

Tourism for Peace and Development: Creating Global Tourism Company Value Through Local Sustainability, and Finding Inspiration in Slow Tourism

by

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Abstract

This paper firstly evaluates the conceptual and operational advantages of the triple bottom line against criticism in one of worldwide tourism's core concerns and responsibilities in the new millennium. Worldwide tourism operates within decisive economic, ecological and social issues. One of these is sustainability, an argument developed around the turn of the millennium and documented by a series of political events such as world summits or conferences and their official reports, declarations or guidelines. A key concept of these sustainability discussions made operational by and regarded as a special responsibility of the global travel and tourism industry, is the triple bottom line as an internal managerial decision-making and planning tool and an external assessment and reporting framework. This paper presents, considers and assesses companies' triple bottom line dimensions, as well as economic, social and environmental performances and impacts via a range of key indicators. The paper secondly evaluates the concept, forms, and contributions of slow tourism to worldwide sustainability discussions, especially to forms of fast tourism. Slow travel's key themes are environmentalism, sustainability, and low-to-no carbon emissions. Slowness has several practical and spiritual dimensions of meaning, central to which are environmental ones. As an opposite to slow tourism, airline travel has developed quickly in terms of airplanes, liberalization and technology, all related to the industry's efforts at more sustainability, but conflicting and seeking solutions within the airline and tourism industries, their customers and the global environment. Business travelers' motivations, decision-making and beneficiaries moved environmental and sustainability considerations up on its agenda, in contrast to traditional forms of business encounters. International tourism's several stakeholders vary and often compete in outlook and interests, but reach as high as world peace contributions. Student travel grows in size and importance corresponding to the complex matrix of interests of its travelers and societies. Religious tourism has become a key sector of global tourism, with implications for religious sites' economies and environments. Altogether, increasing social and environmental considerations of fast travel forms and industries have come to both be inspired by as well as enrich slow tourism, with an ongoing and interactive development that promises to put high demands on, yet likewise to benefit the here analyzed stakeholders and forms of travel. In conclusion, combining slow tourism and the triple bottom line, even forms of fast tourism can draw concrete guidelines as well as far-reaching inspiration for global sustainability from this paper's presented concepts and practices.

Keywords: Sustainability, Triple Bottom Line, Slow Tourism, Airline Travel, Business Travel, International Tourism, Student Travel, Religious Tourism, Stakeholders

1. Evaluation of the Triple Bottom Line

1.1 Worldwide Tourism in the New Millennium

At the beginning of the new millennium (2001), the World Tourism Organization (WTO) published its *Tourism 2020 Vision*, describing eleven major “factors” for the development of worldwide tourism. Among the key factors were:

- Economy (from post-war to newly emerging economic powers);
- Demography (a possible fragmentation of traveler segments and tourism markets); and
- Social-environmental awareness (rising since shortly before the new millennium).

Around the same time (2004), the WTO also proclaimed twelve “major megatrends” of global tourism impacting its policies and strategies, among which were:

- Consumer-led campaigns for sustainable tourism (especially sustainability and fair trade);
- Increased socio-environmental consciousness (versus simple mass travel consumption).

The literature, similarly, sees six “key drivers” for world tourism, among which are:

- Economic (effects of globalization, labor demographics, and global wealth distribution);
- Social (such as societal value changes);
- Environmental (energy and natural resource preservation, or global climate change); and
- Basic human needs (global food provision, or strategies for increasing cultural diversity).

Whichever model of major tourism influences in the new millennium one prefers to follow (or combine), all suggest complex interdependencies, especially when considering them holistically under the concept of sustainability.

1.2 Sustainability in Tourism

“Sustainable development” was first defined in the 1987 *Brundtland Report* by the *World Commission on Environment and Development* (UNWCED) as “meeting the needs of the present without compromising the ability of future generations to meet their own needs,” uniting goals of economic progress and of environmental protection. Following up on these ideas, the 1992 *United Nations Conference on Environment and Development* (UNCED) in Rio de Janeiro produced the *Rio Declaration on Environment and Development* and *Agenda 21* (with principles and guidelines for sustainable development), followed in turn by the 2002 *World Summit on Sustainable Development* (UNWSSD) in Johannesburg, and then the 2012 *United Nations Conference on Sustainable Development* (UNCSD) in Rio de Janeiro.

For tourism, the WTO and the United Nations Environment Program (UNEP), in a 2005 *Guide for Policy Makers* entitled *Making Tourism More Sustainable*, defined sustainability as the suitable, long-term and evolving balance between the 1) environmental, 2) economic and 3) socio-cultural dimensions of tourism development. Specifically, sustainable tourism should 1) optimally use environmental resources (as by maintaining ecological processes and preserving natural resources and biodiversity), 2) respect the socio-cultural authenticity of host communities (as by conserving their cultural heritage and traditional values), and 3) ensure viable, long-term economic operations (as by providing and fairly distributing socio-economic benefits to all stakeholders, especially employees, host communities, and the poor).

Critics see the concept of sustainable development as vague and leading to uneven practices, or as Western or Euro-centric, suiting the developed nations but preventing developing countries from following their path of industrialization, and acquiring their living standards. Yet sustainability has become widely used in international key policy agreements and in industry practice, so most agree that it should be furthered in global tourism via specific frameworks and measures, such as the triple bottom line (“TBL”; informally also “3BL”).

1.3 Tourism, Sustainability, and the Triple Bottom Line

The first literature voice to suggest a comprehensive approach to sustainable development and environmental protection as a central business challenge was John Elkington’s 1997 book *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*: corporations should consider not just their economic, but also their environmental and social influence. His “triple bottom line” required business activities to be socially, economically and environmentally sustainable. The global tourism industry was soon attributed a key role for advancing and implementing this concept, due to its responsibilities for social and economic development.

Conceptually, the TBL frames business and corporate activities and performances, adding the two bottom lines (balance sheets) of socio-cultural and environmental impacts, thus providing criteria for audits and evaluations, and standardizing the assessment and reporting of all three types of impacts (economic, socio-cultural and environmental). Operationally, the TBL assists internal management planning and decision-making, and external reporting on the economic, environmental and social implications of organizational decisions and activities.

For each of the three dimensions, the reports use key indicators, depending on the tourism industry sector. As each of the three bottom lines measures different types of impacts, weighing and assessing them requires a company judgement. This is why they are seen as tools of a holistic process of appraisal, and more than just an accounting mechanism, namely as the most comprehensive consideration of multi-dimensional impacts of business activities.

1.4 The TBL: Dimensions and Assessments

In practice, a company monitors and reports to its triple bottom line using a

- Business Report Card (BRC),
- Social Report Card (SRC), and an
- Environmental Report Card (ERC).

For each card, the company selects key indicators (significant and measureable variables) relevant to its operations, expressed either quantitative (as a percentage over time, such as of growth), or qualitative indicators (as for evaluating levels of visitor satisfaction around tourist attractions, or the quality of staff-delivered safety instructions and training).

For an overview of the three report cards and their indicators of a tourism business (company, attraction, destination, or event), below the three impact dimensions (I-III) are categorized according to company stakeholders and interests (A, B, C), key indicators measuring tourism impacts (1, 2, 3), and possible sub-categories (a, b, c). A tourism company need not use all of these indicators, yet might add others that better suit its activity profile.

I) Economic Impacts (BRC):

- A) Company Benefits from Tourism:
 - 1) Revenue;
 - 2) Net profit or net income before tax (NIBT);
 - 3) Number of visitors.
- B) Company Costs from Tourism:
 - 1) Direct expenditures, including
 - a) Remunerations (wages, salaries or rewards),
 - b) Taxes paid, or
 - c) Costs for regulatory reports;
 - 2) Indirect expenditures, including
 - a) Externalities (costs not chosen, such as pollution cleanups),
 - b) Opportunity costs (investments in other feasible attractions).
- C) Stakeholder Benefits from Tourism:
 - 1) Total shareholder return;
 - 2) Value added or distributed to suppliers.
- D) Community and Destination Benefits from Tourism:
 - 1) Management of visitor demand and volume;
 - 2) Reduction of seasonality effects.
- E) Community and Destination Costs from Tourism:
 - 1) Costs for attraction's deterioration and repair;
 - 2) Costs for destination preservation.

II) Socio-cultural Impacts (SRC):

- A) Tourist Satisfaction:
 - 1) Openness of access;
 - 2) Visitors' motivation.
- B) Tourism's Impact on Public Health and Welfare:
 - 1) Workplace stability;
 - 2) Employee safety and risk management, including
 - a) Occupational health and safety audits and training,
 - b) Emergency plans,
 - c) Written safety instructions,
 - d) Security signage and lighting, or
 - e) Security patrols;
 - 3) Visitor safety (analog to 2).
- C) Host Community's Wellbeing and Participation:
 - 1) Impact on community quality of life;
 - 2) Impact on community pride;
 - 3) Local satisfaction with tourism;
 - 4) Community support and involvement, e.g. community partnerships;
 - 5) People performance management, or employment conditions with:
 - a) Opportunity,
 - b) Diversity,
 - c) Non-discrimination,
 - d) Human rights respect, and
 - e) Ethical corporate governance.
- D) Destination Planning and Control:
 - 1) Socio-cultural carrying capacity;
 - 2) Integration of tourism into local/regional planning and development;
 - 3) Tourist transportation facilities;

- 4) Sustaining the social and cultural assets of the destination;
- 5) Protecting the image of the destination.

III) Environmental Impacts (ERC):

A) Managing and Protecting Scarce Natural Resources and Valuable Assets:

- 1) Energy management and conservation, such as of
 - a) Oil,
 - b) Gas and
 - c) Electricity;
- 2) Water
 - a) Availability,
 - b) Quality and
 - c) Conservation;
- 3) Emissions from transportation of tourists.

B) Limiting Damaging Impacts of Tourism:

- 1) Destination's
 - a) Physical and
 - b) Environmental carrying capacity;
- 2) Ecosystems'
 - a) Conservation and
 - b) Rehabilitation;
- 3) Waste water quality and recycling;
- 4) Solid waste (metal, wood, paper, plastics) management or recycling;
- 5) Sewage treatment;
- 6) Weed and pest control,
- 7) Pollution via
 - a) Air,
 - b) Noise or
 - c) Visuals (such as architectural degradation);
- 8) Greenhouse gas emission reduction, such as
 - a) Carbon dioxide (CO₂) from transport, or
 - b) Hydrofluorocarbons (HFCs) from cooling;
- 9) Land-from-sea reclamation;
- 10) Ecological efficiency via
 - a) Design;
 - b) Packaging and
 - c) Recycling (strategies and actions for business operations),
- 11) Monitoring suppliers' environmental performances.

1.5 Criticism and Advantages of TBL Reporting

Criticism of the TBL is mostly addressing

- Redundancy (its three dimensions could be taken care of by single assessments);
- Practical challenges (finding suitable or quantifiable social and environmental indicators);
- Potential bias by businesses picking indicators to justify their investments.

Against these points, one can invoke that

- The TBL is precisely about unifying separate bottom lines;
- It allows for qualitative measurements alongside quantitative ones; and
- User bias is unavoidable and even speaks for the overall practicability of the approach.

In any case, most criticism implies that the TBL is (as of now) the most comprehensive and holistic framework for evaluating key indicators in the three most important dimensions that all tourism stakeholders face as a core concerns and responsibilities in the new millennium.

2. Slow Tourism's Sustainability

2.1 Development of Slow Travel

In the 1980s, an emphasis on quality of life, slower pace, relaxation, individuality, traditional culture and on cultural, local or ecological heritage gave rise to “slow” movements such as the Italian *Cittàslow* (“slow cities”) or “slow food” movements. Some see the slow movements connected by organic sustainability, respect for the seasonality and rhythm of travel, or their affective or multi-sensory dimensions, which allow to explore places and sights, but also feelings, sounds or tastes.

“Slow travel” or “slow tourism” is considered as a “viable” alternative to car or plane travel, being mostly “conducted” or “performed” over land or water, by means of foot, bicycle, train, coach, bus, ferry, canoe, kayak or sailing boat. It enables a more intense exploration of, engagement with, and enjoyment through the available or chosen transport, the destination and the localities, in a sustainable, supporting, conscious relationship with the environment, such as local landscapes and cityscapes. The slow speed and the time constraints of most people set limits to the mileage that can be achieved. This makes slow travel more suitable for short-to-mid-haul and intra-continental travel. Slow travel is then more likely the domain of relatively affluent and unbound tourists, such as backpackers on long vacations.

Recommended slow *actions and activities* are stopping at local markets, engaging with communities, emulating the locals in terms of habits such as eating or resting, or practicing the local languages and dialects. Desirable slow *attitudes* are seeing the journey as part of the pleasure, seeking out the unexpected, embracing lost connections on trips, or giving back to local communities. Slow *travel* sees the means and the time of transport and traveling as valuable parts of the vacation experience. Slow *tourism* applies to the destination and related activities, such as engaging with local landscapes and people. Hence they are two sides of one coin, characterizing the way to and within the destination.

2.2 Environmental Considerations of Slow Travel

While *green* travel focuses on technical aspects of transport, such as resource use or carbon dioxide and greenhouse gas emissions, *slow* travel sees environmental considerations as significant, but not sole driver of the journey. Travelers with central environmental considerations are labeled “hard slow travelers,” while “soft slow travelers” prefer either a slow travel mode or the slow experience, but consider environmental benefits just an added bonus.

Some hold that slow travel is also possible by cars, since, full to capacity, they rival trains for fuel- and carbon dioxide-efficiency per passenger kilometer. Others argue that: cars are usually not filled to capacity; worldwide on average, cars are not very fuel-efficient; for holidays, typically larger, emission-intensive and less environmentally friendly family cars or vans are used; and a car available at the destination often means longer or unnecessary trips.

Some hold that no special environmental actions or consciousness is required for slow travel, as it is about doing things with the right attitude towards time, and prioritizing quality over quantity

of experience. Others maintain that the slowness of non-consumerist experiences implies minimizing the environmental or emissions footprint, thus making slow travel by definition environmentally friendly.

Slow travel is also associated with efforts of a low-to-no carbon footprint. The worldwide tourism industry's emissions consist of: transport 87%, accommodation 9%, and tourist activities 4%. As transport has the largest share, slow tourism is considered as promising towards low-to-no carbon emissions. This especially since planes and cars are said to produce three to ten times more carbon dioxide per passenger kilometer than trains and five times more than coaches. Further suggestions to reduce the carbon footprint of slow travel are: longer stays, longer but fewer holidays, slow journeys combined with slow destination experiences, or several slow travel modes to and within the destination.

The slowest of all travel forms, relying only on the traveler's body, walking is the most direct, close and intense engagement with people and environments. The term 'budget' travel is rarely used for walkers, as cost considerations are not essential for them. "Hard slow travelers" relate walking to the immediacy and simplicity of sensory experiences, such as the contrasts between city and country, coast and desert, cave and mountain, of being in tune with local populations or fellow travelers, or of exploring the topography.

Cycling traditionally has the flair and ethos of being slow, sustainable, low-carbon, and an individual lifestyle statement. Besides physical benefits, cyclists often name the bike's flexible sociability as their reasons of choice: only the terrain (roads, cycle paths, cross-country) limits their experience, so stopping, starting, pausing, or meeting other travelers is uncomplicated compared to train travel. While cycling can be disconnected from environmental concerns, its travel and recreational activity has the strongest symbolical value of environmental friendliness among slow travel forms.

Many see train travel as the ideal slow travel form: changing vistas to avoid boredom yet allowing observation of landscapes and people, and offering the choice between relaxation, observation, or interaction with fellow travelers. Most relevant for slow tourist travel are intercity trains between cities or countries. Short-distance trains (within around 100 kilometers) or long-distance trains (between 500 and 1000 kilometers) can pass one or several countries and scenic landscapes. Some doubt that high-speed or bullet trains (up to 500 kilometers per hour fast) are still slow travel. Yet apart from the time and distance covered, all aspects of train travel apply to them too.

Coach networks (such as Greyhound) serve even remote or rural destinations, thus are often associated with exploration. Their benefits are affordability; their downsides, limited space and comfort. Logistically between the coach and the car, hitchhiking benefits car driver and hitchhiker: both are entertained; the driver remains alert and the hitchhiker can acquire local knowledge. Hitchhiking has considerable environmental potential by improving car loads and reducing carbon footprint, outweighed however by considerations of social appropriateness and personal safety.

Some freighter or cargo vessels offer cruises with accommodation, without the amenities of ocean liners but much cheaper. Ports enable authentic local exploration but require flexibility, making it less suitable for very young, old or time-bound travelers. By contrast, small pleasure craft like canoes, kayaks or sailing yachts allow for very individual routes. The Caribbean is popular for charter, the Mediterranean for cruise trips. Yet even low-carbon water travel can upset local ecology (wildlife or habitat) by erosion or waves, water quality (sediments, spillage, or fuel or exhaust

waste), or cause noise or air pollution (via motorized vessels, or sail boats towed into ports). Additionally, even low-carbon water travel often depends on high-carbon infrastructure, such as flights to or drives within destinations.

2.3 The Future of Slow Travel

Three future scenarios are: 1) slow travel continues as a market niche of alternative tourism, chosen by middle-class travelers from developed countries or by socio-economically disadvantaged groups with few alternatives; 2) slow travel becomes mainstream as low-carbon travel, provided changes in tourist and industry behavior; 3) slow tourism develops differently across global transit regions, depending on infrastructure quality. Overall, slow travel aspires to be a credible “new,” “alternative” or “green” tourism.

2.4 Environmental Considerations of Airline Travel

Since the turn of the millennium, the airline industry is increasingly balancing passenger capacity with environmental demands. Under the 1997 Kyoto Protocol, tradable emission permits have become a key element of international climate policy. Carbon offsetting is seen as corporate commitment towards carbon neutrality. Some airports have restructured themselves accordingly; however, important questions remain, such as contesting their “spheres of responsibility” or “ownership of emissions” (from their planes’ starting to them landing, including taxiing and parking). Implementing environmentally friendly policies will require increasing cooperation of governments and airports, and will depend on available technological solutions (such as emission filters), adopted policy measures (such as emission charges, fuel taxes, or restraint measures), and customer choices influencing the market (such as the selection of airlines for travel, or stock market investments in them). Overall, the airline industry tries to be ahead of the game for instance by innovative products, such as the Airbus 380, whose structure weight is made of up to one fourth of composite materials.

2.5 Social Considerations of Business Travel

Traditional business tourism has due to progress in collaboration software that enables sophisticated video conferences, replacing physical face-to-face meetings with virtual ones, and alleviating the burden on time, money and environment in the form of air travel, accommodation, and pollution, and giving new meaning to the terms “working out of the office” or “working anywhere,” thereby also enhancing the work-life balance. Some forms of traditional business encounters are still wanted, such as for sales or development people and major deals. But altogether, the return on investment of virtual travel is said to be superior to business travel. Others maintain that, as transnational companies become ever more important for business tourism, extending and diversifying their global reach and their international dependencies, and relying on telecommunication technology only on lower and medium management levels, face-to-face meetings are still useful for global-level coordination. But even in that case, companies are increasingly asked by their stakeholders (whether governments, shareholders, employees, or residents) to consider their environmental impact, such as their carbon footprint. This means that while a few aspects and types of companies of business tourism might afford to ignore environmental considerations, most of its “user-intensive” travel forms seem to adopt them increasingly.

2.6 Stakeholders of International Tourism: Travelers

Stakeholders of a company or an organization are all who are interested in, or affected by its activities. Stakeholders of international tourism can be private, public or business individuals or groups (travelers, organizations or corporations). Travelers can broaden their personal horizons with new experiences and knowledge of other peoples and reduce their prejudices, or discover or engage deeper with issues of environmental preservation and protection, or promote peaceful relations among countries.

2.7 Destinations and Hosts

Residents expect tourism to serve their interests above those of other stakeholders. Travelers contribute to the economic growth and development of host communities by buying locally produced goods and services such as food, accommodation, clothing, equipment, transportation, or additional cultural or educational activities. Many developing national economies are torn between their need of tourism profits and the socio-environmental costs of unregulated tourism development. Hence they try to prevent further deteriorations of their natural or built environment by unsuitable tourism complexes. Also, negative experiences might let them develop xenophobia, or pursue harmful actions such as prostitution or drugs. Yet tourism might also protect or conserve their landscapes, monuments or buildings, for instance by raising industrial, architectural or environmental standards. In any case, conflicts, wars, natural disasters, and the spread of communicable diseases remain the gravest concerns for developing countries.

2.8 Multinational Corporations

Multinational corporations' global mergers and acquisitions (such as *ITT Sheraton* for hotels, *Star Alliance* for airlines, *Thomas Cook* for agents, or *Gray Line Worldwide* for operators) enable them substantial economies of scale and thus profits even from small margins. But the pressure from continuous product development and aggressive low-price marketing also hampers sustainable development. Corporate social responsibility aims to enrich classical economic outlooks with social concerns, such as ethical or environmental business behavior, improving the quality of life of residents, communities, tourists and society, thus benefiting all tourism stakeholders. Yet many businesses feel that their capacity for socially responsible actions is limited by their profit margins, disadvantaging them to other sectors that do not have such restrictions. However, even they concede that corporate social responsibility can be successful, provided reasonable financial margins. This double goal can be achieved with a good public relations department.

2.9 Student Traveler Stakeholders

Students travel less long, but more often; explore more destinations; spend more on travel, relative to their income; book more travel on the internet; are relatively undeterred by terrorism, natural disasters, or pandemics; aim at experiences involving local people; innovate technologically and socially; and exemplify responsible and sustainable tourism. Students see travel as a way of life and element of their identity, consisting of learning, meeting people, places and cultures, personal and professional development, and reinforcing positive values. Student travel can thus contribute to the development and well-being of travelers, stakeholders, and societies educationally (broadening minds and horizons, accepting other cultures, questioning stereotypes, enhancing motivations, and improving interpersonal communication, self-awareness and confidence); culturally (raising trust, understanding, tolerance and compassion among peoples); politically and economically (stimulating or supplementing national outlooks, institutional programs, economic aid, or poverty relief); and

socially and ecologically (being role models for interactions with host cultures and destinations through respectful and sustainable tourism). These elements parallel those of tourism for world peace, once more showing the interconnectedness of this paper's issues.

2.10 Religious Tourism Stakeholders

Many religious sites were built in remote and pristine (such as mountainous) locations, fitting the ideal of pilgrimage as caring for the natural and social environment, and mediating between the natural, cultural and supernatural worlds. For example, Taoism and Buddhism venerate mountains (Chinese Buddhism's Four Sacred Mountains Wutai, Jihua, Putuo, and Emei are regarded as a bodhimanda, enlightened place, for a bodhisattva, enlightened being). Thus conflicts between sites' environmental and economic interests may erode their spiritual value. For example, the murals in northwest China's Dunhuang or Mogao Caves (or Caves of the Thousand Buddhas), painted between the 5th and 14th centuries across 577 grottos and 45,000 square meters, are being damaged by the many tourists who raise their internal temperatures.

Likewise, several of the 112 cultural tourist attractions on one of the four biggest Taoist mountains, Mount Wudang in central east China have been damaged, especially the Taihe (Golden Peak) and Zixiao (Purple Clouds) Palaces, while in the Taizi (Prince) Valley, the local government has constructed a concrete dam to raise the local water table for tourist leisure. Reacting, many religious tourist sites in China forbid littering, inscribing or photographing murals, open cooking, tree-cutting, or fireworks. Similarly, Santa Katarina Monastery at the foot of Egypt's Mount Sinai (or Jebel Musa) has benefitted from Egyptian, European and United Nations protection, preservation and awareness initiatives, and asks its daily 2000 visitors (and 300 nightly mountainside campers) not to pollute it in any way.

2.11 Tourism for World Peace and Development

For politically, economically and socio-culturally beneficial tourism, these elements have been suggested: 1) Protecting and encouraging cultural diversity in all areas of the tourism industry; 2) Reducing poverty by employing residents and local businesses for fair wages, and involving them in decision-making processes; 3) Avoiding to support conditions that lead to acts of conflict or violence; 4) Engaging in sustainable development by educated or at least caring ecotourism; 5) Physically and spiritually respecting peoples, traditions, spaces, and sacred or heritage sites; and 6) Supporting only tourism businesses which follow these principles.

Conclusion

Overall, the TLB approach improves a tourism organization in manifold ways:

- Conceptual clarity about sustainability (comprehensively defining and operationalizing it);
- Practical clarity about how to achieve it (slogan: "what gets measured gets managed");
- Strategic decision making (integrated and holistic decisions within ethical framework),
- Transparency and accountability (for stakeholders and society);
- Shareholder value (the TBL also positively impacts the economic "single" bottom line);
- Quality standards (institutionalizing best practices and benchmarks);
- Employee relationships (employees are more likely to be loyal and low in turnover);
- Corporate reputation (boosting company's products, marketing, and brand awareness);
- Market positioning (via self-reinforcing cycles of positive reputation);
- Stakeholder relationships (TBL implementations fulfil stakeholder demands); and

- Destination benefits (differentiation from competition, and benefit for local community).

If we combine these triple bottom line advantages and insights with those of slow travel, an interesting picture takes shape: many of the traditionally environmentally harmful ways of travel (air, business) increasingly realized ways to combine profits with more ecologically considerate ways. Other forms, such as religious or student travel, had ecological and environmental considerations more built-in as part of their self-understanding, and even they continuously look for ways to improve and integrate them into their guest, host and site experiences. International tourism's facets reflect the insight that better business can be achieved not despite, but because of better environmental and social considerations. Especially the seeming oxymoron between slow travel on the one hand and airline or business travel on the other hand makes course-changes of "fast travel" so interesting, insightful and valuable for slow travel. Likewise, the efforts of fast travel seem to be spurred by the philosophies, self-understanding and interactive ways of slow travel. Youth and student travelers might, due to their age, dynamism and possible future career aspirations, be familiar or even strive for environmentally or socially taxing travel forms as airline or business travel, while at the same time embodying (due to financial restrictions, but also inspired by deeper insight) more socially and environmentally-friendly travel forms, such as low-to-no carbon emissions and footprints. Altogether, the relationship between slow and fast travel seems to be increasingly developing, interactive, and relevant for us to contribute to it, in daily life and further research.

Part of this research might be already here, in the combination of triple bottom line and slow travel insights: first, these two concepts might be able to form a "double pack" of sustainability which each of them alone could not perform as effectively: for instance, the forms of slow travel can inspire those of fast travel simply with their existence and realization, and now we can add to that the substantiated evaluation and practice of triple bottom line reporting and improvement. Second, triple bottom line and slow travel could mutually influence and benefit from each other: for example, slow travel forms and companies could additionally seek to enhance their sustainability understanding and operations via a conscious implementation and application of the triple bottom line. Third, the benefits of combined or synthesized triple bottom line and slow travel reflections and actions could benefit even other industries which wish to consider sustainability as one of their operational criteria, for instance tourist resorts which, while not offering large-scale or long-distance travel on their premises, can still consider slow activities and their ecological, economic and social impacts on their own guest or the surrounding host community. Altogether, the dynamics and interrelationships found within each of the two areas of this paper, namely the triple bottom line and slow tourism, all the more apply to their mutual and intertwined interrelationship and potential.

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