

Sustainable Ecotourism Entrepreneurship: Lessons from Six Senses Fiji and the Pathway to Responsible Tourism Development in Algeria

ريادة السياحة المستدامة: دروس من نجاح «ستة سنسيز فيجي» ومسار السياحة المسؤولة في الجزائر

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Abstract

This study aims at defining and clarifying the key terms related to tourism, ecotourism, and Sustainable Ecotourism Entrepreneurship. Through an analytical approach, it tries to answer a dilemma that inquiry how does sustainable ecotourism entrepreneurship, as demonstrated by Six Senses Fiji, contribute to environmental sustainability. The research demonstrates that Sustainable Ecotourism Entrepreneurship—when guided by ethical principles, supported by effective governance, and inspired by successful case studies like Six Senses Fiji—can underpin a thriving, resilient, and equitable tourism industry. Integrating these lessons into Algerian policy and practice will help achieve lasting economic growth, environmental stewardship, and social advancement for the benefit of all stakeholders.

Key words : Ethical tourism ; Sustainable Ecotourism Entrepreneurship ; The Global Code of Ethics for Tourism ; Six Senses Fiji.

JEL Classification : L26; Q01 ; Q56.

ملخص:

تهدف هذه الدراسة إلى القاء الضوء على الممارسات الرئيسية المتعلقة بكل من السياحة، البيئية وريادة الأعمال في السياحة البيئية المستدامة. ومن خلال نهج تحليلي، تحاول الإجابة عن كيفية مساهمة ريادة الأعمال في تنمية السياحة البيئية المستدامة، وهذا من خلال تجربة *Six Senses Fiji*. أظهرت النتائج أن ريادة الأعمال في السياحة البيئية المستدامة—عندما تُسترشد بالمبادئ الأخلاقية، وتدعم بحوكمة فعالة، وتستلهم من دراسات حالة ناجحة مثل *Six Senses Fiji*—يمكن أن تدعم صناعة سياحة مزدهرة ومرنة وعادلة. كما أوصت الدراسة بضرورة دمج هذه الدروس في السياسات والممارسات الجزائرية قصد المساعدة على تحقيق نمو اقتصادي مستدام، والحفاظ على البيئة، والتقدم الاجتماعي لصالح جميع الأطراف المعنية.

كلمات مفتاحية: السياحة الأخلاقية؛ ريادة الأعمال في السياحة البيئية المستدامة؛ المدونة العالمية لأخلاقيات السياحة؛ ستة سنسيز فيجي.

تصنيفات JEL : Q56، Q01، L26

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INTRODUCTION:

Tourism is one of the fastest-growing sectors worldwide, significantly contributing to global economic development. However, conventional tourism often results in adverse environmental and socio-cultural impacts, calling for more responsible and sustainable approaches. One such approach gaining prominence is Sustainable Ecotourism Entrepreneurship—a form of tourism business that integrates environmental conservation, community engagement, and economic viability. Sustainable ecotourism entrepreneurship involves developing and managing tourism ventures that protect natural resources, respect cultural heritage, and generate socioeconomic benefits for local communities, while ensuring long-term business sustainability.

This research explores the concept of sustainable ecotourism entrepreneurship by first defining and contextualizing tourism and ecotourism. It then examines a practical and successful example through the case study of Six Senses Fiji, a pioneering solar-powered luxury resort that employs comprehensive sustainability measures, including renewable energy use, rainwater capture, waste reduction, and local community involvement. This case provides a concrete basis to analyze how sustainable ecotourism ventures can balance ecological integrity with entrepreneurial success.

Research Question

How does sustainable ecotourism entrepreneurship, as demonstrated by Six Senses Fiji, contribute to environmental sustainability, community empowerment, and economic development in the tourism sector?

This research paper aims to:

- Define and clarify the key terms related to tourism, ecotourism, and sustainable ecotourism entrepreneurship.
- Examine the principles and components that constitute sustainable ecotourism entrepreneurship.
- Analyze the case of Six Senses Fiji to understand how sustainability is integrated into luxury tourism entrepreneurship.
- Evaluate the environmental, economic, and social impacts of sustainable ecotourism ventures.
- Propose recommendations to enhance the sustainability and scalability of ecotourism entrepreneurship globally.

Importance of the Research

As tourism continues to expand, its environmental footprint and social implications grow more critical. This research addresses the essential need to identify business models that promote conservation, benefit local communities, and ensure profitability. By focusing on the intersection of sustainability and entrepreneurship, the study contributes to theoretical knowledge and provides practical insights for tourism operators, policymakers, and stakeholders striving to create resilient, socially responsible, and environmentally friendly tourism enterprises. The spotlight on Six Senses Fiji offers a replicable example capable of inspiring similar initiatives worldwide.

Structure of the Research Paper

Introduction – Context, problem statement, and significance.

- Conceptual Framework – Definitions and review of tourism, ecotourism, and sustainable ecotourism entrepreneurship.

- Case Study: Six Senses Fiji – Detailed analysis of sustainability practices and entrepreneurial strategies.

- Findings and Discussion – Environmental, economic, and social impacts derived from the case.

- Recommendations and Conclusion – Suggestions for future research and practice, summarizing key takeaways.

Methodology

This research adopts a qualitative case study approach, focusing on Six Senses Fiji as a best-practice example of sustainable ecotourism entrepreneurship. Data collection involves:

- Reviewing secondary sources including academic literature, corporate sustainability reports, tourism databases, and reputable online resources.

- Analyzing environmental, economic, and social impact data related to the resort's operations.

- Synthesizing findings to discern patterns and insights relevant to sustainable entrepreneurship in ecotourism.

The case study method allows for an in-depth understanding of the complex dynamics that sustain ecotourism enterprises, providing rich contextual data for comprehensive analysis.

1- Theoretical framework

1-1 Definition of tourism

Tourism as a concept is very complex, its analysis calls upon several scientific and philosophical disciplines. But, it's better to provide definitions of the World Tourism Organization, the United Nations Statistical Commission and some definitions of different authors. According to the universal dictionary of the 19th century which admits that the tourist is a person who travels solely for pleasure (A.K. Bhatia, 2006).

The World Tourism Organization defines tourism as a social, cultural, and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, professional, or business purposes. These people are called visitors (and may be tourists or day-trippers, residents or non-residents), and tourism refers to their activities, some of which involve tourism expenditure (A. Nair, 2025).

W. Hunziker sees tourism as all relationships and phenomena that result from the movement of people and their stays outside their place of origin, provided that this movement is not undertaken for emigration or paid employment (R. Sharpley & D. Telfer, 2015).

According to Herman von Schullard Tourism is the term that refers to the following processes: in particular, economic operations that relate to the entry and expansion of foreigners into and out of a specific region (L. Plessis & P. Merwe, 2014).

Joffre Dumarzedier defined tourism as "a set of concerns abused by a person for self-entertainment or for the development of his information or for social participation or to develop his creative abilities freely, after liberation from his professional, family, social obligations" (G.Lohmann & A. Netto, 2016).

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The definition of the French National Institute of Statistics and Economic Studies INSEE is not far from the previous definitions it sees that "Tourism includes the activities carried out by people during their travels and stays in places located outside their usual environment for a consecutive period not exceeding one year for leisure purposes, for business and other reasons not related to the exercise of a remunerated activity in the place visited (E. Recchi & M.Safi, 2024).

Tourism is "a system of actors, practices and places whose purpose is the recreation of individuals by moving outside their usual living spaces, involving the temporary inhabitation of other places. Tourism is neither an activity nor a practice, an actor or a space or an institution: it is the whole put into a system. And this system includes: tourists, places, territories and tourist networks, market, practices, laws, values and the interplay of other social institutions (Clara S. Petrillo & Luciana Lazzeretti).

Therefore, it can be said that tourism is multidisciplinary, and its defining aspects vary depending on the professional perspective of those formulating their opinions (Caron, Valette, Wassenaar, D'Eeckenbrugge, & Papazian, 2017):

- Economists emphasize the economic nature of the causes and effects of tourism, based on its dependence on a certain level of income and economic potential.
- Geographers consider tourism to be associated, through its location, with the terrain, climate, and environmental characteristics of a territory.
- Sociologists see tourism as a corollary of societal evolution and a response to social changes in the ways people spend their leisure time.
- Psychologists explain the tourism phenomenon by people's need to escape the constraints imposed by daily life or by their desire to establish new contacts, in order to alleviate the feeling of alienation specific to modern life.

1-2 The tourist

1-2-1 Definition

The importance of the tourist in tourism activity is emphasized, stating that tourism is a process that depends essentially on demand, which implies that the development of this sector is closely linked to meeting the needs and expectations of tourists. Where without tourists there is no tourism industry (Melo, Natário, Biscaia, & Marques, 2021).

The United Nations Statistical Commission defines a tourist as "any person who travels to a country other than that in which they have their usual place of residence, for any reason other than to exercise a remunerated profession in the country itself" (Smith Stephen, 2014).

Cazes (1989) considers the tourist as a stranger because he can be defined differently depending on the duration of his trip, the reason for his trip (Babb, 2011).

The tourist is also a "person who travels for pleasure, or for cultural purposes, visiting certain places for their interest, for the beauty of the landscape" he is also "any person traveling outside his usual environment for a duration of at least one night, and a year at most" (Rohit Manglik, 2023).

For the UNWTO (World Tourism Organization), a tourist is either a visitor or a traveler. Visitors include tourists - counted based on overnight stays - and same-day visitors - day-trippers - counted by questionnaires, business statistics, and other individual research. A traveler is a person "who moves between two or more countries or between two or more localities within his or her country of usual residence" (A. Nair, 2025).

The tourism sector has become increasingly important as a factor in development, contributing to GDP, employment, etc. As a result, governments have paid increasing attention

to the development of this sector. It is hoped that by helping to create jobs and increase incomes, this development will contribute to reducing poverty (Fossati & Panella, 2012).

1-2-2 Tourism's contribution to economic development:

Over the past fifty years, tourism has become one of the most important economic sectors in the world. Representing approximately 9% of global GDP and providing over 200 million jobs.

Tourism directly and indirectly generates an increase in economic activity in the places visited (and beyond), mainly due to the demand for goods and services that must be produced and supplied.

The tourism sector can be a powerful engine of economic development in many developing countries. It is likely to have strong multiplier and knock-on effects on the rest of the economy. In fact, it creates many jobs, particularly unskilled or semi-skilled jobs. Given the diversity of the tourism industry, it is difficult to assess all its effects in the field of employment, given the numerous activities involved: reception, transport, accommodation, leisure, agencies and other administrative or para-administrative services, financial, health, etc., to which are added all the sectors supplying tourism companies: construction, agriculture, manufacturing industries, processing industries.

- Tourism is one of the most dynamic economic sectors in many developed and developing countries, with a wide range of upstream and downstream effects on other economic activities through a very broad and diversified value chain;

- The extent to which tourism revenues, including foreign exchange, are used to finance infrastructure development, support local businesses, particularly small and medium-sized enterprises (SMEs), and develop the skills and institutions needed to create a vibrant local economy;

- The policies and strategies adopted by governments and the extent to which they encourage increased domestic and foreign investment in tourism and transfer of technology and know-how, promote labor-intensive activities, and target areas where poor people live and work;

- National efforts to ensure that tourism activities are carried out sustainably and meet economic, social, and environmental objectives (United Nations Conference on Trade and Development, 2013).

1-3 From sustainable development to sustainable tourism

1-3-1 Sustainable development:

A vast body of economic literature has proposed definitions of sustainable development. According to the Brundtland Report of the World Commission on Environment and Development (1987), sustainable development is defined as "the ability of present generations to meet their needs without compromising the ability of future generations to meet their own needs" (Borowy, 2013).

After Capron and Quairel-Lanoizelée (2007) (Capron. M & Quairel Lanoizelée, 2007) consider this concept as being "an objective which aims to meet the needs of all humanity, by preserving the conditions for the reproduction of nature (ecological concern), in social relations of equity allowing peace and social cohesion to be ensured (social and societal expectations). This is also translated by the formula working towards a livable world, on a viable planet, with an equitable society."

More comprehensively, sustainable development can be understood as a "Rule of moderation of international scope which requires States and economic actors, in the pursuit of satisfying the needs of the present, not to compromise, for future generations. The possibility of satisfying their own, a pact on the future from which arise, among other duties, the obligation to respect the environment, to safeguard the biological balance, (the obligation) to ensure the

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renewal of energy resources, more generally to protect the fate of populations in the long term" (Information Resources Management Association, 2017).

The principle of sustainable development emphasizes the issue of equity in terms of access to wealth-generating resources and the distribution of the costs and benefits of development, not only between the individuals and groups that make up today's society (intra-generational equity), but also between the current and future generations (intergenerational equity) (Klaus Bosselmann, 2016).

According to the Rio Conference and the development of AGENDA 21 on sustainable development, addressing the following key points (Banse, Nelson, & Parodi, 2011):

- social and economic dimensions: reducing disparities in the standard of living and quality of life of populations around the world,
- conservation and management of resources for development: transferring knowledge and wealth, including natural resources, from one generation to the next and preserving or improving the quality of the natural environment,
- strengthening the role of key groups (women, youth, indigenous peoples, NGOs, local authorities, unions, commerce, scientific and technical research, farmers),
- mobilizing financial, technical, educational and scientific, institutional, legal, and information resources.

According to the authors Châtaigner Jean-Marc, Caron Patrick the sustainable development objectives of the 2030 AGENDA are as follows (Caron & Châtaigner, 2017):

Ensure healthy lives and promote well-being for all at all ages; Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all; Achieve gender equality and empower all women and girls; End poverty in all its forms everywhere; End poverty, achieve food security and improved nutrition and promote sustainable agriculture; Ensure access to and sustainable management of water and sanitation; Reduce inequalities within and among countries. Make cities and human settlements inclusive, safe, resilient and sustainable; Ensure sustainable consumption and production patterns. Ensure access to affordable, reliable, sustainable and modern energy for all. Promote sustainable and inclusive economic growth, employment and decent work for all; Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation. Take urgent action to combat climate change and its impacts. Promote peaceful and inclusive societies for sustainable development; Provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

1-3-2 sustainable tourism

There are numerous definitions of sustainable tourism, highlighting the multiple concerns of researchers to maintain a stable and satisfactory economic status for society.

In a document entitled Ecotourism and nature tourism, guidelines and action plan 2003-2008; Sustainable tourism today meets the needs of tourists and the regions that host them while protecting and improving resources for the future (Hill & Gale, 2009).

Sustainable tourism involves the integrated management of all resources to meet economic, social and aesthetic needs while preserving cultural integrity, essential ecological processes, biological diversity and the living environment. Sustainable tourism involves the ways of doing, managing and developing that are adopted and implemented by tourism operators (Hill & Gale, 2009).

The World Tourism Organization defines sustainable tourism as: "management of all resources in such a way that economic, social and aesthetic needs are met while respecting the cultural and environmental integrity of the host territories, their biological diversity and the living environment" (Demir, Machnik-Kekesi, Walker, & Kelly, 2024).

Another simpler definition from Line Bergery: “Tourism that takes full account of its current and future economic, social and environmental impacts, by meeting the needs of visitors, professionals, the environment and host communities” (Demir, Machnik-Kekesi, Walker, & Kelly, 2024).

Therefore, we can say that sustainable tourism consists of applying the principles of sustainable development to all forms of tourism. It is therefore a question of ensuring socio-cultural and ecological balances while promoting the economic development of destinations and tourism businesses. Moreover, the safeguarding and even protection of natural resources and cultural heritage occupies a fundamental place in the strategy for promoting tourism resources and potential (Demir, Machnik-Kekesi, Walker, & Kelly, 2024).

- Sustainable tourism takes into account:

Optimal exploitation of environmental resources, which constitute a key element of tourism development, preserving essential ecological processes and helping to safeguard biodiversity; Respecting the socio-cultural authenticity of host communities, conserving cultural assets (built and living) and their traditional values, and contributing to intercultural understanding and tolerance; ensuring long-term, viable economic activity that provides all stakeholders with equitably distributed socio-economic benefits, including stable employment, profit opportunities, and social services for host communities (Anna Spenceley, 2021).

1-3-3 Forms of sustainable tourism

Forms of Sustainable Tourism All the forms of tourism currently discussed, often referred to as alternative, revolve around the concept of sustainable development and tourism, each emphasizing a particular aspect (Pforr, Weaver, & Hughes, 2015):

A. Fair Trade Tourism: Generally associated with North-South relations, this type of tourism is inspired by the principles of fair trade. It ensures that local communities are involved in tourism services and benefit from the economic spin-offs, in order to enable them to improve their living conditions. For this reason, fair trade tourism assumes an equitable sharing of benefits, so that tourism becomes a favorable and real factor of economic and social cohesion between peoples and territories.

B. Ecotourism: It is mainly linked to forms of tourism practiced in natural environments and to the notion of learning. In accordance with the recent characteristics retained by the UNWTO and UNEP, ecotourism can be described as a form of tourism which aims to discover a natural environment while preserving its integrity, which includes an activity of interpretation of the natural or cultural components of the environment (educational component), which promotes an attitude of respect towards the environment, which is based on notions of sustainable development and which brings positive socio-economic benefits to local communities.

C. Solidarity tourism: This tourism focuses on the relationship between people, between visitors and those visited, and on the notion of solidarity, where tourists contribute to improving the living conditions of the communities they visit. Through their travel, tourists support development initiatives, participate in financing a social project, or can even act as volunteers within the framework of a specific program.

D. Responsible tourism: This type of tourism, also called ethical tourism, refers to the social awareness and travel style of the tourist. The so-called responsible tourist is called upon to adopt behavior that aims to respect the cultural values of the populations visited, as well as their natural and inhabited environment. With this in mind, decision-making bodies and businesses can also be stakeholders in responsible tourism, both in terms of their development policies and their products.

E. Social Tourism: According to the International Bureau of Social Tourism (BITS), this concept refers to programs, achievements and actions aimed at making the right to

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vacations and accessibility to tourism effective for all groups of the population, including young people, families, retirees, the disabled, and people with low incomes.

F. Rural tourism or Agritourism : This refers to tourism taking place in rural areas, often in relation to local stakeholders such as farmers. In terms of accommodation and catering, the term refers to farm camping, rural gîtes, farm inns, bed and breakfasts, etc. Rural tourism highlights the discovery of a region and local products as well as outdoor activities (hiking, horse riding, swimming, etc.).

1-3-4 Sustainable tourism objectives

More specifically, the UNWTO and UNEP have identified 12 objectives for sustainable tourism, which are stated as follows (Koščak & O'Rourke, 2023):

Economic viability: To ensure the viability and competitiveness of tourism destinations and businesses, so that they can continue to thrive and generate long-term profits.

Local prosperity: To maximize the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally.

Quality of employment: To strengthen the number and quality of local jobs created and supported by tourism, including the level of remuneration, conditions of service and availability to all, without discrimination based on sex, race, disability or other means.

Social Equity: To achieve widespread distribution of the economic and social benefits of tourism throughout the beneficiary community, including the improvement of opportunities, products and services available to the poor.

Visitor Satisfaction: To ensure a satisfying, safe, and rewarding visitor experience that is accessible to all without discrimination based on gender, race, disability, or other means.

Local control: engaging and empowering local communities in planning and decision-making regarding the management development and future of tourism in their region, in consultation with other stakeholders.

Community well-being: To maintain and strengthen the quality of life of local communities, including social structures and access to resources, facilities and life support systems, avoiding any form of social degradation or exploitation.

Cultural wealth: respect and promote the historical heritage, cultural authenticity, traditions and particularities of host communities.

Physical integrity: To maintain and improve the quality of landscapes, urban and rural, and avoid physical and visual degradation of the environment

Biological diversity: To support the conservation of natural areas, habitats and wildlife, and to minimize their damage.

Resource efficiency: To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.

Environmental Purity: To minimize air, water and land pollution, waste production by tourism businesses and visitors.

2- Ethical tourism in light of the global code of ethics for tourism

2-1 Global code of ethics for tourism

Aiming to promote responsible and sustainable tourism, accessible to all, within the framework of everyone's right to use their free time for leisure or travel, and respecting the societal choices of all peoples.

2-1-1 Ethics' Definition

Ethics concerns a variety of fields, but is above all the business of each individual who, through their education and culture, has acquired principles, morals, and values; there is therefore certainly no total consensus on ethics (Hildt, Laas, & Davis, 2022).

Bordieau gives us a very broad definition of ethics: for him, "ethics is a conglomeration of symbols, myths, values, practices, and representations that support and regulate individual

and collective daily life. They are implicit norms, predispositions to social exchanges that make possible the fulfillment of roles, the exercise of power, and the actualization of values by social agents. Ethics leaves its mark on attitudes, behaviors, power relations, and the exchange of material or even symbolic goods, and it constitutes the generating principle of a societal identity" (Hildt, Laas, & Davis, 2022).

2-1-2 Code of ethics' definition

A code of ethics is defined by some researchers as follows: (1) Messages by which companies hope to shape employee behavior and effect change through explicit statements of desired behavior. (2) A brief set of ethical principles expressed in a compelling manner. (3) Statements of an organization's norms and beliefs.

(4) An attempt to deliberately influence or control the ethical dimensions of organizational members' behavior.

(5) A systematized set of norms and principles that defines ethical behavior appropriate to a profession. Norms and principles are determined by moral values (Hildt, Laas, & Davis, 2022).

2-2 Definition of ethical tourism

Before defining ethical tourism, we must clarify what an ethical code is from a tourism perspective. In tourism, theorists have argued that codes, as indicated above, are designed to change the way visitors act—and to further reinforce good behavior. Authors Caruana, Glozer, Crane, and McCabe define ethical tourism as “a broad range of tourist interactions that interact with and benefit local communities and minimize negative social and environmental impacts.” The concept of ethical tourism attempts to find common ground with tourists to ensure that their vacation impact on the environment, culture, and host community is positive. While there is debate over what ethical tourism is, this form of tourism is the result of a response to the harsh exploitation and observed tourist practices. Malone, McCabe, and Smith simply describe ethical tourism as "a pleasure-seeking activity." While there are a variety of definitions, the common thread running through them is that ethical tourism and travel have a positive impact on the destination visited (Bianchi & Stephenson, 2014).

2-3 The principles of the global code of ethics for tourism

The World Tourism Organization (UNWTO) has attempted to take the lead on this issue and has committed to a fairer industry through its Global Code of Ethics for Tourism. This Code can be interpreted as a framework for the responsible and sustainable development of global tourism. The Global Code of Ethics for Tourism, developed between 1997 and 1999, marks an even more decisive step in the promotion of sustainable tourism on a global scale. This general code was adopted by the UNWTO General Assembly in 1999.

Having a code of ethics allows individuals to understand what is acceptable or unacceptable behavior. They derive from ethical orientation which denotes a sense of intended or unintended outcomes. The Global Tourism Code is structured around ten articles, which are (Hall, Scott, & Gossling, 2015):

Article 1: Tourism's contribution to mutual understanding and respect between people and societies

- Understanding and promoting the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples, and recognize their value.- Tourism activities should be carried out in harmony with the attributes and traditions of the host regions and countries and in compliance with their laws, practices and customs.- Host communities, on the one hand, and local professionals, on the other, should become familiar with the tourists who visit them and respect them and learn about their

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lifestyles, tastes and expectations; education and training provided to professionals contribute to a warm welcome.- It is the responsibility of public authorities to ensure the protection of tourists and visitors and their property; they must pay particular attention to the safety of foreign tourists because of their particular vulnerability; they should facilitate the establishment of specific means of information, prevention, security, insurance and assistance adapted to their needs; any attack, assault, kidnapping or threat against tourists or workers in the tourism industry, as well as the deliberate destruction of tourist facilities or elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws.- While traveling, tourists and visitors must not commit any criminal act or any act considered criminal by the laws of the country visited and refrain from any behavior deemed offensive or harmful by the local populations, or likely to harm the local environment; they should refrain from any trafficking in illicit drugs, weapons, antiques, protected species and products and substances that are dangerous or prohibited by national regulations. - Tourists and visitors have the responsibility to familiarize themselves, even before their departure, with the characteristics of the countries they are about to visit; They should be aware of the health and safety risks inherent in any travel outside their usual environment and behave in a way that minimizes these risks.

Article 2: Tourism, a vehicle for individual and collective development

- Tourism, an activity most frequently associated with rest and relaxation, sport, and access to culture and nature, should be planned and practiced as a privileged means of individual and collective development; when practiced with a sufficiently open mind, it is an irreplaceable factor in self-education, mutual tolerance, and learning about the legitimate differences between peoples and cultures and their diversity.- Tourism activities should respect equality between men and women; they should promote human rights and, in particular, the individual rights of the most vulnerable groups, including children, the elderly, the disabled, ethnic minorities, and indigenous peoples.

Article 3: Tourism as a factor in sustainable development

- All stakeholders in tourism development should safeguard the natural environment with a view to achieving healthy, continuous, and sustainable economic growth aimed at equitably meeting the needs and aspirations of present and future generations.- All forms of tourism development conducive to saving scarce and precious resources, particularly water and energy, while avoiding waste production as much as possible, should be favored and encouraged by national, regional, and local public authorities.- Staggering tourist and visitor flows in time and space, particularly those resulting from paid holidays and school vacations, and a more even distribution of vacations should be sought in order to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy.

- Tourism infrastructure should be designed and tourism activities planned in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered wildlife species; Tourism development stakeholders, and in particular professionals, should agree to impose limitations or constraints on their activities when these are carried out in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, suitable for the creation of nature reserves or protected areas.

Article 4: Tourism, a user of humanity's cultural heritage and contributing to its enrichment

- Tourism resources belong to the common heritage of humanity; the communities in whose territory they are located have special rights and obligations towards them.- Tourism policies and activities should be conducted with respect for the artistic, archaeological, and cultural heritage, which they should protect and transmit to future generations; particular attention should be paid to the preservation and upgrading of monuments, sanctuaries, and

museums, as well as archaeological and historical sites, which must be widely open to tourists; public access to cultural property and private monuments should be encouraged, while respecting the rights of their owners, as well as to religious buildings, without prejudice to the normal needs of worship.

Article 5: Tourism as a beneficial activity for host countries and communities

- Local populations should be involved in tourism activities and share equitably in the economic, social, and cultural benefits they generate, including the resulting direct and indirect job creation.

- Tourism policies should be implemented in a manner that contributes to raising the standard of living of the populations of the regions visited and meets their needs; the planning, architectural approach, and operation of tourist resorts and accommodations should aim to integrate them, as far as possible, into the local economic and social fabric; where skills are equal, priority should be given to local labor.

- Particular attention should be paid to the specific problems of coastal areas and island territories, and vulnerable rural or mountainous regions, for which tourism often represents a rare development opportunity in the face of the decline of traditional economic activities. - Tourism professionals, particularly investors, governed by regulations issued by public authorities, should carry out impact studies of their development projects on the environment and the natural surroundings; they should also provide, with the greatest transparency and objectivity, information on their future programs and their foreseeable repercussions and encourage dialogue on their content with the populations concerned.

Article 6: Obligations of Tourism Development Actors;

Article 7: Right to Tourism;

Article 8: Freedom of Tourist Movement;

Article 9: Rights of Workers and Entrepreneurs in the Tourism Industry;

Article 10: Implementation of the Principles of the Global Code of Ethics for Tourism;

Author Butler suggests that ethical tourism is a theme that has been developed, primarily by the Global North, in response to global concerns about the impact of mass tourism and an attempt to manage tourism for the benefit of all stakeholders. He draws on the literature on sustainable development and emphasizes the importance of limiting the negative impact of tourism on destinations while maintaining positive economic benefits for host populations.

3- Case study : Six Senses Fiji as a Model of sustainable tourism

The prospects of sustainable ecotourism entrepreneurship worldwide by 2030 are very promising, driven by increasing global demand for responsible travel, environmental awareness, and government support. By 2030, sustainable tourism will transition from an emerging trend into the core of a globally adaptable and responsible travel ecosystem. Travelers—especially solo and conscious travelers—will actively seek experiences that align with their values, favoring low carbon footprints, positive community impact, and sustainable practices. Technology will play a vital role by enabling personalized sustainability measures, transparent eco-certifications, and innovative solutions like AI route optimization and blockchain for traceability. This will foster collaboration across tourism, logistics, technology, finance, and public sectors to create regenerative and circular tourism models (Rosato , Caputo, Valente, & Pizzi, 2021) .

Market growth is robust, with the global ecotourism market projected to soar from about USD 186 billion in 2021 to over USD 665 billion by 2030, growing at a compound annual growth rate of around 15%. Key drivers include immersive travel preferences, outdoor recreation, rising environmental consciousness, and government policies that prioritize eco-friendly and low-emission tourism practices. For instance, the Europe sustainable ecotourism market alone is expected to reach USD 34.5 billion by 2030, led by countries like Germany,

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France, and the UK which invest heavily in green infrastructure and eco-certification programs (Rosato, Caputo, Valente, & Pizzi, 2021).

3-1 Best examples of sustainable ecotourism entrepreneurship

- **Bhutan:** Controls tourism through regulated visitor policies that preserve local culture and environment, promoting high-value low-impact tourism (UNWTO & UNDP report, 2017).
- **Six Senses Fiji:** A solar-powered luxury resort using rainwater capture, local community involvement, and waste reduction methods to minimize environmental footprint (Mowery, 2023).
- **Mdumbi Backpackers, South Africa:** A community-run lodge integrated with local amaXhosa culture that promotes energy efficiency, solar power, and poverty reduction through tourism benefits shared with local stakeholders (UNWTO & UNDP report, 2017).
- **Costa Rica:** Leading eco-lodges and guided tours that emphasize community ownership and conservation efforts, successfully integrating biodiversity preservation with economic development (UNWTO & UNDP report, 2017).
- **Galápagos Islands:** Strict regulation and limited visitor numbers ensure protection of unique ecosystems, with tourism revenues funding conservation (O'Hara, 2024).

3-2 Case of Six Senses Fiji as ecotourism entrepreneurship

Six Senses Fiji is a solar-powered luxury resort on Malolo Island that combines advanced sustainability measures with community engagement to minimize its environmental footprint while delivering a high-end guest experience. Below is a detailed overview of its key statistical indicators, economic impact, and environmental outcomes based on recent data up to 2025 (Mowery, 2023).

3-2-1 Key Sustainability and Environmental Statistics until 2024

- **Solar Energy Generation:** The resort generated approximately 219,099 kilowatt-hours (kWh) of solar electricity in 2024, powering nearly all of its operations through the largest solar microgrid in Fiji with Tesla battery storage.
- **Waste Management:** In 2024, Six Senses Fiji diverted nearly 150 metric tons (149,948 kg) of waste from landfill via recycling and composting programs, illustrating a robust circular waste strategy.
- **Plastic Reduction:** By using reusable glass bottles onsite, the resort avoided the use of 84,319 plastic bottles in 2024, helping reduce single-use plastic pollution.
- **Water Conservation & Rainwater Capture:** The resort operates an onsite desalination plant for freshwater and employs rainwater harvesting and greywater reuse systems for irrigation and low-impact water use.
- **Biodiversity and Ecosystem Restoration:**
 - ✓ Planted 400 native trees on 5,000 m² of restored forest habitat dedicated to protecting the critically endangered Fijian Crested Iguana (population grew from 17 in 2018 to 40 in 2025).
 - ✓ Coral reef conservation efforts resulted in 480 coral fragments outplanted in 2024 as part of ongoing marine restoration.

- **Organic Farm and Local Produce:** The onsite organic farm produced 1,087 kg of fresh organic vegetables and 10,097 organic eggs from free-range chickens in 2024, reducing the need for imports and supporting local food security.

3-2-2 Economic Impact and Community Engagement

- **Employment:**
The resort employs over 130 local Fijians, representing approximately 95% of its workforce, fostering local job creation and skill development within the hospitality sector.
- **Revenue Contribution:** Positioned as a 5-star luxury resort, nightly villa rates range approximately between \$938 and \$4,841 USD, attracting markets willing to pay premiums for sustainable luxury, further driving Fiji's upscale tourism sector recovery and growth.
- **Sustainability Fund:** Approximately 0.5% of the resort's revenue is reinvested into community development projects, including clean water access, school supplies, and reforestation, ensuring the local population benefits from tourism growth.
- **Local Sourcing & Economic Linkages:** Over 90% of produce and supplies are sourced locally, supporting Fijian farmers and artisans, including the use of local materials for construction and handicrafts for guest services, thereby generating secondary economic multipliers.

3-2-3 Environmental and Social Achievements

- **Energy Efficiency & Carbon Footprint Reduction:** The resort's solar microgrid and energy-efficient design have cut conventional energy use drastically. About 25-100% of electricity needs are met by solar power, depending on the data year cited (recently moving toward 100%).
- **Zero-Waste Commitment:** Waste is minimized via composting, recycling, and onsite innovations—such as repurposing coffee grounds into spa products—and onsite water bottling reduces plastic use, maintaining a strong circular economy model.
- **Conservation Outcomes:** The rehabilitation of native forests and protection of endangered species like the Fijian Crested Iguana contribute directly to Fiji's biodiversity preservation targets and enhance ecosystem resilience.

Then, Key Sustainability and Environmental Statistics can be summarized in the table 01 as following.

Table 01 :Summary of Key Indicators (2024 Data)

Indicator	Value/Description
Solar Electricity Generated	219,099 kWh
Waste Diverted from Landfill	149,948 kg (approx. 150 metric tons)
Plastic Bottles Avoided	84,319 bottles
Native Forest Restored	5,000 m ² + additional 0.5 ha "green belt"
Coral Fragments Planted	480 fragments
Organic Produce Yield	1,087 kg of vegetables
Organic Eggs Production	10,097 eggs
Local Employment	130+ local Fijians (95% workforce)
Contribution to Community Projects	0.5% of resort revenue
Villa Nightly Rate Range	\$938 - \$4,841 USD

Source : (Mowery, 2023)

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Six Senses Fiji demonstrates how luxury ecotourism entrepreneurship can simultaneously deliver strong economic benefits, advance social development, and yield measurable environmental improvements through innovation and local integration. Its extensive use of solar energy and water reuse systems lowers carbon and water footprints while ecosystem restoration protects native biodiversity. By embedding local employment and sourcing into its operations, the resort fosters inclusive growth, making it a global benchmark in sustainable hospitality.

Six Senses Fiji exemplifies a luxury ecotourism venture that successfully integrates:

- Strong economic benefits with high local employment and community reinvestment.
- Advanced environmental stewardship through solar energy, waste reduction, biodiversity restoration, and water conservation.
- Sustainable development goals by empowering local communities, protecting endangered species, and minimizing ecological footprints while providing high-end travel experiences.

The resort stands as a global benchmark for solar-powered luxury resorts blending ecological responsibility with economic viability and social inclusion.

4- Results Discussion

4-1 Environmental Sustainability

- **Solar-Powered Operations:** The resort boasts Fiji's largest solar microgrid with Tesla battery storage, generating approximately 219,099 kWh of solar electricity in 2024. This significantly reduces dependence on fossil fuels and cuts the resort's carbon footprint.
- **Water Conservation:** It employs rainwater harvesting, efficient water fixtures, greywater reuse, and desalination for freshwater supply, minimizing water waste.
- **Waste Management:** With a rigorous zero-waste philosophy, Six Senses Fiji diverted about 150 metric tons of waste from landfill in 2024 by recycling, composting organic waste, and innovatively repurposing materials (e.g., coffee grounds into spa products). It also avoided the use of 84,319 plastic bottles by replacing them with reusable glass alternatives.
- **Biodiversity Conservation:** The resort restored 5,000 m² of native forest and expanded its "Green Belt" ecological reserve by an additional 0.5 hectares, supporting endangered species like the critically endangered Fijian Crested Iguana, whose population in the resort area increased from 17 in 2018 to 40 in 2025. It also outplanted 480 coral fragments in reef restoration efforts.

4-2 Economic Impact and Entrepreneurship

- **Community Employment:** Over 130 local Fijians make up about 95% of the resort's workforce, fostering local employment and skill development in sustainable hospitality.
- **Local Sourcing and Self-Sufficiency:** The resort sources over 90% of its produce and materials locally, supported by its organic farm producing 1,087 kg of vegetables and 10,097 free-range organic eggs in 2024. This limits imports, strengthens local supply chains, and supports local farmers and artisans.
- **Revenue Reinvestment:** Approximately 0.5% of the resort's revenue goes into a Sustainability Fund that finances community projects such as education, health, clean water access, and biodiversity conservation on Malolo Island.

- High-End Sustainable Luxury: Targeting eco-conscious travelers, villa rates range from \$938 to \$4,841 per night, demonstrating the viability of profitable entrepreneurship through sustainable luxury offerings.

4-3 Social and Cultural Benefits

- Local Community Engagement: Six Senses Fiji predominantly employs Fijians, provides sustainability training, offers internships, and promotes local crafts through its gift shop. This empowers the community economically and culturally.
- Guest Education and Awareness: Through initiatives such as “The Earth Lab” and sustainability tours, guests are educated on environmental and social impacts, fostering responsible tourism practices.

Six Senses Fiji exemplifies Sustainable Ecotourism Entrepreneurship by successfully combining:

- Advanced renewable energy use and resource conservation,
- Strong local community participation and economic empowerment,
- Financial viability through luxury market positioning,
- Active ecosystem restoration and biodiversity protection, and
- Education and transparency around sustainability practices.

This holistic approach not only minimizes environmental impacts and preserves local culture but also drives economic development and innovation in the tourism sector, embodying the principles of responsible and sustainable entrepreneurship in ecotourism.

The findings demonstrated that Six Senses Fiji has effectively merged sustainability into its luxury business model. Environmentally, the resort's solar microgrid generated 219,099 kWh in 2024, whereas waste diversion efforts kept 150 metric tons from landfill and eliminated over 84,000 plastic bottles. The recovery of the critically endangered Fijian Crested Iguana—from 17 individuals in 2018 to 40 in 2025—proves that private sector conservation can yield measurable results when consistently pursued.

From the economic and social standpoint, the resort demonstrates that profitability and responsibility can coexist. With 95% local employment and over 90% of produce sourced locally, economic benefits keep within the community. The reinvestment of 0.5% of revenue into local projects further strengthens this commitment. By combining high-end pricing with veritable environmental stewardship and community engagement, Six Senses Fiji presents a replicable model for sustainable tourism that challenges the supposition that luxury and sustainability are incompatible.

5- Beneficial Lessons for Algeria

5-1 Leverage Unique Natural and Cultural Assets

- Algeria possesses some of Africa's and the Mediterranean's most spectacular landscapes, such as the Sahara Desert, Mediterranean coastline, and UNESCO World Heritage sites like Tassili n'Ajjer National Park.
- Lesson: Develop tailored packages that highlight these assets, offer authentic experiences, and showcase Algeria's rich culture and natural wonders.

5-2 Invest in Sustainable Infrastructure

- Horizon 2025 and recent investment booms have targeted expansion and upgrading of accommodation and tourist facilities, with over 582 new projects and 70,000 additional beds expected by 2025.

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- Lesson: Ensure new infrastructure follows international standards of eco-design (renewable energy, waste management, water conservation) and prioritizes sustainability certifications.

5-3 Empower Local Communities & SMEs

- Ecotourism is most effective when it sustains local livelihoods and involves communities in tourism operations—from guiding and hospitality to providing local products and crafts.
- Lesson: Foster entrepreneurship by supporting local start-ups, SMEs, and women's cooperatives in tourism and handicrafts through training, micro-loans, and inclusion in tourism supply chains.

5-4 Promote Eco-Tourism and Diversification

- Algeria has begun developing eco-tourism spots and eco-lodges, especially in national parks and rural regions. Adventure tourism (trekking, camel safaris, birdwatching, etc.) can diversify the offer.
- Lesson: Encourage tour operators to adopt ecotourism principles—environmental conservation, cultural respect, and economic benefit sharing—and market these to both local and international tourists.

5-5 Facilitate Sustainable Tourism Entrepreneurship

- International workshops and incubation programs (such as ECO CRUISING FUTOUR, ESAA green innovation) are providing networking, mentoring, and business model support for sustainable tourism enterprises in Algeria.
- Lesson: Scale up these initiatives, establish eco-innovation hubs, and simplify regulatory, tax, and licensing processes to encourage sustainable start-ups.

5-6 Modernize Marketing & Digital Platforms

- Algeria hosts SITEV, a fair focusing on innovation and best practices, with a dedicated space for start-ups and digital solutions to improve tourist experience.
- Lesson: Invest in digital booking, reviews, and marketing platforms, integrate with international tourism networks, and use data to target high-value eco-tourism markets.

5-7 Set Policies and Support Systems

- Collaboration with the UNWTO ensures alignment with global standards, reliable statistics, and ongoing quality assessments in hospitality and tourism services.
- Lesson: Continue partnering with international organizations to upgrade standards, implement monitoring systems, and benchmark progress toward achieving sustainable tourism development goals.

5-8 Key Takeaways

If Algeria implements these lessons—focused on sustainability, innovation, and community engagement—it can:

- Strengthen its competitive tourism offer,
- Enhance the resilience of local economies,
- Safeguard natural and cultural heritage,
- Position itself as a leading destination for sustainable and ecotourism in North Africa.

Conclusion

In light of the sustained growth and transformation of the global tourism industry, and its far-reaching positive impacts on developing countries—including increased monetary resources, reduced unemployment, growth in foreign investment, rising public wellbeing, enhanced resident incomes, and progress toward sustainable development—it is vital to orient tourism practices toward sustainability and ethics, in line with the World Tourism Organization’s Global Code of Ethics for Tourism. This research has illustrated the nature and dimensions of Sustainable Ecotourism Entrepreneurship by analyzing key concepts and by providing a concrete, international case study: Six Senses Fiji.

Our study underscored several important findings:

- Public and private sector actors in tourism must work together to ensure the effective implementation of ethical principles and sustainability standards, such as those outlined in the Global Code of Ethics for Tourism, and rigorously monitor compliance.
- All tourism development stakeholders should recognize the critical role of international bodies—foremost the World Tourism Organization—as well as specialized NGOs in advancing responsible tourism, defending human rights, protecting environmental resources, and safeguarding public health, all in accordance with general principles of international law.
- Stakeholders are encouraged to resolve ethical and regulatory disputes through impartial mediation by the Global Committee on Tourism Ethics, promoting fair and constructive outcomes.
- WTO member and non-member states alike should formally acknowledge and adopt the principles of the Global Code of Ethics for Tourism, using them to guide their national policy and regulatory frameworks, and report compliance and implementation measures to the Global Committee.
- Tourism businesses and organizations, regardless of their WTO affiliation, should integrate relevant provisions of the Code into contracts, codes of conduct, and professional standards, and proactively share their ethical practices with oversight bodies.

Critically, the in-depth case study of Six Senses Fiji provides tangible proof that sustainable ecotourism entrepreneurship is both achievable and beneficial. Six Senses Fiji operates as a solar-powered, luxury resort leveraging rainwater capture, rigorous waste reduction, strong local employment, and biodiversity protection. Its exemplary approach delivers:

- Significant economic benefits: employing 130+ local Fijians (with 95% of workforce local), supporting local suppliers (over 90% of produce sourced locally), reinvesting 0.5% of revenues into community projects, and attracting high-value eco-luxury tourism revenue.
- Measurable environmental results: generating 219,099 kWh of solar power per year, diverting 150 metric tons of waste from landfill, restoring 5,000m² of native forest, and meaningfully increasing endangered Fijian Crested Iguana populations.
- Social empowerment: through staff training, inclusive governance, guest education on environmental and ethical practices, and meaningful partnerships with local artisans and conservation initiatives.

Such outcomes demonstrate that integrating ethical guidelines, sustainability strategies, and entrepreneurial innovation leads to responsible tourism and community resilience.

Recommendations

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- Sustainable, ethical, and responsible tourism requires rational management of environmental, social, and economic impacts, based on continuous monitoring, high standards, and prompt intervention. All stakeholders across authority, business, community, and visitor levels must actively coordinate their efforts and reinforce jointly defined programs.
- Algeria should draw on global best practices—like those demonstrated by Six Senses Fiji—by adopting the Global Code of Ethics for Tourism, developing its own national ethical tourism framework, and tailoring this to harness its unique natural and cultural heritage.
- Algeria's tourism sector should incentivize local entrepreneurship in ecotourism by increasing training opportunities, supporting innovation, simplifying regulatory hurdles, and ensuring access to financial and technical resources.
- Promotion of authentic, community-led experiences will not only enrich Algeria's tourism offer but also distribute benefits more equitably, fostering both economic and social sustainability.
- Establishment of robust regulatory, monitoring, and reporting mechanisms, alongside effective public-private-community partnerships, is essential for the success and integrity of Algeria's evolving tourism sector.

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