, pp. 37–46.

Lee, T.H. and Jan, F.-H. (2019) 'Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability', *Tourism Management*, 70, pp. 368–380.

Lenzen, M. et al. (2018) 'The carbon footprint of global tourism', *Nature Climate Change*, 8(6), pp. 522–528.

Li, J. et al. (2018) 'Big data in tourism research: A literature review', *Tourism Management*, 68, pp. 301–323.

Li, X. and Wan, Y.K.P. (2013) 'Residents' attitudes toward tourism development in macao: A path model', *Tourism Analysis*, 18(4), pp. 443–455.

Liang, A.R.-D. (2017) 'Considering the role of agritourism co-creation from a service-dominant logic perspective', *Tourism Management*, 61, pp. 354–367.

Liang, Z.X. and Hui, T.K. (2016) 'Residents' quality of life and attitudes toward tourism development in China', *Tourism Management*, 57, pp. 56–67.

Lin, Z., Chen, Y. and Filieri, R. (2017) 'Resident-tourist value co-creation: The role of residents' perceived tourism impacts and life satisfaction', *Tourism Management*, 61, pp. 436–442.

Lincoln, Y.S. and Guba, E.G. (1985) *Naturalistic inquiry*. Newbury Park, CA: Sage.

Lincoln, Y.S., Lynham, S.A. and Guba, E.G. (2017) 'Paradigmatic controversies, contradictions, and emerging confluences, revisited', in N.K. Denzin and Y.S. Lincoln (eds) *The Sage handbook of qualitative research*. Fifth. London: SAGE Publications, pp. 213–263.

Linders, D. (2012) 'From e-government to we-government: Defining a typology

for citizen coproduction in the age of social media', *Government Information Quarterly*, 29(4), pp. 446–454.

Liu, J.C., Sheldon, P.J. and Var, T. (1987) 'Resident perception of the environmental impacts of tourism', *Annals of Tourism Research*, 14(1), pp. 17–37.

Liu, Q., Yang, Z. and Wang, F. (2017) 'Conservation policy-community conflicts: A case study from Bogda Nature Reserve, China', *Sustainability (Switzerland)*, 9(8).

Liu, Z. (2003) 'Sustainable tourism development: A critique', *Journal of sustainable tourism*, 11(6), pp. 459–475.

Lobe, B., Morgan, D. and Hoffman, K.A. (2020) 'State of the Methods Qualitative Data Collection in an Era of Social Distancing', *International Journal of Qualitative Methods*, 19, pp. 1–8.

Lomborg, S. and Bechmann, A. (2014) 'Using APIs for Data Collection on Social Media', 30(4), pp. 256–265.

López-López, Á., Cukier, J. and Sánchez-Crispín, Á. (2006) 'Segregation of Tourist Space in Los Cabos, Mexico', *Tourism Geographies*, 8(4), pp. 359–379.

Lu, W. and Stepchenkova, S. (2015) 'User-Generated Content as a Research Mode in Tourism and Hospitality Applications: Topics, Methods, and Software', *Journal of Hospitality Marketing & Management*, 24(2), pp. 119–154.

Luo, Y. (2007) 'An integrated anti-opportunism system in international exchange', *Journal of International Business Studies*, 38(6), pp. 855–877.

Lyytimäki, J. et al. (2018) 'Developing Key Indicators of Green Growth', *Sustainable Development*, 26(1), pp. 51–64.

- Macintosh, A. (2004) 'Characterizing e-participation in policymaking', *Proceedings of the Hawaii International Conference on System Sciences*, 37, pp. 1843–1852.
- Mack, N. (2005) *Qualitative research methods: A data collector's field guide*. Family Health International.
- Malek, A. and Costa, C. (2015) 'Integrating Communities into Tourism Planning Through Social Innovation', *Tourism Planning and Development*, 12(3), pp. 281–299.
- Marine-Roig, E. and Clavé, S.A. (2015) 'Tourism analytics with massive user-generated content: A case study of Barcelona', *Journal of Destination Marketing & Management*, 4, pp. 162–172.
- Markham, A.N. (2016) 'Ethnography in the digital internet era', in N. Denzin and Y. Lincoln (eds) *Sage handbook of qualitative research*. Thousand Oaks, CA: Sage Publications, pp. 650–668.
- Marques, L.L. and Borba, C. (2017) 'Co-creating the city: Digital technology and creative tourism', *Tourism Management Perspectives*, 24, pp. 86–93.
- Marques, R.B., Alves, C.A. and Wada, E.K. (2019) 'A stop-and-go period for Brazilian tourism', *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives*, p. 377.
- Marshall, M.N. (1996) 'Sampling for qualitative research', *Family Practice*, 13(6), pp. 522–526.
- Marshall, N.A. et al. (2016) 'Advances in monitoring the human dimension of natural resource systems: An example from the Great Barrier Reef', *Environmental Research Letters*, 11(11).
- Martin Martin, J.M., Guaita Martinez, J.M. and Salinas Fernandez, J.A. (2018) 'An

Analysis of the Factors behind the Citizen's Attitude of Rejection towards Tourism in a Context of Overtourism and Economic Dependence on This Activity', *sustainability*, 10(8).

Martini, U., Buffa, F. and Notaro, S. (2017) 'Community Participation, Natural Resource Management and the Creation of Innovative Tourism Products: Evidence from Italian Networks of Reserves in the Alps', *Sustainability*, 9(12), p. 2314.

Marzuki, A. and Hay, I. (2013) 'Towards a Public Participation Framework in Tourism Planning', *Tourism Planning and Development*. Routledge, pp. 494–512.

Mattsson, L. (1997) "Relationship marketing" and the "markets-as-networks approach"—a comparative analysis of two evolving streams of research', *Journal of Marketing Management*, 13(5), pp. 447–461.

Mayer, D.M. et al. (2009) 'How low does ethical leadership flow? Test of a trickle-down model', *Organizational Behavior and Human Decision Processes*, 108(1), pp. 1–13.

McCormick, T.H. et al. (2017) 'Using Twitter for Demographic and Social Science Research: Tools for Data Collection and Processing.', *Sociological methods & research*, 46(3), pp. 390–421.

McNamara, K.E. and Prideaux, B. (2010) 'A typology of solo independent women travellers', *International Journal of Tourism Research*, 12(3), pp. 253–264.

Mearns, K.F. (2011) 'Using Sustainable Tourism Indicators to Measure the Sustainability of a Community-Based Ecotourism Venture: Malealea Lodge & Pony Trek Centre, Lesotho', *Tourism Review International*, 15(1), pp. 135–147.

Meinrath, S.D., Losey, J.W. and Pickard, V.W. (2011) 'Digital Feudalism:

Enclosures and Erasures from Digital Rights Management to the Digital Divide'. In *Advances in computers*. 81, pp. 237-287. Elsevier.

Mermet, A.-C. (2017) 'Airbnb and tourism gentrification: critical insights from the exploratory analysis of the 'Airbnb syndrome' in Reykjavik', in *Tourism and gentrification in contemporary metropolises*. Routledge, pp. 52–74.

Michailidou, A. V, Viachokostas, C. and Moussiopoulos, N. (2016) 'Interactions between climate change and the tourism sector: Multiple-criteria decision analysis to assess mitigation and adaptation options in tourism areas', *Tourism Management*, 55, pp. 1–12.

Midgley, J. et al. (1986) 'Community participation, social development and the state.', *Community participation, social development and the state*. Routledge.

Mihalic, T. (2016) 'Sustainable-responsible tourism discourse - Towards 'responsustainable' tourism', *Journal of Cleaner Production*, 111(B), pp. 461–470.

Miles, M.B. and Huberman, A.M. (2014) *Qualitative data analysis: An expanded sourcebook*. 3rd edn. Thousand Oaks, CA, US: Sage Publications, Inc.

Miller, G. et al. (2010) 'Public understanding of sustainable tourism', *Annals of Tourism Research*, 37(3), pp. 627–645.

Mohammadi, F. et al. (2020) 'Co-creation in tourism: a systematic mapping study', *Tourism Review*, 76(2), pp. 305–343.

Monterrubio, C. (2018) 'Tourist stereotypes and servers' attitudes: a combined theoretical approach', *Journal of Tourism and Cultural Change*, 16(1), pp. 57–74.

Monterrubio, C., Osorio, M. and Benítez, J. (2018) 'Comparing enclave tourism's socioeconomic impacts: A dependency theory approach to three state-planned resorts in Mexico', *Journal of Destination Marketing and Management*, 8, pp.

412–422.

Moscardo, G. (2009) 'Tourism and Quality of Life: Towards a More Critical Approach', *Tourism and Hospitality Research*, 9(2), pp. 159–170.

Mowforth, M. and Munt, I. (2016) *Tourism and sustainability: development, globalisation and new tourism in the Third World*. London and New York: Routledge.

Mulgan, G. et al. (2007) 'Social Innovation: what it is, why it matters, how it can be accelerated'. The Young Foundation. *Skoll Centre for Social Entrepreneurship Working Paper*, 376.

Murray, G. (2007) 'Coastal Management Constructing Paradise: The Impacts of Big Tourism in the Mexican Coastal Zone'. *Coastal Management*, 35(2-3), pp.339-355.

Neal, J.D., Uysal, M. and Sirgy, J.M. (2007) 'The effect of tourism services on travellers' quality of life', *Journal of Travel Research*, 46(2), pp. 154–163.

Nepal, R., al Irsyad, M.I. and Nepal, S.K. (2019) 'Tourist arrivals, energy consumption and pollutant emissions in a developing economy-implications for sustainable tourism', *Tourism Management*, 72, pp. 145–154.

Nepal, R. and Nepal, S.K. (2019) 'Managing overtourism through economic taxation: policy lessons from five countries', *Tourism Geographies*, pp. 1–22.

Nesticò, A. and Maselli, G. (2020) 'Sustainability indicators for the economic evaluation of tourism investments on islands', *Journal of Cleaner Production*, 248.

Neuman, W. (2014) *Social research methods: Qualitative and quantitative approaches*. Pearson.

Ngo, T. et al. (2018) 'Collaborative marketing for the sustainable development of community-based tourism enterprises: voices from the field', *Journal of Sustainable Tourism*, 26(8), pp. 1325–1343.

Nocca, F. (2017) 'The Role of Cultural Heritage in Sustainable Development: Multidimensional Indicators as Decision-Making Tool', *Sustainability*, 9(10), p. 1882.

Nooteboom, B. (1996) 'Trust, opportunism and governance: A process and control model', *Organization Studies*, 17(6), pp. 985–1010.

Nooteboom, B. (2000) 'Learning by interaction: Absorptive capacity, cognitive distance and governance', *Journal of Management and Governance*, 4(1–2), pp. 69–92.

Nunkoo, R. (2015) 'Tourism development and trust in local government', *Tourism Management*, 46, pp. 623–634.

Nunkoo, R. and Smith, S.L.J. (2013) 'Political economy of tourism: Trust in government actors, political support, and their determinants', *Tourism Management*, 36(120), p. 132.

Nyahunzvi, D.K. (2013) 'CSR reporting among Zimbabwe's hotel groups: a content analysis', *International Journal of Contemporary Hospitality Management*, 25(5), pp. 595–613.

O'Grady, R. (1992) *The child and the tourist: the story behind the escalation of child prostitution in Asia*. ECPAT.

Odekerken-Schröder, G. et al. (2020) 'Mitigating loneliness with companion robots in the COVID-19 pandemic and beyond: an integrative framework and research agenda', *Journal of Service Management*, 31(6), pp. 1149–1162.

OECD (2020) *OECD Tourism Trends and Policies 2020*, OECD Publishing, Paris.

OECD (2022), *OECD Tourism Trends and Policies 2022*, OECD Publishing, Paris

Okazaki, E. (2008) 'A Community-Based Tourism , Model: Its Conception and Use', *Journal of Sustainable Tourism*, 16(5), pp. 511–529.

Orsi, P. (2019) *UN Mexico rights office criticizes government on Mayan Train*, AP News. Available at:

<https://apnews.com/article/0929f79bd3ae467c052140b40e73d732> (Accessed: 13 September 2021).

Ortega, B.A.C. (2011) *Justice and fairness in tourism: A grounded theory study of cultural justice in Quintana Roo, Mexico*. Texas A&M University.

Ostrom, E. (2009) 'A General Framework for Analyzing Sustainability of Social-Ecological Systems', *American Association for the Advancement of Science*, 325(5939), pp. 419–422.

Otoo, F.E., Badu-Baiden, F. and Kim, S. (Sam) (2019) 'A qualitative cognitive appraisal of tourist harassment', *International Journal of Tourism Research*, 21(5), pp. 575–589.

Öztürk, N. and Ayvaz, S. (2018) 'Sentiment analysis on Twitter: A text mining approach to the Syrian refugee crisis', *Telematics and Informatics*, 35(1), pp. 136–147.

Palomino, M. et al. (2016) 'The online dissemination of nature–health concepts: Lessons from sentiment analysis of social media relating to “nature-deficit disorder”', *International journal of environmental research and public health*, 13(1), p. 142.

Pangil, F. and Chan, J.M. (2014) 'The mediating effect of knowledge sharing on the relationship between trust and virtual team effectiveness', *Journal of Knowledge Management*, 18(1), pp. 92–106.

Papatheodorou, A. (2004) 'Exploring the evolution of tourism resorts', *Annals of Tourism Research*, 31(1), pp. 219–237.

Paulauskaite, D. et al. (2017) 'Living like a local: Authentic tourism experiences and the sharing economy', *International Journal of Tourism Research*, 19(6), pp. 619–628.

Paunović, I. et al. (2020) 'Developing a competitive and sustainable destination of the future: Clusters and predictors of successful national-level destination governance across destination life cycle', *Sustainability (Switzerland)*, 12(10).

Pennebaker, J.W. and Francis, M.E. (1996) 'Cognitive, emotional, and language processes in disclosure', *Cognition & Emotion*, 10(6), pp. 601–626.

Pera, R., Occhiocupo, N. and Clarke, J. (2016) 'Motives and resources for value co-creation in a multi-stakeholder ecosystem: A managerial perspective', *Journal of Business Research*, 69(10), pp. 4033–4041.

Perkins, D.D. and Zimmerman, M.A. (1995) 'Empowerment theory, research, and application', *American Journal of Community Psychology*, 23(5), pp. 569–579.

Petersen, J.A. et al. (2009) 'Choosing the Right Metrics to Maximize Profitability and Shareholder Value', *Journal of Retailing*, 85(1), pp. 95–111.

Peterson, M. and Godby, R.W. (2020) 'Citizen Participation in Political Markets: Extending Service-Dominant Logic to Public Policy', *Journal of Public Policy and Marketing*, 39(4), pp. 412–429.

Phi, G.T. and Dredge, D. (2019) 'Collaborative tourism-making: an interdisciplinary review of co-creation and a future research agenda', *Tourism Recreation Research*, 44(3), pp. 284–299.

Piketty, T. (2014) *Capital in the Twenty-First Century*, Belknap Press.

Porter, M.E. et al. (2015) 'Social Progress Index 2015: Executive Summary', *Social Progress Imperative*, p. 153.

Prahalad, C.K. and Ramaswamy, V. (2004) 'Co-creation experiences: The next practice in value creation', *Journal of Interactive Marketing*, 18(3), pp. 5–14.

Pratt, S., McCabe, S. and Movono, A. (2016) 'Gross happiness of a "tourism" village in Fiji Stephen', *Journal of Destination Marketing*, 5, pp. 26–36.

Prebensen, N.K., Vittersø, J. and Dahl, T.I. (2013) 'Value Co-creation significance of tourist resources', *Annals of Tourism Research*, 42(xx), pp. 240–261.

Pretty, J. (1995) 'The many interpretations of participation', *In Focus*, 16, pp. 4–5.

Puczkó, L. and Smith, M. (2012) 'An analysis of tourism QOL domains from the demand side', in *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*. Xellum Ltd, 1051, Október 6. u. 14, Budapest, Hungary: Springer Netherlands, pp. 263–277.

Quester, P.G., Dzever, S. and Chetty, S. (2000) 'Country-of-origin effects on purchasing agents' product perceptions: an international perspective', *Journal of Business & Industrial Marketing*, 15(7), pp. 479–489.

Rahmani, K., Gnoth, J. and Mather, D. (2017) 'Tourists' Participation on Web 2.0: A Corpus Linguistic Analysis of Experiences', *Journal of Travel Research*, 57(8), pp. 1108–1120.

Ramaswamy, V. and Ozcan, K. (2014) *The co-creation paradigm*. Stanford University Press.

Ranasinghe, R. and Cheng, L. (2018) 'Tourism-induced mobilities and transformation of indigenous cultures: where is the Vedda community in Sri

Lanka heading to?', *Journal of Tourism and Cultural Change*, 16(5), pp. 521–538.

Rappaport, J. (1987) 'Terms of empowerment/exemplars of prevention: Toward a theory for community psychology', *American journal of community psychology*, 15(2), pp. 121–148.

Rasoolimanesh, S.M. et al. (2015) 'A revised framework of social exchange theory to investigate the factors influencing residents' perceptions', *Tourism Management Perspectives*, 16, pp. 335–345.

Rasoolimanesh, S.M. et al. (2019) 'Guest editorial Development and trend of information and communication technologies in hospitality and tourism', *Journal of Hospitality and Tourism Technology*, 10(4), pp. 481–488.

Rasoolimanesh, S. Mostafa and Jaafar, M. (2017) 'Sustainable tourism development and residents' perceptions in World Heritage Site destinations', *Asia Pacific Journal of Tourism Research*, 22(1), pp. 34–48.

Rasoolimanesh, S.M., Jaafar, M. and Barghi, R. (2017) 'Effects of Motivation, Knowledge and Perceived Power on Residents' Perceptions: Application of Weber's Theory in World Heritage Site Destinations', *International Journal of Tourism Research*, 19(1), pp. 68–79.

Recher, V. and Rubil, I. (2020) 'More Tourism, More Crime: Evidence from Croatia', *Social Indicators Research*, 147(2), pp. 651–675.

Reed, M.G. (1997) 'Power relations and community-based tourism planning', *Annals of Tourism Research*, 24(3), pp. 566–591.

Renkert, S.R. (2019) 'Community-owned tourism and degrowth: a case study in the Kichwa Anangu community', *Journal of Sustainable Tourism*, 27(12, SI), pp. 1893–1908.

Reynolds, P.C. and Braithwaite, D. (2001) 'Towards a conceptual framework for wildlife tourism', *Tourism Management*, 22(1), pp. 31–42.

Ribeiro, M.A., Valle, P.O. do and Silva, J.A. (2013) 'Residents' Attitudes towards Tourism Development in Cape Verde Islands', *Tourism Geographies*, 15(4), pp. 654–679.

Ritchie, J.R.B. and Crouch, G.I. (Geoffrey I. (2003) *The Competitive Destination: a sustainable tourism perspective*. CAB International.

Roberts, H., Sadler, J. and Chapman, L. (2017) 'Using Twitter to investigate seasonal variation in physical activity in urban green space', *Geo: Geography and Environment*, 4(2), p. e00041.

Roberts, S. and Tribe, J. (2008) 'Sustainability indicators for small tourism enterprises - An exploratory perspective', *Journal of Sustainable Tourism*, 16(5), pp. 575–594.

Robinson, R.N.S. et al. (2019) 'Sustaining precarity: critically examining tourism and employment', *Journal of Sustainable Tourism*, 27(7, SI), pp. 1008–1025.

Rocheleau, D.E. (2015) 'Networked, rooted and territorial: green grabbing and resistance in Chiapas', *The Journal of Peasant Studies*, 42(3–4), pp. 695–723.

Routledge, P. (2001) 'Selling the rain', resisting the sale: Resistant identities and the conflict over tourism in Goa', *Social and Cultural Geography*, 2(2), pp. 221–240.

Rue, F. La (2011) *Report of the Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression*. Available at: <https://ictlogy.net/bibliography/reports/projects.php?idp=2187&lang=ca> (Accessed: 13 November 2020).

Ruhanen, L. (2013) 'Local government: Facilitator or inhibitor of sustainable

tourism development?', *Journal of Sustainable Tourism*, 21(1), pp. 80–98.

Ruhanen, L. and Whitford, M. (2019) 'Cultural heritage and Indigenous tourism', *Journal of Heritage Tourism*. Taylor and Francis Ltd., pp. 179–191.

Ryan, C. (1993) 'Crime, violence, terrorism and tourism. An accidental or intrinsic relationship?', *Tourism Management*, 14(3), pp. 173–183.

Sáez Martín, A., Haro de Rosario, A. and Caba Pérez, M.D.C. (2015) 'Using Twitter for Dialogic Communication: Local Government Strategies in the European Union', *Local Government Studies*, 41(3), pp. 421–444.

Sakata, H. and Prideaux, B. (2013) 'An alternative approach to community-based ecotourism: a bottom-up locally initiated non-monetised project in Papua New Guinea', *Journal of Sustainable Tourism*, 21(6), pp. 880–899.

Saldaña, J. (2016) *The coding manual for qualitative researchers*. Sage.

Saldívar, E. (2018) 'Uses and abuses of culture: mestizaje in the era of multiculturalism', *Cultural Studies*, 32(3), pp. 438–459.

Salem, T. and Twining-Ward, L. (2018) *The voice of travelers: leveraging user-generated content for tourism development 2018*. World Bank.

Salinas Fernández, J.A. et al. (2020) 'Determinants of tourism destination competitiveness in the countries most visited by international tourists: Proposal of a synthetic index', *Tourism Management Perspectives*, 33.

Sampat, P. (2015) 'The "Goan Impasse": land rights and resistance to SEZs in Goa, India', *The Journal of Peasant Studies*, 42(3–4), pp. 765–790.

Sandoval-Almazan, R. and Valle-Cruz, D. (2018) 'Facebook impact and sentiment analysis on political campaigns', in *ACM International Conference Proceeding Series*.

Saunders, M.N.K. (2015) 'The Layers of Research Design', in *Research Methods for Business Students*. 7th edn. Pearson Education, pp. 122–161.

Saunders Mark, L.P. and Adrian, T. (2016) *Research methods for business students*. Edited by P. Lewis and A. Thornhill. Pearson Education.

Sautter, E.T. and Leisen, B. (1999) 'Managing stakeholders: A tourism planning model', *Annals of Tourism Research*, 26(2), pp. 312–328.

Schaerer, M. et al. (2018) 'Low power individuals in social power research: A quantitative review, theoretical framework, and empirical test', *Organizational Behavior and Human Decision Processes*, 149, pp. 73–96.

Scheyvens, R. (1999) 'Ecotourism and the empowerment of local communities', *Tourism Management*, 20(2), pp. 245–249.

Scheyvens, R. and Hughes, E. (2019) 'Can tourism help to “end poverty in all its forms everywhere”? The challenge of tourism addressing SDG1', *Journal of Sustainable Tourism*, 27(7), pp. 1061–1079.

Schilcher, D. (2007) 'Growth versus equity: The continuum of pro-poor tourism and neoliberal governance', *Current Issues in Tourism*, 10(2–3), pp. 166–193.

Schnitzer, M., Winner, H. and Tappeiner, G. (2020) 'Overtourism and support for sports mega events', *Annals of Tourism Research*, 88.

Schumpeter, J.A. (1983) *The theory of economic development*. Routledge.

Schwartz, H.A. et al. (2016) 'Predicting individual well-being through the language of social media', in *Pacific Symposium on Biocomputing*. World Scientific Publishing Co. Pte Ltd, pp. 516–527.

Scott, D. (2011) 'Why sustainable tourism must address climate change', *Journal of Sustainable Tourism*, 19(1), pp. 17–34.

Scott, D., Hall, C.M. and Gössling, S. (2019) 'Global tourism vulnerability to climate change', *Annals of Tourism Research*, 77, pp. 49–61.

Sen, A. (1999) 'Commodities and capabilities', *OUP Catalogue*.

Seraphin, H., Sheeran, P. and Pilato, M. (2018) 'Over-tourism and the fall of Venice as a destination', *Journal of Destination Marketing and Management*, 9, pp. 374–376.

Shakeela, A. and Cooper, C. (2009) 'Human Resource Issues in a Small Island Setting the Case of the Maldivian Tourism Industry', *Tourism Recreation Research*, 34(1), pp. 67–78.

Shakeela, A., Ruhanen, L. and Breakey, N. (2011) 'The Role of Employment in the Sustainable Development Paradigm—The Local Tourism Labor Market in Small Island Developing States', *Journal of Human Resources in Hospitality & Tourism*, 10(4), pp. 331–353.

Shamsuddin, S., Hassan, N.R.A. and Bilyamin, S.F.I. (2012) 'Walkable Environment in Increasing the Liveability of a City', *Procedia - Social and Behavioral Sciences*, 50, pp. 167–178.

Sharpley, R. (2000) 'Tourism and sustainable development: Exploring the theoretical divide', *Journal of Sustainable Tourism*, 8(1), pp. 1–19.

Sharpley, R.S. and David J. (2014) *Tourism and Development Concepts and Issues, Tourism and Development: Concepts and Issues, 2nd edn*. University of Central Lancashire, United Kingdom: Channel View Publications.

Shaw, G., Bailey, A. and Williams, A. (2011) 'Aspects of service-dominant logic and its implications for tourism management: Examples from the hotel industry', *Tourism Management*, 32(2), pp. 207–214.

Sheehan, L.R. and Ritchie, J.R.B. (2005) 'Destination stakeholders: Exploring

identity and salience', *Annals of Tourism Research*, 32(3), pp. 711–734.

Sheldon, P.J. and Park, S.-Y. (2011) 'An exploratory study of corporate social responsibility in the U.S. travel industry', *Journal of Travel Research*, 50(4), pp. 392–407.

Shepherd, R.J. and Yu, L. (2013) *Heritage management, tourism, and governance in China: managing the past to serve the present*. Springer.

Shin, H.B. (2009) 'Life in the shadow of mega-events: Beijing Summer Olympiad and its impact on housing', *Journal of Asian Public Policy*, 2(2), pp. 122–141.

Sigala, M. (2011) 'eCRM 2.0 applications and trends: The use and perceptions of Greek tourism firms of social networks and intelligence', *Computers in Human Behavior*, 27(2), pp. 655–661.

Sigala, M. (2015) 'From Demand Elasticity to Market Plasticity: A Market Approach for Developing Revenue Management Strategies in Tourism', *Journal of Travel & Tourism Marketing*, 32(7), pp. 812–834.

Silvestre, G. and de Oliveira, N.G. (2012) 'The revanchist logic of mega-events: community displacement in Rio de Janeiro's West End', *Visual Studies*, 27(2), pp. 204–210.

Simmons, D.G. (1994) 'Community participation in tourism planning', *Tourism Management*, 15(2), pp. 98–108.

Sinclair-Maragh, G. and Gursoy, D. (2016) 'A Conceptual Model of Residents' Support for Tourism Development in Developing Countries', *Tourism Planning and Development*, 13(1), pp. 1–22.

Singh, S. (2019) 'The Onward March of technology and its impact on the world of tourism', in *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives*. Taylor and Francis, pp. 418–427.

Skuza, M. and Romanowski, A. (2015) 'Sentiment analysis of Twitter data within big data distributed environment for stock prediction', in *Proceedings of the 2015 Federated Conference on Computer Science and Information Systems, FedCSIS 2015*. Institute of Electrical and Electronics Engineers Inc., pp. 1349–1354.

Sloan, L. et al. (2017) "Think Before You Collect: Setting Up a Data Collection Approach for Social Media Studies", *The SAGE handbook of social media research methods*, p.679.

Smith, M.K., Sziva, I.P. and Olt, G. (2019) 'Overtourism and Resident Resistance in Budapest', *Tourism Planning and Development*. Routledge.

So, K.K.F.N.R. (2016) 'Residents' Support for Tourism: Testing Alternative Structural Models', *Journal of Travel Research*, 55(7), pp. 847–861.

Statista Global Consumer Survey (GCS) (2022) *Social media: Twitter in Mexico 2022 Brand Report*. Available at: <https://www.statista.com/study/75998/social-media-twitter-in-mexico-brand-report/> (Accessed: 15 May 2022).

Stergiou, D.P. and Farmaki, A. (2019) 'Resident perceptions of the impacts of P2P accommodation: Implications for neighbourhoods', *International Journal of Hospitality Management*, 91.

Stiglitz, J.E.J., Sen, A. and Fitoussi, J.J.-P. (2009) *Report by the Commission on the Measurement of Economic Performance and Social Progress*. Citeseer. Available at: www.stiglitz-sen-fitoussi.fr (Accessed: 24 March 2019).

Stovall, W., Higham, J. and Stephenson, J. (2019) 'Prepared for take-off? Anthropogenic climate change and the global challenge of twenty-first century tourism', in *Handbook of Globalisation and Tourism*. University of Otago, New Zealand: Edward Elgar Publishing Ltd., pp. 174–187.

Strauss, A. and Corbin, J. (2014) *Basics of qualitative research techniques*. 4th edn. Sage publications Thousand Oaks, CA.

Stylidis, D. (2018) 'Place Attachment, Perception of Place and Residents' Support for Tourism Development', *Tourism Planning and Development*, 15(2), pp. 188–210.

Sun, Y.Y. (2016) 'Decomposition of tourism greenhouse gas emissions: Revealing the dynamics between tourism economic growth, technological efficiency, and carbon emissions', *Tourism Management*, 55, pp. 326–336.

Tamajón, L.G. and Valiente, G.C. (2017) 'Barcelona seen through the eyes of TripAdvisor: actors, typologies and components of destination image in social media platforms', *Current Issues in Tourism*, 20(1), pp. 33–37.

Tasci, A.D.A. and Gartner, W.C. (2007) 'Destination Image and Its Functional Relationships', *Journal of Travel Research*, 45(4), pp. 413–425.

Tausczik, Y. and Pennebaker, J. (2010) 'The psychological meaning of words: LIWC and computerized text analysis methods', *Journal of language*, 29(1), pp. 24–54.

Telfer, D.J. and Sharpley, R. (2008) *Tourism and development in the developing world, Tourism and Development in the Developing World*. London and New York: Routledge.

Telfer, D.J. and Sharpley, R. (2015) *Tourism and Development in the Developing World*. Routledge.

Thaithong, N. (2016) *"An investigation of tourism stakeholder networks and cluster sustainability in Samui Island, Thailand". A thesis submitted for the degree of Doctor of Philosophy*. University of Hull.

Tham, A. and Huang, D. (2019) 'Game on! A new integrated resort business

model', *Tourism Review*, 74(6, SI), pp. 1153–1166.

Theobald, W.F. (2012) *Global Tourism*. Routledge.

Thomas, T.K., Mura, P. and Romy, A. (2019) 'Tourism and the "dry law" in Kerala—exploring the nexus between tourism and alcohol', *Journal of Tourism and Cultural Change*, 17(5), pp. 563–576.

Thompson, B.S., Gillen, J. and Friess, D.A. (2018) 'Challenging the principles of ecotourism: insights from entrepreneurs on environmental and economic sustainability in Langkawi, Malaysia', *Journal of Sustainable Tourism*, 26(2), pp. 257–276.

Thompson, L.S. and Kohon, J.C. (2012) 'Developments in rail organization in the Americas, 1990 to present and future directions', *Journal of Rail Transport Planning and Management*, 2(3), pp. 51–62.

Thornhill, A., Saunders, M. and Lewis, P. (2009) *Research methods for business students*, Essex: Pearson Education Ltd.

Timothy, D.J. and Nyaupane, G.P. (2009) *Cultural heritage and tourism in the developing world: A regional perspective*. Routledge.

Torring, J., Sørensen, E. and Røiseland, A. (2019) 'Transforming the Public Sector into an Arena for Co-Creation: Barriers, Drivers, Benefits, and Ways Forward', *Administration & Society*, 51(5), pp. 795–825.

Tosun, C. (1999) 'Towards a typology of community participation in the tourism development process', *Anatolia*, 10(2), pp. 113–134.

Tosun, C. (2000) 'Limits to community participation in the tourism development process in developing countries', *Tourism Management*, 21(6), pp. 613–633.

Tosun, C. (2006) 'Expected nature of community participation in tourism

development', *Tourism Management*, 27(3), pp. 493–504.

Tovar, C. and Lockwood, M. (2008) 'Social impacts of tourism: an Australian regional case study', *International Journal of Tourism Research*, 10(4), pp. 365–378.

Townsend, L. and Wallace, C. (2016) 'Social media research: A guide to ethics', *University of Aberdeen*, 1, p. 16.

Tran, P.B. et al. (2020) 'Income security during public health emergencies: The COVID-19 poverty trap in Vietnam', *BMJ Global Health*. BMJ Publishing Group, p. 2504.

Tripadvisor (2022) *Investor Relations*. Available at: <https://ir.tripadvisor.com/> (Accessed: 17 January 2022).

Truong, V.D., Hall, C.M. and Garry, T. (2014) 'Tourism and poverty alleviation: Perceptions and experiences of poor people in Sapa, Vietnam', *Journal of Sustainable Tourism*, 22(7), pp. 1071–1089.

Tuan, L.T. (2018) 'Activating tourists' citizenship behavior for the environment: the roles of CSR and frontline employees' citizenship behavior for the environment', *Journal of Sustainable Tourism*, 26(7), pp. 1178–1203.

Tuan, L.T. et al. (2019) 'Customer value co-creation in the business-to-business tourism context: The roles of corporate social responsibility and customer empowering behaviors', *Journal of Hospitality and Tourism Management*, 39, pp. 137–149.

Turner, L. and Ash, J. (1975) *The golden hordes: international tourism and the pleasure periphery*. Edited by J. Ash. London: Constable.

Ubaldi, B. (2013) 'Open Government Data: Towards Empirical Analysis of Open Government Data Initiatives', *OECD Working Papers on Public Governance*,

22(22), p. 61.

UN (2015) *About the Sustainable Development Goals - United Nations Sustainable Development*. Available at:
<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
(Accessed: 12 February 2020).

UNEP (2011) *Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication*. Available at: www.unep.org/greeneconomy
(Accessed: 19 July 2020).

USAID (2020) *Pandemic Influenza and Other Emerging Threats | Vietnam | U.S. Agency for International Development*. Available at:
<https://www.usaid.gov/vietnam/pandemic-influenza-and-other-emerging-threats> (Accessed: 14 November 2020).

Usono, A. and Sharratt, M. (2014) *Understanding knowledge-sharing in online communities of practice, E-Learning and Digital Media*. Available at:
www.ejkm.com (Accessed: 22 June 2021).

Uysal, M., Berbekova, A. and Kim, H. (2020) 'Designing for Quality of life', *Annals of Tourism Research*, 83(2020).

Uysal, M. and Sirgy, M.J. (2019) 'Quality-of-life indicators as performance measures', *Annals of Tourism Research*, 76, pp. 291–300.

Valente, T.W. and Pitts, S.R. (2017) 'An Appraisal of Social Network Theory and Analysis as Applied to Public Health: Challenges and Opportunities', *Annual Review of Public Health*, 38, pp. 103–118.

Valentine, P.S. (1993) 'Ecotourism and nature conservation: A definition with some recent developments in Micronesia', *Tourism management*, 14(2), pp. 107–115.

Vanderstoep, S.W. and Johnson, D.D. (2009) *Research methods for everyday life: Blending qualitative and quantitative approaches*. John Wiley & Sons.

Vargo, S.L. and Lusch, R.F. (2004) 'Evolving to a New Dominant Logic for Marketing', *Journal of Marketing*, 68(1), pp.1-17.

Vargo, S.L. and Lusch, R.F. (2008) 'Service-dominant logic: Continuing the evolution', *Journal of the Academy of Marketing Science*, 36(1), pp. 1–10.

Vargo, S.L. and Lusch, R.F. (2016) 'Institutions and axioms: an extension and update of service-dominant logic', *Academy of Marketing Science*, 44, pp. 5–23.

Vázquez-Maguirre, M. (2018) 'Sustainable Ecosystems Through Indigenous Social Enterprises'. Cham, pp. 173–189.

Vázquez, P. (2020) *Protestan conductores de Uber en QRoo por agresiones de taxistas - Estados - La Jornada, La Jornada*. Available at: <https://www.jornada.com.mx/ultimas/estados/2020/08/31/protestan-conductores-de-uber-frente-a-palacio-municipal-de-qroo-5663.html> (Accessed: 12 November 2020).

Del Vecchio, P. et al. (2020) 'Detecting customers knowledge from social media big data: toward an integrated methodological framework based on netnography and business analytics', *Journal of Knowledge Management*, 24(4), pp. 799–821.

Vij, M. et al. (2019) 'Exploring residents' perceptions of mega event-Dubai Expo 2020: A pre-event perspective', *Sustainability (Switzerland)*, 11(5).

Wall, G. (2018) 'Beyond sustainable development', *Tourism Recreation Research*, 43(3), pp. 390–399.

Wall, G. and Mathieson, A. (2006) *Tourism: change, impacts, and opportunities*. Pearson Education.

Wang, D., Li, X. (Robert) and Li, Y. (2013) 'China's "smart tourism destination" initiative: A taste of the service-dominant logic', *Journal of Destination Marketing and Management*, 2(2), pp. 59–61.

Wang, Y. and Wissenbach, U. (2019) 'Clientelism at work? A case study of Kenyan Standard Gauge Railway project', *Economic History of Developing Regions*, 34(3), pp. 280–299.

Webb, E.J. et al. (1966) *Unobtrusive measures: Nonreactive research in the social sciences*. Rand McNally Chicago.

Whiteman, N. (2012) *Undoing Ethics Rethinking Practice in Online Research*, *Journal of Chemical Information and Modelling*. Springer.

Willis, K. (1995) 'Imposed structures and contested meanings: policies and politics of public participation', *Australian Journal of Social Issues*, 30(2), pp. 211–227.

Wissenbach, U. and Wang, Y. (2017) 'African politics meets Chinese engineers: The Chinese-built Standard Gauge Railway Project in Kenya and East Africa', *SAIS-Cari Working Paper*.

Wonderful Copenhagen (2020) *The End of Tourism: Towards a new beginning of localhood; Strategy 2020*. Available at: <http://localhood.wonderfulcopenhagen.dk/> (Accessed: 3 September 2021).

Wondirad, A., Tolkach, D. and King, B. (2020) 'Stakeholder collaboration as a major factor for sustainable ecotourism development in developing countries', *Tourism Management*, 78, p. 104024.

Woo, E., Kim, H. and Uysal, M. (2015) 'Life satisfaction and support for tourism development', *Annals of Tourism Research*, 50, pp. 84–97.

Woo, E., Uysal, M. and Sirgy, M.J. (2018) 'Tourism impact and stakeholders'

quality of life', *Journal of Hospitality & Tourism Research*, 42(2), pp. 260–286.

Woo, E, Uysal, M. and Sirgy, M.J. (2018) 'Tourism Impact and Stakeholders' Quality of Life', *Journal of Hospitality and Tourism Research*, 42(2), pp. 260–286.

WTTC (2018) *Coping with Success: Managing Overcrowding in Tourism Destinations*. London, UK.

WTTC (2022) *Prosperity Data360*. Available at:
<https://tcdata360.worldbank.org/> (Accessed: 03 March 2023).

Xiang, Z. and Fesenmaier, D.R. (2017) *Analytics in Smart Tourism Design: Concepts and Methods*. Springer International Publishing Switzerland.

Xiang, Z. and Gretzel, U. (2010) 'Role of social media in online travel information search', *Tourism Management*, 31(2), pp. 179–188.

Yamada, N. et al. (2011) 'Urban residents' life satisfaction and cultural tourism development: The role of health perception, wealth, safety, community contentment, and cultural tourism development', *Journal of Quality Assurance in Hospitality and Tourism*, 12(3), pp. 220–235.

Yanes, A. et al. (2019) 'Community-Based Tourism in Developing Countries: A Framework for Policy Evaluation', *Sustainability*, 11(9), p. 2506.

Yang, L. and Robert Li, X. (2012) 'Ethnic tourism and resident quality-of-life', in *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*. Department of Geography, Western Michigan University, 1903 W. Michigan Avenue, Kalamazoo, MI 49008-5424, United States: Springer Netherlands, pp. 373–387.

Yin, P., Pagliara, F. and Wilson, A. (2019) 'How Does High-Speed Rail Affect Tourism? A Case Study of the Capital Region of China'. *Sustainability*, 11(2), p.472.

Yoon, Y., Gursoy, D. and Chen, J.S. (2001) 'Validating a tourism development theory with structural equation modelling', *Tourism Management*, 22(4), pp. 363–372.

Yu, C.P., Cole, S.T. and Chancellor, C. (2016) 'Assessing Community Quality of Life in the Context of Tourism Development', *Applied Research in Quality of Life*, 11(1), pp. 147–162.

Yu, J. et al. (2019) 'Towards a service-dominant platform for public value co-creation in a smart city: Evidence from two metropolitan cities in China', *Technological Forecasting and Social Change*, 142, pp. 168–182.

Zielinski, S. et al. (2020) 'Why Community-Based Tourism and Rural Tourism in Developing and Developed Nations are Treated Differently? A Review', *Sustainability*, 12(15).

9 Appendix

9.1 Destination's profile

Table 23 Regions' summary profile

Estate	Tourism Development Destination	Total Population (Million) 2020	Visitors' arrival (Millions) 2022	Tourism Gross Domestic Product (GDPT)* 2022	Average Years of Schooling 2020	Poverty Indicator 2022	Social Progress Index (IPS) 2022	Indigenous speakers (Thousands) 2020	Corruption Perception % 2022	Public Services Satisfaction (Population %) 2021	Foreign Direct Investment (FDI) (USD/M) 2023	GINI
National	Semi-developed	126.0	125.9	8.5%	9.74	52.8	68.49	7,363,031	81.9%	47.1		45.4
Campeche	Under-developed	1.0	1.3	2.3%	9.63	51.0	62.5	91,801	64.6%	47.9	\$3.84M	0
Chiapas	Semi-developed	5.7	3.8	12.7%	7.78	70.0	56.1	1,459,648	62.6%	45.3	NA	0
Oaxaca	Semi-developed	4.1	3.4	11.2%	8.12	61.4	51.9	1,221,555	56.7%	38.5	\$22.6M	0
Quintana Roo	Developed	1.7	16.7	35.0%	10.24	33.0	71.5	204,949	68.9%	40.8	\$676M	0.435
Tabasco	Under-developed	2.5	1.4	6.1%	9.69	50.1	60.7	91,025	67.4%	35.6	\$-403K	0.389
Yucatán	Semi-developed	2.2	2.8	11.1%	9.59	45.7	69.1	525,092	58.9%	56.7	\$60.6M	0.357
Mexico City (Capital)	Developed	9.0	9.0	8.5%	11.48	32.2	78.9	110,498	81.9%		\$28M	0.383

Source: INEGI. 2020 Population and Housing Census, Datatur Tourism GDP 2019, Made by Mexico, how are we doing? - INEGI 2022; INEGI System of National Accounts of Mexico. Tourism (2022); Corruption Perception Index, Transparency International 2016; INEGI. National Survey of Government Quality and Impact (ENCIG) 2021; National Survey of Victimization and Security Perception, Public (ENVIPE) 2022, Population with income below the income poverty line, CONEVAL, 2022, Total annual tourist arrivals Datatur, 2022

Keys: Average Years of Schooling - Elementary School (1 to 6 years), Lower Secondary School (7 to 9 years), Upper Secondary School (10 to 12 years), Higher Education (13-20 years)

*Global GDPT Current Global 7.6%, Forecast 11.6% by 2033 (WTTC, 2023).

9.2 Participants' profile

Table 24 Interviews Participants Table

Participant ID #	Stakeholder Role	Region	Profile	Destination Development	Method	Date
ID-001	Resident	Chiapas	Resident that migrated to capital in search of better opportunities	Semi-developed	Interview	29/03/2022
ID-002	Businesses	Oaxaca	Sustainable Hotel Concierge	Semi-developed	Interview	18/03/2022
ID-003	Businesses	Quintana Roo	Large enterprise hotel operator Manager. Female with 10 years of experience in the hospitality sector.	Developed Destination	Interview	06/04/2022
ID-006	NGO member	Oaxaca	Ecotourism facilitator and community worker	Semi-developed	Interview	26/03/2022
ID-010	NGO Member	Chiapas	Cooperative member in Chiapas - Female	Under-developed	Interview	29/03/2022
ID-004	Government	Oaxaca	Staff at tourism information modules from the Mexican Secretary of Tourism	Semi-Developed	Interview	09/04/2022
ID-005	Businesses	Quintana Roo	American expat working as a tour guide living in the region for over seven years	Semi-Developed	Interview	30/03/2022
ID-033	Businesses	Oaxaca	Laundry shop Owner	Semi-Developed	Interview	17/04/2022
ID-034	NGO member	Oaxaca	Co-Founder 1 of cooperative organic market - Male	Semi-Developed	Interview	16/03/2022
ID-035	NGO member	Oaxaca	Co-Founder 2 of cooperative organic market - Male	Semi-Developed	Interview	17/03/2022
ID-035	Businesses/ Resident	Quintana Roo	Spanish teacher and parttime tourist guide living in Puerto Morelos -	Semi-Developed	Interview	29/03/2022
ID-100	Academic	Mexico	Director of Territorial Studies Journal Research line: environmental studies of tourism, sustainable development, protected natural areas and rural tourism	National	Interview	26/03/2022

Source: Author's elaboration.

9.3 Interviews' consent forms and guides

Figure 21 Participant Information Sheet



Participant Information Sheet

Background

Maria Ana Montes de Oca Ramirez, a PhD student from The University of York Management School, would like to invite you to take part in the following academic research project on sustainable tourism development planning in the context of Mexico.

Please read this information sheet carefully before agreeing to take part and let us know if anything is unclear or you would like further information.

What is the purpose of the study?

The study is designed to investigate the residents' quality of life and its role in sustainable tourism development in the context of emerging markets

Why have I been invited to take part?

You have been invited to take part because of your professional experience in tourism in emerging markets.

What will happen if I take part?

Your participation in the research is highly appreciated and it will involve an online interview via Zoom (using a unique password-protected link) which will last approximately one hour. Additionally, with your consent, the interview will be audio-recorded; nevertheless, your anonymity will be ensured at all stages of the research process, including any subsequent publication of the findings.

Do I have to take part?

No, participation is optional. Even if you participate now and change your mind later on, you can withdraw anytime from the study up to 3 months after your participation. In this case, you can communicate with the researcher by a simple email to express your wish to withdraw, and all the files that are related to your participation (e.g. signed consent, or recordings) will be immediately destroyed.

How will you use my data?

All the data collected will be anonymised, held in strict confidence and used only for academic purposes (Research project, related papers for academic journals and conference presentations). Your data will not be linked to any government institution or private business, therefore, none third party will have access to your personal details.

How will you keep my data secure?

The data will be securely stored on the University's cloud storage solution provided by Google, which is the General Data Protection Regulation (GDPR) compliant. Data storage will follow technical and organisational measures to protect your personal data and unique category data. Audio-recordings will be immediately encrypted and safely handled and stored to make sure that confidentiality is maintained.

Information will be treated with confidentiality and shared on a need-to-know basis only. The University is committed to the principle of data protection by design and default and will collect the minimum amount of data necessary for the project. Besides, data will be anonymised, and recordings will be assigned a randomly generated unique code.



Will you transfer my data internationally?

Possibly. The University's cloud storage solution is provided by Google, which means that data can be located at any of Google's globally spread data centres. The University has data protection compliant arrangements in place with this provider. For further information, see: <https://www.york.ac.uk/it-services/google/policy/privacy/>.

Will I be identified in any research outputs?

All files containing any information you provide, which will later be in the form of transcripts, will be coded (with no reference to your name or any of your personal information) and also encrypted and safely stored in compliance with University regulations. Again original files will only be accessed for this research and will not be shared. Moreover, note that the email addresses and/or phone numbers used to contact you for the study will not be linked to the information that you provide during the interview. The email addresses and/or phone numbers will be securely deleted as soon as your interview is over.

How long will you keep my data?

In line with the University Research Data Management Policy, data will be kept ten years following the legal requirements. After this period, research data will be permanently and securely deleted.

What rights do I have in relation to my data?

Under the GDPR, you have a general right of access to your data, a right to rectification, erasure, restriction, objection or portability. You also have a withdrawal right. Please note, not all rights apply where data is processed purely for research purposes. For further information, see <https://www.york.ac.uk/records-management/generaldataprotectionregulation/individualsrights/>.

Questions or concerns

If you have any questions about this participant information sheet or concerns about how your data is being processed, please feel free to use the following contacts:

Maria Ana Montes de Oca PhD Student Email: mdor500@york.ac.uk	Teresa Da Silva Lopes, Head of Research/ Supervisor Email: teresa.lopes@york.ac.uk	Snehasish Banerjee Supervisor Email: snehasish.banerjee@york.ac.uk	Professor Tony Royle Chair of the Ethics Committee that approved this research Email: tony.royle@york.ac.uk
---	---	---	---

If you are still dissatisfied, please contact the University's Acting Data Protection Officer at dataprotection@york.ac.uk.

Right to complain

If you are unhappy with how the University has handled your personal data, you have a right to complain to the Information Commissioner's Office. For information on reporting a concern to the Information Commissioner's Office, see www.ico.org.uk/concerns.

Source: Author's elaboration.

Figure 22 Consent form for participants.



Name of school: The York Management School
Title of study: Quality of Life co-creation for sustainable tourism development in emerging markets.
Student's Name: María Ana Montes de Oca Ramírez

Consent form for participants

This form is for you to state whether or not you agree to take part in the study. Please read and answer every question. If there is anything you do not understand, or if you want more information, please ask the researcher.

Have you read and understood the information leaflet about the study? Yes ☐ No ☐

Have you had an opportunity to ask questions about the study? Yes ☐ No ☐

Do you understand that the information you provide will be held in confidence by the research team? Yes ☐ No ☐

Do you understand that you may withdraw from the study for any reason, without affecting any services you receive? Yes ☐ No ☐

Do you understand that the information you provide may be used in future research? Yes ☐ No ☐

Do you agree to take part in the study? Yes ☐ No ☐

If yes, do you agree to your interviews being recorded? Yes ☐ No ☐

(You may take part in the study without agreeing to this).

Your name (in BLOCK letters): _____

Your signature: _____

Please complete and sign this agreement and return it by email as an attachment (scanned image of this form or as a signed PDF) to mdor500@york.ac.uk

Interviewer's name: María Ana Montes de Oca Ramírez

Date: _____

Source: Author's elaboration.

Figure 23 Interview guide.



Interview Guide

How is the sharing-culture/value pattern of the resident's quality of life (QoL) linked with other stakeholders' interests in sustainable tourism development in the Southeast of Mexico?

Questions					Link to RQs	Notes										
The York Management School Title of study: Residents' Quality of Life integration in sustainable tourism development planning through social media analytics. A case of regional tourism in southeast Mexico. I would just like to confirm you have agreed to take part in the study and fully read the consent form sent earlier. Topics included: -Have you read and understood the information leaflet about the study? -Have you had an opportunity to ask questions about the study? -Do you understand that the information you provide will be held in confidence by the research team? -Do you understand that you may withdraw from the study for any reason, without affecting any services you receive? -Do you understand that the information you provide may be used in future research? -Do you agree to take part in the study? -If yes, do you agree to your interviews being recorded? (You may take part in the study without agreeing to this).					NA											
Q1. Can you talk about ... <table border="1"> <thead> <tr> <th>Resident</th> <th>Tourist</th> <th>Government/Institutions</th> <th>Business</th> <th>Academia</th> </tr> </thead> <tbody> <tr> <td>Your background and how long have you lived in the area? Age: Years Living: Profile/position: Resident</td> <td>Your nationality and your experience choosing Mexico as a destination? Age: Profile/position: Tourist</td> <td>Your area/organization, some of the main activities you are involved in? Age: Years Living: Profile/position:</td> <td>What is your business about, and some of the main activities you are involved in? Age: Years Living: Profile/position:</td> <td>Your area of research and main topics of interest? Age: Years Living: Profile/position:</td> </tr> </tbody> </table>					Resident	Tourist	Government/Institutions	Business	Academia	Your background and how long have you lived in the area? Age: Years Living: Profile/position: Resident	Your nationality and your experience choosing Mexico as a destination? Age: Profile/position: Tourist	Your area/organization, some of the main activities you are involved in? Age: Years Living: Profile/position:	What is your business about, and some of the main activities you are involved in? Age: Years Living: Profile/position:	Your area of research and main topics of interest? Age: Years Living: Profile/position:	Interviewee's educational background or tenure of residence in a community	
Resident	Tourist	Government/Institutions	Business	Academia												
Your background and how long have you lived in the area? Age: Years Living: Profile/position: Resident	Your nationality and your experience choosing Mexico as a destination? Age: Profile/position: Tourist	Your area/organization, some of the main activities you are involved in? Age: Years Living: Profile/position:	What is your business about, and some of the main activities you are involved in? Age: Years Living: Profile/position:	Your area of research and main topics of interest? Age: Years Living: Profile/position:												
Q2. Can you tell me what does tourism mean to you? Q3. Can you think back and describe the tourism of this region in the past, and how it changed over time? Q4. From your understanding, how would you define Quality of life? / Sustainability TOPIC TRANSITION: We have talked about the <i>general understanding of tourism, quality of life and sustainability</i> . Now I would like to ask you some questions about your perception on <i>QoL indicators that impact (positive and negative) in the region</i> .					QoL and Sustainability How is QoL perceived from a multi-stakeholder approach?											
Considering QoL is linked to different development areas (such as economic, social, environmental, cultural, political, health and technology). I would like ask, from your experience, how tourism activities or growth have impacted positive or negatively the in the region/community? Particularly on... <table border="1"> <thead> <tr> <th>Resident</th> <th>Tourist</th> <th>Government/Institutions</th> <th>Business</th> <th>Academia</th> </tr> </thead> <tbody> <tr> <td>Your Quality of life /everyday activities</td> <td>your tourism experience and involvement with the region</td> <td>development programs</td> <td>your business growth</td> <td>Specific areas of research//</td> </tr> </tbody> </table>					Resident	Tourist	Government/Institutions	Business	Academia	Your Quality of life /everyday activities	your tourism experience and involvement with the region	development programs	your business growth	Specific areas of research//	QoL indicators What QoL indicators are directly relevant and influence in sustainable development in emerging markets?	
Resident	Tourist	Government/Institutions	Business	Academia												
Your Quality of life /everyday activities	your tourism experience and involvement with the region	development programs	your business growth	Specific areas of research//												
Q5. We can start with the Economic aspect, are there any issues you considered beneficial or harmful <i>(Eg. Cost of Living, Digital platforms, Dollar Value, Employment, Entrepreneurship, Export, Foreign investment, Income, Local Economy, Ownership, Poverty, Seasonality, Taxes)</i> Q6. Social <i>(Eg. Belongingness, Customer Service, Education, Safety & Security)</i> Q7.Environmental <i>(Eg. Natural Conservation, Natural Disasters, Pollution (Air, water, noise), Removable Energy, Resources Management)</i> Q8.Cultural <i>(Eg. Culture & Authenticity, Heritage, Recreational Activities, Tourism)</i> Q9.Political <i>(Eg. Corruption, Equity and Dignity, Human Rights, Inclusion, Justice Prison, Migration, Partnerships, Policies and social programs, Voice representation)</i> Q10.Health <i>(Eg. Access to Medical, Chronic illness, Covid19, Health and Hygiene, Mental Health, Nutrition)</i> Q11.Technology <i>(Eg. Infrastructure, Services, Transportation)</i> /Q*. Can you give me an example of this improvement/impact?					To what extent the QoL's indicators patterns are linked among stakeholders?											
TOPIC TRANSITION: We have talked about the <i>specific topics based on QoL indicators linked to this region development</i> . Now I would like to ask you some questions about your experiences <i>on possible partnerships with other stakeholders such as residents, tourists, government and businesses</i> . Q12. Can you give me an example of programs the community has been involved in sustainable tourism Q13. What has been your experience (obstacles and opportunities) when promoting partnerships/interactions with... <table border="1"> <thead> <tr> <th>Resident</th> <th>Tourist</th> <th>Government/ Institutions</th> <th>Business</th> </tr> </thead> <tbody> <tr> <td>tourists, government, businesses</td> <td>residents, government, businesses</td> <td>residents, tourists, businesses</td> <td>residents, tourists, government.</td> </tr> </tbody> </table>					Resident	Tourist	Government/ Institutions	Business	tourists, government, businesses	residents, government, businesses	residents, tourists, businesses	residents, tourists, government.	Stakeholders Partnerships To what extent partnerships can be built among stakeholders?			
Resident	Tourist	Government/ Institutions	Business													
tourists, government, businesses	residents, government, businesses	residents, tourists, businesses	residents, tourists, government.													
Q14. What types of alliances do you consider residents can have a direct involvement in tourism development that could improve their QoL? TOPIC TRANSITION: We have talked about the <i>possible alliances among tourism stakeholders</i> . Now I would like to ask you some questions about your experiences <i>linked to tourism development and the global pandemic (COVID)</i> . Q15 Have you see any difference before, during and after covid? Q16 In what ways do you see tourism development changing in the future?					Covid Context											
CLOSING TRANSITION: We have covered a lot of ground related to how <i>quality of life indicators and tourism development is perceived from your perspective in the tourism ecosystem</i> . Before we finish the interview... Q17. Are any other issues that you would like to discuss or elaborate upon?																
I want to thank you for your participation in this study. From this point as it was mentioned in the information sheet all your responses will be keep in anonymity and there won't be linked to you. Please feel free to contact me in case you have any doubt.																

Figure 24 Interview guide NGOs



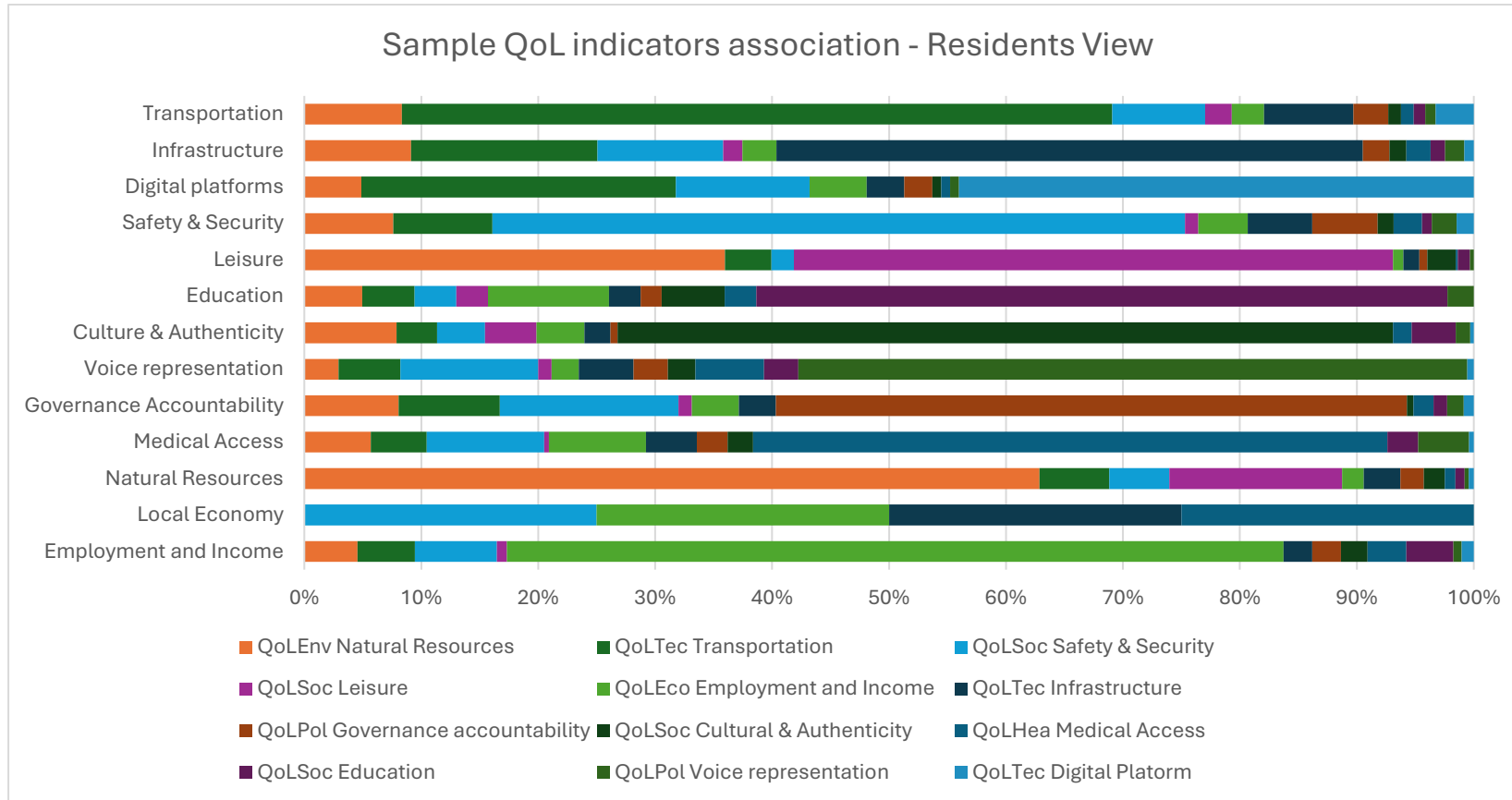
NGOs Interview Guide

How can collaborative sustainable tourism be fostered through quality of life (QoL) indicators in the context of Southern Mexico?

Questions	Link to Research Questions	Notes
The York Management School Study title: Integration of residents' quality of life in sustainable tourism development planning through social network analysis. A case of regional tourism in the southeast of Mexico. I would just like to confirm that you have agreed to participate in the study and that you have fully read the previously submitted consent form. The main points are: -Have you read and understood the information leaflet about the study? Have you had the opportunity to ask questions about the study? Do you understand that the information you provide will be confidential to the research team? - Do you understand that you can withdraw from the study for any reason, without affecting the services you receive? Do you understand that the information you provide can be used in future research? Do you agree to participate in the study? -If so, do you agree that your interviews be recorded? (You can participate in the study without agreeing to this.)	Information	
Q0 Could you briefly tell me about your context (Age, years living in the area and position) Q1 what need or problem does your project seek to solve? (Direct benefits to the community) P2. What does the originality of the project compared to others?	Contextual background of the interviewee or time of residence in a community Research question (RQ1) AND RQ2	
TOPIC TRANSITION: We have talked about <i>the origin of the project and its inspiration</i> . Now I would like to ask you a few questions about <i>applying your idea as a social innovation project</i> . – In search of joint solutions for the benefit of the inhabitants.		
Q4. How was the process for connect with other stakeholders, such as residents, visitors, government, and businesses? Q3. Was any kind of test done? prototype to see the feasibility of the project?	RQ3 and RQ3	
TOPIC TRANSITION: We have talked about how <i>It was the initial process of the project</i> . Now I would like to ask you a few questions about your experiences <i>about the barriers and factors that facilitated the project</i> .		
Q5. what were the barriers initial contemplated compared to the actual barriers? Q6. What do you think were the factors that facilitated the success of the project?	RQ3 and RQ3	
TOPIC TRANSITION: We have talked about how <i>barriers and facilitators</i> . Now I would like to ask you a few questions about <i>the self-sustainability and scalability of the project?</i>		
Q7. How has the project been made auto-sustainable? Q8. What are the possible considerations to take into account in order to climb the project in other similar contexts? Q9. What do you think are the main collaborator qualities which belong to the project? (Personalities, vision, technical skills)s	RQ2 RQ3 and RQ4	
CLOSURE TRANSITION: We have covered how a social innovation project can bring benefits to the community, as well as its barriers and facilitators and considerations for its scalability in other sites with possible similar contexts. Before the end of the interview...		
Q10. Is there any other topic that you would like to discuss or elaborate that is relevant for projects in Social Innovation? (What is lacking?)	RQ1 and RQ2	
I want to thank you for your participation in this study. From this point on, as mentioned in the information sheet, all your responses will remain anonymous and will not be linked to you. Please do not hesitate to contact me in case you have any questions.		

9.4 Netnography analysis extract

Figure 25 Sample QoL indicators association - Residents View



Source: Author's own creation, based on netnography data collected from 2019 -2023

Table 25 Online mentions based on Stakeholders' QoL indicators.

Domain	Indicator	Residents %	Visitors %	Businesses %	Government %	Total mentions	Total%
Economic	Employment and Income	30.10%	55.50%	9.60%	4.80%	21437	4%
Economic	Local Economy	10.40%	4.20%	43.80%	41.70%	7046	1%
Environmental	Natural Resources	42.60%	42.80%	6.70%	7.90%	111598	20%
Health	Health and Hygiene	25.90%	23.10%	9.50%	41.50%	21584	4%
Health	Medical Access	36.80%	24.30%	13.20%	25.70%	21144	4%
Political	Governance Accountability	56.50%	12.40%	9.10%	22.00%	27311	5%
Political	Voice representation	40.70%	2.50%	12.70%	44.10%	17325	3%
Socio-Cultural	Education	32.40%	16.20%	14.30%	37.10%	30835	5%
Socio-Cultural	Safety & Security	32.30%	27.90%	16.70%	23.10%	52714	9%
Socio-Cultural	Culture & Authenticity	31.20%	41.20%	4.90%	22.70%	45226	8%
Socio-Cultural	Leisure	31.00%	56.10%	4.40%	8.50%	82965	15%
Technological	Infrastructure	24.70%	54.80%	8.30%	12.10%	54623	10%
Technological	Transportation	26.80%	63.30%	7.30%	2.60%	56385	10%
Technological	Digital platforms	17.00%	61.40%	6.80%	14.80%	12920	2%

Source: Author's own creation, based on netnography data collected from 2019 -2023

9.5 Fieldnotes

Table 26 Field notes' examples 10 April 2022 – 15 April 2022

Note #	Domain	Subject	Main observations
2	Economy	Employment	Almost everyone has another job, working a few days in the field and other days elsewhere. Some returned when they saw work in the field with programs like Gaia.
3	Economy	Cost of Living	The peso (\$) has twice the value in the field (producers consume their produce at a much lower price than the market). - Satellite internet costs \$400 per month (it existed before the pandemic but was used more for virtual classes). - The cost of certain products is higher in these regions (i.e., it is better to send tools from the USA or buy cars from other states for being up to 30% cheaper, including spare parts).
4	Economy	Local Economy	For some communities, the opening of organic markets in the centre of Huatulco (i.e., MOH - Organic Market) has allowed the commercialization of their products to both locals and visitors.
7	Economy	Organic Certification	They have not been able to get their products, like coffee, certified organic due to complicated paperwork and costly processes. It is discouraging that producers without adequate procedures can afford certification.
8	Economy	Women's Role in the Economy	Some cooperatives are led by women, who are producers and caretakers of their resources.
12	Environment	Natural Conservation	After recognizing the long-term impact of some farming techniques, strategies incorporating the community and associations like GAIA were implemented, improving product quality for export. - An agrarian community integrating diverse sustainable economic activities such as pine wood utilization, coffee, corn, avocado, heirloom tomato

Note #	Domain	Subject	Main observations
			cultivation, and honey production. - The community shows awareness for maintaining clean springs, with education and respect for maintaining the flora."
14	Environment	Agroforestry Practices	The community associated with agriculture maintain a system for natural pest control, quickly removing trees showing signs of disease from bark beetles.
16	Society	Sense of Belonging	Tequio is the foundation of communal success, instilling pride in their work, positions in communal councils, and recognition from others.
17	Society	Education	Communities have schools at various levels, including primary and secondary. SEP books in Zapotec are available, but not all communities teach it, resulting in younger generations understanding but not speaking it. Those involved in nature care have extensive knowledge and interest in learning more, but time constraints and economic limitations prevent further research.
18	Society	Safety and Protection	Communities do not face much insecurity. The communal council assigns a security officer to maintain order. Most cases involve alcohol-related incidents rather than complex situations.
23	Culture	Travelers	In Mandimbo, they do not see us as tourists but as travellers, enjoying hosting travellers who teach them to value their land. They learn a lot from the groups.
27	Governance	Women's Participation	Due to young men migrating, women have taken positions in the assembly, significantly influencing community decisions.
28	Governance	Usos y Costumbres System	Communities are governed by 'Usos y Costumbres,' choosing their leaders without government involvement.
30	Health	Health and Hygiene	The community has advanced knowledge and beliefs in medicinal plants, offering home remedies instead of allopathic medicine.

Note #	Domain	Subject	Main observations
36	Infrastructure and communication	Internet	Everyone mentioned how internet has eased communication with family in the USA, especially through WhatsApp, helping maintain relationships and receive help. Some, like Gabriel, use the internet for learning about organic farming, licenses, and even taking online courses via mobile.
38	Partnerships	Companies	Starbucks Foundation contributes to the positive impact project for sustainable coffee in the region.
39	Partnerships	Eureka Fertilizers	Creating organic fertilizers – training and financing facilities.
40	Partnerships	Community Alliances	The success of the 'Camino Copalita' ecotourism project lies in coordination between different community members, guiding visitors from place to place.
42	Context: Copalita Origin	Body	The Copalita Trail adds a layer to local development, generating an expansive effect, aiming to replicate cases where tourism incentivizes natural area conservation.
43	Context: Social Innovators	Founders	Cofounder name found biologist Cofounder name to be an ideal ally to design a hiking route, allowing travellers to closely interact with Indigenous and agrarian communities where environmental battles are fought.
44	Context: Distrust	Origin	In 2014, when going community to community to invite people into the project, they were seen as crazy, asked, 'Who would pay to hike here?' The first traveller group arrived in 2015, and now 70% of project income stays in the communities, investing in infrastructure improvements.
45	Context: Empathy	Crises	In 2017, severe floods threatened the route, but enough noise had been made for about 800 donors to support its survival, many not having taken the journey but hearing about it.
46	Context: Communal Organization	Community organization	Mancomunados Villages: Indigenous Villages in the Sierra Norte. The Sierra Norte is home to eight Zapotec villages working together for outstanding ecotourism, preserving land, culture, and heritage. Camino Copalita is run by nine agrarian communities, supporting conservation, traditions, and sustainable production.
47	Context: Gastronomy	Local production	Food played a crucial role, with recipes and local ingredients prepared by generational culinary experts in Oaxaca.

Note #	Domain	Subject	Main observations
48	Context: Knowledge	Connection with nature	Guides shared insights into the communities' deep relationship with nature, including botanical knowledge from María, Lucas's wife, presenting her bromeliads, trees, and the wonders of some plants.
49	Context: Protection and Resistance	Body	Like many other areas, Indigenous communities protect rivers, forests, jungles, and animals against destruction by citizens and governments.
50	Context: Productive, Profitable, and Sustainable Territories	Body	Biologist Cofounder name emphasizes 51% of Mexico's territory is collectively owned, and 60-70% of forests are. Sustainable systems can maintain resources, but the challenge is working collectively. These territories are returning to being productive, profitable, and minimally impacting the environment.
51	Context: Culture Conservation	Youth	Cooks transition between Zapotec and Spanish, explaining despite the language being taught, younger generations do not want to learn it. Efforts aim to retain the youth through biodiversity and agricultural workshops, preventing migration.
52	Context: Unique Experience	Experience	What makes it unique? Admire biological diversity, learn from agrarian communities' sustainable lives, and enjoy nature, including spring water, river swims, ceiba shade, and stargazing. - Activities include chocolate-making, medicinal plant walks and education, healing ceremonies, horseback riding, and cooking workshops.
55	Limitations: Maps and Technology	Exploration advances	Eleven years ago, visitors lacked reliable sources, but technology (Google Maps and GPS apps) improved. A detailed map of Oaxaca's districts by Angel García is useful, showing routes from Huatulco to many places, great for exploring by car.

Source: Author's elaboration.

9.6 Thematic analysis extracts

Figure 26 NVivo analysis process.

The screenshot displays the NVivo 2023 software interface. On the left, a sidebar contains navigation options: Quick Access, Import, Data (Files, File Classifications, Externals), Organize, Coding (Codes: Base barriers, QoL Indicators, Social Innovation, Theoretical Frame..., Relationships, Relationship Types), Cases, Notes, and Sets. The main window is divided into two panes. The left pane shows a 'Theoretical Framework' tree with nodes and their associated file counts and reference counts. The right pane displays a list of references with their coverage percentages and the corresponding text excerpts. The top menu bar includes File, Home, Import, Create, Explore, Share, Modules, and Code.

Name	Files	References
Main Themes - Shared Value	23	1103
QoL Themes	19	492
SI Themes	21	573
Organizational Culture	14	101
B_Organisational struct	10	70
E_Clear understanding	9	31
Planning and Resources M	18	141
B_Limited Funding Res	3	3
B_Poor strategic planni	11	31
E_Consistency Coheren	11	51
E_Networks Funding Re	16	56
Shared Knowledge	16	106
B_Limited Skills (Sales)	10	42
E_Environmental knowl	13	41
E_Genuine Heritage -C	5	15
E_Local economy Skills	3	5
E_Youth leadership foru	1	3

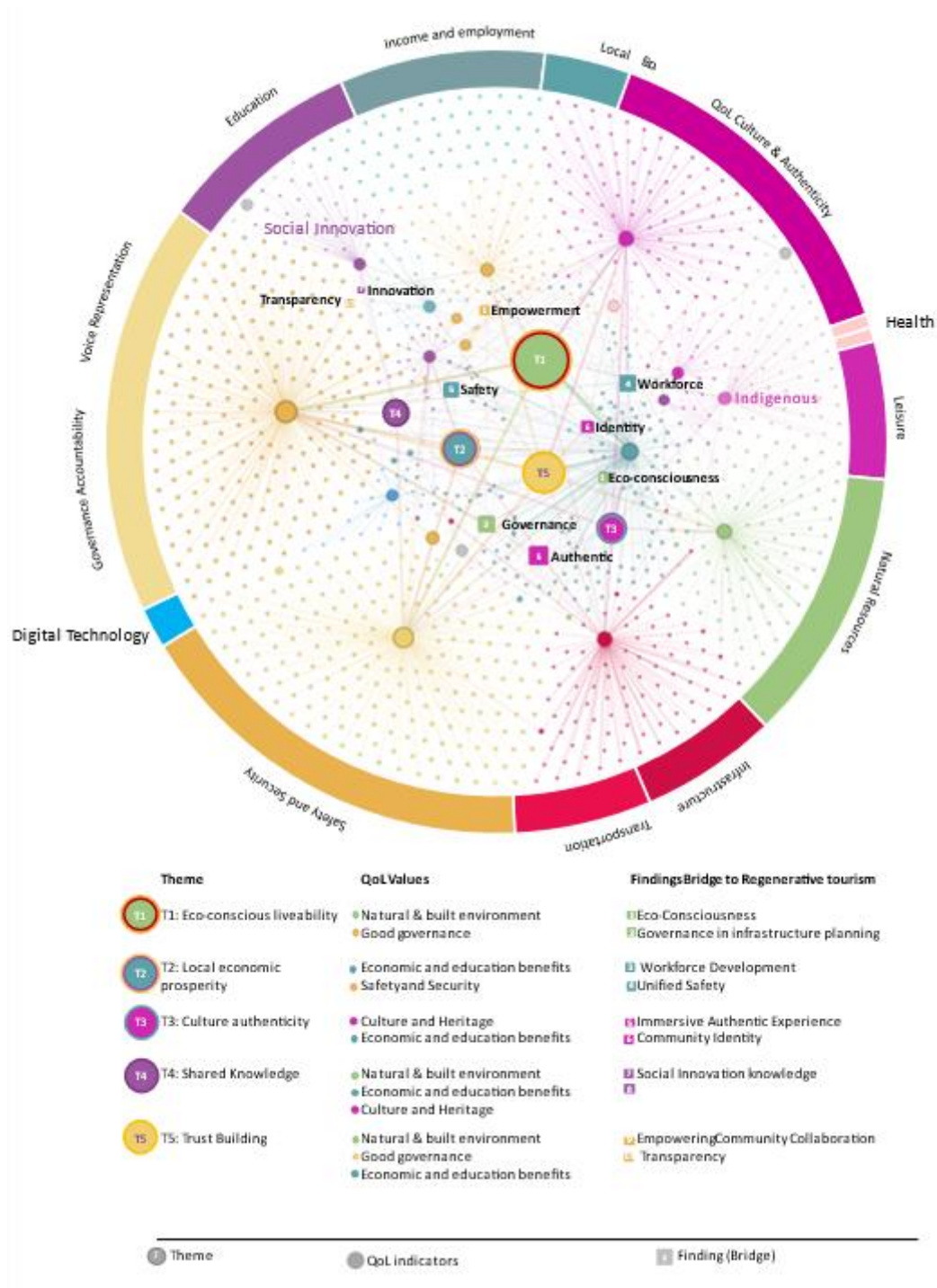
References and coverage percentages shown in the right pane:

- Reference 5 - 0.35% Coverage: *I do not see that there is a relationship in which the government is really integrated, looking for ways to create alliances with the communities and use these systems*
- Reference 6 - 0.49% Coverage: *Some communities did allow the roads to be paved, but they did not allow them to put in the mega highway that they wanted, because that did not interest them, for them it is just making my road beautiful, they do not want the government megaprojects.*
- Reference 7 - 0.96% Coverage: *issue for being indigenous communities, it is the issue of cultural appropriation. in the end, if tourism can be very beneficial, there is also the risk of extractivism of indigenous communities, and in the end I am not using your lands, I am not using, I am using the physical, but I am using your customs, your traditions, your worldview, to commodify it.*
- Reference 8 - 0.60% Coverage: *the ayahuasca, the Mayan altar, which is actually beautiful and has a lot of transcendence and a lot of meaning, the truth is something that is highly respected, then it is completely lost,*

Source: Author's elaboration, NVivo 2023.

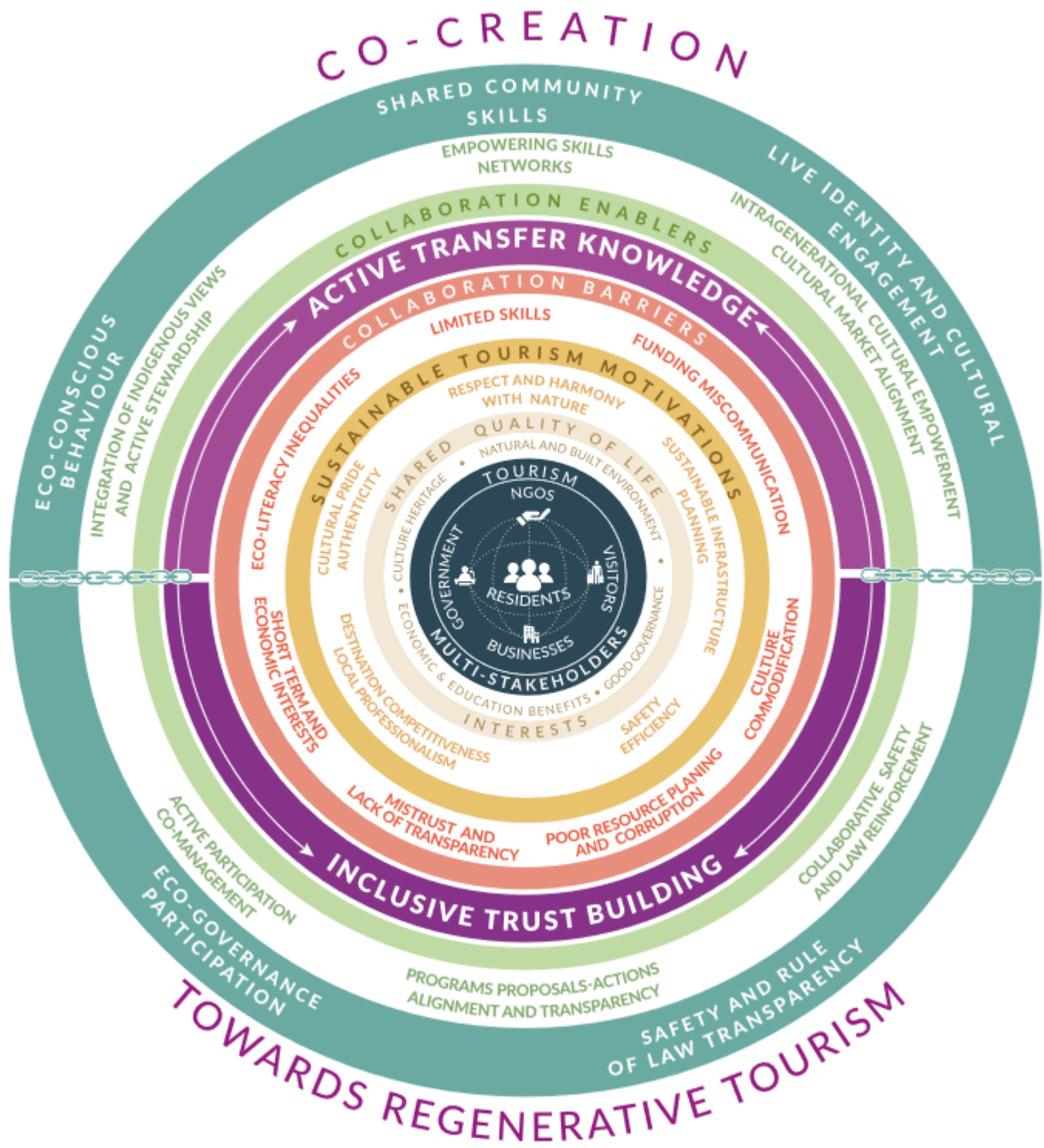
9.7 Co-creation Tourism Models

Figure 27 Themes interlinked visualisation.



Source: Author's elaboration.

Figure 28 Co-Creation towards regenerative tourism



Source: Author's elaboration.