

## Sustainable Tourism and Green Transition

### NEWS from the SECReTour Network of common interest

#### Cost-benefit Analysis for the Transition to Circular Tourism: The VERNE Methodology

The VERNE project that participates in the [SECReTour Network of Common Interest](#), has published an interesting news about [Cost-benefit Analysis for the Transition to Circular Tourism](#).

?Yes, sustainability sounds nice, but what will it cost me?? This question stops many tourism businesses from embracing circular practices. The VERNE project aims to provide clear, trustworthy answers through a specialized cost-benefit analysis methodology designed specifically for tourism's unique challenges.

The VERNE's cost-benefit analysis methodology will translate **sustainability** from a vague ideal into concrete financial terms that business leaders can use for decision-making. It will analyse three critical layers:

**The Business Model Layer:** Examining how circular practices affect core operations, revenue streams, and customer relationships

**The Competitive Environment Layer:** Assessing how sustainability initiatives impact market positioning, brand value, and customer loyalty

**The General Environment Layer:** Evaluating broader benefits like regulatory compliance, community relations, and resilience against future disruptions

Stay connected with VERNE to access these valuable tools as they become available.

Follow SECReTour online also on the [SECReTour project's website](#).