

**Title:** A Conceptual Framework for Sustainable Development of Marijuana Tourism

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**Abstract:**

The legalization of marijuana for recreational use in various localities around the globe has been driven by an economic rationale of enriching tourism products, attracting a new segment of marijuana users, and profiting from a new product that can be taxed separately. Accordingly, marijuana-based tourism is often presented as a means to revitalize the local tourism economy and advance locals' quality of life. Based on the growing literature on the development of this type of tourism, this presentation seeks to offer a threefold conceptual framework for sustainable development of this market: first, the cultivation of local and authentic marijuana products; second, a special taxation on marijuana-related products that goes directly to fill the needs of the local community; and third, the economic and educational support of local entrepreneurs in the marijuana market as a means for creating a localized market. Given the growing competition that seems to be arising in the global marijuana market, this threefold strategy should be considered by destinations that seek to utilize the legalization of recreational marijuana as a tourism development strategy.

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