

Could the Next Platform be the Transformational Platform and Tourism? A Platform Based Expansion Model in the Context of Global Sustainable Tourism

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Abstract

After the Second World War, the tourism industry started to turn into a global phenomenon with the development of the economy and globalization since 1950. The restoration of peace and stability in most of the post-war world, emergence of a strong middle class as a result of global financing and economic support, increased tendency to travel, use of idle large-capacity warplanes for civilian purposes are among the important factors ensuring the development and expansion of tourism. Moreover, decrease in long-distance transportation and travel costs, as well as technological development made significant contributions to facilitating access to larger markets, wider geographies, and destinations. In terms of sustainable tourism from 1950 to 2020, the global tourism activity, which caused problems due to conscious and / or unconsciously implemented tourism policies, led to an uncontrollable tourism mobility and geographical expansion with an increasing momentum. In the context of sustainable tourism, this model first analyzes the platform-based model and the geographical expansion model separately, and then synthesizes both models as a mixed model. In addition, this model deals with the development and change processes of global tourism, which is affected by positive and negative developments, and proposes a transformational tourism platform model that provides significant contributions to both the demand side (tourists) and the supply side (tourism industry).

Keywords: *Platform Based Model, Geographical Expansion Model, Global Tourism, Sustainable Tourism, Transformational Platform, Transformational Tourism.*

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1. INTRODUCTION

Global tourism has become one of the fastest growing and geographically expanding economic industries in the world over a period of 70 years, from 1950 to 2020. The business volume of tourism today equals and even exceeds that of oil exports, food products and the automobile industry (UNWTO, 2021a). As one of the most important industries of international trade, global tourism is one of the main sources of income for many underdeveloped countries, but also many developed ones as well. The phenomenon of global tourism has become a driving force for the sustainable socio-economic development of, especially, underdeveloped countries. Modern global tourism is closely related to human mobility for travel, geographical sprawl, and expansion, as well as economic development. In this context, it covers an increasing number of new destinations around the world.

Jafari's (2005) platform model, termed by Jafar Jafari himself as the "chronological/evolutionary thought platform" is a framework developed in 1990. It delineates attitudes towards tourism development and its effects that have the potential to create conflicts between individuals unconditionally supporting tourism and those issuing warnings against it. Each platform in the model defines a stage of action and thinking, outlining the changes and maturation process in this domain. The platforms in this model emphasize different perspectives and highlight how tourism is perceived, as well as the both negative and positive impacts it creates.

When destinations are examined individually, it is observed that there have been dramatic fluctuations in terms of decrease or increase in global, national, or regional contexts throughout the processes. According to Weaver (2001), the spatial expansion of global tourism in real geographical context has occurred in three different stages since 1950, as explained below. In the first stage, after World War II, in the 1950s, there was an increase in travel and tourism activities among the developed countries due to developments in war technology, communication, and transportation. In the second stage, gaining momentum in the 1960s, travel from developed countries to less developed countries became prominent. In the third stage, starting from the 1990s, travel both among less developed countries and within them, as well as travel to developed countries, has been significant.

This study deals with Jafari's (2005) platform model and Weaver's (2006) geographic expansion model on global tourism development, diffusion, and expansion in the context of sustainable tourism. In this study, it is aimed to analyze both models, synthesize both models as a mixed model and propose a new platform for the next process. In addition, another aim of this study is to reveal the development of global tourism from 1950 to 2020, which affected the development of these two models, with statistical data.

In the rest of this article includes a literature review on the subject in the next section. In the third part, the research method of the article and the data of the existing models are examined. In the

fourth chapter, a new mixed model proposal is made. The last section is devoted to the results explanations.

2. LITERATURE REVIEW

2.1. Global and Sustainable Tourism

Globalization is a multidimensional process that is constantly evolving and shaping the development of the World. With the disappearance of national and international distances, and due to rapid technological, social, economic, and political developments in the 20th century (Beck, 2000), the convergence of countries in political, social, economic, legal and cultural terms is, nowadays, expressed with the concept of globalization (Robertson, 1992) and the rebuilding process of the current world is called the “globalization process” (Buchholz et.al, 2009).

The rapid developments in communication technology that occurred with globalization, as well as the developments in speed, comfort, capacity and price factors of transportation vehicles, have played a major role in the development of international tourism (Mullings, 1999). The globalization of tourism is a result of the trend of economic globalization, technological developments in communication and transportation (Brondoni, 2016). In this context, global tourism can be defined as a "megatrend", with its social, cultural, and economic dimensions and consequences (Adejuwon, 1996). The widespread growth and expansion of tourism is used by many countries as a sustainable development strategy (Sinclair & Jayawardena, 2003). Development through tourism has evolved into a strategy used by governments to improve the well-being of local people, through income and job creation, and help destinations to move from a position of poverty or underdeveloped to a position of wealth or further development (Andriotis, 2000). Especially in recent years, the increase in the number of people with higher income and leisure time, the decrease in transportation and travel costs due to technological developments, the shortening of access times to distant destinations, the increase in the awareness of all touristic destinations of the globalized world of mass media and social media tools, have all been effective in the globalization of tourism (Tisdell, 2004). In this context, it is seen that international travels cause geographical expansion throughout the world, with the formation and development of global tourism distribution systems, marketing and product development practices (Heath, 2001; Mpofu, 2009).

Global tourism is the simultaneously largest scale movement of goods, services, and people in world economy. It is a significant catalyst for economic development and sociopolitical change. While global tourism increasingly accounts for ever greater segments of national and international economies, on the one hand, due to the increasing tourism mobility and the consequent expanding tourism geography and the consequences of this growth for sustainable economic, social-cultural and environmental interaction are diverse and uncertain.

Sustainable tourism, on the other hand, refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones. Negative impacts to a destination include economic leakage, damage to the natural environment and overcrowding to name a few. Positive impacts to a destination include job creation, cultural heritage preservation and interpretation, wildlife preservation landscape restoration, and more. Additionally, it has been emphasized that sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability” (UNEP & UNWTO, 2005)

2.2 Tourism and Geography

According to the UNWTO, tourism is the activity of a person who travels to a place outside his or her usual place of residence for not less than a specified period of time, and whose main purpose is to travel, and not taking part in activity that involves generating income in the place visited (UNWTO, 1994). Considering the annual travel movement of billions of domestic and foreign tourists, tourism is a fundamental and intense geographical phenomenon that cannot be ignored by social scientists (Williams and Lew, 2015). In general, geography can be defined as the branch of science that studies the mutual relations between people and space. Moreover, studies in geography consider the mutual impact between humans and environment, but also focus on the study of space and the mutual relations between different spaces (Akova et.al, 2012). Tourism geography and geographical resources play a role in the emergence of functional tourism regions that can direct the existence and development of tourism.

World tourism is the scene of a tourist movement that takes place in very wide areas that we can explain with concepts such as intercontinental, interregional, international, overseas, and cross-border. This mobility, which occurs simultaneously in the form of domestic tourism and international tourism, becomes the subject of both tourism and tourism geography. According to Akdağ and Zafer (2011) it also shows that geography has a symbiotic and existential relationship with tourism. The expansion and development models of the tourism industry, which is constantly expanding and intensifying spatially, reveal that tourism has spread all over the world in the last 60 years with various tourism purposes. In this study, the development process of sustainable tourism has been created by using Jafari's Platform model together with the Geographical Tourism Expansion Model developed by Weaver.

3. RESEARCH METHODOLOGY

In this study, document analysis method was used for secondary data analysis. Document analysis is a qualitative research method used to analyze the content of written documents meticulously and systematically (Wach and Wach 2013). Document analysis, like other methods used in qualitative research, requires the examination and interpretation of data in order to make sense of a subject or to

create an understanding (Corbin & Strauss, 2008). In this context, document analysis is employed to uncover a phenomenon or model (Stake, 1995; Yin, 1994) and forms a combination in examining and evaluating a specific research topic, the same research phenomenon, or case (Denzin, 1970; Patton, 1990).

4. RESULTS

As of the end of 2019, international tourism activity has increased by 59 times from 25 million to 1 billion 461 million people, and tourism revenues have increased by 705 times from 2 billion 100 million dollars to 1 trillion 481 billion dollars (Holenk & Van Deijck, 1991; UNWTO, 1980; 2020a; 2020b). World Tourism Organization (UNWTO) data from 1950 to the end of 2019 regarding international tourism mobility and income, are shown in Table 1. The data for 2020 were calculated according to the WTO's forecast data. Considering that the annual tourism activity and income data between 1950 and 1960 were not found in both the WTO and literature, and that there was no international extraordinary crisis between these dates, the 10-year average annual mobility ($\text{Last mobility} / \text{Initial mobility}^{1/(n-1)} - 1 \times 100$) and annual income ($\text{Last income} / \text{First income}^{1/(n-1)} - 1 \times 100$) data were determined. According to the latest data of the WTO, due to the extraordinary Covid-19 pandemic crisis that emerged in 2020, tourism activity and income fell by 74%, and the world tourism industry experienced its worst year (UNWTO, 2021b, 2021c). It is estimated that the travel mobility and income of world tourism started to increase positively in 2021 compared to 2020, entered a significant upward trend in 2022, and in 2023, it is estimated that it can reach the levels between 80 and 95 percent of 2019 data, and in 2024, it is predicted that 2019 data can be reached again. (UNWTO, 2023)

According to the table below (Table 1), the annual average increases in the development of world tourism between 1950 and 2019 are presented. Due to the Covid-19 pandemic, the tourism industry has unexpectedly suffered an extraordinary loss in terms of mobility and income. For this reason, in Table 2 below, 2020 data is excluded from the 10-year period mobility and income calculation. Although there was a slight shrinkage of 0.9% in 2001 and 1.7% in 2003 from 1950 to the present 2023, the globally unexpected huge shrinkage of 75%, due to the Covid-19 Pandemic in 2020, has never been caused by a previous epidemic outbreak (such as MERS or SARS) nor by regional wars and conflicts, or periods of global economic crises.

Table 1. International Annual Tourism Mobility (Arrivals) and Revenues Between 1950 and 2020

Year	Numbers of Tourists (millions)	Growth (%)	Tourism Revenues (billions\$)	Growth (%)	Year	Numbers of Tourists (millions)	Growth (%)	Tourism Revenues (billions\$)	Growth (%)
1950	25,3		2,1		1987	360,0	7.8	169,5	22.3
1951	27,9	10.6	2,3	12.5	1988	392,0	8.9	194,1	14.5
1952	30,9	10.6	2,6	12.5	1989	404,0	3.0	208,7	7.5
1953	34,2	10.6	2,3	12.5	1990	458,0	13.5	268,0	28.4
1954	37,8	10.6	3,3	12.5	1991	464,0	1.3	278,0	3.7
1955	41,8	10.6	3,7	11.5	1992	503,0	8.4	314,0	12.9
1956	46,3	10.6	4,2	12.5	1993	518,0	3.0	323,0	2.9
1957	51,2	10.6	4,7	12.5	1994	553,0	6.8	353,0	9.3
1958	56,6	10.6	5,3	12.5	1995	568,0	2.7	403,0	14.2
1959	62,6	10.6	6,0	12.5	1996	600,0	5.6	438,0	8.7
1960	69,3	10.6	6,7	12.5	1997	620,0	3.3	440,0	0.5
1961	75,3	8.7	7,3	8.0	1998	635,0	2.4	441,0	0.2
1962	81,3	8.0	8,0	9.6	1999	664,0	4.6	455,0	3.6
1963	90,0	10.7	8,8	10.0	2000	699,0	5.3	476,0	4.6
1964	104,5	16.1	10,0	13.6	2001	693,0	-0.9	464,0	-2.5
1965	112,7	7.8	11,6	16.0	2002	703,0	1.4	474,0	2.2
1966	119,7	6.2	13,3	14.7	2003	691,0	-1.7	523,0	10.3
1967	129,5	8.2	14,4	8.3	2004	763,0	10.4	623,0	19.1
1968	130,8	1.0	14,9	3.5	2005	802,0	5.1	680,0	9.1
1969	143,1	9.4	16,8	12.8	2006	846,0	5.5	742,0	9.1
1970	159,7	11.6	17,9	6.5	2007	903,0	6.7	856,0	15.4
1971	172,2	7.8	20,8	16.2	2008	922,0	2.1	944,0	10.3
1972	181,8	5.6	24,6	18.3	2009	880,0	-4.6	851,0	-9.9
1973	190,6	4.8	31,0	26.0	2010	940,0	6.8	928,0	9.0
1974	197,1	3.4	33,8	9.0	2011	995,0	5.9	1042,0	12.3
1975	214,3	8.7	40,7	20.4	2012	1035,0	4.0	1075,0	3.2
1976	220,7	3.0	44,4	9.1	2013	1087,0	5.0	1197,0	11.3
1977	239,1	8.3	55,6	25.2	2014	1133,0	4.2	1245,0	4.0
1978	257,4	7.7	68,8	23.7	2015	1186,0	4.7	1260,0	1.2
1979	274,0	6.4	83,3	21.1	2016	1235,0	4.1	1220,0	-3.2
1980	284,8	3.9	102,0	22.7	2017	1326,0	7.4	1340,0	9.8
1981	288,8	1.4	104,3	2.1.	2018	1401,0	5.7	1451,0	8.3
1982	286,8	-0.7	98,6	-5.5	2019	1460,0	4.2	1481,0	2.1
1983	284,4	-0.8	98,1	-0.5	2020*	380,0	-74.0	385,0	-74.0
1984	312,4	9.8	109,8	11.9	2021	415,0	9.2	622,5	61.5
1985	326,4	4.5	115,0	4.7	2022	963,0	132.0	1012,0	62.5
1986	334,0	2.3	138,6	20.5	2023	80-95 %	of the	2019 are	expected

Source: Data were created by the author by analyzing the UNWTO Reports Published between 1990 and 2020.

Note: *Data for 2020 were calculated in line with the statements made by the World Tourism Organization. It is seen that the data presented in the retrospective reports have been changed due to updating the data and/or different reasons in the World Tourism Organization reports. It should not be ignored that the constancy and accuracy of the data should not be accepted as absolute.

Table 2. Annual Development Mobility and Income Growth Rates of International Tourism by Periods

Periods	Mobility (Arrival) Increase Rate (%)	Revenue Increase Rate (%)
1. Period 1950-1959 (10 Years)	10.60	12.50
2. Period 1960-1969 (10 Years)	8.77	10.29
3. Period 1970-1979 (10 Years)	5.97	19.18
4. Period 1980-1989 (10 Years)	4.96	10.60
5. Period 1990-1999 (10 Years)	4.34	6.02
6. Period 2000-2009 (10 Years)	3.10	7.22
7. Period 2010-2019 (10 Years)	4.52	4.90
1950-2019 (70 Years)	6.05	9.97

Source: Data were calculated by the Author

When Table 2 is examined, in the 10-year period covering the years 1950-1960, it is seen that there was a rapid increase in mobility (10.60%) and revenue (12.50%). Looking at the other periods (except for the third and sixth periods), it was found that positive increase continued with a decreasing momentum, the revenue increase rate was higher than the mobility one in every 10-year period. Especially in the third period, the revenue increase rate is 3 times higher than the mobility one.

The number of tourists participating in international travel at the end of every 10 years from 1950 to 2020 has increased with a steady and constantly increasing acceleration rate compared to the world population (Table 3). Especially as of the end of 2019, when the ratio of the number of international tourism mobility to the number of the world population is considered, it is understood that the mobility has increased by 19.02%.

Table 3. Relation Between International Mobility and World Population Growth (1950-2019)

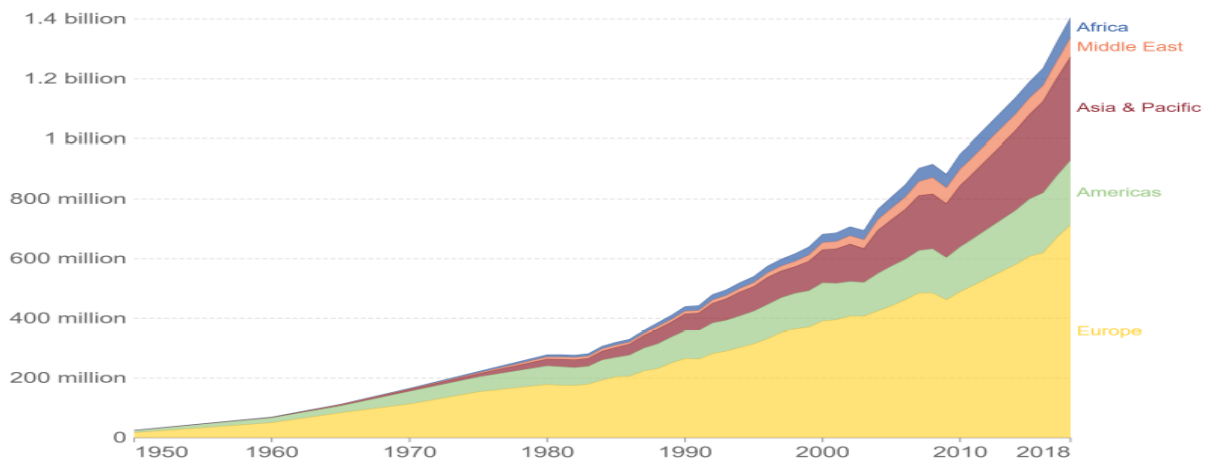
Years	International Mobility (Arrival) Number	World Population (million)	Ratio of International (Mobility) Arrival Number to World Population (%)
1950	25,290,000	2.555	0.99
1960	69,290,000	3.020	2.29
1970	159,700,000	3.675	4.34
1980	284,800,000	4.428	6.43
1990	458,000,000	5.250	8.72
2000	699,000,000	6.052	11.55
2010	940,000,000	6.812	13.79
2019	1,460,000,000	7.673	19.02

By taking into consideration the above data and analyzing it from the perspective of the Jafari's Platform Model (2001, 2005, 2007) and Weaver's Geographical Expansion Model (2006), "Platform Based Expansion Model" is proposed in the current study. With this model, more holistic approach to the development of sustainable tourism paradigm and geographical expansion of tourism in the period until 2020 is taken. It is also considered significant to provide such summary considering the Covid-19 epidemic crisis, which is predicted to have a negative impact for a long time, potentially inducing new approaches and phases of tourism development and travel. In the future, it is thought that the tourism scholars will discuss and evaluate development and expansion processes of the international tourism industry as pre-Covid-19 pandemic, pandemic process and post-pandemic. It is inevitable that there will

be discussions about future tourism-related processes, which are difficult to predict for 2021 and beyond, and that these should be discussed in many ways and from different perspectives. In this study, since the data and developments including the end of 2019 will be discussed, developments and discussions about 2020 and beyond will be omitted.

There has been an average 56-fold increase in tourist mobility from 25 million in 1950 to more than 1 billion 400 million in 2019. In the context of this increase, when the arrivals by world regions are taken into account, it is seen that the world tourism geography has developed and expanded in many ways along with the tourism mobility. In Figure 1 and Table 4 have been showed how tourist arrivals have increased over the years shortly after the Second World War in 1950. As seen in Table 4, the highest rate of increase in tourism arrival mobility was realized in Asia-Pacific regions (1,715-fold). The Asia-pacific region is followed by the Middle East region (320-fold), the African region (134-fold), the European region (43-fold) and the Americas region (29-fold).

Figure 1. International Tourist Arrivals by World Region and Years



Source: UNWTO (2019a)

Table 4. International Tourist Arrivals by World Region and Years

Region \ Years	Africa	Americas	Asia-Pasific	Europa	Middle East	World
1950	500,000	7,500,000	200,000	16,800,000	200,000	25,290,000
1960	800,000	16,700,000	900,000	50,400,000	600,000	69,290,000
1970	2,400,000	42,300,000	6,200,000	113,000,000	1,900,000	159,700,000
1980	7,200,000	62,300,000	23,000,000	178,500,000	7,100,000	284,800,000
1990	15,200,000	92,800,000	56,200,000	265,600,000	9,600,000	458,000,000
2000	27,900,000	128,200,000	110,600,000	391,000,000	24,400,000	699,000,000
2010	50,400,000	150,100,000	205,500,000	489,400,000	55,400,000	940,000,000
2018	67,000,000	217,000,000	343,000,000	713,000,000	64,000,000	1,460,000,000
Increase rate	134- fold	29-fold	1,715-fold	43-fold	320-fold	56-fold

Source: UNWTO (2019b)

5. PLATFORM BASED EXPANSION MODEL

After 1950s, tourism mobility increased and travel to distant countries and destinations became more economical, faster, and reliable. Thus, as a result of travels primarily from developed countries to developed and underdeveloped countries, there has been an increase in tourism mobility and an expansion in the touristic geographical area. In addition, transportation costs and opportunities have played a decisive role in the spread of touristic mobility to countries and destinations, with the development of elements such as railway networks, ship ports and/or large-scale airports that positively affected tourism movements. In particular, air transport had a great impact on the spread of tourism to distant countries and destinations, as well as the expansion of tourism geography.

Although geographical expansion through tourism-related mobility led to economic development in many countries and destinations, it also led to inequalities and differences between socio-economic classes. Especially during the expansion of tourism from developed countries to underdeveloped countries, foreign investments and controls caused a vicious circle of poverty in the form of "dependent development" of the economic structure in underdeveloped countries (Hunt, 1989; Potter et al., 1999). In this context, industrial core powers (e.g. tour operators), representing developed capitalist countries gathering power in their hands, started exploitation of cultural and economic resources by creating dependency models with a neo-colonial approach of developing tourism regions suitable for mass tourism in these underdeveloped countries and destinations (Wilkinson, 1987).

The platform-based expansion model aims to reveal the development and geographical expansion of the global tourism industry in line with tourist travel mobility from 1950 to 2020 in the context of Jafari's platform model (2001, 2005, 2007) and Weaver's (2006) geographical expansion model. In this model, which is put forward by the synthesis of the two models about the globalization process of tourism, the historical, structural, and geographical change and development of tourism are discussed (Table 5). In this model, which is put forward by the synthesis of two models related to the globalization process of tourism, the historical, structural and geographical development and expansion of tourism from 1950 to 2009 are discussed in the first stage. In the second stage, the development and expansion dimensions of tourism in the globalization process from 2010 to 2019 are presented in line with the approach of the two models.

Table 5. Platform Based Geographical Expansion Model

	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009	2010-2019
	414 million people	1.056 billion people	2.107 billion people	3.276 billion people	5.588 billion people	7.902 billion people	11.798 billion people
Jafari's Platform Model	Advocacy Platform		Cautionary Platform	Adaptive Platform	Knowledge-Based Platform	Public Platform	Transformational Platform
	Sustainable Mass Tourism		Unsustainable Mass Tourism	Planned Alternative Tourism	Sustainable Mass Tourism and Situational Alternative Tourism	Public Responsible Tourism	Transformational Alternative Tourism
Weaver's Geographical Expansion Model	1.Phase	2. Phase			3. Phase		4. Phase
	Travel Within and Between Developed Countries	Travel from Developed Countries to Least Developed Countries			Travel Within and Between Least Developed Countries and from Least Developed Countries to Developed Countries		Within and Between Least Developed Countries
							Within and Between Developed Countries
							Between Developed and Least Developed Countries
Platform Based Geographical Expansion Model	Advocacy Geographical Expansion		Cautionary Geographical Expansion	Adaptive Geographical Expansion	Knowledge Based Geographical Expansion	Public Based Geographical Expansion	Transformational Based Geographical Expansion

5.1. Advocacy Geographical Expansion

In the first advocacy platform, the tourism industry was defended unconditionally due to its direct and indirect income generating effects, its potential to increase job opportunities and employment by using inexhaustible local resources, as well as its income multiplier effect in the economy. According to Jafari (2001), public institutions and agencies, private businesses, trade associations and individuals were interested in the direct or indirect economic prospects of tourism. These interest groups, especially the free market forces, emphasized the labor-intensive nature of tourism industry that provides benefits to other industries beyond its activity, producing the foreign currency that the country needs and making it a suitable alternative for the country.

Placed under such an enlarged spotlight, tourism has accelerated its development and promotion in both short and long-haul destinations. There was an increase in travel and tourism activities among and within the developed countries of the period. Intracontinental expansion started to occur in the

European continent, between developed countries such as England and France, as well as intercontinental geographical expansion between countries such as North America, Australia, and New Zealand. With the use of airplanes, trains and ships for civil transport, mass (general interest) tourism type has emerged, with the travels made in groups to certain destinations. It was emphasized that the tourism industry, ensures the sustainability of the said mass tourism with the claim that these are travels and tourism activities that do not exceed the environmental and socio-cultural carrying capacity of the region. In addition, the advocacy spatial expansion represents the beginning of the process in which mass travels and spatial expansion from developed countries to underdeveloped countries have started to take place since the 1960s.

During the advocacy expansion process (from 1950 to 1970), the activities of the tourism industry, as an economic savior, were considered sustainable. Until 1960s, tourism mobility, in a form of mass tourism, was primarily within and between developed countries. After 1960, the geographical expansion process began to increase, with tourism mobility starting to spread from developed countries to less developed ones.

5.2. Cautionary Geographical Expansion

Despite its contribution to economic development, tourism began to be criticized in a low tone towards the 1960s, due to its negative activities and effects. This criticism came as a result of serious research findings and routine observations, and position of the advocacy platform began to be challenged and questioned. According to Jafari (2001) weak criticism during 1960s turned into a serious cautionary platform in the 1970s. Members of the research community, particularly interested in the preservation of culture and nature in the public and private sectors, have contributed significantly to the formation of the cautionary platform. Among the economic costs incurred in the advocacy platform process are inflation, high leakage, seasonality effect, unemployment, spread of diseases, unbalanced economic development, sensitivity to economic fluctuations, dependence on the industry, reactive demonstrations, and similar (Jafari,2001). The socio-cultural costs of the tourism industry can be defined as causing misunderstandings, stereotypes, xenophobia, social pollution, commodifying values, threatening of a family structure, causing prostitution, increasing crime cases and conflict in the host community. Although environmental problems have not been mentioned much, the destruction of resources due to excessive use and environmental pollution were also included in the context of costs.

The cautionary platform emphasized the need to implement more carefully planned and better regulated tourism strategies to avoid the negative impacts and consequences of tourism. In his Destination Life Cycle Model, Butler (1980) assumes that the tourism industry includes the environmental and socio-cultural resources that enable it to exist and nourish it, but also the seeds that can cause its poisoning and destruction for the sake of economic gains. Like the Destination Life Cycle Model, cautionary platform is not against tourism, but against unplanned and irregular tourism.

According to the representatives of this platform, the tourism industry that engages in unplanned and irregular activities, ignoring the natural and socio-cultural environment, will inevitably face unsustainable mass tourism, preventing the sustainable growth and spatial expansion of destinations. In this context, it was emphasized that the state and governmental institutions should regulate and supervise the practices of the tourism industry. With tourism industry entering the phase of rapid development and expansion during the cautionary platform, travel from developed countries to underdeveloped ones, as well as travel activities between and within developed countries, began to force and exceed the carrying capacities of countries and destinations. Since 1970s tourism was questioned in terms of environmental, socio-cultural, and economic costs that increased, as well as for the unplanned and uncontrolled growth of the tourism industry. In this context, it was claimed that the mass tourism activities have reached an unsustainable level.

5.3. Adaptive Geographical Expansion

While advocacy and cautionary platforms were concerned with the impacts of the tourism industry from the polarized perspectives, the adaptive platform that emerged in the 1980s focused on planned alternative and adapted forms of tourism that could have less negative environmental, socio-cultural, and economic consequences. Adaptive platform proposed new types of tourism that are particularly sensitive to the host communities in the destinations and their natural and socio-cultural environments, while providing alternative options and experiences to tourists. Adaptive platform advocates for alternative types of tourism that are community-centered, use local resources, are relatively easy to manage, are constructive, benefiting both host communities and tourists alike, while also improving communication between the supply and demand fronts (Jafari, 2001). In this perspective, sustainable development was accepted among international organizations, practitioners, and academics for long-term initiatives, where alternative tourism types such as ecotourism, community-based tourism and volunteer tourism were defined and promoted (Johnsen, 2015). However, the recommendations and strategies of the adaptive platform should not be expected to replace globally produced mass tourism.

This platform is also the beginning of the process in which solution proposals are developed for eliminating the negative effects caused by mass (general interest) tourism. According to adaptive platform, alternative tourism is benign, while mass tourism is a malignant type of tourism. This is because alternative tourism is a small-scale, supply-centered, planned, and organized form of tourism that uses natural resources carefully, supporting local community-oriented and locally owned businesses. In the mid-1980s ecotourism, based on protection of natural environment, emerged as an alternative tourism type.

In the process of adaptive spatial expansion towards the end of the 1980s, it was seen that there were travels from developed countries to less developed countries. However, travel movements and tourism activities on the demand side, intense touristic movements in narrow time and space,

emphasized that the natural and socio-cultural carrying capacity was exceeded. Therefore, adaptive platform emphasized planned and regular alternative tourism process that should be implemented in the countries and destinations, despite the advocacy platform's argument for sustainable mass tourism and the one of cautionary platform for unsustainable mass tourism.

5.4. Knowledge-Based Geographical Expansion

The collective positions of the advocacy, cautionary and adaptive platforms were among the main conditions and forces that fostered a range of developments in tourism thinking (Jafari, 2001). Mostly handled by members of the academic/research communities, this knowledge-based platform aimed to position itself on a scientific basis, while also bridging with the other three platforms. In this context, it does not represent the addition to other perspectives, but a rather balanced view, with the emerging information environment that supports objectivity. The structure of tourism itself was systematically examined on this platform; added it to various research fields or disciplines; differentiated its place in this broader multidisciplinary context that produced and harbored it. Platform's main purpose is to contribute to the creation of a scientific knowledge about tourism in a holistic way, not only determining the factors affecting and/or affected by tourism. It is aimed to separate it from the previous concepts designed to measure the spread of tourism's mobility or its economic size and provide clearer definitions of tourism as a total system that envisages holistic practices (Jafari, 2001).

The knowledge-based platform emerged from the 1990s to the 2000s under the influence of various factors. Among these factors, there was widespread awareness and consensus among stakeholders that the tourism industry has evolved into a massive global industry, and that alternative tourism initiatives proposed by the adaptive platform are not a viable option for many destinations (Weaver, 2006). Ideologically polarized advocacy, cautionary and adaptive platforms have put forward views based on simplistic analyzes that are limited and biased towards the increasingly evolving and complex global tourism industry. Therefore, it was argued that a knowledge-based platform, with a holistic approach that brings together scientific methods, theories, and knowledge to accurately assess the tourism industry, is required. In this framework, it cannot be said that small-scale alternative tourism is superior or alternative to large-scale mass tourism due to its nature. What is best for a destination is practice based on scientific analysis, followed by appropriate planning and management strategies (Jafari, 2001).

As stated in the third stage of Weaver's (2006) geographical expansion model, which overlaps with Jafari's (2001) knowledge-based platform era, the spread of global tourism mobility has resulted from the emergence of a significant middle class, due to the positive effects of economic development on living standard in underdeveloped countries. In this process, there were travels to developed countries as well as travels between and within the underdeveloped countries. In particular, the knowledge-based platform argued that if mass tourism is planned and managed correctly, according to scientific methods,

it will be sustainable, minimizing negative and irreversible costs. In the absence of a regulatory framework, conditional alternative tourism types, which are implemented unconsciously, unplanned, and uncontrolled at the beginning of the destination life curve, may have a negative effect on the destination, such as more concentration and turning into a worse situation. It was stated that ecotourism is not always small-scale and is often not locally owned. Moreover, Butler (1999) emphasized that alternative tourism cannot replace traditional mass tourism but can only be a partial alternative to the most extreme forms of mass tourism. According to Weaver (2006), the decision on which type of tourism to adopt for a particular destination should be taken after a comprehensive scientific analysis of the destination's characteristics.

5.5. Public Based Geographical Expansion

In the emergence of this platform, the unsustainable feature of tourism industry mentioned above is emphasized, with focus on the necessity of possible public contributions to this industry, especially in countries and destinations whose economies are dependent on tourism, and highly vulnerable in time of crises (terrorism, epidemics, and economic crises, etc.). In this context, it is stated that governments, the most important public power, should become an important phenomenon that provides public benefit as a result of the high level of income and employment opportunities provided by the tourism industry. In particular, it is stated that tourism, as a multidisciplinary scientific research field, should attach importance to views and actions that prioritize public interests by importing the concepts and methods of other scientific fields.

The public platform emphasizes that all public stakeholders such as governments, non-governmental organizations, industries other than tourism, and local people should protect tourism. With the visionary mission of tourism commissions, the public platform proposes tourism that understands the socio-cultural reasons for existence, respects natural and cultural heritage, pursues well-planned and shaped goals, gives priority to tourism forms that are compatible with the identity of destinations, and develops scenarios for predictable and unpredictable situations. Moreover, according to this platform, tourism should be considered not only as an industry in the global village, where different nations are members of the world, but also as an important field of activity that benefits the local community and connects all hosts and guests. The public platform emphasizes that sustainability in tourism, the predictable and unpredictable future cannot be achieved with traditional parameters, and considering that tourism is a socio-cultural phenomenon, economic tool, geopolitical power, and an institutionalized practice, it is too important to be left alone without guidance (Jafari, 2004).

5.6. Transformational Based Geographical Development

The global dimension of tourism, which has especially natural, socio-cultural, and economic dimensions, has increased in this process, and tourism mobility has gained a multidimensional

acceleration among all countries: within and between developed countries, within and between underdeveloped countries, as well as between developed and underdeveloped countries (Table 5).

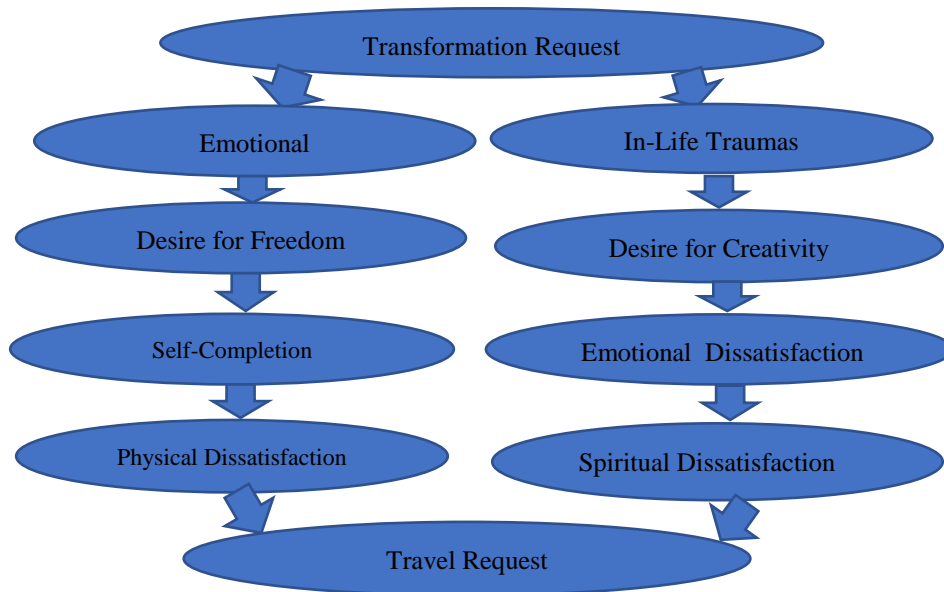
Due to the international tourism activity growing with an increasing momentum, it is generally accepted that in the tourism industry, in order to minimize the negative effects of tourism, it is necessary to turn to the supply-based tourism approach determined according to scientific data and indicators (UNWTO, 2004; WDI, 2020) instead of an unplanned and uncontrolled demand-based tourism approach. In particular, in the context of global tourism, the damages to the environment for tourism purposes, 6% of the total greenhouse gas released into the atmosphere are caused by tourism, 22% of the carbon dioxide (CO₂) released due to transportation is caused by tourism and as a result of these, global warming caused by climate change (UNWTO, 2008; UNWTO, 2019a) have played an important role in moving towards a transformational approach process in global tourism understanding.

The concept of transformation was first defined by Mezirow (1978) in an empirical study on transformational learning. The study identified the factors that hinder and facilitate the learning progress of the participants. Transformative Learning Theory, developed by Mezirow (1978), offered a plan for learning, change and growth for people who want to make life-changing changes. According to Mezirow (1978: 6), the transformational process is "the epistemology of thinking for themselves" and "redefining the world according to themselves" rather than acting according to beliefs, values and judgments formed by others. Today, Mezirow is considered to be the best-known writer and thinker on transformation (Mezirow et al., 2009; Cranton, 2006; Cranton & King, 2003). Ross (2010) defines personal transformation as a dynamic sociocultural and unique individual process; this process (a) begins with a confusing dilemma and includes choice, healing, and experience(s) of expanding consciousness towards the divine; (b) initiates a lasting change in identity structures through cognitive, psychological, physiological, emotional or spiritual experiences; and (c) the experiencer creates a constant change in the way one thinks, does, believes, or feels because of the novelty of the intersection between the experience and the experiencer's position in time.

In line with these principles, the transformation process can be defined as changing the behavior patterns of individuals, renewing their lifestyles, responding to injustices and unethical behaviors, and acting consciously against all these systems (Reisinger, 2015). In particular, being in contact with other people, communicating and connecting with different people in social environments are effective in the transformation process. Connecting and communicating with other people prepares the necessary conditions for people to question their own lives and to revive ideas about transformation. The transformation process begins for people with the need for new searches that will be in their consciousness, renewing themselves, communicating with different cultural identities, perceiving the exotic identities of other lives and completing themselves (Holland-Wade, 1998).

Kotler (1997) first introduced the term transformative travel to the scientific literature. He defined it as a process involving "the realization of something missing", driven by "intellectual curiosity", "emotional need", or "physical challenge" (Kotler, 1998: 26). In this context, there are many factors that trigger the desire for conversion as follows. Each individual becomes open to transformation by being affected by different factors according to his/her own character, business life, private life and environmental factors. However, although there are different reasons for the desire for transformation in the person himself, the factors that are basically affected for transformational travel are generally similar. In the figure 2, these elements are stated as the basic elements such as the increase in the level of emotional dissatisfaction, the desire for spiritual and physical change in themselves, the desire to complete themselves, the desire for change as a result of being influenced by different cultures, freedom and assuming a creative personality. Due to the different nature of people, it will be uncertain which or which of these elements will be affected. However, this process, which starts with the desire for transformation, will trigger transformational travel and ensure participation in transformational tourism (Reisinger, 2015).

Figure 2. The Relationship between Transformation Request and Travel Request



Source: Reisinger (2015)

On the demand side, transformative tourism is based on the concept of internal transformation or the tourist's personal perception. The tourist in question is in search of personal development that can be realized in areas such as well-being, spirituality and education during the holiday. Tourists want to return home with some personal vehicles enriched with travel experiences. In the transformational platform, it is possible for individuals to get rid of imposed and taught behaviors and attitudes, and to turn to active alternative tourism types from passive mass tourism in the context of self-actualization and self-actualization through learning and awareness. In the transformational platform process, the

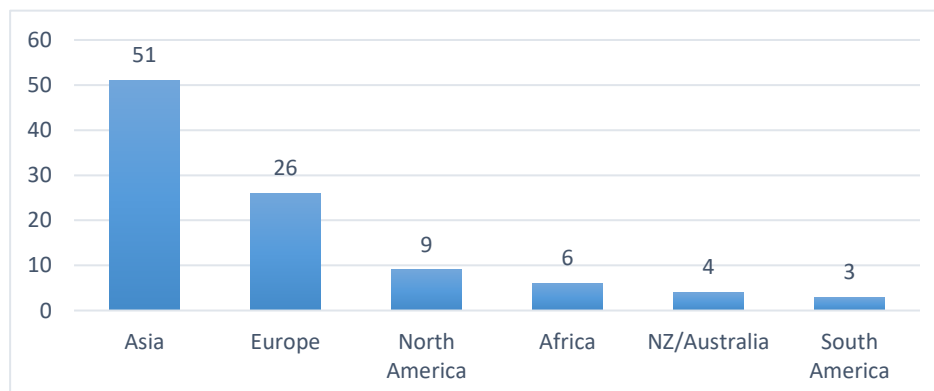
understanding of heading to exotic destinations with an ethical and responsible tourism approach and experiencing the experience of discovering new places and societies is effective. In the figure 2, people are willing to participate in travel and tourism activities in order to satisfy their impulsive travel motivations in the context of the desire for transformation in order to meet their various intangible and tangible needs.

Transformational Tourism deals with the important issue of how travel and tourism can change human behavior and have a positive impact on the world. In addition, transformational tourism, this type of tourism, which has a sustainable, participatory, and humane structure, is expressed as the whole of tourism activities for the purpose of close interaction with other cultures, self-development, filling the spiritual gap, self-realization and renewal (Morgan, 2010). Transformational tourism is a structure that has emerged as a result of the personal transformation efforts of tourists and that supports development and innovations in individual life. It means that individuals travel with the aim of renewal and change in their own selves.

This process is a socio-cultural process that supports the unsatisfied feelings of people, whether sacred, spiritual or physical, with many different touristic products. It is expressed as a unique transformation process in which the travel and holiday purposes of the tourists are clear from the very beginning and they will apply the experiences they will experience in their own lives. It is aimed to renew the sense of listening, understanding, focusing, doing, believing, and feeling of the tourists participating in this tourism activity (Robledo & Batle, 2017). The aim is to transform some emotional or physical deficiencies that individuals cannot complete or are lacking in themselves. Changes in perceptions and attitudes are the reasons for people to travel (Reisinger, 2015).

In the context of transformational tourism activities, it is understood that tourism movements towards therapeutic geographies are gradually intensifying, and the global tourism geography is expanding in this direction (Figure 3).

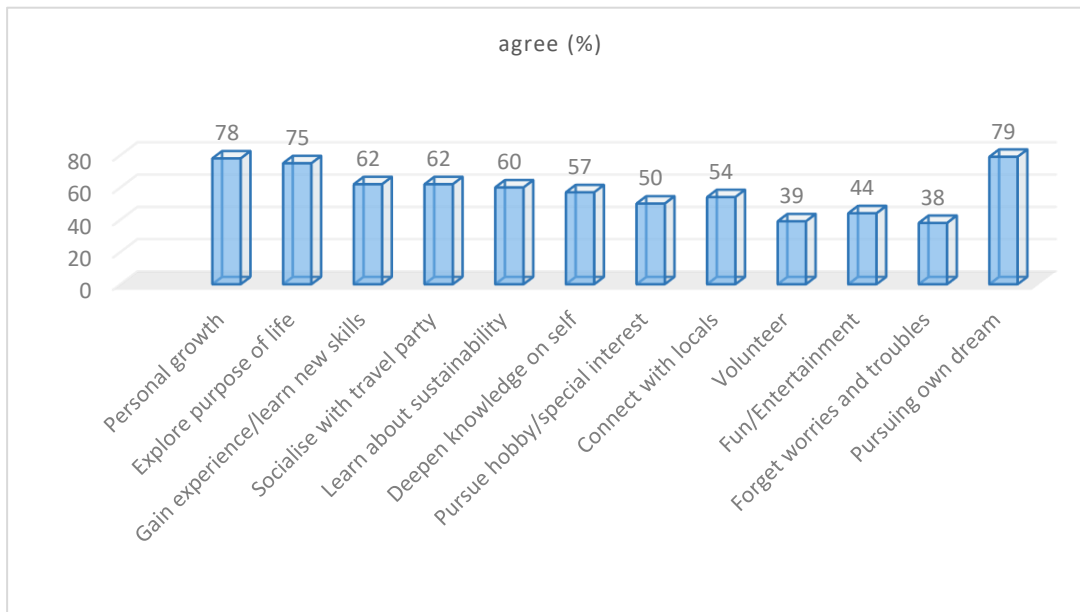
Figure 3. Destinations of the Most Transformational Travels by Regions (%)



Source: UNWTO (2016)

Transformative therapy, which we can call spiritual encounters, includes travels that include religious and spiritual dimensions. The typology, education, income, awareness and motivation level of such tourists are high. The figure shows the travel motivations of transformational tourists (Figure 4).

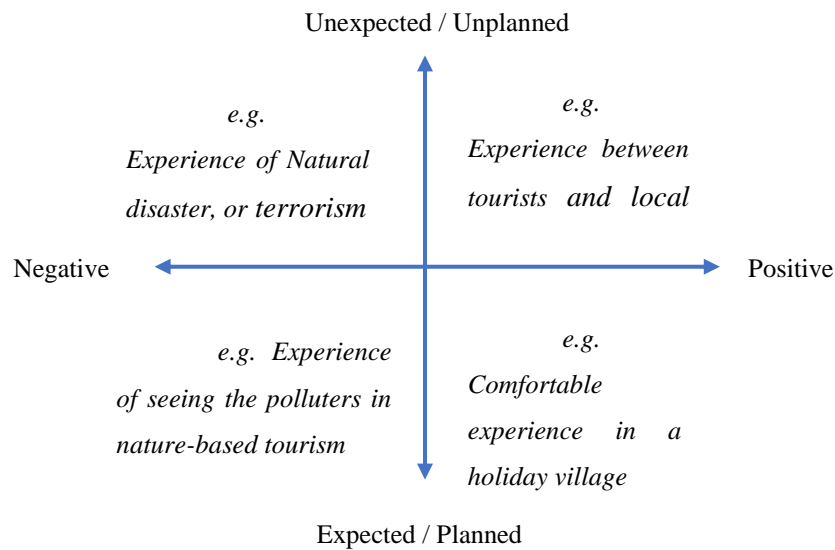
Figure 4. Travel Motivations of Transformative Tourists



Source: UNWTO (2016)

It is a type of alternative tourism created by presenting many types of tourism that exist in the past and still today to tourists. It is offered for people who are in search of different vacation preferences of tourists. Its main purpose is to provide personal transformation, including different experiences and normal tourism activities, of people who need a holiday for the purpose of self-completion, renewal and development. In addition to relieving the tiredness of the whole year during their holidays, it aims to send tourists as a new and complete person by offering many activities such as relaxation, spa, physical healing, spiritual treatment and purification, meditation, to the environments where they will return. Transformational tourism aims to renew themselves mentally and physically. With the aim of realizing this situation, it is possible to use all tourism activities, and a tourism product is put forward to increase the satisfaction level of tourists with special mental and physical programs. Tourists participating in transformational tourism activities may prefer excursions and activities that meet their intellectual curiosity, emotional and psychological needs or help create a change in their own life, allow an opportunity to find their true self, and provide a physical challenge. Figure 5 shows the typology of transformational tourist.

Figure 5. Typology of Transformational Tourist

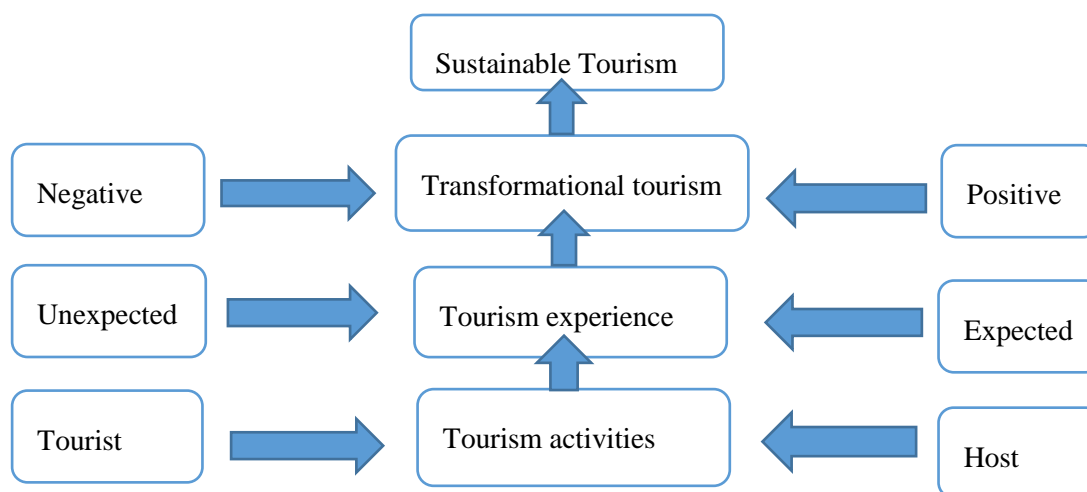


Source: Nandasena (2021)

In this process, global tourism mobility is experienced, especially from developed countries to developing countries with exotic destinations (Table 7). In addition, it is observed that the mobility of travel to both developing countries and developed countries has increased from countries experiencing economic growth such as China among developing countries. At the same time, it is seen that people living in developing countries participate in the domestic tourism movement within their own countries. Thus, there is a process of geographical expansion and expansion towards developing countries, especially in the context of tourism mobility. In global tourism, transformational tourism offers important opportunities to provide a sustainable tourism mobility that is sensitive to the natural and social environment in terms of ethics and social responsibility. Transformational tourism will contribute to the creation of a positive image of destinations that offer one or more touristic products together, which allows tourists with conscious purposes to provide experience.

In terms of supply side, this platform assumes that transformational tourism provides an important way out in the process of uncertainties due to social, economic and environmental crises that have arisen on a global and regional basis, as well as epidemics (such as Covid-19). In particular, transformational tourism evaluates tourism activities in terms of both the tourist (demand side) and the host (supply side), predicts to take a position according to the expected and unexpected experiences in these tourism activities, and proposes to develop multi-faceted strategies according to positive and negative situations in this process. In this context, transformational tourism provides significant contributions to sustainability in tourism (Figure 6).

Figure 6. Influence of Transformational Tourism Experiences to Sustainable Tourism



Source: Nandasena (2021)

6. CONCLUSIONS

Through the Platform Model, Jafari (2005) developed specific approach to evaluating development process of the tourism industry from 1950 to 2020 through different periods (advocacy, cautionary, adaptive, knowledge-based, and public). This model, which reveals the phases experienced by the rapidly and dynamically developing and globalizing tourism phenomenon in historical periods in a chronological and sociological dimension, has shed an important light on the development process of world tourism. Thanks to this light, it is an undeniable reality that it has made and will make significant contributions to the realization of more accurate and rational policies and practices regarding the sustainability of tourism in the future by evaluating the experiences of the past in terms of tourism literature with the situations experienced today with scientific methods. Applied to tourism in general, these platforms provide a useful framework for understanding the emergence and development of sustainable tourism in particular. It is important to recognize that each platform builds on previous platforms. Moreover, the emergence of each new platform does not mean that previous platforms have disappeared, or their impact has diminished, but rather emphasizes their co-existence within the contemporary global tourism sector.

In Weaver's (2006) Geographical Expansion Model, geographical expansion process of rapidly developing and increasing tourism mobility is explained. This Weaver's approach made a significant contribution to the understanding of the global, but also sustainable dimensions of tourism. In this context, the direction of tourism mobility and the extent of geographical expansion provide important contributions to the tourism literature in the context of tourism's past, current, and future geographical

expansion scenarios. In addition, Weaver (2006) also revealed the associated ideal tourism types for each platform developed by Jafari (2005), reflecting the philosophical perspective on sustainability.

With the Platform-Based Expansion Model, a synthesis approach has been put forward by analyzing the tourism policies and practices applied in the platform periods, as well as developments in the geographical expansion process. In the context of this modeled tourism mobility, the geographical expansion aspects related to the effects and results of the tourism types formed during the platforms' periods were discussed. In ensuring the sustainability of tourism, as a dynamic and globalizing industry, the platform-based expansion model is thought to contribute to the academic discussion of tourism-related platforms that emerged and will emerge in line with new developments, as well as to reveal the geographical expansion aspects of tourism mobility.

This model argues that between 2010 and 2020, individuals get rid of being alone in crowds and participate in transformational travels and tourism activities in order to realize their own existence, renew themselves and realize themselves in calm and exotic destinations. In this process, it is claimed that the orientation towards authentic, exotic and calm destinations accelerated with increasing momentum, with trips designed according to individual and unique travel routes instead of standardized package tours. At the same time, there is a touristic geographical expansion and spread towards developing countries where people with natural beauties and mystical vital beliefs and traditions live with tourism mobility that takes place in the context of transformational driving travel motivations.

According to the approach of this platform, it is thought that the perspectives of transformational platform-based tourism will be more respected after 2020 and will play a more important role in ensuring sustainability in tourism due to the Covid-19 epidemic that emerged in 2019 and quickly turned into a pandemic. In this context, future studies may contemplate on what will happen after the Covid-19 pandemics, how will tourism geographical expansion continue and in which direction, as well as how it will affect future approaches and efforts towards establishing sustainable tourism forms and development. From the available numerical data and figure, it is evident that period of the Covid-19 pandemic will be recorded in the history as a serious decreasing (or even stopping) point. It seems inevitable that the perspective of transformational tourism is needed in order to get rid of this historical economic and social breakdown process experienced in the tourism industry, as in all industries, quickly and with the least damage.

As a result, Jafari's (2001) platform model and Weaver's (2006) geographic expansion model have made important contributions to understanding the development and expansion of global sustainable tourism. This new synthesis model, which is a synthesis of these two separate models, will make an important contribution to addressing the environmental and socio-cultural sustainability of global sustainable tourism together.

The study does not necessitate Ethics Committee permission.

The study has been crafted in adherence to the principles of research and publication ethics.

The authors declare that there exists no financial conflict of interest involving any institution, organization, or individual(s) associated with the article. Furthermore, there are no conflicts of interest among the authors themselves.

The authors contributed equally to the entire process of the research.

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