

**Review Article**

**The Dark Side of Global Tourism: Unsustainable, Supercharged Commercialism, and Limited of the TBL**

*Küresel Turizmin Karanlık Yüzü: Sürdürülemez, Aşırı Ticari Yaklaşım ve Üçlü Sorumluluk Yaklaşımının Sınırlılıkları*

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**Abstract**

*Climate change has been one of the most challenging and controversial topics in recent years despite the tons of studies, projects and developed sustainability criteria around the globe. A correlation exists between human activities and the decline in environmental quality as well as the depletion of renewable and finite resources. The growth of the tourism industry in global trade substantially elevates greenhouse gas emissions and underscores the pressing necessity for sustainable production and consumption practices. This observation necessitates a thorough analysis of the core motivations for production and consumption, encompassing human greed, ideological factors, and perspectives from sociology and philosophy. This study seeks to examine the interconnections among climate neutrality, sustainable production, and sustainable consumption using a critical conceptual approach. The investigation utilizes relevant papers and books assessed by critical evaluation techniques. Research reveals that sustainability efforts in the tourism industry frequently have a symbolic purpose, that Triple Bottom Line objectives (3P: People-Planet-Profit) encounter systemic limitations, and that insufficient understanding and irrational approaches and practices considerably impedes environmentally friendly production and use behaviors. The sustainability approach seeks to employ efficient methods to cultivate environmentally conscious choices in production and consumption, thereby mitigating the tourism industry's adverse effects on the environment. This study combines theoretical perspectives from social sciences to present a critical conceptual framework for sustainable tourism development by establishing a foundation for more comprehensive policy and practice recommendations.*

**Keywords:** Global Tourism, Sustainable Consumption, Sustainable Production, TBL, Climate neutrality, Overtourism

**Öz**

*Son yıllarda küresel düzeyde çok sayıda yapılan araştırmaya, projeye ve sürdürülebilirlikle ilgili geliştirilen kriterlere rağmen iklim değişikliği en zorlu ve tartışmalı konulardan biri olmuştur. İnsan faaliyetleri ile çevre kalitesinin düşüşü ile yenilenebilir ve sınırlı kaynakların tükenmesi arasında bir korelasyon bulunmaktadır. Küresel ticarete turizm endüstrisinin büyümesi, sera gazı emisyonlarını önemli ölçüde artırmakta ve bu durum da acil olarak sürdürülebilir üretim ve tüketim uygulamaları zorunluluğunu doğurmaktadır. Bu saptama; insan doğasının açgözlülüğü, ideolojik faktörler, sosyolojik ve felsefi bakış açılarını da kapsayan üretim ve tüketimin temel motivasyonlarının kapsamlı bir analizini gerektirmektedir. Bu çalışma, iklim nötrlüğü, sürdürülebilir üretim ve sürdürülebilir tüketim arasındaki bağlantıları eleştirel kavramsal bir yaklaşım kullanarak incelemeyi amaçlamaktadır. Araştırma, eleştirel değerlendirme tekniklerini kullanan ilgili makale ve kitaplardan*

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yararlanmaktadır. Araştırma, turizm endüstrisindeki sürdürülebilirlik çabalarının sıklıkla sembolik bir amaca sahip olduğunu, Üçlü Sorumluluk Yaklaşımlarının (Toplum-Çevre-Kâr) sistematik sınırlamalarla karşılaştığını ve yetersiz kavrayışın ve irrasyonel yaklaşım ve eylemlerin çevre dostu üretim ve kullanım davranışlarını önemli ölçüde engellediğini ortaya koymaktadır. Sürdürülebilirlik yaklaşımı, üretim ve tüketimde çevreye duyarlı seçimleri teşvik etmek için verimlilik odaklı ve etkili yöntemler kullanmayı ve böylece turizm endüstrisinin çevre üzerindeki olumsuz etkilerini azaltmayı amaçlamaktadır. Bu çalışma, sürdürülebilir turizmin gelişimi ve sağlıklı biçimde uygulanabilmesi için sosyal bilimlerden teorik perspektifleri sentezleyerek daha kapsamlı ve yerinde politika ve uygulama önerilerine temel oluşturmak üzere eleştirel bir analitik çerçeveye sunmaktadır.

**Anahtar Kelimeler:** Küresel Turizm, Sürdürülebilir Tüketim, Sürdürülebilir Üretim, TBL, İklim Nötrlüğü, Aşırı Turizm

## 1. Introduction

While industrial revolutions offer various advantages, such as financial abundance, enhanced manufacturing methods and improved quality of life, industrialization has been a primary contributor to the environmental challenges faced by all living organisms today (Mehta et al., 2021). Escalated human activities, characterized by unregulated and unsustainable consumption and production processes that is triggered by the industrial revolution, significantly contribute to the degradation of precious and finite natural resources (Brown et al., 2021; Gang et al., 2014; Magazzino et al., 2022; Piguet, 2022).

People have been traveling for centuries, and they all need places to stay, visit, enjoy and excitement (Dani et al., 2021). The tourism industry provides several services for visitors, such as lodging, guidance, food, and beverages for the travelers (Hassanli & Ashwell, 2020; Kattiyapornpong et al., 2023; Quan & Wang, 2004). The tourism industry, as a service-based function, benefits local, regional, national, and global economies by generating employment opportunities and balancing trade in imports and exports (Aynalem et al., 2016).

Nevertheless, the influence of the accommodation sector extends beyond economic outcomes. Providing a safe, comfortable place for the customers is fundamentally important for industry. Additionally, the tourism industry, including accommodation, is increasingly focusing on sustainability due to changing consumer preferences (Akbaba, 2024). Tourism activities, even though they are service based, seriously and critically affect the sustainability goals that focus on economic, sociocultural, and environmental outcomes. Both the industrial and service industries including tourism industry contribute a certain quantity of greenhouse gases to the atmosphere during the production of goods or services (Bader, 2005; Ritchie, 2020b).

Contemporary literature has examined unsustainable human practices in almost all sectors (Roberts et al., 2023). Research indicates that climate change is directly linked to the production and consumption cycle. While most studies highlight the influence of industrialization on climate change issues, some contend that excessive consumption also contributes to ecological disturbance. Moreover, unlike climate neutrality, climate change and related topics have gained significant attention from scholars across various disciplines (Piguet, 2022; Zalasiewicz & Williams, 2021; Zhou, 2021). Hence, the current touristic literature has an extensive body of knowledge about the impact of touristic activities on the environmental outcomes of sustainability (Elmo et al., 2020; Novianti et al., 2022; Yuce, 2023). Despite its emergence, the concept of climate neutrality has not received much attention, especially in tourism literature. There is a lack of sufficient information about how and to what extent the accommodation industry balances its carbon footprint. It is vital to identify the unsustainable practices that trigger the depletion of natural resources and cause social dilemmas, cultural erosion, and economic inequality.

On the other hand, it is also important to discover sustainable practices during the production and consumption process for climate neutrality (Yüce, 2025). Therefore, this paper examines strategies for achieving sustainable tourism development goals through the implementation of sustainable practices in two key areas: production and consumption. These two fundamental concepts are also significantly crucial for all nations around the world. According to *the United Nations Sustainable Development Goals (SDGs)*, particularly *Goal 12 (Responsible Consumption and Production)* and *Goal 13 (Climate Action)*, emphasize the necessity of transitioning toward low-impact tourism models. Therefore, it is essential to examine how consumption and production practices are jeopardizing the future of the Earth's finite resources.

Moreover, a lot of research has been done on sustainability, and TBL has been addressed in literature. The Triple Bottom Line concept, despite its widespread application, frequently overlooks human nature and cultural factors, resulting in unexpected repercussions in destination management. Nevertheless, there is limited research available that elaborates the topic via various perspectives of sociology, philosophy, and human behavioral variables. This conceptual study examines these shortcomings by rigorously evaluating secondary data and current literature to investigate potential consequences for sustainable production and consumption in tourism.

This study employed a qualitative critical interpretivist paradigm and a multidisciplinary approach to address the highlighted constraints and research gaps in the literature by analyzing secondary sources from various databases, including Google Scholar, ResearchGate, and Emerald Publishing. The primary data was categorized and chosen according to its relevancy to the core concepts of this research study. This study aimed to achieve its core goal through many terms. Multiple keywords were discerned, such as “Triple Bottom Line,” “greed,” “awareness,” “consumption,” “production,” “capitalism,” and “Marxism.” I ensured that sources were published between 2000 and 2025; nevertheless, due to the historical context of the political and philosophical discussions, I had to incorporate older sources. This study seeks to elucidate the overuse of sustainability in conjunction with philosophy, mythology, and political science literature, rather than developing a limited sample. This study also sought to reduce reliance on conference papers and internet sources. The only resources that are directly pertinent to the concept and primary objective of this study will be considered reliable.

This study did not yield new empirical data; rather, it aimed to elucidate the basis of critical ecosystem-related issues by synthesizing political ideologies with mythological and philosophical interpretations. All collected data is analyzed critically to discern the fundamental factors that drive humans' propensity for excessive consumption behavior. This study diverges from prior academic research in multiple aspects, offering novel insights, particularly about the structural challenge of TBL. As a coder triangulation in the field, an expert independently assessed the study's key concepts and topics to attain impartiality and guarantee analytical dependability. Additionally, by recording the choice of content, code choice, and theme development, a comprehensive audit trail has been put in place to ensure the transparency and repeatability of interpretation decisions. Finally, in order to decrease reflexivity as a researcher, I had to make sure that I set away all of my prior insights, expectations, and beliefs.

This study is among the first to highlight the influence of insatiable human appetites and power-driven incentives on the degradation of sustainability outcomes. Yet, this critical paper comes with constraints, including temporal limitations and the lack of field studies. Reliance on recent research could cause issues because the viewpoints of the researchers might not be sufficiently objective. This study does not seek to generate generalizable empirical evidence; rather, it provides conceptual depth and critical insight through a discerning viewpoint. However, the critical interpretivist paradigm enabled us to generate a methodologically coherent product that aligned with the study's ultimate objective.

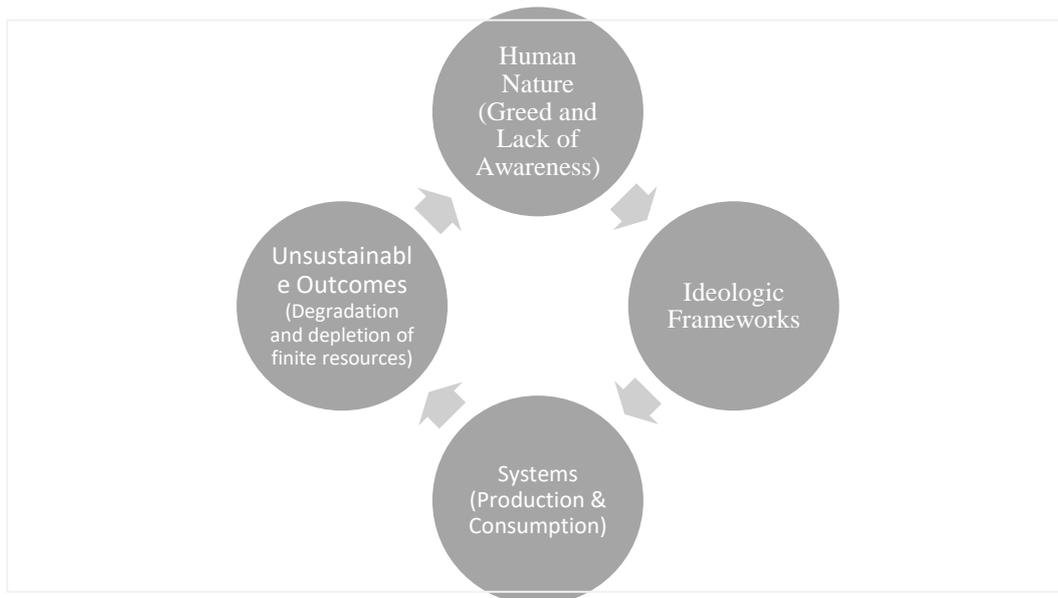
This study has been divided into two principal sections. In the initial section, I will attempt to construct a theoretical framework from multiple perspectives, including mythology and certain political ideologies, by interrogating contemporary epistemology in the field of sustainability. In the following part, I will underline the significance of sustainable consumption and production practices, specifically within the accommodation sector. This section will also cite other prominent philosophers.

## **2. Theoretical Framework**

Despite the increasing significance of sustainability discourse (Cha et al., 2024; Suanpang et al., 2022; Yuce, 2023), it remains mostly restricted to anthropocentric frameworks and fails to catalyze meaningful change. The existing literature on TBL and sustainability is deficient in sociological and philosophical depth; specifically, the influence of human traits such as greed and ignorance in production and consumption cycles has not been well addressed. This study seeks to rigorously analyze the notions of climatic neutrality, sustainable production, and sustainable consumption through the lenses of human nature, ideology, and system dynamics. This paper asserts that humanity creates unsustainable production-consumption cycles through ideological frameworks that prioritize their own interests as shown on figure 1. The eternal cycle of unsustainability demonstrates that any ideological framework

fosters increasing trends in production and consumption, resulting in unsustainable consequences such as resource degradation and depletion, as well as the destabilization of sociocultural norms and values.

There is a parallel relationship between human activities and climate change. When humans behave responsibly and respect geographical relationships, their actions have a positive and significant impact on the environment (Ahmed & Wang, 2019; Trenberth, 2018; Wang et al., 2016). Wang et al. (2016) provides evidence that climate change has influenced the human activities. On the other hand, if humans disregard the value of the environment, sociocultural activities, and economic activities and act unresponsively, their actions can significantly contribute to environmental depletion (Trenberth, 2018).



**Figure 1: The Eternal Cycle of Unsustainability**

Overproduction and overconsumption, two fundamental factors of climate change, can have severe detrimental impacts on ecosystems if not conducted responsibly and sustainably (Stuart et al., 2020; Sturman et al., 2017). These two factors significantly and dramatically influence the direction of climate change. While the production end solely concentrates on generating more revenue through increased sales, this indicates a dramatic increase in negative impacts. Conversely, by prioritizing environmentally friendly practices such as implementing energy and water efficiency systems, the production and consumption cycle is considered to be acting in an environmentally friendly manner (Dolnicar, 2020; Omer, 2017; Phuyal et al., 2023). Those involved in the supply and demand cycle who demonstrate ecological consciousness in their production and consumption practices will significantly benefit from reduced greenhouse gas emissions into the atmosphere. In other words, their approach is crucial for achieving climate neutrality goals (Elavarasan et al., 2022; Geden & Schenuit, 2019; Yüce, 2025).

In light of the considerable concerns posed by climate change, a multidisciplinary approach has thoroughly investigated sustainability, identifying humans as the exclusive biological organism. Kidd (1992) asserts that Nathaniel Shaler, a geology professor at Harvard, “was perhaps the first to emphasize the moral obligation of each generation to heed the needs of future generations.”

The term ‘future generations’ is frequently employed in notions of sustainability. WCED (1987) defines sustainability development as “...development that meets the needs of the present without compromising the ability of future generations to meet their own needs...” (Ruggerio, 2021). Besides the WCED, the majority of studies characterize sustainability as ‘maintaining the ecosystem for present and future generations. These concepts not only dismiss and devalue the inherent right to life of other animals, but they also neglect to acknowledge our existence within a habitat. *In this study, we do not only argue for or concentrate on human living situations in our discourse on sustainability. We assert*

*that all beings possess the right to exist, and no human endeavor should undermine their chances of survival. The primary issue jeopardizing present and future species is human activity.* Endangering the capacity, opportunity, and rights of all living things is intrinsically linked to insatiable and unrestrained greed. Therefore, this study defines sustainability as the capacity to engage ethically across all phases of the consumption and production process without jeopardizing the environment and biodiversity.

## **2.1. Greed and exploitation**

Greed has a rich historical basis, including philosophy, literature and mythology (Fox, 2022; Freedman, 2009; Höpfl, 2004). Arthur Schopenhauer, a prominent philosopher, revealed a profound observation regarding human nature: “life swings like a pendulum between pain and boredom; in fact, these are its ultimate constituents” (Fox, 2022). Freedman (2009) stated that, “While the objects of greedy desire are always physical, the motivation is always mental. This is why avarice is a truer rendering of greed than gluttony or lust. Avarice is never satisfied. The hunger of the mind, unlike the hunger of the body, cannot be satisfied, even briefly, with food or sex.” We can trace the history of uncontrolled and unregulated consumption of objects or wealth, particularly natural ones, back to ancient times. The tale elucidates the inherent greed of mortals, whose hunger and thirst remain perpetually unquenched. The initial myth involves Demeter and Erysichthon (Höpfl, 2004)8), whereas the subsequent myth pertains to the Olympian Gods and the Greek legendary character Tantalus (Pitto & Schinaia, 2020). These narratives conclude with severe retributions imposed on mankind.

As a matter of fact, there are sufficient natural resources to meet the needs of all living beings, but not to satisfy greed. Despite being ascribed to Mahatma Gandhi, there is no verifiable verbal or written evidence for the following quotation. Yet, a source cited it as: “Earth provides enough to satisfy every man's needs, but not every man's greed”(Kenyalang, 1999). The quote emphasizes that human selfishness catalyzes severe environmental crises, jeopardizing the life of all living beings in the long term. Today, driven by insatiable thirst and avarice, organizations, including international institutions, nations, and non-governmental entities, seek to formulate strategies to mitigate their unsustainable practices and excessive material desires to avert potential consequences. Increased demand for a good or service requires the allocation of additional resources to satisfy consumption requirements. We refer to this as the exploitation of natural resources (Cabrales, 2023) to meet the heightened consumption patterns of humans. On the other hand, industrialization is a crucial component of this study, given the inextricable link between production and consumption.

Cabrales (2023), citing Camp and Daugherty (1991), characterizes natural resources as “natural objects, materials, organisms, or energy that humanity can exploit.” (Cabrales, 2023) defines the exploitation of natural resources as the extraction of an environmental resource from its original location. In this study, environmental exploitation denotes the self-serving and avaricious misuse of limited natural resources, devoid of accountability or regard for the potential hazards to other life forms on Earth. Greed is fundamentally ingrained in human nature that drive uncontrollable consumption desire (de Vries, 2016; Wang & Murnighan, 2011). The exploitation of natural resources may be inherent to a corrupt political system (Williams & Le Billon, 2017). Amundsen (1999) characterizes political corruption as “corruption involving political decision-makers.” Individuals who exploit their public authority protect those who violate natural resource regulations (Amundsen, 1999). Corrupt activities may provide short-term advantages to a minority. In the long term, corrupt activities can weaken resource management strategies, diminish tax collection, harm the environment, erode faith in the state, and increase socio-economic inequality (Amundsen, 1999). The political philosophies of capitalism, liberalism, and Marxism are tightly intertwined and impact these concepts significantly.

## **2.2. Sustainability, tourism industry and political ideologies**

To achieve sustainability goals, organizations, institutions, corporations, and authorities must focus on the *four* fundamental pillars of sustainability which are economic, sociocultural and environmental assets (Hassanli & Ashwell, 2020). These include economic stability for all, conserving sociocultural values, and natural assets for future generations. Disregarding any of these components will impede the achievement of sustainability. Tourism industry must proactively address these three aspects to mitigate adverse effects and enhance advantages for all stakeholders, including *non-human animals*. Consequently, the principal aim of this study is to determine the degree to which the tourism industry

complies with sustainability standards. However, there is a raised question: To what extent does the tourism industry operate?

Unsustainable production methods may stem from different sources; nonetheless, it is clear that the pursuit of immense status and power significantly contributes to fulfilling egocentric and hedonistic desires rather than ecological ones. Hence, it is important to explore the relationship between ideological approaches and societal structures prior to exploring sustainable production and consumption. Comprehending the fundamental elements will enable *us* to discern the underlying factors contributing to excessive consumption and production, which therefore result in the exploitation of natural and human resources. Consequently, this study concisely examined various political ideologies without surpassing its limitations.

Numerous societal facets, encompassing belief systems and economic trajectories, significantly impact political methodologies (Crawford & Lijphart, 1997). In feudalism, individuals were not concerned with the exchange of products, as their lords supplied all necessities (Pryor, 1980). Conversely, capitalism can be characterized as the mechanism that converts people into commodities, emphasizing the rampant and ruthless exploitation of both natural and human resources (Migone, 2007; Siddiqui, 2023; Zukerfeld, 2017). Capitalism promotes excessive consumption of things, resulting in unsustainable purchasing and usage behaviors, *irrespective of necessity* (Barclay, 2022; Migone, 2007). Capitalism significantly contributes to the construction, advancement, and transformation of a society into one that is meta-oriented environment. Moreover, capitalism neglects sustainable consumption, as it profits from overconsumption. Excessive consumption drives accelerated manufacturing techniques, ultimately causing the depletion of limited natural resources.

Unlike capitalism, Marxism advocates for the acquisition and utilization of goods and services in accordance with citizens' needs rather than catering to individual avarice (Siddiqui, 2023; Xaba & Ndlovu, 2023). Ultimately, Marxism advocates the ownership of material possessions and allocates land ownership to the producers. The primary distinction between these two ideologies lies in the ability to discern and make appropriate decisions regarding genuine needs versus artificial needs. Marxism advocates for a society that satisfies genuine wants, while capitalism fosters a consumerist culture (Pourgharib & Pourebrahim, 2018), transforming reality into hyperreality.

According to Pourgharib and Pourebrahim (2018), based on the story named Oryx and Crake, written by Margaret Atwood, a scientific research center *will never hesitate to produce diseases if they see there is a need to increase their profit*. There might be different points of view, but I will quote from a few scholars to shed light on how consummation is being described and explained bitterly.

In the book of *The Protestant Ethic and the Spirit of Capitalism* written by (Weber & Kalberg, 2013) (Translated by Kalberg) Weber,

“The Puritan wanted to work in a calling; we are forced to do so. For when asceticism was carried out of monastic cells into everyday life, and began to dominate worldly morality, it did its part in building the tremendous cosmos of the modern economic order. This order is now bound to the technical and economic conditions of machine production which today determine the lives of all the individuals who are born into this mechanism, not only those directly concerned with economic acquisition, with irresistible force. Perhaps it will determine them until the last ton of fossilized coal is burnt. In Baxter’s view the care for external goods should only lie on the shoulders of the “saint like a light cloak, which can be thrown aside at any moment.” But fate decreed that the cloak should become an iron cage.”

What Weber (2013) asserts that humans are in the “iron cage,” just like the Platon’s Cave metaphor, in which they are deluded and forced to work for buying and using the products in the capitalist economic model, which is the so-called modern economy. Max Weber presents the “iron cage” metaphor, suggesting that while governments strive to establish institutions and rationalize bureaucracy to enhance efficiency and productivity, they often result in chaotic situations (Baehr, 2001). People find themselves trapped in a cage where they are nothing but the slaves of the modern economic system. In other words, people do not only consume the things they do not need in essence, but they also consume their lives because they cannot figure out, they are trapped or manipulated. They actually live as if they are

immersed in a world of learned consumption. Therefore, it's crucial to understand the significance of the consumption that shapes their lives.

### 2.3. Etymology of consumerism and capitalism

*To discover the primary causes that drive higher consumption, one must meticulously examine the underlying meanings of the phrases involved. Understanding the significance of phenomena allows us to develop concrete insight, safeguarding us from falling prey to misleading manipulation strategies that promote detrimental consumerism.* According to Merriam-Webster (2025), the term 'consuming' traces its origins to Middle French 'consumer', which is derived from 'con-sumere', signifying 'to take up', 'to take', 'to buy', 'destroy', and 'deplete'. Conversely, the term 'con' has a fascinating definition. According to Dictionary.Cambridge (2025) defines 'con' as the act of deceiving someone or causing them to accept a falsehood, typically to obtain their money or belongings. Another aspect of capitalism that stems from capital is the ability to persuade individuals to purchase products beyond their financial means. In capitalism, consumption is essential for key stakeholders with capital to optimize profits, securing substantial competitive advantages and acquiring economic power and status. The Latin term 'caput', signifying 'head' or 'chief', is the origin of the word capital (Etymonline, 2025). Caput also denotes an individual who guides others, whether for an overt or covert objective. According to Membean (n.d.), caput refers to the head of cattle, representing a sort of prosperity. Cattle generally denote domestic animals that yield milk, meat, leather, and other products. Conversely, the cap serves as another significant symbol throughout history. A correlation exists between capital and cap. Studies suggest that the cap, which derives from the term capital that symbolizes freedom (Epstein, 1989; Korshak, 1987). Liberty correlates with authority and prestige. In other words, the cap symbolizes liberation from enslavement (Korshak, 1987). Bringing all these together, one may refer to caput with the caps represent the liberated men leading the herd.

This study also emphasizes that humans with rational beings are part of a free society rather than stating that they are part of herds. Humans have the ability of reason to decide what they need. They can do this on their own without being under the influence of the capital owners. Capital, in particularly giant international companies, owns the facilities, means of production and more to produce the goods and services that disrupt the ecosystem's equilibrium (Barclay, 2022; Boiral, 2006). Yet, capital has tons of conning abilities to sell its product and services to the consumers so that they can get out of down to their last saving. They can go even further to ensure that they market their products and sell them to the individuals who do not need them by bringing newer perception tactics such as neuro marketing. Similar conning strategies have been constantly repeating for ages over the globe. However, whereas giant companies such as Chevron and British Petroleum (BP) harm the ecosystem by increasing their fossil fuel production. Yet, at the same time, they take on co-opt strategies for being the pioneer of environmental sustainability movements, net zero, and circular economy. Moreover, these companies also highly successful using creating misleading tactics and terms such as 'eco-friendly', and 'clean energy'.

### 2.4. Paradigm shifts from deficiency needs to growth needs.

It is evident that life cannot continue without consumption. We all need to consume something to meet our basic needs, which helps us grow and stay healthy. One of the most influential and prominent philosophers, Benedict de Spinoza, coined a term called *conatus* to explain the fundamental impulse that triggers people's desire to persist in existence (Lord, 2010). Spinoza stated in his most famous book called Ethics that "*Each thing, as far as it can by its own power, strives to persevere in its being*" (Lord, 2010). He also continuously stated that each thing obtains the conatus naturally so that they need to produce and consume the necessary things to maintain their existence. On the other hand, according to Maslow's Pyramid, consumption is one of the most essential physiological and biological needs for living things to survive (Noltemeyer et al., 2012). At this step, humans strive to acquire the necessary items for their subjective existence. Maslow's hierarchy of needs suggests that motivation plays a crucial role in shaping the relationship between deficiency needs and growth needs (Noltemeyer et al., 2012; Tripathi, 2018). While physiological, safety, and love or belonging determine the deficiency needs, esteem and self-actualization determine the growth needs (Noltemeyer et al., 2012). Studies indicate

that growth needs might be defined as higher-order needs (Noltemeyer et al., 2012; Rojas et al., 2023; Tripathi, 2018).

On the other hand, the transition from deficiency needs to growth needs is closely associated with the desire to own materialism or objectivism. Capitalism and objectivism are fundamentally aligned, as previously noted. As capitalism expands, its deceptive tactics and false claims lead to a significant reduction in the possession of items that consumers do not require. This goes beyond simply being a regular consumer. This phenomenon is commonly referred to as the emergence of overindulgence, a result of an excessive and pervasive environment where people are overexposed to manipulation and deceptive marketing approaches. Moreover, this is a fundamental aspect of the transition from subjectivism to objectivism. Next, we will discuss the fundamental elements of developing a consumer society, which include overindulging, objectivism, and subjectivism.

## **2.5. The emergence of objectivism, overconsumption, objectification and consumer society in capitalism**

Objectivism serves as the catalyst that converts essential requirements into extreme consumption. Scholars from various fields have been examining objectivism and its societal implications for decades. The origin of objectivism can be traced to prehistoric times. Philosophers like Karl Marx and Wilhelm W. Hegel have thoroughly examined the notions of objectivism and objectification (Shah, 2015). Shah (2015) states that Marx characterized man as a ‘laboring animal’. Conversely (Doğan, 2008), the interaction between humans and nature is not as direct as that between animals and nature. Marx concurs with Hegel, asserting that animals can consume goods with an unquenchable thirst, as if their fundamental drives are unrestrained. The fundamental difference between animals and people is that animals consume without generating anything, whereas humans consume what they produce. Furthermore, humans are logical entities; they ought to recognize when to moderate their impulses. Doğan (2008) referenced a paragraph from Robert Tucker’s 1978 publication, Marx. Karl Marx asserts that:

*Men can be distinguished from animals by consciousness, by religion or anything else you like. They themselves begin to distinguish themselves from animals as soon as they begin to produce their means of subsistence, a step which is conditioned by their physical organization. By producing their means of subsistence men are indirectly producing their actual material life.*

While each statement requires a comprehensive analysis from several viewpoints, it will be beyond the scope of this study. Therefore, we wish to stress the final sentence. Marx asserts that individuals construct their own cave, whereby all entities are material, comparable to Plato’s renowned ‘Allegory of the Cave.’

Karl Marx introduced the concept of ‘alienation’ in his early work, ‘Economic and Philosophical Manuscripts’ (Christ, 2015; Mukhopadhyay, 2021; Shah, 2015). Humans are inherently social creatures, requiring interpersonal ties in a world where materialism does not prevail. However, when individuals become attached to objects, they get disconnected from other social beings and start to live for the objects they create. Detachment from society and engagement with objects is referred to as “objectification” (Shah, 2015).

The proliferation of objects intensifies the urge to acquire additional possessions, potentially resulting in profound subjective challenges such as feelings of loneliness, estrangement, or a deficiency in external connections, frequently termed ‘alienation’ (Mukhopadhyay, 2021; Shah, 2015). Shah (2015) explains that the term ‘alienation’ derives from the Latin word ‘alienare’, signifying ‘to remove or take away’ an individual’s rights to goods or legal property. In the purpose of this research, it is essential to differentiate between “alienation labor,” which pertains to labor executed inside capitalist modes of production (Christ, 2015). For (Shah, 2015), Marx categorizes humanity as Primitive Man and Modern Man. Primitive man is alienated by a hostile environment, whereas contemporary man is alienated by his own initiative through the creation of destructive instruments such as nuclear weapons, as well as economic conditions and advancements in industry and technology (Shah, 2015).

Thus far, we have examined the fundamental components that affect consumption and production processes from several perspectives. It was essential to highlight their significance due to their strong

connection to the global situation. In the following section, we shall examine the principal terms of this study.

## **2.6. The Emergence of Sustainability and the Credibility of TBL as a Path Towards Sustainability.**

Business strategies are the catalyst for sustainable production and consumption. The manufacturing and distribution of goods or services by each company during its operations generates greenhouse gas emissions that adversely affect the ecosystem (Dube & Nhamo, 2021; Ritchie, 2020a). Therefore, it is essential to adopt sustainable practices by emphasizing economic advantages for all and endorsing sociocultural and environmental regulations. As aforementioned, sustainability has three major pillars. For centuries, the world's business environment has prioritized its own financial capital, often overlooking the significance of sociocultural values and environmental assets. While companies prioritized their own economic goals overachieving an overall benefit for all shareholders, they often overlooked the vitality of the resources they needed to maintain their financial capital (Sun, 2016). However, Brundtland introduced his Our Common Future plan as climate change gained global attention beginning in 1987. Businesses, even unintentionally, have begun changing their ruthless consumption methods, arrogant attitudes, and the way they perceive the value of natural resources with sustainability principles. Since the capital world understood that preserving the ecosystem and respecting people's wellbeing is the key factor, in the long term.

Once upon a time, a man named Milton Friedman opposed the doctrine that companies and organizations have no responsibility toward either people or the environment. In his September 13, 1970, article in *The New York Times Magazine*, Friedman (1970) asserted that a company bears no social responsibility to the public or society, only to its shareholders. The title of the article was even more interesting: "A Friedman Doctrine: The Social Responsibility of Business Is to Increase Its Profits." Despite Milton's discourse as an advocate of evil or a fork-wielding cannibal, he exhibited a higher level of honesty than most individuals who conceal their intentions due to public pressure and concerns about their business' future. Nevertheless, despite its numerous paradoxes, a new paradigm shift occurred in business strategies to improve the means of production to comply with the sustainability policies. Time proved that he was definitely wrong to claim that business has no social responsibility. A company that disregards its employees' social rights and wellbeing, fails to provide equal rights, and fails to pay fair and satisfactory salaries is unlikely to survive in the highly competitive trade industry.

John Elkington developed the Triple Bottom Line approach, which identifies three core dimensions known as the 3Ps: profit, planet, and people (Elkington & Rowlands, 1999). The book "Cannibals with Forks: The Triple Bottom Line (TBL) of 21st Century Business" (Elkington & Rowlands, 1999) introduced the triple bottom line. Despite the fact that TBL seems more conscious than the one bottom line, which only considers the company's economic welfare, I must admit that TBL also lacks a crucial component: the cultural dimension, which poses a significant limitation to the model. Moreover, TBL is not bringing newer or more sophisticated approaches to the table. Therefore, some studies criticize the TBL model, arguing that it is an overrated phenomenon (Srivastava et al., 2022). John Elkington asserts in his book that businesses need long-term partnerships to transform their long-standing selfish approaches into more sustainable practices. The classical business approach bases its success on the mathematical outcomes of "profits, return on investment, and shareholder value" (Slaper & Hall, 2011). Corporates are not only responsible for their own financial capital but also for sociocultural and environmental capitals (Elkington, 2018; Elkington & Rowlands, 1999; Slaper & Hall, 2011). This means that the traditional approach to understanding business strategies, known as the 'business as usual' approach, is no longer applicable. Hence, they need to design, develop, and implement novel and comprehensive plans that focus on all three major areas (Hassanli & Ashwell, 2020). Companies, of course, should consider their economic viability throughout the business operation. However, they should also prioritize social and environmental responsibilities along with financial expectations.

## **2.7. Transforming unsustainable minds to sustainable minds: Awareness**

There is no a consensus on the meaning of the awareness in the literature (Caputa et al., 2021). On the other hand, Mantau and Benitti (2022) states that despite the extensive use of awareness by scholars, yet it has not deeply and fully captured in terms of its real meaning and concept. Hence Caputa et al. (2021) states that they found out that there are more than 40 meanings of awareness based on the authors

perceived stimuli. According to Caputa et al. (2021) awareness is defined as “... such a mental state when the entity is aware of its own mental process (they experience own ‘self’) and of the phenomena taking place in the exterior and is able to react to them (somatically or autonomously).” One of the early studies, for us, although we are aware that it is not easy to define awareness; we simply define it as being aware of the individuals’ own action or thoughts about what is right or wrong.

Yaure (1973) stated that there are different types of awareness such as self-awareness, moral awareness, perceptual awareness, awakened awareness and heightened awareness. Besides all of this, in this study we emphasize heightened sustainability awareness is what we need to make radical improvements in sustainability goals. Existing literature indicates that governments, local, national or international institutions are striving hard to preserve the natural resources for future generations. They develop numerous criteria and regulations for both destinations and facilities. However, most of these plans fail due to lack of having sufficient environmental consciousness and awareness, in particular, about how to achieve sustainable consumption and sustainable production process.

Sustainability, as mentioned above, is one of the most popular topics among scholars in multidisciplinary. Current literature reveals that numerous studies have investigated sustainability along with various terminologies. When I searched sustainability related studies using the specific search operators such as “sustainability” in Google Scholar, it finds more than five million of sources that include the word sustainability in anywhere of the source. If we look for the sustainable tourism using “sustainable tourism”, then scholar finds about four hundred ninety thousand of the articles in 0.06 seconds. When we filter the results using with “sustainability tourism”, about six hundred thousand of the sources are popping up in Google. Then we minimize it with only title using the operator, entitle: “sustainability” then we still reach an amazing number which is about 403,000 results in 0.03 seconds. Lastly when we looked for the studies with the title that includes the entitle: “sustainable tourism” then results are still fascinating: four thousand seven hundred ninety as of April 26, 2025. However, when we looked for awareness using the operator: entitle:” awareness AND sustainability”, we only got 80 results.

First of all, according to the data, one can argue that it is almost impossible to change something without changing mentalities. As phenomena, awareness has also been an important research topic, particularly throughout the scholars. Awareness is defined by the Cambridge.Dictionary (2024) as the mental state of knowing about something. For me, awareness means knowing the differences between right and wrong, good or bad, ugly and beautiful. Individuals with sublime degrees of awareness will act in more sustainable practices to ensure whether their act is harming the environment or not. A core reason for this is I assume that they are aware of what actions of them cause their carbon footprint. On the other hand, environmental awareness has been increasing in the realm of sustainable tourism.

Although there are increasing intentions to identify whether awareness is a crucial factor that influences individuals’ behavior towards the environment, yet measuring the contents of awareness directly is still not unknown. Studies indicate that there is significant and positive correlation between individuals’ awareness and responsible consumer behavior (Buerke et al., 2017). Studies also reveal that developing indicators to determine corporates’ impact on environment enhances awareness in environmental responsibility or green awareness characteristics of organizations (Garbie, 2015).

## **2.8. Impact of tourism industry on ecosystems and/or climate neutrality**

Despite the high volume of the studies that focus on positive impact of tourism (Akkemik, 2012; Doe et al., 2022; Jovicic, 2019), yet shareholders of tourism including researchers in multidiscipline, local people and authorities around the world argue that tourism has been the major cause of numerous negative challenges such as environmental degradation due to highly increased number of incoming and outgoing visitors. Tourism industry highly relies on quality and unspoiled natural and human-made resources that determine whether destinations still attract visitors after years of operations or not (Voronkova et al., 2021). In order to investigate the impact of the tourism industry on the ecosystem, it is necessary to look into how tourism has been described and how its impact has been measured. According to the UNWTO, “*Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.*” On the other hand, regardless of whether it is local, national and

international organizations, institutions or not, when it comes to the impact of tourism, the impact of tourism is assessed with its economic indicators such as number of visitors, generated foreign exchange, tourism's contribution to GDP and more.

Although classical definition of tourism is broadly accepted, it contains inherent problems and is self-contradictory since it lacks vital aspects that are fundamental motivation underlying travel. People desire to visit other destinations because they want to be in an environment where it is different from their usual places. Travel industry demand digital-oriented increases in visitors due to many factors such as technological advancements (Azis et al., 2020; da Costa Liberato et al., 2018) including social media (Kumar, 2021) and acceleration of transportation and economic boost among emerging economies where middle class is growing significantly, especially in Asian countries such as China and India (Kumar, 2021; Zhang & Zhang, 2022). Studies show that as touristic activities have boosted without a rational and controllable plan, then it causes challenges including overtourism and related issues in both infrastructure and superstructure. In order to meet demand, destinations build more infrastructure, for example, airports, roads, water and power supply. It is also essential to establish superstructure-oriented facilities such as hotels, food and beverage venues, art and entertainment centers. The cycle of growing numbers of visitors and establishing more physical locations under or above the surface results in devastating challenges in terms of environmentally, socially and economically in the long-term. Moreover, while demand for activities increased in certain destinations such as Ibiza (Ramón-Cardona et al., 2021), Venice (Rosin & Gombault, 2021), Caribbean (Baker & Unni, 2021), Canary Islands (Sánchez-Bayón & Daumann, 2025) and Alanya (Çelik & Çevirgen, 2024), the core principle of tourism which suggests spatial change has been contradicted since the distinction between origin and destination has paradoxically faded dramatically.

## **2.9. The paradigm shifts in tourism from unsustainable operational practices to sustainability principles**

To achieve sustainable tourism development in any region, both supply and demand sides should adopt and engage newer paradigms in particular, to avoid greed-based motivation and impulses that drive their never-ending profit-making desire and unchecked financial growth. Conversely, these paradigm shifts should be driven by increased consumer and producer awareness that forces both visitors and sectors to develop and adopt consciousness for ecofriendly production and consumption. Studies indicate that to avoid unsustainable practices, destinations need to have well-designed and developed tourism development plans that focus on healthy, quality and responsible touristic activities growth (Akbaba, 2024; Asmelash & Kumar, 2019; Baloch et al., 2023; Daly, 2006). Besides physical improvement, there are numerous crucial factors such as destination management organizations, involvement of tourism shareholders, remaining environmental values and sociocultural assets that ensure long-term success and positive impact of tourism. Destination management organizations are one of the important factors to develop strategies and policies while ensuring balance the negative impact of touristic activities with positive praxes such as focusing on selling local products thru the local businesses and promoting authentic sociocultural experiences (Gretzel et al., 2018; Mak, 2021; Shafiee et al., 2019). Another important factor is environmental protection approaches to assure that tourism branches such as accommodation industry adopt alternative energy models like renewable energy in their hotels.

## **3. Findings**

This critical article, as indicated before, used a conceptual qualitative paradigm in an effort to offer hermeneutic understanding instead of empirical results. According to Cresswell (2013) and W Lawrence (2014), the main analytical process that this paper advocated for is conceptual qualitative methods to literature examination. In essence, the condensed conceptual outputs gained through iterative interpretation and theoretical integration are what this study's themes provide. Due to the limitations of this work, it suggests that future research should focus on presenting empirical data.

## **4. Discussion and Conclusion**

This study asserted that the adverse effects of tourism concerning the consumption and production cycle are intricately linked to the darker side of human nature. Whether the goal is to maintain one's existence or gain control over others, human nature is driven by an insatiable greed that transcends all ideological systems. The historical and philosophical perspective suggests that humans are predominantly driven

by unrestrained greed, resulting in significant degradation of human and environmental resources. Despite the increasing literature and awareness among sensitive individuals regarding ecosystems, the depletion of finite and renewable resources, along with the deterioration of environmental quality, remains a significant concern for institutions, organizations, governments, and stakeholders in the tourism sector. Tourism is predominantly characterized as a vulnerable sector in literature. Ironically, the sensitivity of tourism stems not just from concerns regarding natural disasters, health issues, and political situations, as literature suggests, but also from unsustainable tourism activities. The primary cause of fragility stems from the need to thrive in the fiercely competitive tourism sector and optimize economic benefits. This contradiction emphasizes the significance of examining the adverse aspects of tourism, which predominantly focuses on economic expansion above mitigating the detrimental effects on the tourism natural environment.

This study aimed to examine the relationship between ideological frameworks and societal structures prior to assessing sustainable production and consumption. Comprehending the fundamental elements enabled us to discern the underlying mechanisms that contribute to overconsumption and overproduction, leading to the exploitation of natural and human resources. Thus, this study distinguishes itself from others by simply analyzing various political ideologies without overstepping its limits.

This paper also illustrates the relationship between human activities and the depletion of both finite and renewable resources, and the degradation of environmental quality. Although greed-induced consequences present significant obstacles, recent data links the serious impacts of climate change to multiple facets of our daily existence. Unregulated human activities, especially in manufacturing and service industries, substantially harm ecosystems. This study demonstrated that climate change is intricately connected to the production and consumption cycle. Conversely, industrialization significantly contributes to the primary causes of environmental issues. Although industrial revolutions provide numerous benefits, like economic expansion, advanced manufacturing techniques, and elevated living standards, industrialization has also intensified the environmental challenges faced by all living species today.

The majority of scholarly studies recognize tourism as an economic mechanism that generates multiple benefits for all stakeholders, often overlooking the social and environmental costs. Studies also illuminate the adverse effects of tourism activities in numerous global sites. This study highlighted that achieving sustainability objectives necessitates the incorporation of contemporary elements about human nature and consciousness into tourist development strategies. This critical article analyzes human nature and awareness issues in sustainability initiatives, arguing that the absence of cultural dimensions in the Triple Bottom Line (TBL) significantly threatens the attainment of sustainability goals and principles within the tourism industry. This study contended that a novel sustainability paradigm should incorporate the cultural values of local populations while also acknowledging the influence of human nature.

As a result, this study investigated the link among four essential concepts: awareness, greed as a human trait, sustainable production, and sustainable consumption. Despite the adoption of sustainable practices, the sustainability of vital resources continues to be a significant concern. Hence, this study emphasized the need to understand essential components that affect consumption and production incentives. Lastly, it is imperative to identify the fundamental elements, such as awareness, that foster more responsible consumption.

#### **4.1. Theoretical and Practical Recommendations**

For sustainable tourism development in any place, both supply and demand sides must embrace and implement new paradigms, specifically to mitigate greed-driven motivations and impulses that perpetuate an insatiable desire for profit and unregulated financial expansion. Conversely, these paradigm shifts must be propelled by heightened awareness among consumers and producers, compelling both visitors and sectors to cultivate and embrace a mindset for environmentally sustainable production and consumption. Research suggests that to prevent unsustainable practices, destinations must implement meticulously crafted tourism development strategies that emphasize the establishment of healthy, high-quality, and responsible tourism activities.

The tourism sector significantly contributes to greenhouse gas emissions, especially as its scale expands within worldwide international trade. Achieving climate neutrality demands deliberate measures from both individuals and society concerning consumption and production to mitigate adverse effects. Consequently, the tourism sector seeks to implement authentic measures to enhance the production and consumption of ecologically friendly practices, thereby mitigating its adverse effects on the environment.

#### 4.2. Limitations and Future Research

Despite offering fresh perspectives on the existing literature and conducting a thorough and in-depth investigation of it, this study has certain limitations. First, because there was a dearth of current and varied sources, the existing academic work that examined how human nature contributed to sustainability's failure may have been biased in its selection. The present research predominantly utilizes academic databases. Consequently, many unpublished and non-indexed sources were omitted, potentially leading to publication bias. Thirdly, this study eliminated sources categorized as grey literature, which included, but is not limited to, industrial and institutional policies, reports, and theses. Ultimately, this pivotal study employed a conceptual qualitative framework to provide hermeneutic insight rather than actual findings. Consequently, the constraints of this study indicate that subsequent research should prioritize the presentation of actual data. This empirical evidence would not only confirm the theoretical framework of this study but also offer a novel paradigm for all stakeholders, including lawmakers, practitioners, and researchers.

**Ethical Statement:** This systematic review did not acquire ethical approval as no individuals are subjected to this research.

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**Derleme Makale**

**The Dark Side of Global Tourism: Unsustainable, Supercharged Commercialism, and Limited of the TBL**

*Küresel Turizmin Karanlık Yüzü: Sürdürülemez, Aşırı Ticari Yaklaşım ve Üçlü Sorumluluk Yaklaşımının Sınırlılıkları*

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**Genişletilmiş Özet**

Disiplinler arası literatürde en çok araştırılan kavramlardan biri olan sürdürülebilirlik, iklim değişikliği kavramıyla birlikte dikkat çeken kavramların başında gelmektedir. İnsan faaliyetleri ile sınırlı ve yenilenebilir kaynakların tükenmesi ve çevre kalitesinin bozulması arasında paralel bir ilişki vardır. Bu durumun sonuçlarından biri olan iklim değişikliği günlük hayatımızı her açıdan önemli ölçüde etkilemekte olup -çevreciler, ekonomi, sivil toplum kuruluşları ve bilim camiası da dahil olmak üzere- çeşitli topluluklar için kaçınılmaz ve ciddi bir endişe kaynağı haline gelmiştir (Becken & Hay, 2012; Piguet, 2022; Zhou, 2021). Başta imalat ve hizmet sektörleri dahil olmak üzere kontrolsüz biçimde yürütülen insan faaliyetleri, ekosistemler üzerinde zararlı etkilere neden olmaktadır. Bu bağlamda turizm sektörü uluslararası ticaret hacmi içerisinde önemli ölçüde artış kaydederken sera gazı emisyonunun önemli miktarda artışına da katkıda bulunmaktadır (Ritchie, 2020b). Öte yandan son yıllarda çeşitli disiplinlerde kapsamlı araştırmalara konu olan iklim nötrlüğü kavramı meydana gelen olumsuz etkileri dengelemek için bireylerin ve halkın tüketim ve üretim konusunda sorumlu davranmasını gerektirmektedir. Bu yaklaşımla turizm endüstrisi, çevre üzerindeki olumsuz etkisini azaltmaya yardımcı olacak daha çevre dostu uygulamalar üretmek ve tüketmek için samimi bir yaklaşım benimsemeyi amaçlamaktadır.

Çevreye verdiği zararlar perspektifinde konaklama endüstrisinin karbon ayak izini nasıl ve ne ölçüde dengelediği konusunda mevcut literatürde yeterli bilgi bulunmamaktadır. Doğal kaynakların tükenmesine neden olan ve sosyal ikilemlere, kültürel erozyona ve ekonomik eşitsizliğe yol açan sürdürülmemesi gereken faaliyet ve uygulamaları belirlemek hayati önem taşımaktadır. Öte yandan, iklim nötrlüğü için üretim ve tüketim sürecinde sürdürülebilir uygulamaları keşfetmek de önemlidir. Bu nedenle, bu makale, aşırı ticarileşmenin iki temel ayağı olan üretim ve tüketim alanlarında sürdürülebilir uygulamaların hayata geçirilmesi yoluyla turizmde sürdürülebilirliğin geliştirilmesi hedeflerine ulaşmak için gerekli stratejileri incelemektedir.

İnsan faaliyetleri ile yakından ilişkili olan iklim değişikliği gibi birçok sorun insanların doğanın dengesine, coğrafi ilişkilere saygı göstererek sorumlu davranması ve buna benzer eylemleri ile çevre üzerinde olumlu ve önemli etkiler yaratması ile çözülebilir. Nitekim iklim değişikliğinin iki temel nedeni olan üretim ve tüketimin -sorumlu ve sürdürülebilir bir şekilde gerçekleştirilmeyerek- aşırı düzeylere ulaşması ekosistemler üzerinde ciddi zararlı etkilere neden olabilmektedir (Barclay, 2022; Freedman, 2009).

Kaynakların tükenmesi ve aşırı ticarileşmede insanların sahip olduğu doğasından kaynaklanan olumsuz niteliklerin büyük bir payı bulunmaktadır (Yüce, 2025). Bu özelliklerin başında gelen açgözlülük, mitolojide de öne çıkmış köklü bir tarihsel geçmişe sahiptir. Nesnelere veya zenginliklerin, özellikle de doğal olanların kontrolsüz ve düzensiz tüketiminin tarihi antik çağlara kadar izlenebilir. Bu süreçte olan bitenler, açlığı, susuzluğu, iştahı giderilemeyen, doyurulamayan ölümlülerin doğasında var olan açgözlülüğü ortaya koymuştur (de Vries, 2016; Kenyalang, 1999; Wang & Murnighan, 2011). Doğal kaynaklar tüm canlıların ihtiyaçlarını karşılamaya yetecek kadar bol olmasına rağmen insanlığın açgözlülüğü karşısında yetersiz kalmış, tükenmiştir (Kenyalang, 1999; Rosberg, 2005). Günümüzde, büyüme arzusu ve sınırsız açgözlülükle hareket eden birçok uluslararası kurum, ülke ve sivil toplum kuruluşu, sürdürülemez uygulamalarını ve aşırı maddi arzularını azaltmak ve bunların olası sonuçlarını önceden tahmin ederek önlemek için stratejiler geliştirmeye çalışmaktadır. Bu çalışmada, çevresel sömürü, sınırlı doğal kaynakların hesap verebilirlikten yoksun bir şekilde; sorumsuzca, bencilce ve açgözlülükle kötüye kullanılması ve bunun Dünya'daki diğer yaşam formları için oluşturabileceği tehlikelerin göz ardı edilmesi anlamına gelmektedir.

İnanç sistemleri ve ekonomik eğilimler ile çeşitli diğer toplumsal faktörler, politika yapımında büyük bir etkiye sahiptir (Bossy, 2014; Yuce, 2025). Örneğin, feodal dönemde, lordlar bireylerin tüm temel ihtiyaçlarını karşılıyordu, bu da ticari alışverişin önemini ortadan kaldırılıyordu. Buna karşılık, kapitalizm, insanları metalaştırıp toplumsal dinamikleri dönüştürürken, doğal ve insan kaynaklarının yoğun bir şekilde sömürülmesini teşvik etmiştir.

Bu bağlamda, kapitalizmin aksine Marksizm, mal ve hizmetlerin edinilmesi ve kullanımının, kişisel çıkar ve zenginlik peşinde koşmaktan ziyade yurttaşların gerçek ihtiyaçlarına dayanan bir alternatif sunar (Siddiqui, 2023). Bu ideolojiye göre, mülkiyet üreticinin kullanımına sunulur, böylece gerçek ihtiyaçlar ile yapay ihtiyaçlar ayırt edilebilir ve daha rasyonel seçimler yapılabilir. Sonuç olarak, Marksizm gerçek ihtiyaçların karşılanmasını hedeflerken, kapitalizm tüketim kültürünün ve toplumunun genişlemesini teşvik eder (Siddiqui, 2023; Vidal, 2019).

Max Weber bu süreci “demir kafes” metaforuyla açıklamaktadır: verimliliği artırması beklenen rasyonalizasyon ve bürokratikleşme, bireyleri farkında olmadan kölesi oldukları sistemlere hapsedmektedir (Baehr, 2001). Böylece, bireyler sadece gereksiz malları tüketmekle kalmaz, modern ekonomik model içindeki yabancılaşmalarının farkına varmadan kendi varlıklarını da tüketirler.

Bu çalışma ayrıca, rasyonel bir varlık olarak insanların, amaçsız bir kitleye değil, özgür bir topluma ait olduğunu vurgulamaktadır. İnsanlar, gerçek ihtiyaçlarını ayırt etme ve sermaye sahiplerinin etkisinden uzak, tamamen bağımsız bir şekilde karar verme yeteneğine sahiptir. Ancak, üretim araçlarını yöneten büyük uluslararası şirketler, mal ve hizmetlerin yaratılması ve dağıtımı üzerindeki hakimiyetleriyle ekolojik dengeyi çoğunlukla bozmaktadır.

Aynı ruhla Spinoza, insanların varoluştaki ısrar etme arzusunu tanımlamak için “conatus” kavramını ortaya atmıştır (Baehr, 2001; Lord, 2010). Ona göre, “Her şey, kendi gücüyle elinden geldiğince, varlığını sürdürmek için çabalar” (Lord, 2010).

Yoksunluk ihtiyaçlarından büyüme ihtiyaçlarına -ihtiyaç için üretimden tüketmek için üretime- geçiş, materyalizm ve nesnelleştirme mantığına uygundur; kapitalizm, yapılarının sahip olma arayışıyla uyumlu olması nedeniyle bu gelişmeyi destekler. Ancak, kapitalizmin yayılması sıklıkla aldatıcı stratejilere yol açarak bireylerin tüketimleri üzerindeki kontrolünü azaltır.

Öte yandan, eksiklik ihtiyaçlarından büyüme ihtiyaçlarına geçiş, materyalizm veya nesnellik sahibi olma arzusu ile yakından ilişkilidir. Daha önce de belirtildiği gibi, kapitalizm ve nesnellik temelde birbirleriyle uyumludur (Barclay, 2022). Kapitalizmin yaygınlaşmasıyla birlikte, sistemin manipülatif stratejileri ve hayali vaatleri tüketicilerde yapay arzular yaratmaya devam etmektedir. Bu dinamik, sadece gereksiz malların satın alınmasına, birikmesine yol açmakla kalmaz aynı zamanda gereksiz nesnelere sahipliğinin, bireyi gerçek ihtiyaçlarından uzaklaştıran, toplumsal ve çevresel dengeyi zayıflatan bir mekanizmanın yansması haline dönüşmesiyle insanlarda artan bir yabancılaşmaya da yol açar (Christ, 2015; Doğan, 2008; Shah, 2015).

Toplum ve çevre perspektifinden bir yaklaşımda kurumsal sosyal sorumluluk üzerine düşünmek çok önemlidir. Milton Friedman, 1970 yılında, şirketlerin yalnızca hissedarlarına karşı sorumlulukları

olduğunu, topluma veya çevreye karşı sorumlulukları olmadığını iddia etmişti. Ancak, ekonomik paradigmanın değişimi ve rekabet baskısı, sosyal boyutu ihmal etmenin artık sürdürülebilir olmadığını göstermiştir: eşitliği, adil ücretleri ve insan haklarına saygıyı garanti edemeyen bir şirket, uzun vadede ayakta kalamaz.

Birçok paradoks olmasına rağmen, çağdaş ekonomi stratejileri gerçek bir paradigma değişikliği yaşadı ve artık üretim yöntemleri sürdürülebilir kalkınma gerekliliklerine uyumlu hale getirilmeye çalışılıyor. İş dünyasının sosyal sorumluluktan yoksun olduğunu iddia etmenin ciddi bir yargı hatası olduğu artık açıktır: Sosyal hakları, çalışanlarının refahını, eşitliği ve adil ücreti ihmal eden şirketler, son derece rekabetçi bir ortamda başarısızlığa mahkumdur. Bir şirket ancak paydaşlarına yatırım yapar, toplum ve çevre üzerindeki etkisine gerçek anlamda önem verirse sürdürülebilir bir şekilde gelişebilir ve günümüzün zorluklarının üstesinden gelebilir.

Bu soruna cevap vermek için John Elkington 3P olarak bilinen; kâr, gezegen ve insanlardan oluşan üç temel eksen üzerine kurulu Üçlü Alt Çizgi (TBL) modelini geliştirdi (Elkington, 2018). Bu çalışmada ise bu modele Üçlü Sorumluluk Yaklaşımı adı verilmiştir. Bu model, tamamen finansal bir yaklaşımdan daha kapsayıcı olsa da kültürel boyutun eksikliği önemli bir sınırlama olmaya devam ediyor. Bu da “her zamanki gibi iş” yaklaşımı olarak bilinen geleneksel standartların ötesinde üç ana alana da odaklanan yeni ve kapsamlı planlar ve uygulamaların yeniden tasarlanmasını gerektiriyor.

Bu durumda, artan bir farkındalık vazgeçilmez hale gelmektedir: öz farkındalık, ahlaki farkındalık ve sürdürülebilirlik farkındalığı, toplumsal hedefleri yeniden düşünmek için birbiriyle bağlantılı olmalıdır. Bu çalışmada, sürdürülebilirlik hedeflerinde radikal iyileştirmeler yapmak için sürdürülebilirlik farkındalığının artmasına ihtiyaç olduğu vurgulanmaktadır. Mevcut literatür, hükümetlerin, yerel, ulusal ve uluslararası kurum ve kuruluşların her düzeyde, gelecek nesillere yönelik bir perspektifle kaynakları korumak için çabalarını yoğunlaştırdığını göstermektedir.

Bu araştırma kapsamında, disiplinlerarası bir bakış açısı ile incelenen olguların karmaşıklığını derinlemesine analiz etmek için nitel, eleştirel ve yorumlayıcı bir yaklaşım benimsenmiştir. Google Scholar ve Emerald Publishing gibi birçok veri tabanından elde edilen ikincil kaynaklar, toplanan bilgilerin zenginliğini ve çeşitliliğini garanti etmek için titizlikle incelenmiştir. Birincil veriler daha sonra, bu çalışmanın temelini oluşturan kavramları aydınlatma konusundaki ilgi düzeyleri temelinde titizlikle seçilmiş ve sınıflandırılmıştır.