Chapter 12
Select the Best Place for Regenerative Practices in Tourism by Using the Fuzzy MABAC Method

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ABSTRACT

Selecting the ideal location for regenerative tourism is vital for environmental preservation and sustainable progress. Destination choice significantly impacts regenerative initiatives' effectiveness, affecting ecological benefits and socio-economic outcomes. A well-selected site fosters ecosystem restoration and positive engagement with indigenous communities, leveraging tourism as a force for biodiversity preservation, carbon capture, and local empowerment. In this chapter, the fuzzy multi-attributive border approximation area comparison (MABAC) approach is utilized to select the optimal site for regenerative tourism initiatives, considering six criteria each with five alternatives and input from three decision-makers. Normalization occurs after forming the initial decision matrix, followed by weight normalization. Performance index and rank are determined using the fuzzy multi-attributive border approximation area comparison (MABAC) procedure. Ultimately, after careful evaluation and consideration, it becomes evident that the fifth alternative stands out as the most suitable location for implementing regenerative practices in the field of tourism.

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INTRODUCTION

Traveling for pleasure or work is known as tourism, and it includes a variety of experiences and activities that promote cross-cultural understanding, economic expansion, and personal development. There are a plethora of options provided by tourism for people to discover new places, extend their horizons, and make lifelong memories, from sampling foreign cuisine to touring historical buildings. The capacity of tourism to promote respect and knowledge of other cultures is among its most important features. Travelers are exposed to a variety of customs, languages, and lifestyles when they visit foreign places, which fosters empathy and tolerance among people from different backgrounds. Visitors learn about various worldviews and lifestyles via encounters with local people, which fosters a sense of connectivity and global citizenship.

The purpose of this chapter is to identify the optimal location for implementing regenerative practices within the tourism sector, employing the fuzzy MABAC (Multi-Attributive Border Approximation area Comparison) method. The objective is to systematically evaluate potential sites based on various criteria and determine the most suitable place for integrating regenerative practices in tourism. Through the application of the fuzzy MABAC method, this chapter aims to provide a structured approach to decision-making, considering the complex and uncertain nature of selecting the best location for regenerative tourism initiatives.

The primary research questions (RQ) that served as the basis for this study are as follows:

- RQ1: What are the primary difficulties facing the Regenerative Practices in Tourism?
- RQ2: What connections exist between these difficulties?
- RQ3: Why do we choose to best place for regenerative practices in tourism using this specific Fuzzy MABAC approach?
- RQ4: How could this research contribute to the tourism sector?

The subsequent research objectives (RO) will help this book chapter address the aforementioned research questions.

- RO1: Identify the key challenges to get a good place for Tourism.
- RO2: Determine the relationship between these challenges.
- RO3: Provide the benefits of using this particular fuzzy MABAC technique.
- RO4: Provide implications of this study.