Are there really that many cases where a rollup would not have its own token? No matter what the rollup is, at the end of the day, posting blocks of that rollup back to Celestia has a cost, meaning that any individual action in the rollup has a cost that is at least a fraction of that cost.

How would the cost of these actions be accounted and paid for on the rollup without the rollup having a value-bearing token of some kind?

Even if the rollup is not actually minting tokens out of thin air, it basically will always need a "core" token like TIA or ETH that is the fee source for the transition function. If I make a Celestia rollup and to instantiate that rollup, I lock 10,000 DAI on ETH in a smart contract that will only unlock those DAI after a certain time and how they are transferred would be only as a result of some merkle proof signed by said rollup's validators, then I've created a rollup whose "core" token is effectively DAI but transparently integrated into the consensus of the rollup.

So I've not minted anything new and don't need to worry about liquidity or all that. The "I don't want to make my own token" problem is easily solved this way.