

7. Social and cultural sustainability in urban destinations

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1. Introduction

Sustainability has grown to become a major body of knowledge in tourism research (Espiner et al., 2019) since the advent of the first definition of sustainable development, coined by the United Nation's Brundtland Commission Report (WCED, 1987). In 2005, the United Nations World Tourism Organization (UNWTO) developed a definition for sustainable tourism that used the three pillars of sustainable development as a framework – the economy, society, and the environment. Although prioritising sustainable development is increasingly becoming commonplace in tourism strategies around the world (McCool and Boska, 2019), with a substantial growth in the quantity and quality of sustainability research related to tourism destinations, a focus on environmental sustainability has often prevailed over socio-cultural aspects.

Today, a growing number of urban tourism destinations face challenges rooted in their socio-cultural sustainability, largely as a result of overtourism. Negative socio-cultural impacts on local residents in tourism cities commonly include changes in their ways of life, local culture and heritage, social customs, and architecture. In some cases, these changes can be positive and contribute to a renewed local community pride triggered by a re-discovery of the value of local heritage and traditions, coupled with new jobs created by a re-invigorated visitor economy. However, there are also cases where the impact of tourism on local communities in tourism cities has manifested itself in the form of a loss of authenticity, culture clashes, disrespectful tourist behaviour and a rise in crime rates (Shaw & Williams, 1994; Smith, 2016).

Compared with the research contributions on environmental sustainability, there is a much smaller literature body on social and cultural sustainability. Some contributions have been made regarding cultural heritage sustainability, including on the social sustainability of heritage buildings (Ismailoğlu and Sipahi, 2021), food heritage sustainability (Zocchi et al., 2021), and heritage sustainability (Stubbs, 2004). Scholars have also published about social and cultural sustainability in realms outside of tourism and these have covered the social-cultural sustainability of housing (Chiu, 2004), the social sustainability of urban renewal projects (Chan and Lee, 2008), and the social and cultural sustainability of regional areas (Balsas, 2022). However, as pointed out by Istenič and Zrnić (2022), social sustainability is often a neglected aspect of sustainable development and does not have a clear set of measures. The same authors also argued that culture was not recognised as a critical factor in (sustainable) development. Several sources have argued that culture should be considered as the fourth pillar of sustainable development (e.g., Cvejić, 2015; UCLG, 2018), giving us a quadruple bottom line.

A gap exists in the academic literature and tourism practice on social and cultural sustainability. Therefore, the main aim and potential contribution of this chapter was to

elaborate further on social and cultural sustainability within urban destinations. The specific objectives were to:

1. Define social and cultural sustainability and describe the involved stakeholders
2. Identify specific dimensions of social and cultural sustainability in urban destinations
3. Exemplify the dimensions of social and cultural sustainability through case examples from urban destinations in several countries
4. Describe future trends, issues, and challenges for social and cultural sustainability in urban areas

Chapter 7 was carefully structured to meet its main aim and specific objectives. It begins by describing social and cultural sustainability for urban areas. Relevant concepts are defined and key stakeholders identified. Ten specific dimensions of social and cultural sustainability are outlined and described. Then, ten case examples are provided that elaborate further on each of the dimensions. The chapter concludes by proposing future trends, issues, and challenges for urban tourism social and cultural sustainability.

2. Social and cultural sustainability in urban destinations

2.1 Definitions and stakeholders

Urban residents are the main focus when examining social and cultural sustainability, and wellbeing and quality of life are often cited among the outcomes (Rogers et al., 2012; Uysal, 2019; Woodcraft, 2014). Social sustainability is creating sustainable, successful places that promote wellbeing by understanding people's needs from where they live and work (Woodcraft, 2014). Other stakeholders have their interests and perspectives on urban social and cultural sustainability, including tourists (Cottrell et al., 2004), tourism sector stakeholders (Morrison and Maxim, 2022), city administrations (Choi and Sirakaya, 2006), and cultural groups (Osman, 2022).

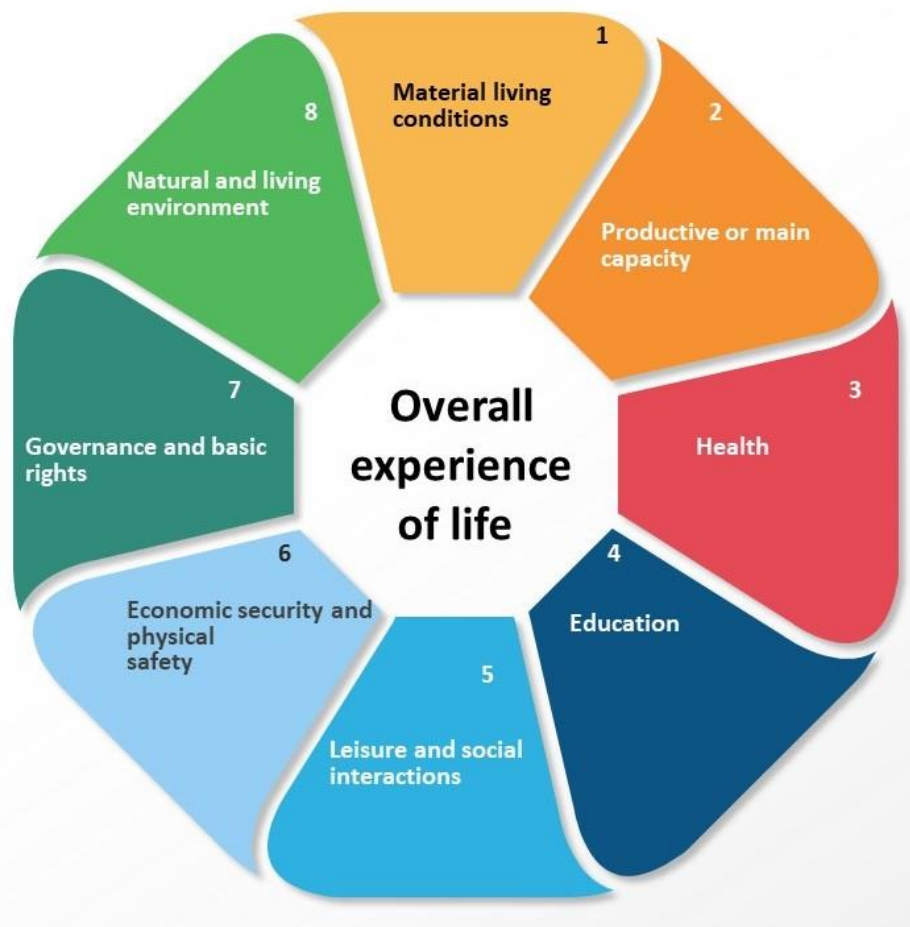
One definition of cultural sustainability is that it is "preserving Indigenous practices and heritage while, as an enabler, it looks at opportunities to promote tourism, employment, revenue generation, social vitality, inclusiveness, skills, and knowledge transfer" (Zhou & Edelheim, 2021; Osman, 2022). This definition is too restrictive and should be extended to all urban residents.

2.2 Dimensions of urban social and cultural sustainability

Having established that urban social and cultural sustainability needs to be addressed from a multi-stakeholder perspective and that people's needs and cultural-heritage preservation are priorities, the construct must be dimensional. The authors suggest a preliminary list of ten social and cultural sustainability dimensions based on an extensive literature review. These are:

- *Accessibility*: Making urban facilities and information fully accessible to all.
- *Cultural heritage conservation and preservation*: Maintaining and enhancing urban tangible and intangible heritage.
- *Engagement and participation*: Involving stakeholders in decision-making, e.g., through open government initiatives.

- *Freedom from disturbance*: Ensuring a lack of encroachment on urban residents' daily lives and habits, e.g., appropriately solving issues associated with overtourism.
- *Human rights*: Following standards that recognise and protect the dignity of all human beings.
- *Inclusiveness*: Providing equal opportunities for all.
- *Livability*: Taking steps to make cities more livable.
- *Quality of life*: Enhancing resident and visitor feelings of contentment or fulfilment (see Figure 7.1).
- *Third-sector opportunities*: Encouraging and supporting third-sector organisations, including social enterprises.
- *Wellbeing*: Enhancing experiences of health, happiness, and prosperity.



Source: Morrison (2023)

Figure 7.1 Quality of life dimensions

2.3 Indicators of urban social and cultural sustainability

Each of the ten dimensions of social and cultural sustainability has sub-dimensions and sub-sub-dimensions. The indicators are specific measurements for each of the ten dimensions. For example, Table 1 shows these for quality of life.

Table 7.1 The 8 + 1 dimensions of quality of life

Dimensions	Sub-dimensions
1. Material living conditions	1.1. Income
	1.2. Consumption
	1.3. Material conditions
2. Productive or main capacity	2.1. Quantity of employment
	2.2. Quality of employment
	2.3. Other main activity
3. Health	3.1. Outcomes
	3.2. Drivers: healthy and unhealthy
	3.3. Access to healthcare
4. Education	4.1. Competences and skills
	4.2. Lifelong learning
	4.3. Opportunities for education
5. Leisure and social interactions	5.1. Leisure
	5.2. Social interactions
6. Economic security and physical safety	6.1 Economic security and vulnerability
	6.2. Physical and personal security
7. Governance and basic rights	7.1. Institutions and public services
	7.2. Discrimination and equal
	7.3. Active citizenship
8. Natural and living environment	8.1. Pollution (including noise)
	8.2. Access to green and recreational
	8.3. Landscape and built environment
9. Overall experience of life (the +1)	9.1. Life satisfaction
	9.2. Affects
	9.3. Meaning and purpose

Source: Eurostat (2020); Morrison (2023)

For the livability dimension, Khorrami et al. (2020) identified five groupings of indicators: 1) Economic vibrancy and competitiveness - economic performance, economic openness, and infrastructure; 2) environmental friendliness and sustainability - pollution, depletion of natural resources, and environmental initiatives; 3) domestic security and stability - crime rates, threats to national stability, and civil unrest; 4) socio-cultural conditions - medical and healthcare, education and housing, sanitation and transportation, income equality and demographic burden, and diversity and community cohesion; and 5) political governance - policymaking and implementation, government system, transparency and accountability, corruption.

Nocca (2017) specified nine sub-dimensions for cultural heritage conservation and preservation, these being tourism and recreation; creative, cultural, and innovative activities; typical local productions; environment and natural capital; social capital, cohesion and inclusion; real estate; financial return; the cultural value of properties and landscape; and wellbeing.

For the wellbeing dimension, the PERMA model indicates five sub-dimensions of human wellbeing and flourishing, being positive emotions, engagement, relationships, meaning, and achievement (Goodman et al., 2018; Seligman, 2011). This model covers both hedonic (e.g., positive emotions) and eudaimonic (e.g., meaning) components of wellbeing.

There are several extensive lists of indicators of sustainable tourism. For example, Tanguay, Rajaonson and Therrien (2013) identified 507 indicators; however, these were almost all for measuring environmental sustainability. It should also be recognised that there is an inevitable overlap among the three sustainability pillars, and a prosperous economy and a pristine environment contribute to social and cultural sustainability.

3. Case examples of social and cultural sustainability dimensions

Despite the lack of attention, some progress has been made to achieve social and cultural sustainability in urban destinations. Following the ten dimensions suggested above, the academic literature and industrial resources were reviewed to identify cases which represent the practices of these dimensions. As a result, several case examples were selected to demonstrate the dimensions of social and cultural sustainability (Figure 7.2). These are drawn from around the world and are now described.



Figure 7.2 Dimensions of social and cultural sustainability. Authors' design. (Photo: Courtesy, Microsoft 365)

3.1 Accessibility: Making urban facilities and information fully accessible to all

Luxembourg City Wins 2022 Access City Award, UmbriaLibri, Italy: UmbriaLibri is an event, a festival, a party, a fair, and a meeting opportunity between citizens and the world of literature (UmbriaLibri, 2022). It aims to maintain a strong link between national and regional cultural production and to maintain and enhance the literary heritage of this region. UmbriaLibri is an event financed entirely with public funds and managed by the public administration. To ensure the accessibility of this event, several initiatives have been made (SHARE, 2022). First, it is free of charge for all, removing the financial barrier. Second, regarding the location, for many years, UmbriaLibri was held in Perugia in the Rocca Paolina, a charming but closed and inaccessible location, with architectural barriers for people with physical disabilities, and not easily reached by car. Recently, the event moved to the Complesso Monumentale di San Pietro, a prestigious location in the centre and a very accessible area of Perugia. Third, due to the COVID-19 pandemic, various activities have been moved and organised digitally and virtually. For example, the usual market exhibition of local publishers, which is a primary attraction of UmbriaLibri and a promotional opportunity for local businesses, was replaced by an innovative diffused installation, in which the traditional stands were transformed into digital panels that interested parties could access via a QR code and virtually learn about the publisher and their catalogue. A massive online presence characterised both 2020-21 editions even after the event and by many social and digital promotional activities. Almost all the events of UmbriaLibri 2021 were filmed and broadcast on the event's YouTube channel. The move toward digital allowed greater accessibility to those in fragile social segments, such as the elderly and people with disabilities.

3.2 Cultural heritage conservation and preservation: Maintaining and enhancing urban tangible and intangible heritage

Tangible and intangible cultural heritage conservation, Xining, China: Xining (also known as Sining), the largest city on the Tibetan Plateau and the capital city of Qinghai province, the Western interior of China, has a history of over 2,000 years. Xining is a tourism city that is diverse in ethnicity and religion.

Xining is a crucial region for preserving six of UNESCO's Intangible Cultural Heritages of Humanity (i.e., Hua'er, Regong arts, Tibetan opera (Huangnan Branch), Gesar epic tradition, Chinese shadow puppetry (Hehuang branch), and Lum medicinal bathing of Sowa Rigpa). The cultural preservation intensified in the last two decades when tourism became increasingly important with the Qinghai-Tibet railway opening in 2006. Xining belongs to one of the major regions where a unique musical tradition, "Hua'er", is handed down. "Hua'er" is a folk song that originated in the early years of the Ming dynasty (around 1,368 AD), shared by nine ethnic groups, and inscribed on UNESCO's Representative List of Intangible Cultural Heritage of Humanity in 2009 (UNESCO, 2009). Xining houses the Ta'er Monastery (also known as the Kumbum Monastery), one of the six most significant monasteries of the Gelug Sect of Tibetan Buddhism, for it is the birthplace of Tsongkhapa, founder of the Gelug Sect. It is a holy land for Buddhist pilgrims and a repository of Tibetan culture, artifacts, and religious activities, especially butter sculptures, wall paintings, and pile

embroidery, which are parts of the Regong arts (UNESCO, 2022). Xining developed the Ta'er Monastery into a National 5A Scenery Site, built and rebuilt the Xining Cultural Museum, Library, Art Museum, and China Tibetan Medicine Culture Museum. The latter is a comprehensive museum with Tibetan medicine culture as its theme and Tibetan culture as its characteristic. Relying on the rich cultural resources, Xining developed ethnic handicrafts combined with urban characteristics, such as Qing embroidered sachets, Tibetan furniture and carpets. Several well-known cultural and tourism brands were developed.

In addition, Xining plays a vital role in conserving and preserving other levels of intangible and tangible cultural heritage. Xining launched a government policy strengthening the reform of cultural relic protection and utilisation, invested in more than 30 cultural protection projects, surveyed national movable cultural relics, declared and evaluated intangible cultural heritage protection projects, representative inheritors, and certified and protected immovable cultural relics. Xining has extensive intangible cultural heritage projects, 13 at a national level and around 500 at provincial/municipal/county levels. Xining has 14 national-level inheritors of intangible cultural heritage projects and over 450 inheritors at provincial/municipal/county levels (CYOL, 2022). Through actively applying for national and provincial intangible cultural heritage projects and inheritors, participating in industrial exhibitions and conferences, developing cultural industry demonstration and ethnic handicrafts production poverty alleviation bases, and combining the use of technological tools, Xining has promoted the collection, storage, processing, and analysis of national intangible cultural heritage big data.

3.3 Engagement and participation: Involving stakeholders in decision-making

Travelodge's Partnership with Councils, U.K.: Travelodge, a U.K. budget hotel chain, is a pioneer in partnership with local authorities to help support local regeneration, create jobs, and boost the local economy. In this partnership, hotels are built on surplus local authority land. Upon completion, local authorities choose to either retain ownership with annual rent or sell the hotel with Travelodge as its operator. In addition to creating jobs and benefiting the local economy, revenues from these developments are used to solve local social issues. Aylesbury Travelodge – an 81-room property funded by Aylesbury Vale District Council as part of an £18 million regeneration project – is the first hotel in this scheme built in 2013. By 2021, Travelodge will have built 23 hotels with this partnership, which is expected to increase in the coming years.

3.4 Freedom from disturbance: Ensuring a lack of encroachment on the daily lives and habits of urban residents

Overtourism, Hoi An, Vietnam: The city of Hoi An is located in the Central region of Vietnam. The ancient town in the city was designated a World Heritage Site in 1999 by UNESCO, attracting millions of visitors every year. In 2019, the *Travel + Leisure* readers named Hoi An as the best city in the world.

The city traditionally was a charming and peaceful destination for many international tourists, especially those from Europe, U.S., and Australia. In recent years, it has attracted a large number of domestic visitors as well as those from East Asian countries, such as China and South Korea. The number of visitors in Hoi An went up drastically from 100,000 in 1999 to 5.3 million in 2019, and there were around 10,000 visitors a day in the Hoi An ancient town (Hongthuy95, 2019; Slate, 2019).

The rapid development of tourism in the city generated various issues for residents and visitors. The transformation of the ancient town into a walking area inconvenienced residents. The large number of visitors also clogged public spaces, causing air, light, noise, and waste pollution. In Hoi An's case, the conservation of residential houses is challenging and costly due to its designation. Additionally, due to their economic value, about half of the old houses (300 out of 600) were sold or rented for commercial purposes, according to Hoi An People's Committee (Thai, 2019). This also means the residents have moved out to leave space for tourism activities.

Furthermore, it essentially made the ancient town "hollow", i.e., lacking local people, culture, and customs. The increasing volume of visitors reduced the city's attractiveness among traditional markets, such as Europe, U.S., and Australia, especially those seeking a more tranquil and authentic atmosphere of the ancient town. Additionally, local businesses needed help to deal with a growing number of visitors and maintain the quality standards of their services.

These problems have been recognised and discussed among the destination's stakeholders, and ideas have been proposed. However, specific strategies have yet to be made by the local authorities to solve the overtourism issues. To survive the impact of the COVID-19 pandemic, initiatives were made to welcome visitors back to the town. Furthermore, for developing countries such as Vietnam, economic gains and short-term benefits are still the priority for authorities and the community. Thus, social and cultural sustainability has not yet been given sufficient attention.

3.5 Human rights: Following standards that recognise and protect the dignity of all human beings

Ethical concerns of slum tourism, Dharavi, Mumbai; Medellin, Colombia: Slum tourism started two centuries ago and has become an increasingly popular tourism product globally. It is a format of tourism that is supposed to give visitors opportunities to view deprived areas, raise awareness, and change perspectives while bringing social and economic benefits to local people. However, the possible voyeuristic maturity of slum tourism leads to ethical debates about whether it exploits locals or is genuinely beneficial for slum residents (Monroe & Bishop, 2016). Despite the arguments, some approaches have been developed to address these conflicts and ensure benefits for locals.

Dharavi, Mumbai, is the biggest slum in Asia and one of the largest slums in the world. A slum tour provider in Dharavi, Reality Tours, has several approaches to minimise the negative impact on locals and make an economic contribution (Monroe & Bishop, 2016). First, Reality Tours runs community and educational tours taking tourists to the community centre that is funded by the tours. Second, it operates a no-photography policy which protects locals' privacy and human rights. In addition, the maximum tour size is six visitors. Lastly, this tour operator gives 80% of post-tax profit to its sibling organisation which runs education programs. Positive responses were also received in another large slum tourism region, Medellin, Colombia, where researchers found that local Moravia people are proud of their community and neighbours being visited by outsiders (Amo et al., 2019). However, sustainability issues still need to be fully addressed. For example, extreme poverty conditions that damage fundamental human living rights (i.e., lack of clean water, poor sanitation,

overcrowding, squalid environments) were replaced and presented as diligence in Dharavi Slum tours. Crucial needs for change are ignored (Nisbett, 2017).

3.6 Inclusiveness: Providing equal opportunities for all

Indigenous programme (Australia): In Australia, Accor runs a national programme aiming to benefit Indigenous people in employment, career development, and cultural impact within tourism, travel, and hospitality. It has created over 798,000 career opportunities for Aboriginal and Torres Strait Islander people at over 250 Accor properties across the country (Accor, 2022; WTM, 2022). Accor also hires Indigenous employees, with 15% of participants in Accor's leadership programmes being Indigenous. Accor appointed the first Indigenous GM in 2016 and the second two years after. In addition, Accor has invested over \$1million into Indigenous businesses through the Accor Supply chain in the past decade. Notably, Australia's Indigenous programme was the gold winner for "Increasing Diversity in Tourism: How Inclusive is our Industry?" awarded by World Tourism Market in 2021 (WTM, 2022).

Some initiatives could be seen in other businesses, such as CrescentRating (2022), a leading authority on Halal travel that aims to meet the needs of Muslim travellers. As a result of increasing business realised from the benefits of inclusion and diversity, more initiatives are developed in the business sector. However, inclusiveness has yet to be widely addressed by all destinations. To provide equal opportunities for all requires actions from all stakeholders, especially at the government level.

3.7 Livability: Taking steps to make cities more livable

Township tourism in Soweto, South Africa: In South Africa, the townships were the settlements of non-white people during apartheid control. Townships are located at the edges of cities without basic amenities or infrastructure and are often marginalised from the benefits of growth. Despite the limited capacity in terms of economics, townships have a high population density with a diverse and vibrant community. Due to the richness of culture, they become attractive to visitors eager to learn about the South African township ways of life. Tourism is also used as a tool to improve the livelihoods of township residents. Thus, township tourism and tours have become popular among visitors in South Africa.

Soweto is one of the most famous cases of township tourism in South Africa. Soweto is located in Johannesburg, with a population of 1.2 million people. There is little industrial development in this township, and thus tourism has become a growing source of income in the area. Researchers, such as Booyens (2010) and Sloan et al. (2015), have shown that township tourism contributes to poverty alleviation through job creation and tourist spending in shopping centres, pubs, and restaurants. Significantly, the poor can also get directly involved and benefit from tourism in roles such as tour guides, shop sellers, and dance performers. Their quality of life has, therefore, significantly improved through tourism activities.

However, this type of pro-poor tourism is also a highly controversial practice, where impoverished neighbourhoods and their lifestyles are transformed into attractions for international tourists. For the sustainable development of township tourism in Soweto and its society, the local people should have more decision-making power and more control in tourism development so that their lives and culture are nurtured and shared appropriately.

Additionally, tourist behaviours while visiting the township should be guided carefully; guidelines for socially sustainable tourist behaviours should be followed.

3.8 Quality of life: Enhancing resident and visitor feelings of contentment or fulfilment

Urban transformation and smartness in Málaga, Spain: There can be little doubt that following the path of sustainable tourism has improved the quality of life for Málaga's citizens and visitors. The city centre has been completely transformed in the past 20 years (Euro Cities, 2022). Málaga has placed a great emphasis on making the city more accessible for all and has heavily invested in cultural attractions (Johnson, 2020).

Málaga is recognised as one of the best examples of smart city tourism in Europe (Johnson, 2020; Ngan, 2021). It earned the title of *European Capital of Smart Tourism* in 2020. As an example, an algorithm has been developed to control beach overcrowding in Málaga (called *Costasoleando*). Overall, Málaga presents a great benchmark for other coastal cities who want to enhance resident and visitor quality of life. It is worth noting here that not all the smart improvements in Málaga are based on technology.

3.9 Third-sector opportunities: Encouraging and supporting third-sector organisations, including social enterprises

4VI – a social enterprise: a new model for DMOs: On April 13, 2022, Tourism Vancouver Island (a traditional model of destination management organisation - DMO) officially announced its transition to a social enterprise called 4VI (Tourism Vancouver Island, 2022). A social enterprise is a business driven by social or environmental missions and directs the revenue towards social benefits. The four pillars of social responsibility that 4VI supports include communities, businesses, culture, and the environment.

4VI is the first-ever social enterprise in charge of managing and marketing a tourism destination. This paradigm shift in the DMO model reflects the change of role from destination management to destination stewardship and regeneration (Girma, 2022). Herewith, the organisation focuses on the social impacts of tourism on the community and destination, and everything they do is to achieve the goals of social responsibility.

3.10 Wellbeing: Enhancing experiences of health, happiness, and prosperity

DMZ tourism, Vietnam: In Vietnam, in addition to its traditional and contemporary heritage attractions, a visit to the former Demilitarised Zone (DMZ) in the central region is a popular choice for international tourists. The DMZ is located in Quang Tri province, one of the poorest provinces in Vietnam. In addition to several war heritage sites, the province also has the highest density of explosive remnants of war in the entire country, which remains a significant risk to the population and visitors (Schwenkel, 2013).

Based on the war heritage in the province, tourism has been utilised as a vital pillar of the local economy to improve the living standards, quality of life, and wellbeing of the local residents. Local authorities have transformed the region's ruins into a popular "DMZ tour" – a war tourism product – for domestic and international visitors. In 2019, there were two million visitors to Quang Tri, generating VND1,782 billion (c.a. USD73 million), contributing 6% to the GDP of the province (Nguyen, 2020). This development of tourism in the province has helped to provide decent employment to local youth, fulfilling SGD8. Also, one of the

development strategies is improving the quality of the local workforce through training and education, contributing to the better lives of local workers. Additionally, efforts have been made by local and national authorities, with the support of international NGOs, to remove war remnants to ensure the safety of locals and visitors, as well as to reserve the landscape for sustainable development.

Table 7.2 shows a set of indicators derived from these ten case examples. While none of the cases presents a perfect or flawless example of urban tourism social and cultural sustainability, there are key lessons to be learned from each of them.

Table 7.2 Dimensions, requirements, and indicators of social and cultural sustainability
[included at the end of Chapter]

4. Future of social and cultural sustainability in urban destinations

Industries are impacted by the macro external environment and trends can be predicted by analysing external factors. Therefore, the authors followed the PESTEL-RVS framework suggested by Morrison and Maxim (2022, pp. 308-323) to explore future trends, issues, and challenges, and to identify stakeholder roles. In this framework, in addition to the five conventional macro forces (including political, economic, socio-cultural, technological, environmental, and legal), new factors are introduced, i.e., residents, visitors and stakeholders. Table 7.3 provides the detailed analysis, while summary comments follow.

Table 7.3 PESTEL-RVS analysis of trends, issues and challenges, and roles
[included at the end of Chapter]

Political

Local authorities will be under greater pressure to pursue more climate actions following the close of COP27 summit in Egypt. They will have to focus more on achieving the environmental goals among the SDGs, including SDGs 13 (climate action), 14 (life below water), and 15 (life on land). They must certainly deal with SDG11 (sustainable cities and communities). However, they must also put more emphasis on social and cultural sustainability. More open government policies and plans will be needed as well as greater citizen engagement (Mondal & Samaddar, 2021). These initiatives will all have to be accomplished against a background of increasing urbanisation.

Economic

The two major economic priorities at the moment are recovering from the pandemic and preparing for what might become a global recession (OECD, 2020). This is requiring pivoting strategies to focus on different markets, products and services.

Social and cultural

There are a host of social problems and issues in most cities that need to be addressed by all stakeholders and not just government agencies. These include poverty, homelessness, racial discrimination, overtourism, gentrification, and others. Societies are changing including shifts in the importance of generational cohorts with Gens Y, Z, and A growing in influence and

importance. Cultures are also dynamic and new forms of cultural entertainment are being enjoyed in many cities (e.g., cosplay, 3D street art painting).

Technological

Technological tools are trending in tourism and sustainability-related areas. For instance, virtual reality (VR) has been applied to understanding the tourist experience of slum tourism (Griffin and Muldoon, 2020). In a more recent case, Tuvalu, the world's fourth-smallest country that may soon be submerged underwater due to climate change within one century, announced its plan to use augmented (AR) and virtual reality (VR) to preserve its history and culture (The Guardian, 2022). In other disciplines, technological aids are also the future for addressing sustainability challenges, and the technology could be studied for urban social and cultural sustainability.

Environmental

Climate change (SDG13, climate action) is the topmost global environmental issue and COP27 focused even greater public attention to this problem. Other chapters in this book have described how cities are attempting to reduce greenhouse gas emissions (GHGs) and switch to renewable energy sources.

Legal

There may be new laws, regulations, and ordinances introduced in urban areas to exert greater control over sharing economy providers and informal employment in tourism. Also, increasing concerns for personal safety and security will prompt other legal actions.

Residents

Locals are being given a higher priority in urban tourism and being asked to engage more in tourism planning and experience co-creation (Mondal & Samaddar, 2021). They are also being urged to volunteer more to help cities deal with environmental and social issues.

Visitors

Visitors are desiring to have more active participation in their travel experiences and are demanding greater authenticity (Byrd, 2007). Visitors are also being asked to travel more responsibly and to pay greater respect to local cultures and traditions.

Stakeholders

Tourism sector stakeholders are urged to make their operations more sustainable with respect to all pillars of sustainable development (Waligo et al., 2013). They must also become more creative and innovative in the future to deal with the new economic realities and changes in consumer preferences and expectations.

5. Conclusions

Greater attention must be given to social and cultural sustainability in urban tourism in the future. This chapter has offered ten dimensions of this sustainability and explored their applications in several case examples. There is also a need for more academic research on social and cultural sustainability in cities and other destinations. This chapter has provided dimensions and indicators that scholars can apply and test in the future.

The case examples demonstrate initiatives and progress in some pioneering urban destinations addressing social and cultural sustainability issues. However, these examples suggest that the entire tourism sector and urban destinations are only at the preliminary stages with social and cultural sustainability. There are few tourism cities that have comprehensively addressed local social and cultural issues. Also, many of these sustainability issues have yet to receive concerted attention at a global level. Addressing the social and cultural sustainability issues requires the engagement of all stakeholders.

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Table 7.2 Dimensions, requirements, and indicators of social and cultural sustainability

Dimensions	Requirements	Indicators
Accessibility	<ul style="list-style-type: none"> • Making urban facilities and information fully accessible to all 	<ul style="list-style-type: none"> • Transport, building, and attraction accessibility • Website and digital accessibility
Cultural heritage conservation and preservation	<ul style="list-style-type: none"> • Maintaining and enhancing urban tangible and intangible heritage 	<ul style="list-style-type: none"> • Maintenance of intangible heritage • Museum development
Engagement and participation	<ul style="list-style-type: none"> • Involving stakeholders in decision-making 	<ul style="list-style-type: none"> • Crowdsourcing • Open government initiatives • Open innovation participation • Participative tourism planning
Freedom from disturbance	<ul style="list-style-type: none"> • Ensuring a lack of encroachment on urban residents' daily lives and habits, e.g., appropriately solving issues associated with overtourism 	<ul style="list-style-type: none"> • Degrowth and demarketing • Dispersal of tourists
Human rights	<ul style="list-style-type: none"> • Following standards that recognise and protect the dignity of all human beings 	<ul style="list-style-type: none"> • Respecting privacy of local people
Inclusiveness	<ul style="list-style-type: none"> • Providing equal opportunities for all 	<ul style="list-style-type: none"> • Diversity, equity, and inclusion (DEI) initiatives • Indigenous participation in tourism
Livability	<ul style="list-style-type: none"> • Taking steps to make cities more livable 	<ul style="list-style-type: none"> • Leisure and recreation amenities • Meaningful employment in tourism
Quality of life	<ul style="list-style-type: none"> • Enhancing resident and visitor feelings of contentment or fulfilment 	<ul style="list-style-type: none"> • Smart city and destination solutions • Urban regeneration and transformation
Third sector opportunities	<ul style="list-style-type: none"> • Encouraging and supporting third-sector organisations, including social enterprises 	<ul style="list-style-type: none"> • Social enterprise models
Wellbeing	<ul style="list-style-type: none"> • Enhancing experiences of health, happiness, and prosperity 	<ul style="list-style-type: none"> • Removal of hazards and dangers

Table 7.3 PESTEL-RVS analysis of trends, issues and challenges, and roles

PESTEL-RVS	Participants	Trends	Issues and challenges	Roles
Political	<ul style="list-style-type: none"> Public sector Local authorities 	<ul style="list-style-type: none"> Open government Citizen engagement Anti-corruption 	<ul style="list-style-type: none"> Crisis management DEI (diversity, equality, inclusion) Pollution Safety and security Traffic congestion 	<ul style="list-style-type: none"> Attach a higher priority to social and cultural sustainability
Economic	<ul style="list-style-type: none"> Companies Trade associations DMOs 	<ul style="list-style-type: none"> Corporate social responsibility (CSR) Recovery strategies and pivots 	<ul style="list-style-type: none"> Funding and profits Pandemic recovery Resilience 	<ul style="list-style-type: none"> Put a greater priority on social responsibility
Social-cultural	<ul style="list-style-type: none"> Social enterprises NGOs Third sector including foundations and charities 	<ul style="list-style-type: none"> DMOs converting to social enterprises New forms of urban cultural entertainment 	<ul style="list-style-type: none"> Crime and scams Discrimination Gentrification Homelessness Overtourism Urban poverty 	<ul style="list-style-type: none"> Partner with others in the tourism value chain to combat major social-cultural issues and challenges Seek innovations in urban cultural offers
Technological	<ul style="list-style-type: none"> Tech firms Tech appliers Tech users 	<ul style="list-style-type: none"> Artificial intelligence (AI) AR and VR Digitalization Metaverse Smart cities and destinations Smart mobility 	<ul style="list-style-type: none"> Constant innovation Business model changes 	<ul style="list-style-type: none"> Further increase the smartness of tourism in urban areas
Environmental	<ul style="list-style-type: none"> Conservation groups NGOs 	<ul style="list-style-type: none"> Climate change actions Green energy initiatives Waste management programs Vehicle electrification 	<ul style="list-style-type: none"> Climate change Energy conservation Pollution control Solid waste disposal 	<ul style="list-style-type: none"> Lobby for greater attention to climate action and other environmental protection initiatives

Legal	<ul style="list-style-type: none"> • Lawyers • Legislators • Regulators 	<ul style="list-style-type: none"> • Sharing economy regulation • Increasing control of informal tourism employment 	<ul style="list-style-type: none"> • Housing pool declines • Visitor harassment by informal vendors 	<ul style="list-style-type: none"> • Deal more swiftly and effectively with issues that affect destination sustainability
Residents	<ul style="list-style-type: none"> • Local citizens • Citizen groups 	<ul style="list-style-type: none"> • Changing generational cohorts • Demands for more voice in urban decision-making 	<ul style="list-style-type: none"> • Conflicting opinions among citizens (left- vs. right-wing, poorer vs, wealthier) • Urban disturbances and conflicts 	<ul style="list-style-type: none"> • Settle internal differences to create a more unified voice
Visitors	<ul style="list-style-type: none"> • Tourists 	<ul style="list-style-type: none"> • Greater demands for authenticity • Participatory experiences 	<ul style="list-style-type: none"> • Health concerns • Overcrowding at major attractions and destinations • Targeting by terrorists, scammers, and criminals 	<ul style="list-style-type: none"> • Act more responsibly • Engage in meaningful travel experiences • Take more precautions while travelling
Stakeholders	<ul style="list-style-type: none"> • Tourism sector stakeholders 	<ul style="list-style-type: none"> • Declining revenues and profits • More local and domestic tourism business • Shortages of labour 	<ul style="list-style-type: none"> • Labour shortages • Profitability and business viability • Technology adaptation 	<ul style="list-style-type: none"> • Diversify customer portfolios • Implement more sustainability projects • Introduce new and innovative services and experiences