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| **Economic Benefits** | |
| **host** | **Visitor** |
| Job creation and a diversified economy | Competitive enterprises and tourism |
| Economic cohesion and wealth  (high yield/revenue) | Quality product  (value for money) |

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| **Environmental benefits** | |
| **host** | **Visitor** |
| Conservation/ management of natural and cultural resources | Unpoint scenery and nature, access to cultural heritage |
| Environmentally friendly production and consumption patterns | Activities compatible with nature/ culture |

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| **Social benefits** | |
| **host** | **Visitor** |
| Job supply (e.g. Inclusion, equal opportunities) | Peace, relaxation, well-being, intellectual stimulation |
| Social cohesion and social justice | Personal contact and intercultural exchange (leading to peace, knowledge, education) |

**(The benefits of Sustainable Tourism)**