

# **Tourism Dynamics: New perspectives and changing directions**

**Nikolaos Pappas and Anna Farmaki**



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## Contributors

### Editors

**Nikolaos Pappas** is an Associate Professor in Tourism, Hospitality and Events, and the Director of CERTE (Centre for Research in Tourism Excellence) at the University of Sunderland, UK. He holds a doctorate (PhD) in Tourism Planning and Development, and a post-doctorate (PDoc) in Risk and Crisis Management. He started his career in the tourism and hospitality industry in 1990, and for 10 years (2001-2010) he was also engaged in enterprising consultancy. Since 2001, he has been an academic in higher education, gaining experience from several institutions in Greece (Technological Education Institute of Crete, Hellenic Open University, EKDDA) and the UK (Derby, Northampton, Leeds Beckett, UWL).

Nikolaos has participated in nationally and internationally funded research projects since 1998. He has numerous publications in international scientific refereed journals and conferences, and he is a reviewer in several academic journals including *Annals of Tourism Research*, *Journal of Sustainable Tourism*, *International Journal of Contemporary Hospitality Management*, *International Journal of Hospitality Management*, *Journal of Business Research*, and *Tourism Management*. His academic interests include crisis management communications, tourism and hospitality management, e-tourism and e-marketing, and destination planning and development.

**Anna Farmaki** is Assistant Professor in Tourism Management at the Cyprus University of Technology, Cyprus. She holds a doctorate (PhD) in marketing. She has worked for several years in private institutions of tertiary education in Cyprus and was course leader of the undergraduate hospitality and tourism management programme at the University of Central Lancashire (Cyprus). She has published extensively in reputable, peer-reviewed academic journals and has presented her work in various international conferences, seminars and workshops.

Anna is a Fellow of the Higher Education Academy (UK) and a member of the Management Committee in several COST Actions. She has also been involved and/or led several nationally and internationally funded research projects. In addition, she is a member of the Editorial Board of the *International Journal of Contemporary Hospitality Management*,

*Tourism Management Perspectives*, *Tourism Review* and the *Journal of Service Theory and Practice*. She authored the book *Tourism and Society* published in Greek by Ion Publishing. Her research interests lie primarily in the areas of tourism planning and development with emphasis on sustainable tourism, and tourist behaviour.

## Authors

**Pavlos Arvanitis** is Senior Lecturer in Aviation Management, University of Bedfordshire, UK. He has over 20 years' research experience in the fields of air transport and tourism and over 10 years' teaching experience in Higher Education. His professional career started as a country sales executive in Greece, for a small regional Italian carrier based in Venice.

**Iride Azara** is Senior Lecturer in Tourism and Events at the University of Derby and an active researcher across national and international research groups and associations. Her research focuses on cultural and heritage tourism experiences as resources for the sustainable revitalisation of communities and destinations alike.

**David Brown** is Leader of the PhD Programme at Newcastle Business School, Northumbria University. His research interests include the interplay of landscape, exercise, mobility and self within serious leisure and adventure tourism – especially within hillwalking and long-distance walking. He has also published research on qualitative methodology, pedagogy, and aspects of marketing and sustainability.

**Christina Dimitriou** is a Certified Hospitality Educator (CHE) and Certified Online Instructor who has been teaching undergraduate and graduate tourism and hospitality courses for over 20 years in Europe and the United States. Research accomplishments include journal articles, book chapters, conference posters and presentations at regional, national and international conferences.

**Nilgün Handan Eskitark** is a senior student in the Tourism Administration Department at Boğaziçi University, in Istanbul. She has held internships in eco-labeled accommodation businesses and for four years ran a cafe serving traditional dishes in a folkloric concept. She has been interested in understanding thin rural areas and their cultures. So, she spent a lot of time on cycling around Turkey's and neighbourhood countries' rural destinations to investigate the lifestyle of villagers. Her aim is to pursue a Master's degree and a PhD following her research interests in sustainable destination development, as well as rural, cultural and eco-tourism.

**Alba Font Barnet** is a PhD candidate at the Research Group for Territorial Analysis and Tourist Studies, Department of Geography, Rovira i Virgili University. With research interest in the well-being of natural areas, she participates in projects of tourist experiences co-creation in Spain and Latin America Protected Areas.

**Carla Fraga** is an associate professor in the Department of Tourism and Heritage of the Universidade Federal do Estado do Rio de Janeiro, and holds a D.Sc. in Transport Engineering from the Programa de Engenharia de Transportes of the Universidade Federal do Rio de Janeiro. Her research interests are tourism, transportation and neurosciences.

**Antonios Giannopoulos** is an adjunct lecturer at the Department of Organisation Management, Marketing & Tourism, International Hellenic University and assistant professor at Deree – The American College of Greece. He holds a PhD in Marketing & Communication from the Athens University of Economics and Business. Following a 15-year academic and professional experience in marketing, he has presented research in services, tourism marketing, cultural diplomacy at international conferences (e.g. EMAC, CHRIE, TTRA) and has a portfolio of published scholarly articles (e.g. *Annals of Tourism Research*, *Managing Service Quality*, *Journal of Hospitality Marketing & Management*).

**Elena Jelača** is Master's graduate in Tourism Management from the University of Derby, UK. Her research interest is focused on Generation Y as backpackers and their attitudes and behaviours towards volunteering. She is passionate about understanding young traveller's motivations for backpacking, sustainability, and future employability in the context of volunteering.

**Christina Karadimitriou** is a PhD researcher at the University of Patras, Greece and the Public Relations Manager in ViRA (Virtual Reality Applications) in Athens. Her research interests include crisis management communications in tourism and hospitality, destination marketing, e-tourism and travel and tourism for disabled people.

**Stella Kladou** is a postdoctoral researcher at the Hellenic Mediterranean University. She has served as an Assistant Professor in the Tourism Administration Department at Boğaziçi University in Istanbul, Turkey and a Senior Lecturer at Sheffield Hallam University in the UK. She has published in prominent academic journals and books of international publishers, and presented at well-esteemed international conferences. She is an International Place Brand Specialist for the Place Brand Observer

and in the scientific and editorial board of international conferences and the *Journal of Qualitative Research in Tourism* respectively. Her research interests include place branding, consumer behavior, cultural tourism, and digital marketing.

**Elena Konovalov** is currently an adjunct at the School of Business and Law at CQUniversity. Previously she worked there as a lecturer in Marketing and Management. Her doctoral research was focused on understanding community well-being and its links to tourism. Dr Konovalov's current research is focused on tourism marketing and green tourism practices.

**Eleni Michopoulou** is an associate professor in Business Management at the University of Derby, UK. Her research interests include technology acceptance and online behaviours, and accessible and wellness tourism marketing and management. She has published over 60 academic journal articles, book chapters and conference papers in these areas.

**Gianna Moscardo** is a professor in the School of Business at James Cook University. Her background in sociology supports her research interests in the areas of community responses to tourism and her background in psychology supports studies into tourist experiences and behaviours.

**Laurie Murphy** is an associate professor of tourism in the School of Business at James Cook University. Dr Murphy's research interests focus on improving tourism's contribution to regional communities with an emphasis on tourism marketing, including a focus on the backpacker market, destination image and choice and more recently destination branding and tourist shopping villages.

**Marta Gemma Nel-lo Andreu** is a professor in the Department of Geography at Rovira i Virgili University, and a member of the Research Group for Territorial Analysis and Tourist Studies. She is the coordinator of the International Network of Tourism and Development Cooperation Researchers.

**Sylwia Orzeł** is a master's degree student of Tourism and Recreation at the Institute of Geography, Pedagogical University in Krakow. She conducts her research in the area of the social impact of overtourism in tourism cities.

**Andreas Papatheodorou** is a prolific academic researcher and advisor in air transport and tourism economics. He is currently a professor in Industrial and Spatial Economics with Emphasis on Tourism at the University of the Aegean, Greece and an adjunct professor at the School of Aviation, University of New South Wales, Australia.



**Jakub Para** is a master's degree student of Tourism and Recreation at the Institute of Geography, Pedagogical University in Krakow. His research interest is the development of winter sports destinations in Poland.

**Maria Psimouli** holds a PhD in Marketing from the Athens University of Economics and Business. She is currently an adjunct professor at The American College of Greece, and she has previously worked as a research fellow at the Athens Laboratory of Research in Marketing and as a marketing executive in national and multinational companies. Her research interests lie in the areas of international marketing and place branding.

**Airton Rodrigues** is General Director of NENC (Núcleo de Estudos em Neurociência do Consumidor – Center for Studies in Consumer Neuroscience), and has a Doctorate in Cognitive Psychology (São Paulo University), Master in Psychology (São Paulo University), and MBA in Marketing (São Paulo University). He conducts experiments about the consumer's experience, in business segments, using different neuroscience methodologies.

**George Skourtis** is a Senior Lecturer at Christ Church Business School, Canterbury Christ Church University. He has published articles in international peer-reviewed journals and international conferences. His research interests include marketing theory, services marketing, tourism marketing and consumer behaviour. He holds a PhD in Management Science from Toulouse School of Management, France. He has conducted collaborative research with a number of academic institutions, including the University of Vienna, Wageningen UR, Dokuz Eylul University, Athens University of Economics and Business, University of Piraeus, Istanbul Technical University, Piraeus University of Applied Sciences.

**Maria Zoi Spanaki** is a PhD researcher in New Services Risk Management and Academic Tutor in Strategies and Operations at the University of Sunderland. Working as an assistant guest services manager in the hotel industry, she is passionate about conducting research and gaining further knowledge related to business and tourism. Research interests: risk management perspectives and tourism innovation.

**Adam R. Szromek** is a professor of Social Science at the Silesian University of Technology in Poland. His research interests focus on heritage tourism and health tourism with special attention to spa tourism management and business models in spa enterprises. Prof. Szromek's research has appeared in many reputable scientific journals.

**Sharon Wilson** is interested in tourism mobilities, social sciences and the creative industries. Adopting interdisciplinary and experimental research approaches to the study of social phenomena, she adopts experimental methodologies that seek to understand human mobility in an imaginative and embodied ways. She is also the founder of the Mobilities Futures Research Network (<https://mobilityfrn.com/>)

**Erisher Woyo** is an MBA Programme Coordinator and Senior Lecturer at the Namibia Business School, University of Namibia. His ongoing work focuses on ICT and higher education, and tourism in distressed contexts. His work has been published in *Anatolia*, *Journal for Marketing of Higher Education*, *Development Southern Africa*, and several other outlets.

**Michał Żemła** is an associate professor of economics working at the Department of Tourism and Regional Studies at Pedagogical University in Krakow, Poland. His recent research interest includes the development of winter sports destinations, sharing economy in tourism, and overtourism.

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## Introduction

The travel, tourism and hospitality fields have seen dramatic changes during the last four decades (Gursoy & Sandstrom, 2016). These fields are considered as fairly young academic disciplines, whilst their brief history has ended up in a lack of consensus on their exposure and scope (Kandampully et al., 2014). According to Min et al. (2016), tourism and hospitality have been recently identified as independent academic categories (Web of Science), showcasing the substantial progression of the disciplines. This is due to the widespread contribution of tourism in local societies and national economies through the provision of economic development, the creation of job opportunities, the inclusion of locals in community participation and the enhancement of participatory democracy, the increase of income, the improvement of life quality, the creation of infrastructure, and the provision of opportunities for the preservation of natural and built environment (Farmaki, 2015). However, the tourism and hospitality industries are susceptible to risks and crises (Pappas, 2018), and tourism planners need to carefully take under consideration any current and future dynamics that may result in considerable change and create new challenges and opportunities (Pappas, 2021).

The tourism literature extensively incorporates current and future trends, challenges and applications (indicatively please read Fatima & Elbanna, 2020; Kim et al., 2018; and Wut et al., 2021). However, extant literature has been less preoccupied with issues concerning the collective new perspectives, challenges, and directions of the respective field and the effects that this change might have not only on the tourism and hospitality industries but also on the global economy and society. Indeed, given that tourism is the third largest economic sector worldwide (Fatima & Elbanna, 2020), the challenges and new directions impacting the industry are likely to exert further influence on the economic and social fabric of countries at the regional, national and international levels (Pappas & Bregoli, 2016).

The chapter contributions in this edited book highlight and substantiate several facets of emerging insights and routes in the local, regional, national and international levels. They also showcase the importance of relevant new perspectives and directions for both destinations and enterprises as well as regional, national and international economic and social

development of the tourism industry. The originality of the book lies in the fact that there is no other book/textbook/handbook that incorporates new perspectives and directions in such a rapidly changing environment in tourism and hospitality. This is further strengthened from the fact that the edited book collects high-quality chapters from esteemed scholars around the world, and encourages diversity under a global perspective.

It is crucial for destinations and tourism practitioners to fully encapsulate the importance of emerging trends and, thus, gain a better understanding of the rapidly shifting business environment they are operating in. In so doing, destination planners, policymakers and industry practitioners will be better prepared for change and to embrace pertinent opportunities whilst dealing with potential threats. On a similar note, tourism and hospitality researchers will need to acknowledge the collective effects of new perspectives and directions on the industry. Specifically, a reading of the *Tourism Insights: New perspectives and changing directions* can assist scholars to better comprehend the ever-changing dynamics influencing the industry; thus, allowing for a more holistic examination of tourism-related phenomena and for a greater appreciation of the shifting nature of the tourism industry as a whole. Such knowledge is also important for educational purposes as tourism and hospitality students need to be better prepared for their operational and managerial role in the industry by adopting critical thinking with regard to its changing dynamics. Accordingly, tourism and hospitality educators need to adapt their curriculum to reflect the influence of such direction on the industry (Farmaki, 2018).

Notwithstanding, there are few sources that critically discuss the effects of new perspectives and changing directions on the tourism and hospitality industry in a holistic manner. The aim of this book is, therefore, to offer a platform allowing the critical discussion of pertinent perspectives and directions and, as such, provide theoretical and practical insights that may be of value to destination planners, policymakers, industry practitioners, educators and students. The book will, specifically, attempt to offer a multi-disciplinary and inter-disciplinary approach to the study of tourism and examine emerging topics that are likely to change the future of the industry, either positively or negatively. Overall, the book contributes to the advancement of knowledge surrounding emergent controversies pertaining to tourism sustainability and innovation.

The edited book may be considered a must-read piece of work for diverse audiences, since its contents can provide substantial theoretical and practical knowledge to an array of stakeholders relevant to tourism and its sub-sectors (hospitality; aviation etc). Specifically, by focusing not only on emerging perspectives and directions in tourism but also by providing a comprehensive overview of the continuously and rapidly changing dynamics in the industry, the book aims to contribute to the scholarly debate on the current status and the future evolution of tourism. Hence, audiences can vary from students, educators, early career and experienced researchers focusing on multi and inter-disciplinary areas as well as industry practitioners, destination planners and policymakers.

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