

RESEARCH

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**TOURISM SECTOR: COMMUNICATION AND SUSTAINABLE  
INNOVATION**

**SECTOR TURÍSTICO: COMUNICACIÓN E INNOVACIÓN  
SOSTENIBLE**

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**RESUMEN:**

El presente artículo se desarrolla a partir de la premisa de analizar los medios y herramientas implementadas en España para la mejora y acondicionamiento del sector turístico respecto a la sostenibilidad. Se analizan las razones que han llevado al segmento de la hotelería a implementar medidas de cambio para la conservación del entorno y del patrimonio cultural español. Se pretende a su vez analizar las acciones llevadas a cabo en territorio europeo y nacional.

**PALABRAS CLAVE:**

Comunicación - España - Europa - Innovación sostenible - Sostenibilidad - Turismo.

**ABSTRACT:**

This research is developed based on the premise of analyzing the means and tools implemented in Spain for the improvement and conditioning of the tourism sector concerning sustainability. The reasons that have led the hotel trade to implement



measures of change for the conservation of the environment and the Spanish cultural heritage are analyzed. It is intended to analyze the actions carried out in the European and national territories.

## **KEYWORDS:**

Communication - Europe - Spain - Sustainability - Sustainable innovation - Tourism.

## **SETOR TURISMO: COMUNICAÇÃO E INOVAÇÃO SUSTENTÁVEL**

### **RESUMO**

Este artigo é desenvolvido a partir da premissa de analisar os meios e ferramentas implementados em Espanha para a melhoria e condicionamento do setor turístico no que diz respeito à sustentabilidade. São analisados os motivos que levaram a indústria hoteleira a implementar medidas de mudança para a preservação do meio ambiente e do patrimônio cultural espanhol. Pretende-se também analisar as ações realizadas em território europeu e nacional.

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## **1. INTRODUCTION**

We set out to conceptualize a word that has been heard in the media, business, and institutional circles for a decade: sustainability. It "seeks to guarantee the needs of the present without compromising future generations. It is based on three fundamental pillars: social development, environmental protection, and economic growth" (United Nations, 1987).

Likewise, we can admit that the exposed subject deserves research due to the importance that the tourist sector currently occupies in society, and how it is affecting the environment. As described, "the concept of sustainability arises through a negative path, as a result of analyzes of the world situation, which can be described as a "planetary emergency" (Bybee, 1991), "as an unsustainable situation that seriously threatens the future of humanity" (Macedo, 2005). It should also be mentioned that, on January 21<sup>st</sup>, 2020, the Government of Spain declared a climate and environmental emergency, which the scientific community has been warning of for a long time of its great magnitude (Government of Spain, 2020).

Regarding the tourism sector, it is also to blame for the planet's situation to be in such bad shape. Quintero (2004) admits that "the uncontrolled growth of tourism aimed at obtaining short-term benefits often has negative consequences since it damages the environment and societies and destroys the very foundations on which tourism is based and develops". That is why mass tourism, overexploitation of destinations and natural resources, besides the carbon footprint generated by air travel, are some of the factors that have generated this situation of environmental crisis, in addition to all the industries that participate so that this sector generates its economic cycle.

Research on this topic is essential for the advancement and subsequent improvement of the tourism industry and the consequences it produces. The traditional tourism development in Spain has generated an extensive growth model based on the continuous increase in the number of visitors. So much so that there are studies that ensure that public relations in Spain begin with the need for the development of tourism and the improvement of the country's image through it (Caldevilla Domínguez et al., 2020).

The priority of short-term benefits, the creation of a homogeneous and standardized offer, the scarce presence of local culture and traditions in the configuration of this offer, and, in general, strong environmental pressure, which has caused serious impacts on the environmental and landscape quality of the territory, have formed a model, essentially unsustainable, which has lasted for four decades.

We will try to develop arguments that link tourism with a sustainable path for the development and conservation of the environment (physical plane) and people (mental plane), with a view to a long-term future where it is committed to the implementation of real and achievable measures that promote the use of renewable energies and the inclusion of mainly the local society. We will review the measures taken in Spain, comparing them with those practiced in other countries regarding the functionality of tourism from the perspective of sustainable development, from which we can conclude, like Barrientos-Báez et al. (2019), that a change in educational paradigms is necessary to ensure that tourism paradigms are directed towards sustainability and medium-person imbrication, including the modification of the study plans. It is also true that there is still a long way to go in many other fields of higher education regarding social competencies (Sánchez-Marín et al., 2019). A new education must be the basis to be able to make the weight of it gravitate around these new contents.

Regarding the development of the research, a search has been made for information in recent bibliographic sources, scientific articles, and information published in different media. Next, some objectives are established to mark our path in the research, and the key concepts of the project are conceptualized in the theoretical framework. In turn, an analysis of the sustainable measures that are currently being carried out in Europe and Spain will be carried out, to determine if they are effective and also take them as an example for a plausible application in Spanish tourist

destinations. Communication with emotion can represent a guide to values and behaviors (Carretero-Díaz and Barrientos-Báez, 2019).

It is important to highlight that, for this project to be carried out successfully, the participation and collaboration of all the organizations related to the sector are essential. Besides the regulation of current laws, among some of them, Royal Decree 416/2014, of June 6<sup>th</sup>, which approves the Sectorial Plan for Nature and Biodiversity Tourism 2014-2020, which aims at adequate conservation and sustainable management of biodiversity and, with it, accentuate the integration of sectoral policies, strengthening the existing links between the conservation of the natural environment and economic and social development (BOE, 2014). On the other hand, it is important to take into account the tourist load capacity of destinations and the ecological footprint and implement the use of indicators that guarantee the sustainability of tourism services.

Consequently, the present work aims to deepen the optimal knowledge of current sustainable measures or actions in the tourism sector to enhance them, and thus minimize the negative impacts that tourism generates on the environment, preserving the environment, cultural heritage, material and immaterial (Walls, 2020). On the other hand, thanks to the research process, new ways of promoting both natural and human resources will be analyzed. Furthermore, establish ways of favoring and betting on local businesses, and include the Spaniards as important support points for the conservation and maintenance of the territory.

## **2. OBJECTIVES**

"The objective of the new Sustainable Tourism Strategy of Spain 2030 is to lay the foundations for the transformation of Spanish tourism towards a model of sustained and sustainable growth, which allows us to maintain our position of world leadership. The new model will be based on the improvement of the competitive capacity and profitability of the industry, on the differential natural and cultural values of the destinations, and the equitable distribution of the benefits and burdens of tourism". (Secretary of State and Tourism, 2019)

Considering that the objectives of this article are based on the aforementioned premise, we propose:

- 1) Know the reality of the sector in terms of tourism sustainability.
- 2) Analyze the reasons that have led the hotel industry to implement measures.
- 3) Develop possible change measures in the tourism market that include:
  - The balanced development of tourism in the territory.
  - Promote sustainability as a brand value of tourism in Spain.

## **3. METHODOLOGY**

This work has been carried out to research and learn about the importance of sustainability today and the tools that are implemented in the tourism sector for a

correct and generous use for society as a whole and the tourism industry in particular.

We have begun with a qualitative stage, from a bibliographic review and an active search for information on the significant and adjacent issues to the key factors that define sustainability and caring for everything that surrounds us. The elements and works related to the study area have been identified to share mostly in the Discussion section, where we can find the relevant concepts and information related to our field of study.

## **4. SUSTAINABILITY AND TOURISM**

### **4.1 Sustainability Concept**

At present, one of the relevant issues for humanity in the development of society and its different determinations (environmental, economic, and social) continues to be related to its sustainability (Zarta, 2018). Since the United Nations Conference for Development and Sustainability was held in Rio de Janeiro in 1992, the fundamental principle of sustainability is well known in international scientific and political discourse (Menzel, 2001).

The linguistic basis of the concept of sustainability has its origin in Latin, and comes from the word *sustenerere*: support, sustain, endure. Now, if the origin of this term is considered, it is of great astonishment to know that it dates back to the concept "Nachhaltigkeit" of the German jurist Hans Carlowitz (1645-1714) who developed in 1713 a theory on the optimal use of forests, which they were the sources of energy for the proto-industry of iron and silver. He stated that the volume of the production of this industry could not be higher than the reproduction speed of the forests (Marquardt, 2006). This is, therefore, a clear exemplification of what sustainability tries to regulate.

To further understand Carlowitz's theory, we must start from the basic idea, which is that a society should not use more resources than it renews so that the next generation can have the same opportunities to access these resources. The limit of use of the latter for the development of the activities of societies and their economies depends on the capacity and intergenerational reproductivity of ecosystems (Marquardt, 2006).

It could be said that the term sustainability has been rediscovered, since the nineties, it is part of international and constitutional law, and is considered as the program of future global development. It contains four sub-principles such as State purposes and mandates to legislation (Marquardt, 2003):

1. The principle of regeneration understood as adapting to the natural cycles of renewable resources.
2. The principle of substitution of non-renewable resources, such as oil and uranium.
3. The integrated perspective of the economy, society, and ecology.

4. The world principle understood as the planetary balance that must not exceed the global load capacity.

Although the concept of sustainability is simple, it must be mentioned that throughout its history it has generated some controversy, and that depending on its interest it may lead to one or other characteristics. In general, what some are interested to sustain does not have to coincide with what others are interested to sustain and the conflict is served. But awareness of the conflict is also the starting point for its resolution. Besides assuming that sustainability does not face a single problem, but a good number of them (González and Menéndez, 2008). Simultaneously, moving towards sustainability requires changing the way of thinking, acting, producing, and consuming. In this process towards sustainability, the authorities, companies, social organizations, and individuals are key actors (Fernández, 2015).

In summary, the definition of "sustainable" involves various aspects of great importance, among which we can contemplate (Zarta, 2018):

- Sustainability has to do with the finite and limited of the planet, as well as with the scarcity of the earth's resources.
- With the exponential growth of its population.
- With clean production, both in industries and agriculture.
- With pollution and the depletion of natural resources.

## **4.2. Sustainable Development Concept**

The antecedent of the term sustainable development is the concept of *ecodevelopment*, defended by Strong in 1973, the first executive director of UNEP (United Nations Environment Program): "It is development at the regional or local level, consistent with the potential of the area in question, paying attention to the adequate and rational use of natural resources and the application of appropriate technological styles, and the adoption of forms of respect for natural ecosystems, focusing its objective on using resources according to human needs, improving and maintaining the quality of life for this generation and future generations".

The concept has its origin in the United Nations World Commission on Environment and Development, held in 1987, defined in the Brundtland Report as follows: "Sustainable development is a development that ensures the needs of the present without compromising the capacity of future generations to meet their own needs" (World Commission on Environment and Development, 1988), and also has the following characteristics: it maintains the general quality of life, allows continuous access to natural resources, and prevents lasting damage to the environment.

Fernández (2015, p. 11) points out that, "sustainable development requires meeting the basic needs for all and the extension of satisfying their aspirations for a better life. But it also requires the promotion of values that encourage consumption standards that are within the limits of what is ecologically possible and to which everyone can reasonably aspire. At the same time, sustainable development brings about a gradual transformation of society and the economy, besides emphasizing the

need for this development to take place within an adequate political and social framework”.

On the other hand, the concept of sustainable development (Altaraz, 2002) “has not only been limited to discussions about natural and human capital but has gone further. The concept has incorporated economic, social, and environmental aspects, with all sectors of society participating in decision-making in this regard”. According to some of the interpretations of different authors, sustainable development will consist of:

1. Sustain natural resources (Carpenter, 1991).
2. Sustaining consumption levels (Redclift, 1987) refers to the consumption patterns of rich countries that impede sustainable development worldwide.
3. Achieve the sustainability of all resources: human capital, physical capital, environmental resources, exhaustible resources (Bojo et al., 1990).
4. Pursue the integrity of the processes, cycles, and rhythms of nature (Shiva, 1989).
5. Sustain production levels. “A sustainable activity is one that either uses renewable products or, at least, finances the start-up of a project that ensures both the renewable production of a substitute good for the consumer and the absorption of generated waste without damage to ecosystems” (Naredo, 1990).

The Brundtland Report (1987) considers that “economic development, social development, and environmental protection are interdependent components of sustainable development that are mutually reinforcing”. At the Gothenburg European Council, Nicole Fontaine, President of the European Parliament in 2001 stressed: “the will of the European Union in favor of sustainable development, whose three dimensions, economic, social, and environmental, are inseparable”.

In short, and to conclude the term, sustainable development has been created as an alternative model that takes into account all the necessary areas to guarantee a prosperous future for the next generations. Today, the commitment established by the United Nations is working well, thanks to the establishment of the 17 Sustainable Development Goals that have provided a model for shared prosperity in a sustainable world: a world in which all people can live a productive, vibrant, and peaceful life on a healthy planet.

### **4.3 Sustainable Tourism Concept**

After the disclosure of the terms “sustainability” and “sustainable development”, it is considered necessary, according to Wall and Mathieson (2006), “to describe an ideal development of tourism that does not imply negative environmental and social impacts”. Sustainable tourism is a concept that begins to generate interest from the perspective of economic growth and development, maintaining the balance between production, resources, and nature (Murcia et al., 2017). Specifically, the World Tourism Organization (UNWTO) considers that: “Sustainable tourism development responds to the needs of present tourists and host regions while protecting and enhancing future opportunities. It is focused on the management of all resources in a

way that satisfies all economic, social, and aesthetic needs, and at the same time respects cultural integrity, essential ecological processes, biological diversity, and life support systems" (Brundtland Report, 1987).

However, despite the determination of the concept by the UNWTO, the definitions of "sustainable tourism" are diverse, so it is not clear what is the general criterion on its interpretation, positions, or scope to make it effective. Having made this reservation, Bertoni (2008) affirms that "a conceptual approach to sustainable tourism is necessary to save the vagueness of the term and its incorrect appropriation for operational development". Following this, the main and most important characteristics are addressed below to clarify the concept of "Sustainable Tourism". In sum, it is essential to know that this concept aims to apply the principles of sustainable development to tourism, since as Fernández (2015) points out, "tourism integrated into sustainable development preserves and recovers cultural, social, and environmental values because global sustainability can only be achieved by sustainable regional and state communities". Similarly, the application of the principles of sustainability to tourism is an essential reference in the processes of development and promotion of potential destinations and restructuring current destinations (Bertoni, 2008).

Now, after having analyzed specialized articles, they have several characteristic elements of sustainable tourism in common:

- 1) There must be a harmony between the edges of the economy, nature, and society (Cardoso et al., 2014).
- 2) It encourages respect for culture, traditions, nature, and local heritage (Cañizares, 2013).
- 3) The income derived from tourist activity must be reverted to local development (Ortiz, 2010).
- 4) There must be a systemic work between the actors involved in the tourist activity and it must be considered as a viable development model that guarantees the needs of present and future generations (Orozco, 2013).

At the same time, it is considered essential for the possible scope of tourism activity from a sustainable perspective that "the sustainable development of tourism requires the participation of all interested parties, as well as strong political leadership to guarantee broad participation and consensus" (UNWTO, 2005).

On the other hand, sustainable tourism must maintain the level of satisfaction of tourists to ensure meaningful experiences, besides raising awareness about environmental issues and promoting sustainable tourism practices among them. It should also be noted that sustainable tourism is not a product, but a philosophical basis necessary to support and provide guidance to develop tourism in the destinations and make good use of the natural and cultural resources that are housed there (Cardoso et al., 2014), this is how tourists must conceive the image of sustainable tourism.

Finally, the term "Sustainable Tourism" is synthesized as a process of qualitative change resulting from the political will that, with the essential participation of the



local population, adapts the institutional and legal framework, as well as the planning and management instruments, tourism development based on the balance between the preservation of natural and cultural heritage, the economic viability of tourism, and the social equity of development (Ivars, 2001, p. 11).

Tourism integrated into sustainable development not only preserves and recovers cultural, social, and environmental values because global sustainability can only be achieved by sustainable regional and state communities but also enhances cultural niches and points of attraction for specific audiences (Gallego Jiménez and Vidal Raméntol, 2018) or the new advertising communication is based on reflecting the inclusive treatments of said audiences (Lorite García et al., 2018). Moving towards sustainability requires changing the way of thinking, acting, producing, and consuming and expanding markets from their own specificity.

#### **4.4 Tourism Sustainability in Europe**

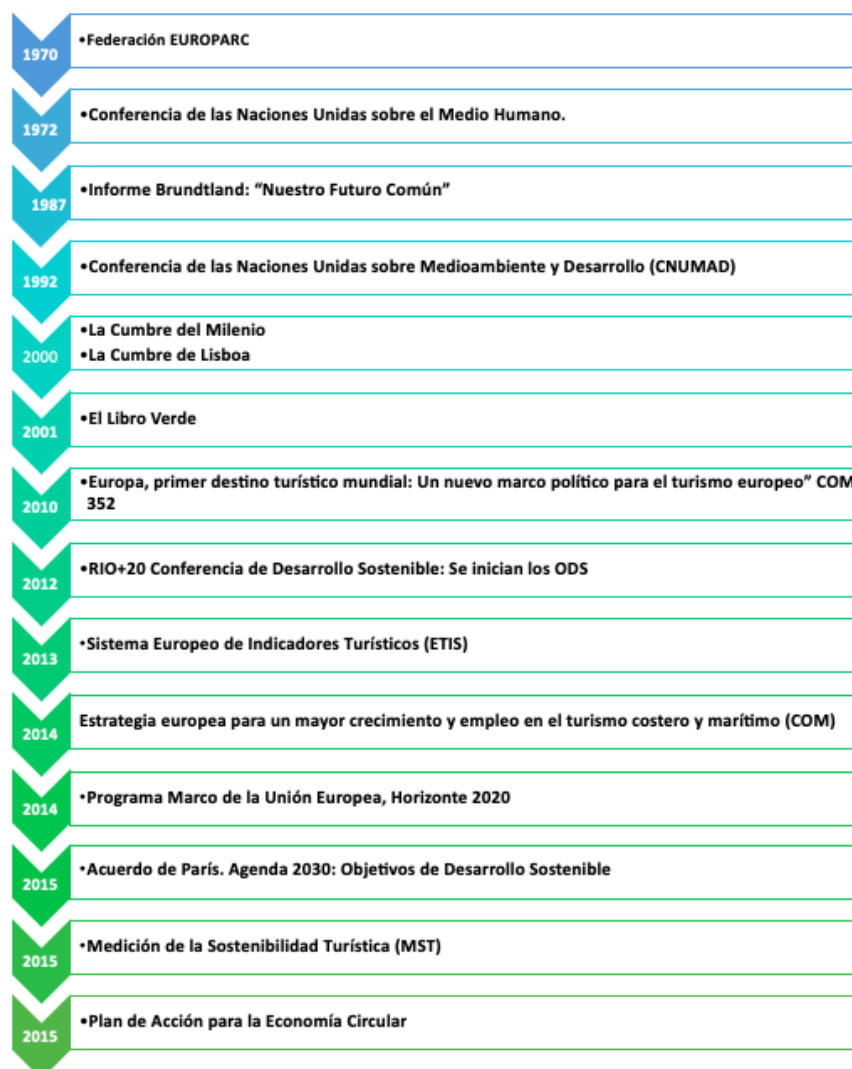
In the decade of the sixties, a concern arises at the international level for the environment issue, as a consequence the contemporary ecologist and/or environmental movement arises, proposing important changes at a political, social, cultural, and economic level (Zarta, 2018). Likewise, since the acceptance of the concept of Sustainable Development and Sustainable Tourism, some of the international institutions that support and assume this concept are: the United Nations Organization for education and culture (UNESCO), The United Nations program for the least developed countries (UNEP), the World Tourism Organization (UNWTO), and the European Union (EU) (Ávila, 2002).

The latter, specifically the European Union, has been developing the most ambitious environmental policy and regulatory framework in the world. European climate and environmental diplomacy play a fundamental role, leading major projects, such as the Sustainable Development Goals or the Paris Agreement (Calleja and Alquézar, 2020).

A significant event took place in 1999 when the World Tourism Organization (UNWTO) asked the national tourism administrations that their states send different proposals for policies, tourism, initiatives, or projects that were considered sustainable. They received almost fifty cases, of which the majority spoke about eco-tourism or rural tourism, activities especially related to sustainability, but it was also concluded that there was little knowledge of the concept of sustainable tourism, since it should be applied to all kinds of tourist activities. That is why it is considered important that this concept does not only apply to minority products but that it serves as a global transformation challenge, that it applies to mass destinations, to the large tourism industry, to travel, from the transportation to accommodation (Ávila, 2002).

As European environmental policy affirms, it not only seeks to protect nature but also aims to play a fundamental role in maintaining competitiveness and creating jobs. Thus, we have to reinforce our green credentials and our capacity for sustainable innovation, through energy and resource efficiency, or the circular economy (Calleja and Alquézar, 2020). Then, through the preparation of this research, a series of

sustainable measures are established, which we have considered more relevant, implemented in the European Union, as a reinforcement of sustainability in the tourism industry. (See figure 1)



**Figure 1.** Sustainable Measures Applied in the European Union.

**Source:** Compilation of the Ministry of Tourism. See the references section.

Currently, in the context of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the 17 sustainable development goals elaborated by the United Nations and proposed by the Open Working Group of the General Assembly are established (UN, 2015). As for the tourism sector, we can relate it directly to three of them, specifically in objectives 8, 12, and 14, which emphasize decent work and economic growth, besides the responsible promotion and responsible, and, lastly, sustainability of the oceans, respectively. However, tourism can contribute, directly and indirectly, to the 17 goals given its cross-cutting nature and, in turn, stimulate inclusive economic growth, create jobs, attract investment, combat poverty, improve the development of local communities, promote the empowerment of women and youth, protect cultural heritage, preserve

land and sea, ecosystems and biodiversity, and, finally, support the fight against climate change (UNWTO, 2018).

It should be noted that the United Nations declared 2017 as the International Year of Sustainable Tourism for Development. That is why the International Year researches and emphasizes the role of tourism in the following terms (UNWTO, 2016):

1. Inclusive and sustainable economic growth
2. Social inclusion, employment, and poverty reduction
3. Efficient use of resources, environmental protection, and fight against climate change
4. Cultural values, diversity, and heritage
5. Mutual understanding, peace, and security"

#### **4.5 Tourism Sustainability in Spain**

Tourism development in Spain has generated a growth model based on the continuous increase in the number of visitors without paying attention to the load capacity of the territory (Fernández, 2020). Likewise, the tourism boom of the 1950s meant a high level of income and popularity, but also serious damage to the environment when attention was still not paid to tourism sustainability (Plumed et al., 2018).

Spain, as a popular sun and beach destination, brought about a massive unplanned construction, without thinking about the environmental impact. To all this, it must be added that the population density of Spanish coastal towns is five times higher than the national average and triples during the high season (Vogeler and Hernández, 2003), with population impact being one of the most important aspects to consider in sustainable development (Castrillón et al., 2015).

The priority at that time was not only short-term benefits and the creation of a homogeneous and standardized offer, but this offer had little presence of local culture and traditions, besides a strong environmental and landscape pressure of the territory. It was a new unsustainable model that has lasted for more than four decades (Ayuso, 2003).

Spain is one of the world's leading powers in this sector. From an economic perspective, the development of tourist activities has very positive effects in our country, with a significant contribution to gross added value and the checking account balance. In 2018, Spain received 82.6 million international tourists, a record figure, which places it as the second country in the world that receives the most foreign visitors, behind France (Fernández, 2020).

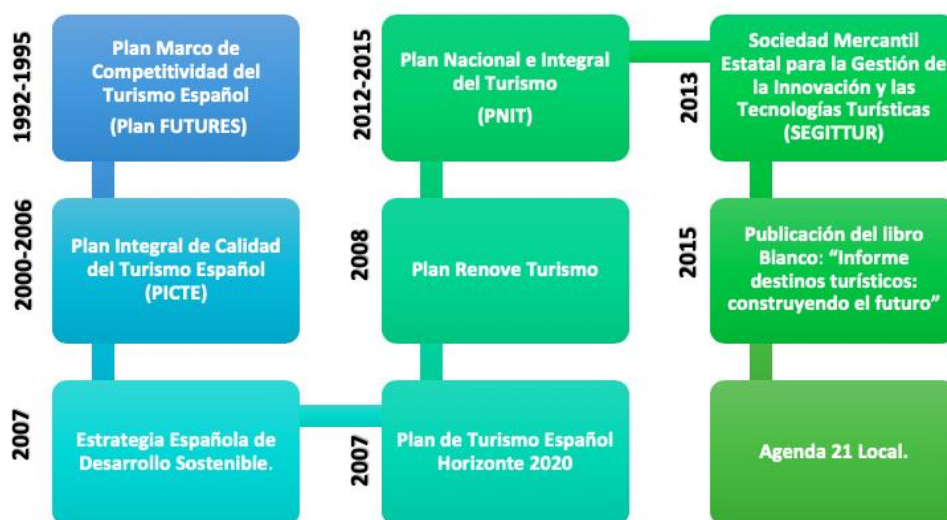
However, despite the great tourist experience that Spain has, it does not mean that it has it in the field of sustainable tourism. Fernández (2020) warns, "there are also a series of perverse, negative effects on the environment, and especially on natural tourist resources, which must be taken into account. Indeed, the most relevant impacts coincide with the exploited areas, such as urban pressure, the consumption of natural resources, and other elements of environmental pressure, which turn large areas of tourist attraction into places where it is increasingly necessary the

implementation of sustainable development strategies, and the adaptation of economic policy measures”.

Likewise, as a leading tourist destination, Spain must incorporate sustainability into tourism planning.

The ministries involved indicated that destinations must protect their natural resources to be competitive in the long term (Ministry of Economy and Finance, and Ministry of the Environment, 1999), considering respect for the local population and territories. When the Spanish Government understood the importance of the sustainable management of tourism, political plans began to change their perception of tourism activity and the influence of sustainability in the development of tourism was gaining an increasingly fundamental role (Plumed et al., 2018).

Now, after having researched the measures incorporated by the Spanish Government, a list of those considered most relevant has been made, which according to Cañizares Ruiz (2013) “have conditioned a new approach to tourism under the requirements of a model of more sustainable development”. (See Figure 2)



**Figure 2.** Measures implemented in Spain

**Sources:** Compilation of the Ministry of Tourism. See the references section.

It should be mentioned that the appearance of growing and powerful competition, the penetration and spread of new technologies and the Internet, and new transport models have been three key aspects of the revolution that the tourism sector has experienced in the last 20 years in Spain and around the world (Zoreda and Perelli, 2014). Furthermore, in order to conclude with this section, it is considered relevant to present the cases of two Spanish tourist cities that are a clear example that the incorporation of sustainable measures in the tourism sector is possible.

As regards, the city of Benidorm (Alicante) is one of the most emblematic destinations on the Spanish tourist scene. This city was born under the Fordist model

and the tourism packages of the 1950s and became a sun and beach destination characterized by mass tourism. However, in recent years the project "*Benidorm, a smart and sustainable tourist destination*" has been created, which has transformed and consolidated the town hall as a Smart Tourist Destination. Through the use of innovation and technology, it is intended to reach a destination that is completely accessible and that guarantees both economic, socio-cultural, and environmental sustainability. Likewise, concerning sustainability, Benidorm has the compilation of information on the concentration of nitrogen oxides and ozone particles, on hotel occupancy, and what is the impact on the local community (Martín and Sánchez, n.d.). This new image, which is intended to be updated to the new demands of the times, must inevitably be accompanied by a new concept of CSR in the hospitality sector (Castillo and Villagra, 2019).

One of the measures applied is the following: traditional indicators were assigned other measures to give them a significant degree of importance. For example, some kind of official protection or conservation plan has been attributed to elements of cultural heritage. Following the new incorporated measures, in 2019, Benidorm was the first territory to receive the Smart Tourist Destination certification based on AENOR's UNE 178501 regulation.

However, the IDITUR Report (Center for Tourism Research, Dissemination, and Innovation) explains that other national destinations have also made progress in the four axes that make up a Smart Tourist Destination certification. This is the case of Lloret de Mar (Girona).

It should be noted that Lloret de Mar, despite being a mature sun and beach destination, has opted to promote the implementation of information and communication technologies in the operation of tourist entities. The town hall of this town, the Tourism Business Board, and the Generalitat have taken as a premise the *Strategic Plan for Tourism of Lloret de Mar 2010-2014*, besides the collaboration of the *Operative Plan for the Renovation of the Tourist Destination: Lloret De Mar 2015-2020*. With this plan, it is proposed to offer competitive products and services and contribute to a destination model that favors sustainability, accessibility, and the well-being of residents and tourists (Martín and Sánchez. n.d).

It should also be noted that the strategies in terms of sustainability and environmental policies that are carried out by the City Council can be divided into four main blocks: waste, the water cycle, air and energy, and the natural environment. Regarding environmental policies, the council is working on projects that value the natural environment and its maintenance, and also on tourism policy strategies such as sports tourism, congresses and meetings, or family tourism, which help to de-seasonalize the season and therefore avoid the pressure exerted on the territory in times of peak summer influx (Lloret de Mar works to position itself as a sustainable destination, 2017).

## **5. CONCLUSIONS**

The tourism industry is facing big changes. Current environmental problems are urgent and not only affect the tourism sector but society in all its areas. Growth limits have been exceeded and the consequences are mainly reflected in climate change.

This is a problem that concerns all of humanity. However, it is considered that change must begin with small initiatives in which to demonstrate that it is possible and achievable. Therefore, this article has focused on developing sustainable measures to innovate the Spanish tourism sector and promote the care and maintenance of the planet.

It is worth mentioning that in the development of the project, limitations have been found due to the situation recently experienced by COVID-19, so it has not been possible to develop all the initial plans that sought to research in-depth the situation with prestigious entities for sustainable development. On the other hand, numerous articles and research have been found, therefore, the number of pages had to be limited by adding annexes.

Primarily, the analysis of current tourism shows that for more than a decade, experts have been reporting the urgency of implementing new ways of doing tourism, and despite the progress made by tourism policies, where they have opted for innovative and sustainable measures, tourism recipient countries have opted for economic benefit without thinking about the impact they generated on the environment. Consequently, it is necessary to continue investing in research and work to implement these changes imminently.

However, the responsibility of applying a sustainable vision lies not only with the states but also with society. However, it is of great pleasure to reveal that recent studies show that a large part of the population shows interest and concern, in addition to volunteering in the need for a change to improve the tourist situation in Tenerife.

Taking advantage of the strategic situation of Spain and with the measures proposed as an action plan, it is key to persist in raising awareness and social education, to turn Spain into a set of potential sustainable tourist destinations as an international benchmark. See similar cases in sustainable organizational policy such as the texts by Salvatierra Iriarte (2018) or Rodríguez-Fernández and Vázquez-Sande (2019) that help to outline future policies in this regard based on the necessary updating of the management models in force and the previous ones.

The basis for progress is found in mobility and humanitarian aid to obtain a common and prosperous future for all beings that inhabit the planet.

As Barrientos-Báez (2016) points out, we have incredible tools that allow learning processes to be much more personalized, much more flexible. In our case, sustainability and respect for the environment could be considered as priority concepts in the learning and education of young people.

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