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Estefany Alejandra Gordillo, Pedro Longart

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## Pursuing the Agenda 2030? A critical discourse analysis of decent work and economic growth in Ecuador's tourism policy

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Estefany Alejandra Gordillo\*

Tourism School,  
Universidad de las Americas,  
Quito, 170122, Ecuador  
ORCID: <https://orcid.org/0000-0003-3045-732X>  
Email: [estefanyagordillo@gmail.com](mailto:estefanyagordillo@gmail.com)  
\*Corresponding author

Pedro Longart

Higher Colleges of Technology,  
Business Division Al Ain Men's Campus,  
Abu Dhabi, 17155, UAE  
ORCID: <https://orcid.org/0000-0001-8595-5778>  
Email: [pedrolongart@hotmail.com](mailto:pedrolongart@hotmail.com)

**Abstract:** The United Nations has strengthened the implementation of the sustainable development goals (SDGs) in the tourism industry promoting a COVID-19 recovery. A dominant interpretation of the SDGs prioritises numbers over people's development -the neoliberal view-This exploratory research examines the challenges of implementing SDG8 in Ecuador. Applying a critical discourse analysis, it was found that although the national policies are presented as opposing neoliberalism, the discourse indicates otherwise, and power relations must be challenged. This paper has delved into policy issues and suggests significant adjustments to construct an understanding on sustainable policy, innovation, and decent work.

**Keywords:** SDGs; sustainable development goals; SDG8; decent work; economic growth; sustainable tourism policy; critical discourse analysis; Ecuador; Agenda 2030.

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**Biographical notes:** Estefany Alejandra Gordillo received her degree in Leisure, Tourism, and Environment at Wageningen University. At the moment, as a Researcher has focused on sustainable tourism, gender, and sustainable marketing, with a high interest in participatory action research. Her goal is to pursue changes to impact local communities. As an Assistant Professor has taught subjects related to sustainable tourism, corporate social responsibility, local development, and sustainable marketing.

Pedro Longart is currently working as an Assistant Professor at Higher Colleges of Technology. His research has been in the context of the hospitality and tourism industries, particularly in the areas of marketing and consumer behaviour, but also in other areas relevant to the industry.

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## 1 Introduction

Scholars have highlighted the need for sustainable value chains and urge alignment with sustainability indicators (Gössling et al., 2020). The UNWTO (2017) emphasised tourism as a contributor to following SDGs: 8 ‘Decent work and economic growth’ [SDG8]; 12 ‘Responsible consumption and production’ and 17 ‘Partnerships for the goals’. When the UNWTO highlights SDG8, it wonders whether sustainable economic growth is considered.

Hall (2019) argued that the tourism bodies approach SDGs in a neoliberal way. Economic growth does not often trickle down as neoliberalism claims (Carbone, 2005; Boluk et al., 2019). The goal 8.9 indicators are not correlated to improving locals’ development (Scheyvens, 2008; Ruiz-Ballesteros, 2011; Rivera, 2017; Sokhanvar et al., 2018).

Ecuador has declared tourism as an alternative for its extractivist economy; thus tourism shows an opportunity to reduce unemployment and informal employment rates (4.3% and 50.6% respectively) and contribute to the collective well-being (SENPLADES, 2012; INEC, 2022). The government issued the Presidential Decree 371 (Article 1, April 19, 2018) to establish the SDGs as a state planning policy (Presidencia, 2018).

In 2008 the Ecuadorian government established a new socialist state pursuing better living standards (SENPLADES, 2017). This political approach pursued a transformation of the economy, distancing from neoliberalism. Policy makers prioritised tourism (SENPLADES, 2012) as another transformative element (Honeck, 2012).

Arguably, tourism activity impacts on all SDGs (Dolezal et al., 2020). However, after analysing the data, we concluded that most of information in Ecuador’s tourism policy stresses economic growth and the need to reduce inadequate employment. This exploratory paper investigates assumptions in the realm of SDG’s analysis and attempts an inclusive approach of SDG8 (Boluk et al., 2019). By rethinking sustainable tourism (ST), this paper contributes to an accurate and innovative policy for ST from a developing country’s perspective. The study aimed to analyse the discourse construction of SDG8 in this context because it affects SDG8’s implementation. The objectives are:

- to deconstruct the discourse surrounding SDG8 in Ecuador’s official tourism development policy
- to challenge and bring to light power relations related to tourism policy
- to assess the main challenges in the industry for implementing SDG8.

A word of caution is needed when analysing sustainable tourism, especially, for international tourism and carbon emissions. Dolezal et al. (2020) argued that any attempt to reduce the impact of tourism on the environment should be pursued. Nonetheless, for Ecuador, international tourism is an important driver for reducing informal employment. Furthermore, Ecuador created remarkable conditions for environment protection and carbon footprint, with actions such as delimiting significant protected areas, even limiting mining/oil exploitation (Lenzen et al., 2018; The World Bank, 2021). In fact, addressing the existing discrepancies between the spirit of SDG8 and the implementation by decision-makers is deemed to be a key contribution.

## **2 Literature review**

### *2.1 Beyond sustainability*

There are difficulties determining what ST stands for in practice, as opposed to the current rhetoric (Pan et al., 2018). Its practice is limited to good practice examples (Scheyvens, 2008; Mihalic, 2016). Higgins-Desbiolles (2010) describes that the practice focuses on economic growth rather than balancing various impacts. Whereas tourism may be considered an industry significantly affected by external events (Bianchi, 2018); many studies, in developing countries confirm its importance for job creation and economic growth -not necessarily development- (Pratt, 2022).

Generally, understanding sustainable tourism implies deflecting attention from the environmental aspect as core (Qian et al., 2018). It requires addressing social needs (Situmorang and Mirzanti, 2012), pro-poor tourism (Scheyvens, 2008), and stakeholders' cooperation (Harrison, 2008). Furthermore, it requires modes of regulation to pursue equity in the market (Iorgulescu and Răvar, 2015; Hall, 2019), plus concentrating on the struggles of the working class (Bianchi, 2018). Furthermore, it must look for positive impacts such as currency exchange, spillovers in other sectors and GDP growth (Harrison, 2015); while preserving cultural and natural heritage (Ruiz-Ballesteros and Hernández-Ramírez, 2010; Pérez-Gálvez et al., 2017).

International guidelines such as sustainability pillars and indicators (UNWTO, 2013a) should be customised to each country to achieve a self-determined sustainable model (Scheyvens, 2008). For Ecuador this implies adjusting the pillars to the 'Buen Vivir' policy (BVP) as a holistic vision for social and environmental wellbeing (SENPLADES, 2017). Chassagne and Everingham (2019) add that when tourism is conceived under the BVP, it provides opportunities for local communities to increase their capacity for economic self-sufficiency, while protecting its heritage. Tourism should be a sustainable activity, thus the construction of SDG8 for tourism must distance itself from a neoliberal approach. An interpretation of SDG8 is summarised in Table 1.

### *2.2 Development oriented policies and its indicators (8.3)*

A development model should change the tourism map by opening new sites and places for tourism (Biddulph and Scheyvens, 2018). Also, promoting changes in the tourism value chain (TVC) is necessary to make direct impacts on low-income households (Mitchell, 2012). If development is not inclusive, less than 10% of the tourists' expenses in developing countries benefit poor households (Hampton et al., 2018).

**Table 1** SDG8 and its understanding for tourism development

<i>SDG8</i>	<i>Theoretical understanding</i>	<i>Authors</i>
8.3	Inclusive supply chains Ownership and promotion of local business Employment Inclusive tourism Sharing tourism benefits Go beyond market-led approach to innovate Adapt innovation as a system	Flagestad et al. (2005), Mitchell (2012), Rodríguez et al. (2014), Souto (2015), Biddulph and Scheyvens (2018) and Gardiner and Scott (2018)
8.5 8.6, 8.8	Quality jobs and working conditions Regulation of outsourcing and cost reduction of labour force Employment stability Raising education levels Fight inequalities and precarious wages	Cañada (2018), Hampton et al. (2018), Robinson et al. (2019) and Cave and Dredge (2020)
8.9	GDP growth vs. social development Every other positive and negative effect Local development Poverty alleviation	Besana and Bagnasco (2014), Scott and Gössling (2015) and Mihalic (2016)

Another need is to determine revenue flows and leakages in the TVC to seek change; establish which nodes have the greatest opportunity for marginalised groups; and determine intervention, feasibility and planning business opportunities (Scheyvens, 2008; Biddulph and Scheyvens, 2018). Moreover, adapting destination-specific indicators is a must (Rasoolimanesh et al., 2022). The sustainability issues and tourism in Ecuador differ from Europe, thus just replicating the SDG 8.3 indicator or the system of sustainable tourism indicators (UNWTO, 2013b) is inappropriate.

### *2.3 About innovation in value chain (8.3)*

Nowadays governments play a proactive role in shaping the experiences in a destination to influence results. Innovating tourism products is an effect of destination management plans, aligned with a shared tourism vision. Innovation from the market side can be incremental, starting by consolidation. It may be followed by market innovation-existing experiences in new markets-. Or else, could be assumed as radical innovation-new experiences in existing markets- and it can result in transformational innovation-new experiences in new markets- (Gardiner and Scott, 2018). Nonetheless, reshaping the TVC entails having a strategy in which innovation is embedded in a knowledge system (Moscardo, 2008). This enhances business innovation and creates new competitive advantages (Souto, 2015).

#### *2.4 Knowledge for innovation (8.3)*

A knowledge system should transform the destination into a resilient community (Ruiz-Ballesteros, 2011), and an incubator for new businesses at the local and regional level (Trunfio and Campana, 2019). Flagestad et al. (2005) specify that knowledge results in a collective innovation, a social process transforming valuable individual and common knowledge through learning. This is facilitated by platforms enhancing knowledge sharing and through communication (Trunfio and Campana, 2019).

Furthermore, the tourism supra-structure involves interaction among multiple actors through complex relationships in different government levels. Local and regional innovation systems are institutions that produce, distribute, and utilise knowledge (Rodríguez et al., 2014). Public agents should focus on reducing barriers for innovation, such as risk aversion, resistance to change, over-hierarchical structures, fear of modern technologies, bureaucracy, traditional thinking, and lethargy. Such barriers may lead a tourism destination to an imitation trap and gap-filling role (Rodríguez et al., 2014). Policy makers need to recognise actors, including organisations with significant roles.

#### *2.5 Employment and labour rights (8.5, 8.6 & 8.8)*

The creation of jobs is a priority, however, SDG8 advocates for quality of employment. Ferraro et al. (2018) define decent work as a complex idea requiring dialogue and agreement; adequate workloads and meaningful remuneration. Even in developed countries the industry still presents precarious environments. Therefore, outsourcing conditions and salaries for workers of lower job positions must be regulated (Cañada, 2018).

A regulation framework should be coupled with social class and gender equality as a transversal dimension for ST (Moreno-Alarcón and Cañada-Mullor, 2018). Otherwise, the industry will keep facing inequalities for lower paid workers, health issues and abuses of migrant workers (Hampton et al., 2018).

Furthermore, indicators focus on the number of employees by gender/age; however, theory provides evidence that indicators should relate to decent jobs, employment by gender and wage equality (Ferraro et al., 2018; Moreno Alarcón and Cañada Mullor, 2018; Boluk et al., 2019).

#### *2.6 Tourism as indicator of growth (8.9)*

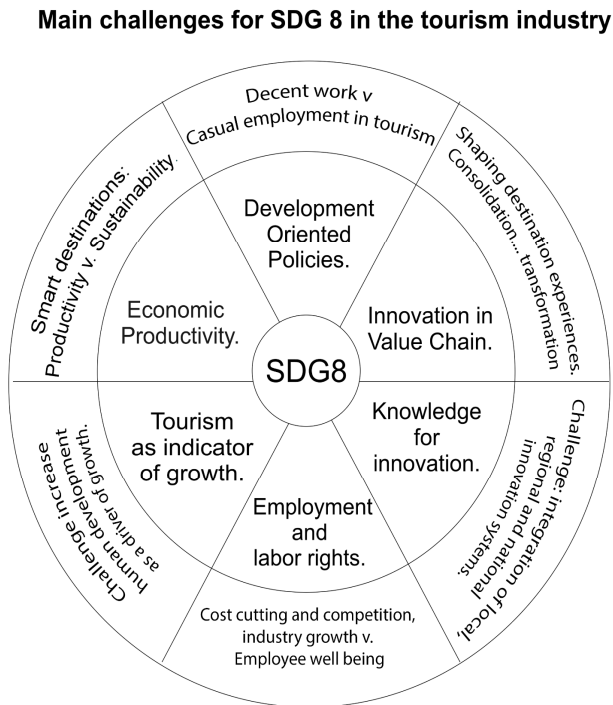
The growth of tourists' expenses in macroeconomics could be a 'stabiliser' of GDP in an economy (Besana and Bagnasco, 2014) but does not necessarily drive social development. For improvements in a country's economic development, we need to manipulate multiple variables. For example, it is vital to have lower levels of tax revenue transfer to central government, low insecurity levels, healthcare, electricity generation, and high employment (Cárdenas-García and Sánchez-Rivero, 2015; Cárdenas-García and Pulido-Fernández, 2017). In fact, for Ecuador, economic growth might not mean income increases (Rivera, 2017). In contrast, visible improvements on human development indexes will not only improve people's lives, but it also increases productivity (Ferraro et al., 2018).

Ecuador needs investment in infrastructure, healthcare, and public services. Investments will have a spillover effect (Badulescu et al., 2020). This is particularly true

in Ecuador because it contributes in the long term to industries like tourism, agriculture, etc. Van der Schyff et al. (2019) found that there is a relationship between tourism development and economic growth in the long term, but not in the short run. In addition, it may contribute to poverty by income reduction (Njoya and Seetaram, 2018)

The literature review shows evident challenges. In a sort of Pareto analysis approach, Figure 1 synthesises it.

**Figure 1** Main challenges for achieving SDG8 in the tourism industry



### 3 Methodology

Critical discourse analyse (CDA) in this research is aligned to critical realism, becoming critical in ways such as the underlying relationship between discourse and social structure and demystifying texts that are ideologically configured by power relations (Wodak and Fairclough, 1997; Tenorio, 2015). CDA also links negative critique to positive critique, and demands solution (Fairclough, 2013).

To analyse the construction of SDG8 in tourism, ideological discourse analysis (van Dijk, 2006) was partially applied. This analysis involved parameters posed to understand meaning and form expressed in discourse (norms, policies, and communications). The analysis encompasses semantic macrostructures, manifestation modes, precision and gradualness of discourse, level of specificity, compatibility with the non-neoliberal model, specific lexicon, and the form of discourse.

Many papers have employed CDA in tourism. However, it appears to be an ‘underutilised methodological approach’ (Qian et al., 2018, p.975). Texts can be treated

as mediated cultural products which are part of wider knowledge systems (Hannam and Knox, 2005). Liasidou (2019) considers public documents as elements for understanding public policy in tourism. Furthermore when reviewing official documents, researchers seek, analyse, and critique social life reflected in discourse (Lyon et al., 2017). Bowen (2009) argue that document analysis is a systematic procedure for evaluating documents, and this author's practical advice is followed.

For 2015 to 2019, data was collected (starting after the declaration of SDGs). The documents included are

- a Ministerial decisions
- b Policy documents
- c Formal ministerial announcements
- d Press releases
- e Legislation
- f Government actions written in accountability reports.

These documents were retrieved from the Ministerio de Turismo official website <https://www.turismo.gob.ec/biblioteca/>. After reviewing 241 documents and 1.845 news, not all parts of texts needed analysis; we focused on genre and discourse (Wodak and Fairclough, 1997). Table 2 summarises the coding approach:

**Table 2** Data collection and coding

<i>Deductive categories</i>	<i>Semantic category</i>	<i>Total deductive codes and sub-codes</i>	<i>Type of documents reviewed</i>
8 categories based on SDG8	Power relations	39	<ul style="list-style-type: none"> <li>• 39 legal documents</li> <li>• 8 management plans</li> <li>• 8 Accountability reports</li> <li>• 1 Tourism Organic project law</li> <li>• 142 press releases/news</li> <li>• 1 Tourism national plan</li> </ul>

All this data was processed in MAXQDA. Codes were built according to the literature on decent work and economic growth, based on how a particular policy discursively constructs SDG8. We focussed on the political and ideological strategies that are proposed or prioritised. Afterwards, an exhaustive peer review stage was included. Each encoded fragment was discussed to confirm or rectify codes. This second verification helped to ensure correct coding. Data triangulation is treated objectively and is not biased by any ideology from the researchers (van Dijk, 2015).

The next phase involves studying the meaning of economic development and decent work and considering 'how else could this be constructed?' Following van Dijk's (2006) framework, we gained an understanding of ideology in discourse.



## 4 Discussion

### 4.1 SDG goal 8.3 promote development-oriented policies and entrepreneurship

The industry has been structured to focus on investment for business without specifications on origin or size; but highlighting tax reductions instead. The rhetoric usually portrays government as easy-to-approach and active. Purportedly, it creates, determines, and protects business interests, with willingness to serve investors (big/foreign). The government assumes that a direct benefit of reducing taxes is job creation. However, there is neither clarity about the quality of those jobs created, nor is there mention of inclusion of vulnerable groups.

The discourse surrounding an inclusive TVC highlights the need for involvement of communities in entrepreneurial activities. The way to facilitate this involvement focuses on ‘advising’, ‘assisting’, or ‘mediating’. On a positive note, the latter discourse is experiencing a leap and includes future actions such as ‘creating laws and hubs for entrepreneurs’ and ‘including entrepreneurs in plans, promotion, and tax exemptions’. Ideally, this new course should be included in new laws and practical actions. The policy should allow more access to funding facilities to strengthen inclusive value chains (Biddulph and Scheyvens, 2018). This also needs more caution on how it is implemented. The documents do not showcase financial products to be structured under the loop of inclusion, neither had it mentioned how monitoring or accountability is determined. The discourse depicts a successful governmental machine, but this success is not supported by key performance indicators.

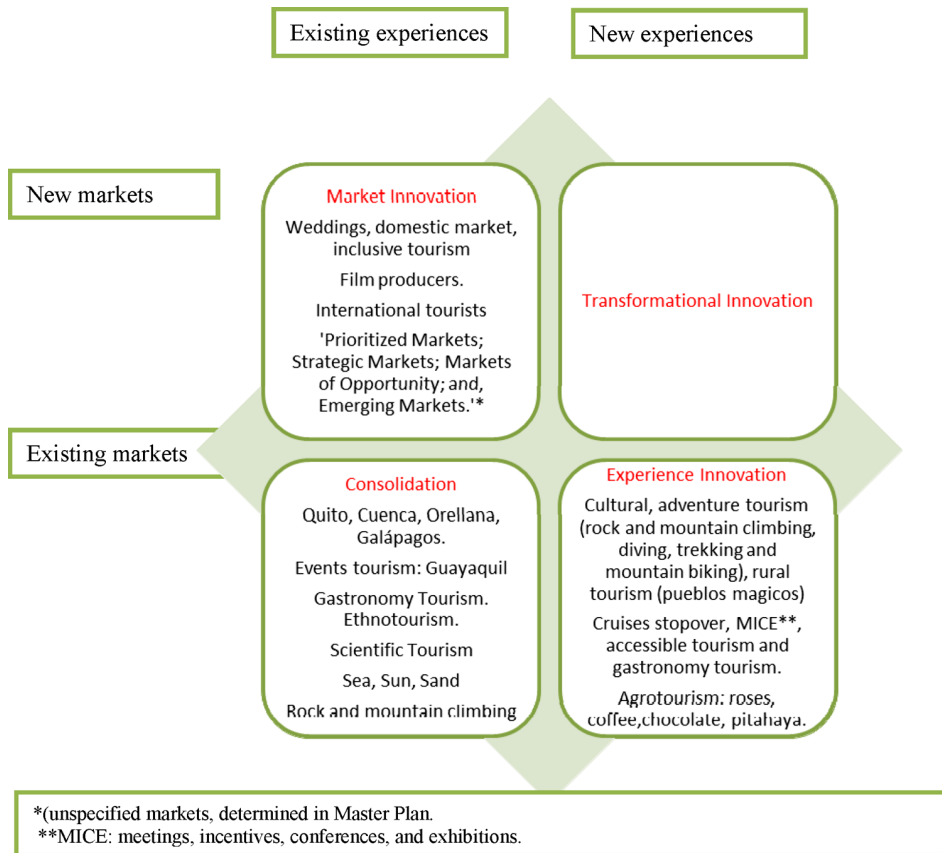
### 4.2 SDG goal 8.3... about creativity and innovation

From 2019 on, the discourse evidence willingness to build innovation as a system determined to be ‘the basis for tourism development’. Over and above, the conceptualisation of innovation is reduced to the micro level (Trunfio and Campana, 2019) based on enterprises as main actors, accordingly the key action presented is a 40-hour course on innovation management.

From the market-experience side, the discourse suggests limited creativity, project imitation and a vague and traditional way of thinking in defining its target markets. It avoids any mention of locals’ needs, sustainability strategies and market niches. The best example of imitation is ‘Pueblos Mágicos’ and ‘Riviera del Pacífico’ a replica of the Mexican national tourism program (using the same methodology and the same brand), which is claimed as the ‘innovative and emblematic’ sustainable model for including small villages’ cultural assets.

The Gardiner and Scott (2018) matrix in Figure 2 shows that discourse on innovations seems to be directed at maintaining the status quo and taking lower risks, thus it focuses on a consolidation of the market approach. Even the ‘new’ experiences look like existing experiences in Ecuador and traditional products. Finally, transformational innovation is not constructed in the discourse, despite the portrayal of ‘Pueblos Magicos’ as such. Indeed, there are no explicit or implicit new markets and new disruptive experiences. Scholars argue about the sustainability behind those strategies.

**Figure 2** Application of the Gardiner and Lock (2018) to innovation after data analysis (see online version for colours)



There is an attempt to construct an innovative bureaucracy by decentralising management of tourism through the municipalities as well as creating tourism products (or destinations) based on community clustering. If those ‘intentions’ upscale as a policy (with programs to implement), a path for an initiative-taking bureaucracy which influences results could materialise. Since 2016, new reports were created, yet building an innovative knowledge system is incomplete (Flagestad et al., 2005). Discourse is dominated by creating and sharing formal (technical) valuable knowledge focused on training for business and reporting unfocussed statistics. By 2018, relevant innovations for big data started. This is exposed as a smart approach to domestic tourism marketing. However, the initiative seems focused on headlines. There are no well-defined procedures and tool updates.

On the other hand, data shows that tacit knowledge from locals seems to be excluded; thus contradicting its significant role (Gardiner and Scott, 2018). A plausible explanation of the exclusion of collective knowledge lies in the fact of the existence of two separate ministries, the Ministry of Tourism and Culture Ministry. In the search for innovation, more clarity is needed regarding the market-innovation strategy. It needs much more than a broad distinction between ‘international tourists’ and ‘domestic tourists’. Besides, transformation innovation should be a serious part of the discourse. Finally, innovation

should consider collective knowledge. There seems to be an evident need for knowledge incubation addressing local needs with integration of tourism in community life as a common theme.

#### *4.3 8.5, 8.6 & 8.8 quality employment*

The discourse has posited that tourism has a role in creating jobs and constantly highlights success if employment increases. The semantic macrostructure does not include a wider understanding of decent work (Cañada, 2018; Ferraro et al., 2018).

Moreover, in promoting human talent, the discourse focused on professionalised workers, thus training is encouraged. The discourse coherence is fixated on the notion that more tourists equate more employment (direct and indirect). Making labour regulations in the industry more flexible is suggested. However, this is in direct opposition to a sustainable model, particularly when defining intensive labour, and decent salaries; and when questioning informal jobs and gender inequalities (Robinson et al., 2019; Cave and Dredge, 2020).

#### *4.4 8.9 devise and implement policies to promote sustainable tourism to create jobs and GDP growth*

Official documents describe tourism as advantageous to diversify the economy, promote investment, and fiscal sustainability. Emphasis is on macroeconomic data such as foreign currency flows. Consequently in 2018–2019 ‘one tourist per resident’ became the goal. This policy is opposed to Harrison’s (2008) recommendations and encourages traditional mass tourism in metropolitan cities while ignoring poverty reduction. Less relevance is given to inclusive growth (Biddulph and Scheyvens, 2018). Therefore, ‘improving locals’ livelihoods’ is a meaningless statement.

ST policies that look for inclusive value chains are usually constructed as ‘community tourism’, described as ethnic communities or populations in rural areas, excluding city dwellers. On the other hand, there is also a risk of overuse of cultural and natural heritage. The one-by-one policy has not considered the centres of tourists’ distribution, and probably could affect the most vulnerable environments such as Galápagos Islands, where about 275,000 tourists arrive yearly<sup>1</sup> (Observatorio de Turismo Galapagos, 2019). This is unfortunately absent in the discourse.

#### *4.5 Power relation challenges*

The discourse evidence vertical power relations, the Ministry holds power, providing knowledge and communicating processes or laws. Legally, multiple actors participate but cannot contribute to neither planning nor policy. Local private entrepreneurs are ignored, referred as ‘people’ to receive training. In contrast, (future) international investors are considered key players, who could demand aid, negotiating financial benefits with the government.

There is an over-generalisation of actors, disregarding actors of the value chain (Qian et al., 2018), namely host communities (ancient ethnical communities and non-ethnical host communities) and vulnerable actors (working class, women and youth, micro-entrepreneurs, artisans, etc.). These should be present in the discourse and their needs should be co-defined (Robinson et al., 2019). Avoiding marginalising these actors,

could lead to acknowledging them as actors of change. Conversion to a bottom-up approach to develop policy is necessary.

#### 4.6 What is sustainable tourism in Ecuadorian policy?

When analysing such a semantic macrostructure (Table 3), the concept of sustainability is an implicit idea (Figure 3). The focus is on cultural practices usually followed or promoted only among local ethnic communities. Later, conscious tourism was thought of as a ‘transformative life experience that generates personal growth, based on a pact of coexistence, responsibility, mutual respect and communion between tourist agents, the tourist and the natural and cultural heritage’ (General Regulation of Adventure Tourism, 2014). However, this concept did not result in practical plans.

**Figure 3** Sustainable tourism word cloud topics surrounding the discourse (see online version for colours)



**Table 3** Syntaxes evidence of SDG and sustainable development in official documents

Term	Official documents	Total	Purpose
Sustainable tourism	<ul style="list-style-type: none"> <li>Found in 4 documents over 57 legal documents revised</li> </ul>	24 times	17 times used as sentence complement 7 times used to explain an action
SDG's	<ul style="list-style-type: none"> <li>Found in 2 over 57 legal documents revised</li> </ul>	9 times	9 times used as reference

## 5 Conclusions

This paper makes several contributions to the limited literature on SDG8 about local realities in tourism. First, the SDGs are a new field of research, with paucity of studies in South America and opposition to neoliberalism. This study informed us that the main narratives on sustainable tourism and decent work, do not appear in the core of Ecuador's tourism planning. They are used as generic, vague, and complementary elements, unaligned to the BVP, following a neoliberal path. Our analysis shows how the critical theoretical framework assists in questioning and influencing the way SDGs are adopted (Boluk et al., 2019).

Secondly, the paper contributes to the application of CDA showing that the discourse on economic growth deviates from the wider theoretical literature on productivity, quality jobs, innovation, sustainable TVC and sustainable policies. Tourism planning in Ecuador has not really implemented sustainability. These findings confirm realities in other countries (Cañada, 2018; Hampton et al., 2018; Hall, 2019). Our findings can help policy makers to unveil the potential of the SDG8 goals and indicators. This is attained by proposing a framework which could strengthen tourism sustainable policies.

There are important implications regarding the development of sustainable value chain policies. The government could work on mapping families in poverty interacting with the TVC. The determination of revenue flows and leakages of the TVC should also determine feasibility and opportunities for marginalised groups.

Another implication is the way policy should be developed. Power relations must be challenged (Qian et al., 2018). It has been found that when policymakers think holistically, the risk of precarious jobs in the industry would subside. Government entities need to coordinate efforts with other actors to improve working conditions and knowledge production. Data should be the basis for establishing employment goals and innovation systems. Likewise, destination boards or management organisations should spearhead initiatives for co-creation and policy integration. Marketing should be aligned to multiple stakeholders' common vision of sustainability, radical innovation of tourism products, and an initiative-taking bureaucracy.

We suggest that, in the search for innovation as a system, more clarity is needed regarding the market-innovation strategy. Transformation innovation should consider tacit knowledge. We conclude that there is potential in the discourse for:

- a discussion on differentiating elements/unique selling points
- b clear definition of tourists' profiles
- c analysis of consumer experience in discourse and praxis.

Further exploration is needed due to its potential for achieving competitive advantage (Souto, 2015). Tourism policies should create a knowledge system. The industry should not be perceived as late adopters, gap-fillers and imitators (Rodríguez et al., 2014).

Finally, policy must also make the industry accountable for reducing environmental impacts. A ST policy should reflect on the nature of the increase of visitors, aligned to communities' needs. There is evidence of the need to promote quality of life for locals. It could be expressed and measured in corporate social responsibility indicators. Finally, for economic sustainability, it should also determine how much income is needed for wellbeing, especially in rural communities where poverty concentrates. An adequate wage should consider the basic food basket for an average family, inflation-indexed

(basket: \$730-April 2022-). Summing up, we need to challenge this status quo, otherwise, the path to sustainability could be longer and it could even decelerate the recovery of the industry (Gössling et al., 2020; Ioannides and Gyimóthy, 2020).

A limitation of this study, to start with, is the subjective nature of CDA. The realm of discourse does not encompass the whole story (Tribe, 2006). Additionally, its criticality appropriateness depends on the precision of its analysis, and our political and ethical position (van Dijk, 2006). Further research is needed to deepen the knowledge on the construction of the SDG goals by multiple stakeholders. Also, power relations on SDG policy/legislation should be examined to challenge the top-down praxis. Finally, exploring new, local indicators for SDG goals may contribute to an understanding of decent work and economic development.

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## Data availability statement

The data supporting the results or analyses presented in the paper can be found at [https://osf.io/qtvcd/?view\\_only=2928bb80113347599a426a30380f8f9c](https://osf.io/qtvcd/?view_only=2928bb80113347599a426a30380f8f9c) which can be review with MAXQDA software.

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## Note

<sup>1</sup>Pre-pandemic data, on average it is 11 tourist per inhabitant.