

2019

A Conceptual Framework for Sustainable Development of Marijuana Tourism

Yaniv Belhassen

Ben-Gurion University of the Negev, Israel

Follow this and additional works at: <https://digitalcommons.library.tru.ca/cts-proceedings>

 Part of the [Tourism and Travel Commons](#)

Recommended Citation

Belhassen, Yaniv (2019) "A Conceptual Framework for Sustainable Development of Marijuana Tourism," *Critical Tourism Studies Proceedings*: Vol. 2019 , Article 82.

Available at: <https://digitalcommons.library.tru.ca/cts-proceedings/vol2019/iss1/82>

This Abstract is brought to you for free and open access by Digital Commons @ TRU Library. It has been accepted for inclusion in Critical Tourism Studies Proceedings by an authorized editor of Digital Commons @ TRU Library. For more information, please contact apaterson@tru.ca.

CTS 2019

Title: A Conceptual Framework for Sustainable Development of Marijuana Tourism

Author:

Yaniv Belhassen

Ben-Gurion University of the Negev, Israel

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.
