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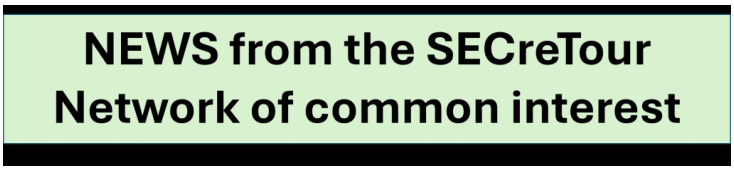
Beyond Visitors Numbers





The VERNE project that participates in the SECreTour Network of Common Interest,has published an interesting news about sustainability measurement methodologies across tourism certification schemes and academic research models.

Traditional tourism metrics prioritize visitor volume and economic output while overlooking environmental degradation and social impacts on local communities.

The VERNE project addresses this analytical gap through the development of a ?????-??????????? ????????? that integrates environmental, social, and economic factors into a comprehensive evaluation systems.

This evidence-based framework represents a very interesting shift from linear measurement approaches to holistic assessment methodologies, designed for practical implementation by tourism businesses, destination management organizations, and public authorities.

The framework recognizes that sustainable tourism transformation requires balanced consideration of all the sustainability dimensions rather than isolated economic optimization. Supported by a comprehensive review, the VERNE project identifies strengths and limitations of current approaches, enabling integration of most effective elements into a unified assessment system.

The proposed tools will enable stakeholders to quantify transition investments and expected returns across different implementation timescales, providing evidence-based decision support for circular tourism adoption.

Follow SECreTour online also on the SECreTour project's website.