

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.

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