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**TURISMO Y SOSTENIBILIDAD: ANÁLISIS DE
ESTRATEGIAS DE GESTIÓN, PERCEPCIÓN
LOCAL Y COMPORTAMIENTO DEL VIAJERO
EN CONTEXTOS URBANOS**

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Que, MARINA HARO ARAGÚ es estudiante de doctorado del Programa de Doctorado "Interuniversitario de Turismo", con matrícula activa, y que ha realizado bajo mi dirección, la Tesis Doctoral titulada TURISMO Y SOSTENIBILIDAD: ANÁLISIS DE ESTRATEGIAS DE GESTIÓN, PERCEPCIÓN LOCAL Y COMPORTAMIENTO DEL VIAJERO EN CONTEXTOS URBANOS. Además, las publicaciones en coautoría que avalan esta tesis no han sido utilizadas en tesis anteriores.

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La verdadera recompensa del esfuerzo no es lo que obtenemos, sino en lo que nos convertimos.

— *John Ruskin*

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SUMMARY OF THE DOCTORAL THESIS.

Far from being a neutral activity, tourism has profoundly transformed the territories where it takes place. Its expansion in recent decades has reshaped urban landscapes, economies, and ways of life, generating high-impact transformations in the social, ecological, and spatial structure of destinations (Jover & Barrero-Rescalvo, 2024; Baloch *et al.*, 2023). This growth has been driven by rising purchasing power, changes in labour systems, the development of infrastructure and technological advances, all of which have enabled unprecedented global mobility. According to the World Tourism Organization (UNWTO), approximately 1.4 billion international arrivals were recorded in 2024, representing almost full recovery following the crisis caused by COVID-19.

However, this recovery has also reignited tensions surrounding environmental sustainability, social cohesion, and urban resilience (Milano, 2024). Sustainability thus emerges not as a slogan, but as a requirement: a critical response to the impacts of conventional tourism, advocating development models that are more balanced and regenerative. From the Rio Summit (1992) to the 2030 Agenda, tourism has been integrated into global strategies for responsible development, playing a key role in goals such as SDG 11, focused on fostering sustainable cities and communities; SDG 12, which promotes responsible consumption and production patterns; and SDG 13, aimed at advancing climate action. The paradigm of regenerative tourism has also gained prominence in recent years. This approach aims not merely to mitigate impacts but to actively restore the social and ecological systems of destinations (Hes & Du Plessis, 2014; Higgins-Desbiolles, 2020).

In the academic sphere, the sustainability of tourism has evolved from an idealistic notion to a consolidated, interdisciplinary field in continuous development. Authors such as Butler (1980) introduced models like the Tourism Area Life Cycle, even then warning about the effects of mass tourism. More recently, studies by Higgins-Desbiolles (2020) and Cheer *et al.* (2022) redefined the role of tourism in post-pandemic society, placing social justice, inclusion, and community resilience at the forefront.

However, the literature continues to highlight significant challenges. A persistent disconnect remains between supply and demand, as well as between political discourse and institutional action. Authors such as Gössling & Hall (2021) warn that, in the aftermath of COVID-19,

many tourism strategies have reverted to growth-oriented models without addressing underlying structural problems. In parallel, recent studies have shown that sustainable decisions of consumers are still conditioned by perceived barriers, levels of knowledge, or environmental awareness (López-Sánchez & Pulido-Fernández, 2022). Models such as the Theory of Planned Behaviour (Ajzen, 1991) remain useful for analysing the psychological variables that influence these behaviours.

Against this backdrop, a central gap persists in the literature: the limited integration between analyses of territorial transformation, stakeholder perceptions, and sustainable consumer behaviour within a unified interpretative framework. This doctoral thesis positions itself at the intersection of these debates, adopting a multidimensional approach to examine the urban transformations of tourist destinations, the factors that influence the traveller's adoption of sustainable practices, and the strategic role of tourism managers as key agents in this transition.

Numerous urban destinations have experienced a rapid growth of tourism in recent decades, which has generated profound transformations in their social, economic, and spatial structures. This process has brought evident benefits, such as economic revitalisation and increased investment, but it has also intensified tensions linked to overtourism, strains on housing, and a loss of cultural identity. Cities such as Málaga, Seville, Barcelona, and Venice exemplify these challenges and have become paradigmatic cases of the contradictions inherent in the predominant model of tourism (Romera *et al.*, 2025; Genç *et al.*, 2022; Ventura-Fernández *et al.*, 2025).

In this context, public policies must be conceived as comprehensive planning strategies that address tourism as part of a broader, dynamic urban system. Recent literature places emphasis on collaborative governance models in which the public sector, private sector, the local community and tourism managers articulate shared responses to the challenges of contemporary tourism (Koens & Milano, 2024). Only through this kind of active cooperation will it be possible to progress towards tourism scenarios that are more just, sustainable, and resilient.

From this perspective, the articles that constitute the core of this thesis should not be understood as isolated pieces, but rather as chapters of a shared narrative: the need to rethink tourism. This is a narrative in which scientific knowledge can—and must—serve as a tool to

light the way towards a more just, regenerative, and conscious form of tourism (Scheyvens & Hughes, 2021).

These reflections interconnect with the author's professional experience in the hotel sector, which has been shaped from the outset by a deep questioning of the predominant model of tourism, particularly in urban destinations such as Málaga. Extensive professional experience in high-category establishments for many years has enabled the author to directly observe the dynamics of contemporary urban tourism first hand. The daily observation of phenomena such as overtourism, seasonality, pressure on public services, and the rising housing costs gradually evolved into a research-driven concern within the field of sustainable tourism.

In parallel, the experience developed in Seville — a city with a remarkably attractive heritage — made it possible to contrast experiences and access collaboration networks that enriched the focus of my research. Although Málaga remains the experiential point of departure for this research, the choice of Seville as a case study arose in response to several methodological and academic criteria: on the one hand, its consolidation as a representative mass tourism destination; on the other hand, the availability of local stakeholders willing to participate in in-depth interviews; and finally, the need to maintain a certain analytical distance from the author's immediate environment to avoid observational bias.

The author's professional and academic trajectory gradually shaped this PhD thesis by publication, which seeks to bring together different dimensions of sustainable tourism, spanning the sides of supply and demand, governance, and social perceptions. The following are the references for the individual works, arranged according to the sequence in which they were completed:

Haro-Aragú, M. & García-Mestanza, J. (2021). Metamorfosis del turismo y transformaciones urbanas: hacia el desarrollo de un modelo de turismo sostenible. *Kultur: revista interdisciplinària sobre la cultura de la ciutat*, 8(15), 35-65. <http://dx.doi.org/10.6035/Kultur.2021.8.15.1>

Haro-Aragu, M., Garcia-Mestanza, J., & Caballero-Galeote, L. (2021). Stakeholders' perception on the impacts of tourism on mass destinations: The case of Seville. *Sustainability*, 13(16), 8768. <https://doi.org/10.3390/su13168768>

Haro-Aragu, M., & García-Mestanza, J. (2023, October). Application of Proknow-C for the systematic analysis of literature on the influence of carbon footprint reduction measures on the choice of accommodation reservation. In *International Conference on Tourism and Information and Communication Technologies* (pp. 259-272). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-52607-7_24

Haro-Aragu, M., García-Mestanza, J. y Caballero-Galeote, L. (2025). Understanding sustainable accommodation choices: a segmentation analysis using extended TPB. *Enlightening Tourism. A Pathmaking Journal*, 15(2), 1-25. <https://doi.org/10.33776/EUHU/et.v15i2.8520>

This doctoral thesis is structured around a central integrative research question concerning the operationalisation of sustainable urban tourism from a multidimensional perspective. Specifically, the research aims to examine: (1) the structural urban transformations associated with tourism growth; (2) the perceptions of local communities and key stakeholders in mass destinations; and (3) the determinants of sustainable decision-making among tourism consumers.

The academic journey this thesis reflects followed this integrative orientation, while allowing for a dynamic and progressive refinement of its analytical scope. Each article arose either as a response to a question that had not yet been addressed in the literature, or as a methodological or conceptual need materialising from the previous work. Taken together, they are testament to a process of maturation of the research, which moves from the theoretical to the empirical, from the structural to the individual, and from urban analysis to an understanding of consumer behaviour. This methodological and thematic evolution not only underpins the different chapters of the thesis but also reflects a clear intention to advance towards an integrative and applicable approach to sustainable tourism.

The first article, *Metamorfosis del turismo y transformaciones urbanas: hacia el desarrollo de un modelo de turismo sostenible*, stemmed from professional concerns arising from practical experience in the rapidly expanding urban destination of Málaga. In this paper, the study critically analyses the implications of the growth of tourism on cities, incorporating concepts such as touristification, gentrification, and the commodification of public space. To this end, the study applied the ProKnow-C method as a tool for bibliometric analysis and to construct the bibliographic portfolio, which enabled me to systematise the most relevant scientific

production and establish the study's theoretical foundations. The theoretical review made it possible to connect sustainable urban development frameworks with specialised tourism literature, positioning the debate within the context of the Sustainable Development Goals and the role of territorial planning. This first study made it possible to outline the general conceptual framework of the thesis, establishing tourism not only as an economic activity but as a phenomenon that profoundly transforms the space, identity, and daily life of destinations.

This theoretical approach led to a natural need: to contrast these frameworks with the reality lived by the actors who inhabit and shape urban destinations. This is how the second article, *Stakeholders' Perception on the Impacts of Tourism on Mass Destinations: The Case of Seville*, emerged. The article adopted a qualitative methodology to elicit the perceptions of residents, tourists, accommodation managers, specialist university scholars, and sector professionals. The choice of Seville as a case study responded both to its condition as a mass-tourism heritage destination and to the availability of collaboration networks that facilitated the fieldwork. This stage enabled the incorporation the voices of those who experience the effects of tourism on a daily basis into the academic discourse, thus highlighting the importance of integrating social sustainability—often rendered invisible—into tourism planning strategies. The experience gained during this phase was key to understanding how tensions between economic development and quality of life can upset the balance of destinations if not managed with sensitivity and participation.

Following these first two phases that focused on the supply side—both urban and social—the thesis progressed towards an analysis of tourism demand. The third article, *Application of ProKnow-C for the Systematic Analysis of Literature on the Influence of Carbon Footprint Reduction Measures on the Choice of Accommodation Reservation*, responds to the need to understand how the relationship between sustainability and consumer behaviour has been studied to date. Using the ProKnow-C method, an exhaustive review of the literature was conducted, identifying the main lines of research on the reduction of the carbon footprint in tourist accommodation and the limitations that exist when addressing the consumer as an active agent in the transition towards sustainable models. This article was essential in determining the structural scope of the final study and provided an up-to-date overview of the state of the art, highlighting the conceptual and methodological fragmentation in this field.

The fourth and final article, *Understanding Sustainable Accommodation Choices: A Segmentation Analysis Using Extended TPB*, represents the culmination of this research process. Using an extended version of the Theory of Planned Behaviour (TPB), this study applied a quantitative methodology with a representative sample to analyse which variables influence the intention to book sustainable accommodation. It incorporates both the traditional components of TPB (attitude, subjective norm, and perceived behavioural control) and price sensitivity, enabling the identification of different consumer profiles. This work not only deepens understanding of the motivations and barriers faced by the conscious traveller but also provides practical insights of great value for the design of policies, marketing strategies, and hotel products aligned with sustainability. The research considers this article particularly relevant due to its capacity to connect theory, empirical analysis, and real-world application within the sector.

Taken together, the articles that compose this thesis seek to build bridges between theory and practice, between academic research and the sector's operational reality, from a perspective committed to a more just, regenerative, and conscious model of tourism. Although each of these works follows a different approach, methodology, and sample, they are all connected by the same underlying question: How can we progress towards a truly sustainable model of tourism through an integrative approach that considers territorial transformations, the perceptions of local communities and key stakeholders, the behaviour of travellers, and the strategies of those who manage tourism? Overall, the thesis offers a broad, progressive, committed vision of the challenges of contemporary urban tourism, bringing together theory, practice, and empirical research to generate knowledge that is useful, actionable, and transformative—not only for the academic community but also for the professionals who lead the planning and management of sustainable tourist destinations.

In addition to being a process of rigorous research, the development of this doctoral thesis has been an experience of methodological growth. The choice of the PhD thesis by publication format was consistent with the integrative and multilevel nature of the research design and reflected the need to address sustainable tourism from multiple complementary analytical perspectives. This methodological variety—which includes qualitative and quantitative approaches, bibliometric analyses, and segmentation techniques—has enriched the research, enabling a cross-cutting approach that better adapts to the complexity of the subject matter.

Throughout the process, each methodological decision was guided by a clear question: How can the knowledge generated have a real impact, in both the academic sphere and professional practice? Accordingly, the aim was to strike a balance between scientific rigour and applicability, between conceptual depth and alignment with the current challenges facing tourism. The combination of empirical studies with theoretical reviews responds to this dual purpose: to build new knowledge while also systematising existing research in order to identify gaps and guide future research.

The thesis offers three main contributions from an overarching perspective. First, it proposes an interpretative framework for sustainable urban tourism that connects territorial transformations with the perceptions of local communities and key stakeholders, as well as consumer behaviour. Second, it provides empirical evidence that is useful for strategic planning, both from the standpoint of urban governance and the design of products and policies aimed at the sustainable consumer. Third, it highlights the need for an integrative approach that considers not only economic and environmental impacts, but also the social and cultural dimensions of tourism, including the attitudinal, perceptual and affective components that shape both stakeholder interpretations and consumer decision-making processes.

The work carried out does not seek to offer definitive answers but rather contribute to a conversation that will continue to evolve. In this sense, the approach adopted leaves several lines open for future research, such as the longitudinal analysis of sustainable consumer profiles, the study of local public policies in response to processes of touristification, or the incorporation of digital tools to promote citizen participation in tourism planning.

In short, this thesis not only synthesises an academic journey but also conveys a personal and professional conviction: tourism can—and must—become a regenerative force, capable of balancing interests, protecting territories, and placing the people who make it possible at its centre. Achieving this requires further research, but also needs management grounded in sensitivity, responsibility, and a long-term vision. This doctoral thesis project serves as both a starting point and a space for reflection within the complex context of tourism as it currently exists.

1. CAPÍTULO 1:

METAMORFOSIS DEL TURISMO Y TRANSFORMACIONES URBANAS: HACIA EL DESARROLLO DE UN MODELO DE TURISMO SOSTENIBLE

Haro-Aragú, M. & García-Mestanza, J. (2021). Metamorfosis del turismo y transformaciones urbanas: hacia el desarrollo de un modelo de turismo sostenible. *Kultur: revista interdisciplinària sobre la cultura de la ciutat*, 8(15), 35-65. <http://dx.doi.org/10.6035/Kultur.2021.8.15.1>

Base de datos: Web of Science Core Collection (ESCI) / JCR 2024 / Factor de Impacto (JIF): 0,1 / Cuartil: Q4

Breve resumen:

En las últimas décadas, el turismo se ha consolidado como un elemento clave en la planificación urbana y en las transformaciones sociales, económicas y culturales de numerosas ciudades. La expansión del turismo urbano, unida a fenómenos como el *overtourism*, ha intensificado los debates en torno a la sostenibilidad, la habitabilidad y el derecho a la ciudad. La irrupción de la COVID-19 supuso, además, un punto de inflexión al provocar una paralización abrupta de los flujos turísticos y abrir una ventana de oportunidad para repensar los modelos turísticos prevalecientes.

En este contexto, el artículo tiene como objetivo analizar el estado de la cuestión sobre la metamorfosis del turismo y las transformaciones urbanas en las ciudades turísticas, prestando especial atención al periodo marcado por la pandemia y a las propuestas de reactivación basadas en turismo de proximidad más alineados con los Objetivos de Desarrollo Sostenible (ODS) de Naciones Unidas. Se plantea, por tanto, una revisión estructurada de la literatura académica reciente que permita identificar los principales enfoques, debates y lagunas existentes en torno a la construcción de modelos de turismo urbano sostenible.

Metodológicamente, la investigación aplica el Proceso de Desarrollo del Conocimiento–Constructivista (ProKnow-C), lo que proporciona un procedimiento riguroso y sistemático para la selección y depuración del portafolio bibliográfico. A partir de un universo inicial amplio de publicaciones, el proceso de filtrado y análisis permite conformar un portafolio final de 30 artículos relevantes y alineados con la temática de estudio. Sobre este conjunto se realiza un análisis bibliométrico descriptivo y un análisis cualitativo de contenido que posibilitan identificar tendencias temáticas, marcos teóricos predominantes y principales aportaciones.

Los resultados evidencian, en primer lugar, una proliferación muy significativa de publicaciones sobre turismo urbano, transformaciones de las ciudades y sostenibilidad en un corto periodo de tiempo, especialmente a raíz de la COVID-19. Los trabajos analizados coinciden en señalar la necesidad de transitar desde modelos de turismo de masas intensivos en recursos hacia fórmulas más sostenibles, inclusivas y resilientes, donde cobran fuerza conceptos como turismos de proximidad, regeneración urbana, justicia espacial, gobernanza colaborativa o participación ciudadana. Asimismo, se constata la ausencia de un modelo consensuado que permita medir de forma integral los impactos del turismo urbano, incorporando de manera conjunta dimensiones económicas, ambientales, socioculturales y espaciales.

El artículo concluye que la coyuntura post-pandemia debe entenderse como una oportunidad clave para repensar el turismo urbano y avanzar hacia modelos de turismo de proximidad que sitúen en el centro la sostenibilidad, el bienestar de la población residente y el equilibrio entre usos turísticos y vida cotidiana. En este sentido, el trabajo sienta las bases para el desarrollo posterior de modelos conceptuales y herramientas de medición que contribuyan a orientar las políticas públicas y las estrategias de planificación urbana hacia un turismo más sostenible en contextos urbanos.

Palabras clave: turismo sostenible, overtourism, COVID-19, proximidad, turismo urbano.

2. CAPÍTULO 2:

STAKEHOLDERS' PERCEPTION ON THE IMPACTS OF TOURISM ON MASS DESTINATIONS: THE CASE OF SEVILLE

Haro-Aragu, M., Garcia-Mestanza, J., & Caballero-Galeote, L. (2021). Stakeholders' perception on the impacts of tourism on mass destinations: The case of Seville. *Sustainability*, 13(16), 8768. <https://doi.org/10.3390/su13168768>

Base de datos: Web of Science Core Collection (SCIE y SSCI) / JCR / Factor de Impacto (JIF): ~3,3 / Cuartil: Q2 (Environmental Sciences; Environmental Studies) / Q3 (Green & Sustainable Science & Technology)

Brief summary:

The active participation of different stakeholders is a key element for the design and implementation of sustainable tourism development models, particularly in urban destinations characterized by high tourism intensity. This article analyzes the case of Seville as a mass tourism destination, with the aim of examining the perception of key stakeholders regarding the impacts of tourism and the very notion of “mass tourism” in the city.

To this end, a mixed-methods approach is adopted, combining the collection, processing, and analysis of both quantitative and qualitative data. The study focuses on four strategic groups: residents, accommodation providers, the academic community, and tourists, all considered potential agents of change in the transition towards more sustainable models. Through questionnaires and qualitative techniques, their perceptions of the economic, sociocultural, and environmental effects of tourism are explored, along with their assessment of tourism saturation and the tools they consider most appropriate to manage such impacts.

The results show a general recognition of the existence of mass tourism in Seville and the perception that this model generates significant economic benefits, but also exerts pressure on daily life, public space, and cultural heritage. Stakeholders agree on the importance of carrying capacity as a key tool to anticipate and manage mass tourism, although they differ in the

emphasis placed on economic, social, or environmental dimensions. The study highlights that, although mass tourism cannot be considered a sustainable model in its current form, it is possible to move towards its transformation through the definition of tolerance limits for the destination, the local population, and tourists, as well as through policies aimed at balancing flows, diversifying products, and strengthening participatory governance.

This article is part of the doctoral thesis *Tourism and sustainability: analysis of management strategies, local perception, and traveler behavior in urban contexts*, providing empirical evidence on stakeholder perceptions in a consolidated urban destination. It complements the overall conceptual framework of the compendium by deepening the understanding of the conflicts and opportunities associated with mass tourism and by emphasizing the role of participatory governance in the transition towards more sustainable tourism models.

Keywords: tourism impact, mass destinations, stakeholders' perception, tourism changes, sustainability.

TRADUCCIÓN AL CASTELLANO: PERCEPCIÓN DE LOS ACTORES IMPLICADOS SOBRE LOS IMPACTOS DEL TURISMO EN DESTINOS DE TURISMO MASIVO: EL CASO DE SEVILLA

Breve resumen:

La participación activa de los distintos grupos de interés constituye un elemento clave para el diseño e implementación de modelos de desarrollo turístico sostenible, especialmente en destinos urbanos caracterizados por altas intensidades turísticas. Este artículo analiza el caso de Sevilla como destino de turismo de masas, con el objetivo de estudiar la percepción de los principales *stakeholders* sobre los impactos del turismo y sobre la propia noción de “turismo masivo” en la ciudad.

Para ello se recurre a una metodología mixta que combina la recogida, tratamiento y análisis de datos cuantitativos y cualitativos. El trabajo se centra en cuatro colectivos estratégicos: residentes, establecimientos de alojamiento, comunidad académica y turistas, considerados agentes potenciales de cambio en la transición hacia modelos más sostenibles. A través de cuestionarios y técnicas cualitativas se exploran sus percepciones sobre los efectos económicos, socioculturales y ambientales del turismo, su valoración del grado de saturación turística y las herramientas que consideran más adecuadas para gestionar dichos impactos.

Los resultados muestran, de forma mayoritaria, el reconocimiento de la existencia de turismo de masas en Sevilla y la percepción de que este modelo genera importantes beneficios económicos pero también presiones sobre la vida cotidiana, el espacio público y el patrimonio. Los distintos grupos coinciden en señalar la capacidad de carga como instrumento clave para anticipar y gestionar el turismo masivo, aunque difieren en el énfasis que otorgan a las dimensiones económica, social o ambiental. El estudio evidencia que, si bien el turismo de masas no puede considerarse un modelo sostenible en su configuración actual, sí es posible avanzar hacia su transformación mediante la definición de límites de tolerancia para el destino, la población local y los propios turistas, y mediante políticas orientadas a equilibrar flujos, diversificar productos y reforzar la gobernanza participativa.

Este artículo forma parte de la tesis doctoral *Turismo y sostenibilidad: análisis de estrategias de gestión, percepción local y comportamiento del viajero en contextos urbanos*, aportando evidencia empírica sobre la percepción de los distintos grupos de interés en un destino urbano consolidado. Complementa el marco conceptual general del compendio al profundizar en los conflictos y oportunidades asociados al turismo de masas y al subrayar el papel de la gobernanza participativa en la transición hacia modelos turísticos más sostenibles.

Palabras clave: impacto del turismo, destinos de masas, percepción de los grupos de interés, cambios turísticos, sostenibilidad

3. CAPÍTULO 3:

APPLICATION OF PROKNOW-C FOR THE SYSTEMATIC ANALYSIS OF LITERATURE ON THE INFLUENCE OF CARBON FOOTPRINT REDUCTION MEASURES ON THE CHOICE OF ACCOMMODATION RESERVATION

Haro-Aragu, M., & García-Mestanza, J. (2023, October). Application of Proknow-C for the systematic analysis of literature on the influence of carbon footprint reduction measures on the choice of accommodation reservation. In *International Conference on Tourism and Information and Communication Technologies* (pp. 259-272). Cham: Springer Nature Switzerland.

Base de datos: SCOPUS / SCImago (SJR) / Editorial: Springer (Springer Proceedings in Business and Economics) / Tipo de publicación: Capítulo de libro en actas de congreso indexadas.

Brief summary:

The tourism sector is directly associated with high levels of energy consumption and the generation of environmental impacts, particularly in the accommodation sector. Hotels, due to their operational complexity and the intensity of their daily processes, represent a significant share of the ecological footprint linked to tourism. In this context, it is essential to analyze how measures aimed at reducing the carbon footprint affect accommodation booking processes, both from a management perspective and from the standpoint of consumer behavior.

The aim of this research is to examine the state of the art regarding the influence of carbon footprint reduction within the tourism accommodation sector, with a particular focus on the hotel segment. To this end, the Constructivist Knowledge Development Process (ProKnow-C) is applied, a rigorous and structured method that enables a systematic, transparent, and reproducible literature review. The application of this approach allows for the identification, validation, and refinement of the most representative bibliographic portfolio on the topic,

minimizing subjectivity in the selection process. Subsequently, the selected articles are analyzed using Bibliometrix software, enabling a detailed bibliometric study.

The result of the process is a final portfolio composed of seven articles directly aligned with the research problem. The bibliometric analysis reveals prevailing theoretical trends, correlations between keywords, the temporal evolution of scientific productivity, leading authors in the field, and the main research lines related to carbon footprint in tourism accommodation. Among the key findings is the limited scientific production specifically focused on the influence of carbon footprint reduction on booking decisions, highlighting a relevant research gap and an opportunity to advance models integrating sustainability, consumer behavior, and hotel management processes.

The study provides a methodological guide that can be used by researchers and practitioners to systematically build knowledge and to better understand the role of carbon footprint reduction measures in the context of tourism accommodation. It also opens new research avenues aimed at analyzing how these measures influence consumer choice, how they can be incorporated into booking systems, and their implications for the transition towards more sustainable tourism models.

This work is part of the doctoral thesis *Tourism and sustainability: analysis of management strategies, local perception, and traveler behavior in urban contexts*, contributing a solid methodological component and a systematic review applied to the field of hotel sustainability. Its contribution strengthens the conceptual foundation of the compendium and connects with research lines on tourism regeneration, traveler behavior, and environmental mitigation strategies in urban destinations.

Keywords: carbon footprint, accommodation, sustainability, ProKnow-C, Bibliometrix.

TRADUCCIÓN AL CASTELLANO: APLICACIÓN DE PROKNOW-C PARA EL ANÁLISIS SISTEMÁTICO DE LA LITERATURA SOBRE LA INFLUENCIA DE LAS MEDIDAS DE REDUCCIÓN DE LA HUELLA DE CARBONO EN LA ELECCIÓN DE RESERVAS DE ALOJAMIENTO

Breve resumen:

El sector turístico mantiene una relación directa con elevados niveles de consumo energético y generación de impactos ambientales, especialmente en el ámbito del alojamiento. Los hoteles, debido a su complejidad operativa y a la intensidad de sus procesos diarios, representan una parte significativa de la huella ecológica asociada al turismo. En este contexto, resulta fundamental analizar cómo las medidas orientadas a reducir la huella de carbono afectan a los procesos de reserva de alojamiento, tanto desde la perspectiva de la gestión como desde el comportamiento del consumidor.

El objetivo de esta investigación es examinar el estado de la cuestión sobre la influencia de la reducción de la huella de carbono en el ámbito del alojamiento turístico, con especial atención al segmento hotelero. Para ello, se aplica el Proceso de Desarrollo del Conocimiento–Constructivista (ProKnow-C), un método riguroso y estructurado que permite realizar una revisión sistemática, transparente y reproducible. La aplicación de este enfoque posibilita la identificación, validación y depuración del portafolio bibliográfico más representativo sobre la temática, minimizando la subjetividad del proceso de selección. Posteriormente, los artículos seleccionados se analizan con el software Bibliometrix, lo que permite realizar un estudio bibliométrico detallado.

El resultado del proceso es un portafolio final compuesto por 7 artículos alineados directamente con la problemática planteada. El análisis bibliométrico revela las tendencias teóricas predominantes, la correlación entre palabras clave, la evolución temporal de la productividad científica, los autores líderes en el tema y las principales líneas de investigación existentes en torno a la huella de carbono en el alojamiento turístico. Entre los hallazgos destaca la limitada producción científica directamente centrada en la influencia de la reducción de la huella de carbono en las decisiones de reserva, lo que evidencia un nicho de investigación

relevante y una oportunidad para avanzar en modelos que integren sostenibilidad, comportamiento del consumidor y procesos de gestión hotelera.

El estudio proporciona una guía metodológica que puede ser utilizada por investigadores y profesionales para construir conocimiento de forma sistemática y para comprender mejor el papel de las medidas de reducción de la huella de carbono en el contexto del alojamiento turístico. Asimismo, abre nuevas vías de investigación orientadas a analizar cómo estas medidas influyen en la elección de los consumidores, cómo pueden incorporarse en los sistemas de reservas y qué implicaciones tienen para la transición hacia modelos turísticos más sostenibles.

Este trabajo se inserta en la tesis doctoral *Turismo y sostenibilidad: análisis de estrategias de gestión, percepción local y comportamiento del viajero en contextos urbanos*, aportando un componente metodológico sólido y una revisión sistemática aplicada al ámbito de la sostenibilidad hotelera. Su contribución refuerza la base conceptual del compendio y conecta con las líneas de investigación sobre regeneración turística, comportamiento del viajero y estrategias de mitigación ambiental en destinos urbanos.

Palabras clave: huella de carbono, alojamiento, sostenibilidad, ProKnow-C, Bibliometrix

4. CAPÍTULO 4:

UNDERSTANDING SUSTAINABLE ACCOMMODATION CHOICES: A SEGMENTATION ANALYSIS USING EXTENDED TPB

Haro-Aragu, M., García-Mestanza, J. y Caballero-Galeote, L. (2025). Understanding sustainable accommodation choices: a segmentation analysis using extended TPB. *Enlightening Tourism. A Pathmaking Journal*, 15(2), 1-25. <https://doi.org/10.33776/EUHU/et.v15i2.8520>

Base de datos: SCOPUS / Área: Tourism, Leisure and Hospitality Management / CiteScore 2024: 4,2 / Percentil: 51 (Q2) / SJR 2024: 0,269 / SNIP 2024: 0,346

Brief summary:

The integration of sustainable practices in the tourism sector represents a key element for advancing towards responsible consumption and production models, particularly in the accommodation sector. This study analyzes the intention to book any type of sustainable accommodation through the application of the Theory of Planned Behavior (TPB), extended by incorporating price sensitivity, in order to understand the factors influencing consumer behavior within a sustainability context.

The research employs the FIMIX-PLS technique to segment the sample based on the components of the TPB—attitudes, subjective norms, and perceived behavioral control—together with price sensitivity. The results show that attitude is the main predictor of sustainable booking intention, followed by price sensitivity. Furthermore, the segmentation analysis identifies four homogeneous groups composed exclusively of women, providing a novel perspective on the role of gender in sustainable tourist behavior.

The study offers relevant implications for both research and business management, highlighting the importance of designing marketing strategies that consider gender differences and varying levels of sensitivity to sustainability. Future research lines include expanding the

sample size and incorporating new psychological and contextual variables to further explore the determinants of sustainable booking behavior.

This work is part of the doctoral thesis *Tourism and sustainability: analysis of management strategies, local perception, and traveler behavior in urban contexts*, reinforcing the strand focused on traveler behavior and complementing the empirical analysis of the compendium through advanced segmentation techniques applied to the field of sustainable accommodation.

Keywords: tourist segmentation, attitude, sustainable accommodations, price sensitivity, business management, marketing, gender.

TRADUCCIÓN AL CASTELLANO: COMPRENSIÓN DE LAS ELECCIONES DE ALOJAMIENTO SOSTENIBLE: UN ANÁLISIS DE SEGMENTACIÓN UTILIZANDO LA TEORÍA DEL COMPORTAMIENTO PLANIFICADO EXTENDIDA

Breve resumen:

La integración de prácticas sostenibles en el sector turístico constituye un elemento clave para avanzar hacia modelos de consumo y producción responsables, especialmente en el ámbito del alojamiento. Este estudio analiza la intención de reservar cualquier tipo de alojamiento sostenible mediante la aplicación de la Teoría del Comportamiento Planificado (TPB) ampliada con la sensibilidad al precio, con el fin de comprender los factores que influyen en el comportamiento del consumidor dentro de un contexto de sostenibilidad.

La investigación emplea la técnica de FIMIX-PLS para segmentar la muestra en función de los componentes de la TPB —actitudes, normas subjetivas y control percibido del comportamiento— junto con la sensibilidad al precio. Los resultados evidencian que la actitud es el principal predictor de la intención de reserva sostenible, seguida de la sensibilidad al precio. Además, el análisis de segmentación identifica cuatro grupos homogéneos integrados exclusivamente por mujeres, aportando una perspectiva novedosa sobre el papel del género en el comportamiento turístico sostenible.

El estudio aporta implicaciones relevantes tanto para la investigación como para la gestión empresarial, al destacar la importancia de diseñar estrategias de marketing que consideren las diferencias de género y los distintos perfiles de sensibilidad hacia la sostenibilidad. Entre las líneas futuras se propone ampliar el tamaño muestral e incorporar nuevas variables psicológicas y contextuales que permitan profundizar en los determinantes de la reserva sostenible.

Este trabajo se inserta en la tesis doctoral *Turismo y sostenibilidad: análisis de estrategias de gestión, percepción local y comportamiento del viajero en contextos urbanos*, reforzando el eje dedicado al comportamiento del viajero y complementando el análisis empírico del

compendio mediante técnicas avanzadas de segmentación aplicadas al ámbito del alojamiento sostenible.

Palabras clave: segmentación turística, actitud, alojamientos sostenibles, sensibilidad al precio, gestión empresarial, marketing, género.

5. CAPÍTULO 5:

FINAL CONCLUSIONS

Tourism has consolidated itself over recent decades as one of the most influential forces shaping contemporary territories and societies. It can no longer be understood solely as an economic or recreational activity, but rather as a structural phenomenon that shapes identities, transforms urban landscapes, and redefines the relationship between residents and visitors, all within the global dynamics of production, consumption, and mobility (Sun *et al.*, 2024).

Within this process of expansion and normalisation, urban tourism has acquired unprecedented centrality. Cities have become the nexus for multiple interactions—leisure, remote work, education, culture, or symbolic consumption—that generate economic opportunities but also significant social vulnerabilities: pressure on housing, the erosion of community networks, precarious work, or cultural homogenisation (Cocola-Gant & López-Gay, 2020; de la Calle-Vaquero *et al.*, 2023). These dynamics have been documented particularly in Mediterranean contexts, where touristification and tourism-driven gentrification reshape the right to the city and the hierarchies of spatial use (Russo & Scarnato, 2018; Sequera & Nofre, 2018).

At the same time, the phenomenon of tourism has driven a business transformation geared towards integrating sustainability, digitalisation, and innovation as strategic pillars. Today, tourism firms must balance profitability with the creation of shared value, placing environmental and social responsibility at the core of their management practices. Various studies highlight that innovation is essential for competitiveness and resilience within the sector (Sharma *et al.*, 2024), while ESG (Environmental, Social and Governance) strategies contribute to enhancing efficiency and organisational legitimacy in tourism and hospitality (Lu *et al.*, 2025). Within this framework, digitalisation acquires a strategic dimension: beyond optimising processes, it becomes a vehicle for responsible competitiveness, capable of aligning profitability, operational efficiency, and territorial wellbeing. The integration of smart solutions fosters the creation of value, shared between businesses, public administrations, and local communities (Myrovali *et al.*, 2025).

The COVID-19 pandemic marked a turning point in this trajectory. For the first time, the standstill of global tourism exposed its structural fragility and forced a rethinking of the sector's dependence on models rooted in unlimited growth. However, post-pandemic reactivation brought uneven recovery and, in many cases, a return to pre-crisis logics, now strained by a more uncertain international context: wars, inflation, the climate emergency, and new forms of digitalised mobility (Gössling & Hall, 2021; Matijević *et al.*, 2025). This scenario has heightened the dilemmas of the predominant model of tourism, especially in urban destinations, which today operate as laboratories for the tensions between liveability, profitability, and sustainability (Milano *et al.*, 2024).

Cities such as Málaga, Seville, Barcelona, Madrid, or Venice exemplify this paradox: spaces that benefit from investment, visibility, and economic dynamism thanks to tourism, yet simultaneously face processes of touristification, pressure on the housing market, loss of local identity, and tensions in everyday coexistence (Romera *et al.*, 2025; Genç *et al.*, 2022; Ventura-Fernández *et al.*, 2025). Scholars such as Jover & Barrero-Rescalvo (2024) or Baloch *et al.* (2023) have emphasised that the expansion of tourism cannot be understood as a neutral phenomenon but as an active agent in urban reconfiguration, particularly in Mediterranean contexts where heritage, climate, and cost of living become strategic assets—and also sources of conflict.

Recent literature concurs in identifying tourism as a transformative agent that redefines access to the city and the hierarchies of use and belonging (Romera *et al.*, 2025; Ventura-Fernández *et al.*, 2025). Jover & Díaz-Parra (2020) argue that, especially in Mediterranean contexts, attributes that once functioned as competitive advantages—heritage, climate, or accessibility—have now become elements of vulnerability and contention. Accordingly, the tension between the logic of a tourist capital and the right to the city takes centre stage in contemporary debate on the future of tourist cities, a discussion that transcends the urban sphere and extends to destination management and marketing strategies (Koens & Milano, 2024).

In the aftermath of the pandemic, this conflict has taken on new forms. The reactivation of global tourism has accelerated a return to record figures—1.4 billion international arrivals in

2024, according to UNWTO (2024)—but it has also highlighted the limits of a system that continues to prioritise visitor numbers or revenue over resilience. Several cities have begun experimenting with adaptive governance models that seek to strike a balance between tourism activities and citizen’s wellbeing. The introduction of access fees, flow control measures, or the regulation of tourist accommodation has emerged as a set of responses aimed at containing the impact of mass tourism and redefining urban liveability from a standpoint of territorial justice and social balance (Milano, 2024; OECD, 2025).

In this context, sustainability ceases to be a peripheral discourse and becomes a strategic and ethical imperative. It is no longer sufficient to mitigate impact or compensate for externalities; instead, it requires that tourism be rethought from a regenerative perspective capable of restoring the natural and community ecosystems that have been eroded by the pressure of tourism (Higgins-Desbiolles, 2020; Cheer *et al.*, 2022). In recent years, this regenerative approach has also begun to permeate business management, guiding innovation towards the creation of shared value, circularity, and corporate social responsibility (Lu *et al.*, 2025). Accordingly, the concepts of regeneration, resilience, and territorial wellbeing are progressively consolidating themselves as the central pillars of emerging tourism governance models.

However, despite notable theoretical advances and the increasing attention sustainability has received in academic papers and policy agendas, structural gaps persist between knowledge, policy and actual practices in the sector. The distance between discourse and action remains evident both in public management and in visitor behaviour, where the intention to act responsibly confronts economic, social, and cognitive barriers that hinder the achievement of genuinely sustainable tourism. More than an individual decision, sustainability emerges as a relational process, dependent on context and on the collective capacity to sustain meaningful change (Nikšić Radić & Dragičević, 2025).

In this regard, behavioural models such as the Theory of Planned Behaviour (Ajzen, 1991) continue to offer strong explanatory value yet require reinterpretation in the light of recent transformations. The post-pandemic experience has shown us that the decisions of travellers are shaped not only by attitudes or social norms, but also by global uncertainty, risk perception,

price sensitivity, and the perceived value of sustainability. These factors act as filters which modulate the transition from intention to action, showing that sustainability often remains an aspirational ideal—more proclaimed than practiced.

The approach adopted in this thesis—particularly in its final empirical study—makes it possible to address this complexity from an integrative, contextualised perspective, acknowledging the heterogeneity of the contemporary urban tourist. Advanced segmentation methods identified differentiated consumer profiles, each responding to distinct motivations, economic capacities, and perceived barriers. This analysis offers a more nuanced interpretation of sustainable behaviour, distancing itself from a homogeneous image of the “green traveller” and instead aligning with an ecology of decisions in which psychological, cultural, and structural factors interact dynamically—and often contradictorily.

This interpretive framework leads to the need for systemic strategies that transcend fragmented approaches and foster coherence between supply, demand, and governance. The sustainability of tourism cannot rely exclusively on the individual will of consumers, nor on isolated policies of certification or environmental compensation. It requires a collaborative model grounded in transparency, shared responsibility, and education that is capable of guiding businesses, public administrations, and citizens towards a shared regenerative horizon. Only from this systemic perspective will it be possible to progress towards destinations capable not only of reducing their impact, but also of generating lasting ecological, social, and cultural value.

From a practical standpoint, the findings of this thesis suggest that sustainable urban tourism management should prioritise integrated governance frameworks capable of coordinating territorial planning, accommodation regulation, and mechanisms for community participation. Destination management organisations should incorporate consumer segmentation tools to design differentiated sustainability strategies, adapting communication, pricing, and service innovation to distinct behavioural profiles. At the same time, local authorities should strengthen participatory planning instruments and data-driven monitoring systems to balance tourism competitiveness with territorial wellbeing.

This is the complex landscape explored in this doctoral thesis, whose aim is a rethinking of sustainable urban tourism. Rather than merely describing processes, this work seeks to

interpret the tensions and contradictions shaping the current model of tourism and contribute to imagining viable alternatives in an increasingly uncertain global context. From its inception, the core conviction guiding the research has been that the sustainability of tourism can only be understood when transformations of the territory, the perceptions of those who inhabit it, the behaviour of the travellers who experience it, and the strategies of those who manage it are analysed together.

This thesis is thus conceived as an exercise in connecting theory and practice, bringing together the structures that configure urban tourism and the human experiences that give it meaning. This dual perspective—academic and professional—has made it possible to approach the phenomenon from an informed position that integrates direct observation and critical analysis of the sector with critical reflection on its logics and challenges. Thus, the work not only analyses tourism as an object of study, but also as a space of social transformation where contemporary dilemmas between growth and sustainability, citizen wellbeing and global competitiveness become visible.

The multidimensional approach adopted integrates different levels of analysis—territorial, organisational, and behavioural—combining complementary methodologies that interact with one another. From bibliometric review and discourse analysis to behavioural modelling, each study contributes a piece to the mosaic of contemporary urban tourism. Taken as a whole, the thesis offers an articulate narrative combining empirical evidence, theoretical reflection, and experiential learning that contributes to understanding how sustainability can evolve from discourse to a transformative practice.

Throughout the process, this research has sought to answer a central guiding question: How can we progress towards a truly sustainable model of tourism through an integrative approach that considers territorial transformations, the perceptions of local communities and key stakeholders, the behaviour of travellers, and the strategies of those who manage tourism? To address this question, three main objectives were established: (1) to analyse the urban transformations associated with the growth of tourism from a critical, sustainability-oriented perspective; (2) to explore the perceptions of the stakeholders involved in highly touristic destinations, with special attention to the social dimension of sustainability; and (3) to

understand the factors influencing sustainable decision-making among consumers of tourism, providing tools for more effective policy design, products/services, and strategies.

The first article—focusing on the urban transformations derived from tourism—highlighted how the growth dynamics of tourism have triggered processes of touristification, gentrification, and housing-market pressure in urban destinations such as Málaga and Seville. Through a systematic bibliometric review conducted with the ProKnow-C methodology, a solid theoretical framework was developed connecting the literature on urban tourism with debate surrounding the Sustainable Development Goals (SDGs). This study directly addressed the first objective of the thesis, offering a robust conceptual foundation for examining urban sustainability beyond its environmental dimension, incorporating variables such as territorial equity, spatial justice, and multi-stakeholder governance.

The second article made headway in the second objective by incorporating a qualitative approach to ascertain the perceptions of various stakeholders—residents, tourists, managers of tourist accommodation, university lecturers, and industry professionals—in the context of intensive tourism. The choice of Seville as a case study made it possible to explore the social tensions generated by mass tourism, highlighting the gap between institutional discourses and the everyday experiences of those who inhabit or manage the destination. This study was particularly important in foregrounding social sustainability as a critical and often overlooked dimension, as well as in bringing the voices of local actors into the academic debate.

The third article examined tourism consumer behaviour from a perspective of sustainability, focusing specifically on the influence of carbon footprint reduction measures on accommodation choice. A systematic review using the ProKnow-C methodology revealed significant fragmentation in the literature, as well as a limited connection between theoretical approaches and the tools applied to assess sustainability from the perspective of demand for tourism. This work made it possible to define the field of study for the fourth article and provided a comprehensive overview of the state of the art, identifying relevant theoretical and methodological gaps.

The fourth and final article, which is empirical and quantitative in nature, represents the culmination of the research process. Using an extended version of the Theory of Planned

Behaviour, the study explored variables influencing the intention to book sustainable accommodation. The segmentation analysis identified different consumer profiles—more or less sustainability-oriented or conditioned by price—and enabled the formulation of practical recommendations for the accommodation sector. This research directly addresses the third objective of the thesis, offering implications for both the design of business strategies and the formulation of public policies aimed at fostering more conscious tourism.

Taken together, the articles not only respond in a structured manner to the research objectives but also have a logical and coherent progression—from the structural to the individual, and from the theoretical to the applied—that enriches the multidimensional approach proposed. Far from constituting isolated pieces, each study engages in dialogue with the previous ones and anticipates those that follow, forming a coherent narrative on the challenges and possibilities of sustainable tourism in contemporary urban contexts. This thematic and methodological structure strengthens the robustness of the work and enhances its value as a contribution to both academic and professional fields.

From an academic standpoint, the thesis proposes an original synthesis of elements that have traditionally been addressed separately: sustainable urban planning, studies on perception and governance in tourism, and analyses of responsible traveller behaviour. This integration has broadened traditional interpretative frameworks by including new analytical dimensions and raising emergent questions within a field that is in constant transformation. The use of the ProKnow-C method has further contributed to a rigorous systematisation of existing knowledge, identifying theoretical gaps and emerging trends that pave the way for future lines of research.

On the professional side, the results offer high potential for practical transferability. The segmentation of sustainable consumer profiles enables a deeper understanding of the diverse motivations and barriers influencing the choice of responsible accommodation, providing a strategic tool for the design of policies and actions that are more effective. These findings reinforce the importance of adapting communication, pricing and positioning strategies, according to levels of awareness, economic capacity and the social norms influencing each segment of traveller. At the same time, incorporating the perspective of stakeholders in

destinations under high pressure from tourism brings visibility to tensions, demands, and opportunities that are often absent from institutional discourse. In so doing, the thesis contributes to the consolidation of a more inclusive, grounded and participatory model of tourism governance capable of balancing profitability with collective wellbeing. It also offers direct implications for business management, emphasising the need to integrate sustainability as a competitive pillar rather than one that is merely reputational, aligning strategic decisions with the actual behaviour of tourism demand.

Complementarily, the segmentation analysis shows differential patterns by gender, offering an innovative reading of the heterogeneity of sustainable consumer behaviour. While women exhibit greater sensitivity to social norms and a more positive attitude towards integrating sustainability criteria into their choices, male behaviour appears more homogeneous and oriented toward functional factors. However, this interpretation should be understood within the scope of the sample analysed, and further research incorporating additional socio-psychological and contextual variables could provide a more granular understanding of gender-based behavioural differences. This finding reinforces the importance of incorporating a gender perspective into promotional policies and marketing strategies for sustainable accommodation, demonstrating that communication, pricing design, and the experiences offered must adapt to the characteristics and values of each target audience.

In social terms, this research highlights the need to rethink traditional models of tourism development by incorporating criteria that go beyond economic profitability as the sole indicator of success. The findings underscore the importance of including approaches that focus on the wellbeing of host communities, taking into account quality of life, equitable access to urban resources, and the preservation of neighbourhood ties. This perspective reaffirms the social and cultural nature of tourism and its capacity to—positively or negatively—influence community cohesion and the configuration of contemporary urban space.

From a theoretical standpoint, this thesis advances the understanding of tourism sustainability through an analysis that explores how its different dimensions are shaped and interconnected. The approach adopted allows for the interpretation of urban processes from a more critical and

contextualised perspective, addressing the social, spatial, and organisational dynamics that condition the evolution of a destination. In practical terms, the results offer useful tools for strengthening strategic planning and decision-making, especially in urban contexts under high pressure from tourism. Analysis of the perceptions of local actors also provides key inputs for designing policies and governance models that are more attuned to the needs of the territory and its communities.

Finally, the teaching experience gained throughout the research process highlights the need to include sustainability, innovation, and critical thinking into university courses in tourism. The collaboration between academia and industry that inspired this work opens pathways for a more effective alignment of academic preparation with the real challenges the sector faces, fostering the development of a more conscious professional culture committed to the transition to regenerative tourism. In this way, education becomes a space that can build solid bridges between the academic and professional worlds.

Like any research, this thesis presents a series of limitations that should be acknowledged, both from methodological and contextual perspectives. While the use of mixed methods—combining qualitative and quantitative approaches with systematic literature reviews—enriched the triangulation of results, it also required careful management of internal coherence and comparability between the different studies. The selection of each methodology was based on the specific objectives of each article, which facilitated deeper analytical insights but reduced the possibility of making broad generalisations.

Similarly, whereas the focus of the case studies—mainly urban destinations such as Seville and Málaga—provided a contextually grounded reading of the phenomenon of tourism, it inevitably limits the direct generalisability of the results to other types of destinations, such as rural areas or non-European urban contexts. The analytical framework developed in this thesis should therefore be understood as a context-sensitive structure, whose transferability requires adaptation to specific territorial, cultural, and institutional conditions. The choice of Seville responded both to methodological criteria—given its representativeness as a consolidated urban destination—and to considerations of research coherence. While the case proved

particularly fruitful in empirical and analytical terms, it is not intended to represent the full diversity of urban tourism realities across different geographical and cultural contexts.

In the article that focuses on tourism demand, the application of the Theory of Planned Behaviour—extended with complementary variables such as price sensitivity—proved to be a useful framework for segmenting sustainable traveller profiles. However, this approach could be enriched through longitudinal designs and the incorporation of dynamic contextual variables that capture how attitudes and decisions evolve over time. Likewise, although the sample used was appropriate for the purposes of the study, its characteristics do not allow us to assume that the identified profiles are representative of the entire population of travellers interested in sustainable accommodation.

Building on the findings, this doctoral thesis opens several avenues for future research that invite further exploration of the intersections between sustainability, behaviour, and governance in contemporary urban tourism.

From an academic perspective, it is necessary to deepen the analysis of sustainable tourism consumer behaviour by incorporating explanatory variables that reflect the new social, technological, and environmental determinants of post-pandemic mobility. The context of accelerated digitalisation and climate emergency prioritise the need to understand how digital transformation, artificial intelligence, and increasing environmental awareness are reshaping the ways in which travellers perceive, value, and practice sustainability.

Along these lines, future research could incorporate tools from consumer neuroscience and emotional metrics to analyse how affective responses and cognitive processes influence the intention to adopt responsible behaviours. Likewise, predictive models should integrate emerging factors such as the digitalisation of experience, the role of artificial intelligence in decision-making, and the growing influence of digital communities in shaping perceived value.

It would also be pertinent to undertake longitudinal studies that examine the evolution of sustainable profiles over time, as well as conducting comparative research between urban and

rural destinations or between emitting and receiving markets, which would provide insights into the cultural diversity of sustainable tourism practices.

Another particularly promising line of research relates to the governance of urban tourism in contexts under high pressure from tourism. The results of this work confirm the need to rethink planning models with more inclusive, collaborative, and territory-sensitive approaches. It is essential to include the voices of different stakeholders—residents, businesses, public administrations, and academia—from the early stages of strategic processes. Future research could evaluate the real effectiveness of instruments such as tourism capacity plans, regulations on short-term rental accommodation, or decentralisation strategies, analysing how their impact varies depending on the socioeconomic and cultural characteristics of each destination.

From an educational perspective, the connection between universities and the tourism industry needs continued reinforcement to promote a move towards training more closely aligned with the sector's real challenges. The teaching experience undertaken throughout this thesis revealed a growing interest among students in integrating ethical, social, and environmental criteria into their future professional practice. Future research could analyse how tourism programmes incorporate competences related to social innovation, green and digital skills, or systems thinking, as well as evaluating the role of international frameworks—such as ISO 21001 or the guidelines on Education for Sustainable Development (UNESCO, 2021)—in educational quality and institutional coherence regarding sustainability.

More broadly, it would also be germane to further explore this subject with studies that examine how the strategic management of destinations and organisations integrate tourism sustainability. The systematic use of data—on citizen perceptions, consumer segmentation, or the impact of sustainable measures on destination reputation—can help reduce the gap between discourse and practice, thereby strengthening the credibility of interventions. Likewise, future lines of research could focus on designing tourism experiences that generate genuine shared value for businesses, visitors, and local communities, avoiding greenwashing practices and promoting coherent, regenerative value-creation models.

Finally, innovation in tourism should be understood not only in technological terms but also as a cultural and organisational process. Exploring new forms of responsible leadership,

measuring regenerative impact, or developing indicators of organisational wellbeing would make it possible to progress towards management models that are more conscious and committed to comprehensive sustainability. Taken together, these lines of research point to a future in the evolution of tourism that depends, not only on public policies, but also on the collective commitment of sector actors to transform the structures underpinning the current model.

Beyond its academic scope, this doctoral thesis has also represented a process of personal and professional growth. The research journey has fostered the development of new competences and a deeper understanding of urban tourism through a critical, reflective, and context-aware perspective. This experience has strengthened a broad vision of tourism—not only as an economic activity, but as a social and territorial phenomenon capable of transforming cities, relationships, and ways of inhabiting space.

Rather than offering closed answers, the purpose of this work has been to pose relevant questions, generate robust knowledge, and provide tools that may help guide the development of tourism towards models that are more sustainable and coherent with contemporary challenges. In a context marked by economic, social, and environmental transformations, tourism requires analytical and management approaches that integrate the innovation, sustainability, and shared responsibility of all actors in the system. This research aspires to contribute to that horizon from an academic and applied perspective, combining scientific rigour, sensitivity to place, and professional commitment.

With this, a fundamental stage of my research trajectory comes to a close—one that, far from being an ending, marks a new point of departure. The knowledge generated will serve as the foundation for future lines of research and for building spaces of collaboration with researchers, professionals, and students who share the objective of progressing towards a more conscious, inclusive form of tourism that aligns with the real needs of people and territories. To understand tourism is to understand how human practices, territories, and the imaginaries we project onto them interrelate. It is to recognise that every form of mobility entails a way of relating to the world and to others. From this perspective, the thesis positions itself not as an ending, but as an invitation to continue thinking, engaging in dialogue, and transforming.

5.1. Referencias bibliográficas

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