The Emerald Handbook of Destination Recovery in Tourism and Hospitality
The Emerald Handbook of Destination Recovery in Tourism and Hospitality

EDITED BY

PRIYAKRUSHNA MOHANTY
Garden City University, India

ANUKRATI SHARMA
University of Kota, India

JAMES KENNELL
University of Greenwich, UK

And

AZIZUL HASSAN
The Tourism Society, UK
In Memory of Prof. Tej Vir Singh who lived a life of glory and inspired tourism scholars across the globe.
Table of Contents

List of Figures and Tables xiii
About the Contributors xix
Preface xxxvii

Introduction 1
Priyakrushna Mohanty, Anukrati Sharma, James Kennell and Azizul Hassan

Section 1 Theoretical

Chapter 1 Effects of COVID-19 on Tourism and Hospitality: Exploring the New Normal 11
Brighton Nyagadza, Farai Chigora, Rumbidzai Pashapa, Tinashe Chuchu, Wadzanai Maeresesa and Chipo Katsande

Chapter 2 Strategic Intent and Strategic Leadership: A Review Perspective for Post-COVID-19 Tourism and Hospitality Industry Recovery 23
Rakotoarisoa Maminirina Fenitra, Ansar Abbas, Dian Ekowati and Fendy Suhairidi

Chapter 3 Imparting Industry 4.0 Skills to Tourism and Hospitality Graduates Through Hackathons 45
Tahir Sufi
Section 2 Africa

Chapter 4  Role of Innovation and New Product Development for Swift Recovery in Hospitality Industry in Nigeria 73
Oluseyi Ajayi and Babatunde Musiliu Abina

Section 3 Asia

Chapter 5  Evaluation of COVID-19’s Effects and Opportunities for Bangladesh’s Sustainable Tourism 87
Md. Nekmahmud, Mohammad Fazle Rabbi and Azizul Hassan

Chapter 6  The Recovery of Domestic Tourism in China: Practices from a Typical Tourism City Hangzhou 105
Guiqiang Qiao and Chris Ryan

Chapter 7  Re-engineering Tourism Education Post-COVID-19 125
Pinaz Tiwari and Nimit Chowdhary

Chapter 8  Sports Tourism as a Driver for Tourism Development and Recovery 139
Vajiheh Javani and Vahid Ghasemi

Chapter 9  Where to Eat? Exploring Flashpacker’s Dining Preference in Bali Following the COVID-19 Pandemic 153
Putu Diah Sasatri Pitanatri, Janianton Damanik, Khabib Mustofa and Djoko Wijono

Chapter 10  Dark Tourism and Destination Recovery: Prospects for Lebanon 177
Ahmad Anouti and James Kennell

Chapter 11  COVID-19 Effects on Learning Behaviour of Tourism Students for Sustainable Education: The Malaysian Context 195
Sharala Subramaniam, Jeetesh Kumar and Priyakrushna Mohanty

Chapter 12  Tourist Perception Towards Street Cuisine in Post-COVID-19 Pandemic Period: A Study of George Town Street in Penang in Malaysia 209
Ahmad Albattat, Norhidayah Azman and Nur Hanifa Haji Zainul
Chapter 13  Sailing Through Post-Pandemic Recovery? The Role of the State for Workers in Cruise Tourism Industry in the Philippines  
Iris Lavalle Acejo and Luisito Cagandahan Abueg

Chapter 14  Rebuilding Resilient Tourism Industry in Odisha: A Study on Revival and Survival Strategies in the COVID-19 Era  
Ravish Mathew, Sampada Kumar Swain and Shwetasaibal Samanta Sahoo

Section 4 Australia

Chapter 15  Rethinking Tourism Post-COVID-19: Towards a ‘More-Than-Tourism’ Perspective  
Phoebe Everingham and Sinead Francis-Coan

Chapter 16  ‘How Are We Surviving the Pandemic, COVID-19?’: Perspectives from Hospitality Industry Workers in Australia  
Riya Mehta, Anubha Mahender Singh, Sarah Hussain, Mahender Reddy Gavinolla and Priyakrushna Mohanty

Section 5 Europe

Chapter 17  How Will German Travellers Select Holiday Destinations and Accommodation During the COVID-19 Outbreak?  
Giacomo Del Chiappa, Maximilian Tafel and Gergely Szolnoki

Chapter 18  The Recovery Phase of Tourism Destinations Impacted by Terrorism – The Role of Strategic Marketing Plans  
Carina Boufford and Noëlle O’Connor

Chapter 19  Tourist Destinations and Instagram Communications Driving Sustainable Tourism Recovery: The Case of Coronavirus Pandemic  
Sonia Ferrari and Debora Calomino

Chapter 20  Tourism Impacts of the UNESCO Creative Cities Classification and Destination Recovery: Residents’ Perceptions  
Laurentina Vareiro, Raquel Mendes, Bruno Sousa and Marco Valeri
Table of Contents

Chapter 21 Clusters of Generation Z and Travel Risks Perception: Constraining vs. Push–Pull Factors 375
Aleksandra S. Dragin, Nebojša Majstorović, Bojan Janić, Maja B. Mijatov and Vladimir Stojanović

Chapter 22 Island to Island Travel: The Role of Domestic Tourism for the Swift Recovery of Island Tourism 397
Karl Agius

Chapter 23 Social Distancing in the Homes of Queuing: Reopening Theme Parks 417
Lorna Thomas, Adesola Osinaike and Tara Brown

Section 6 North America

Chapter 24 Shared Accommodations in the Maldives: Disruptor or Mitigator for the Island’s Destination Recovery? 433
Zeenaz Hussain, Jerome Agrusa, Joseph Lema and Babu George

Section 7 South America

Chapter 25 Sustainability-Focused Recovery Approach for Cruise Tourism After COVID-19: Key Issues and Opportunities in the Port Destination of Mahahual - Costa Maya 445
Kennedy Obombo Magio

Section 8 The Future Ahead

Chapter 26 Post-Pandemic Destination Recovery: Social Constructionism and Understanding the Roles of Semiotic Representation of Customer Perception Through Knowing 465
Charles Bladen and Carol Callinan

Chapter 27 Tourism Recovery Plans by UK Destination Management Organisations (DMOs): A New Sustainable Chapter, or a Return to Business-as-Usual? 481
Jorge Gutic
Chapter 28  Festival and Event Tourism: Building Resilience and Promoting Sustainability Challenges and Opportunities in a Post-COVID-19 Environment  497
Prem Subramaniam

Index  509
List of Figures and Tables

Chapter 3
Figure 3.1. Thematic Analysis Framework. 52

Chapter 6
Figure 6.1. Location of Hangzhou in China. 113
Figure 6.2. The Evolution of COVID-19 Cases (Contracted, Cured, Dead) in Hangzhou. 116
Figure 6.3. Digital Travel History (Left) and Digital Health Certificate (Right). 119
Figure 6.4. The Tourism Recovery Framework of Hangzhou. 121

Chapter 7
Figure 7.1. Re-engineering Tourism Education by Incorporating TLT in Pedagogy. 134

Chapter 9
Figure 9.1. Dining out Preference in 2020 Distribution Map. 160
Figure 9.2. Flashpacker’s Network Structure in Eating Preferences. 161
Figure 9.3. Modularity Report. 164
Figure 9.4. ‘Star Factors’ of Flashpacker’s Preference When Dining Out. 168

Chapter 10
Figure 10.1. Dark Tourism Supply. 180
Figure 10.2. Locations of Potential Dark Tourism Sites in Lebanon. 185
Figure 10.3. Location of Potential Dark Tourism Sites in Beirut. 186
### List of Figures and Tables

**Chapter 12**

**Figure 12.1.** Research Framework for the Current Study. 214

**Chapter 13**

**Figure 13.1.** Trends in International Tourist Arrivals (ITA) in Billions, and Tourism Revenue (TR) in Current USD Trillion, 2000–2019. 231

**Figure 13.2.** Trends in International Tourist Arrivals among ASEAN-Member States, 1995–2019. 232

**Figure 13.3.** Trends in Intra-ASEAN Tourist Arrivals among Member States, 1995–2019. 233

**Figure 13.4.** Trends in Intra-ASEAN and Extra-ASEAN Tourist Arrivals, 1995–2019. 234

**Figure 13.5.** Tourism Direct Gross Value Added Growth Rates and Gross Domestic Data Growth Using Current Price Levels, 2014–2019. 234

**Figure 13.6.** Growth Rates in Tourism and Total Employment, 2014–2019. 235

**Figure 13.7.** Percentage Share of TDGVA to GDP, and Percentage Share of TE to Total Employment, 2014–2019. 235

**Figure 13.8.** International Tourist Arrivals in the Philippines, 2007–2020. 236

**Figure 13.9.** Breakdown of Philippine Regional Travels, 2007–2020. 236

**Figure 13.10.** Trends in Global Cruise Passenger Traffic, 1990–2021. 237

**Figure 13.11.** Global Cruise Revenue in Current USD Billion, 2019–2021. 237

**Figure 13.12.** Trends in Cruise Passenger Traffic in the Philippines, January 2019 – February 2020. 238

**Figure 13.13.** Annual Remittances in Current USD, 2010–2021. 239

**Chapter 14**

**Figure 14.1.** Domestic Tourist Arrivals in Odisha. 253

**Figure 14.2.** Foreign Tourist Arrivals in Odisha. 253

**Figure 14.3.** Tourism Revival and Survival Model in Odisha. 257
Chapter 18
Figure 18.1. Question 1. 325
Figure 18.2. Question 2. 326
Figure 18.3. Question 3. 327
Figure 18.4. Question 4. 328
Figure 18.5. Question 5. 329
Figure 18.6. Question 6. 330
Figure 18.7. Question 7. 331
Figure 18.8. Question 8. 332
Figure 18.9. Question 9. 333
Figure 18.10. Question 10. 334

Chapter 21
Figure 21.1. Latent Profiles (Classes) in Two Groups. 387

Chapter 22
Figure 22.1. Map Showing the Islands in the Area of Study. 400
Figure 22.2. Domestic Tourism by Region and Year. 405

Chapter 26
Figure 26.1. Interaction between Destination and Tourist Factors. 476

Chapter 27
Figure 27.1. The VERB Model. 486
Figure 27.2. Number of Tourism Businesses in DMO’s Area of Operations (%). 487
Figure 27.3. Type of Objective Included in DMOs Recovery Plans for Tourism (%). 488
Figure 27.4. Type of Key Performance Indicators Monitored to Assess the Effectiveness of DMO Recovery Plan (%). 490

Chapter 3
Table 3.1. Sample of Hackathons Used for the Study. 53
Table 3.2. Goals and Objectives of Hackathons. 54
Chapter 6
Table 6.1. 2019–2020 International Tourist Arrivals by Region. 111
Table 6.2. Tourism Revenue and Tourist Arrivals in Hangzhou (2016–2020). 115
Table 6.3. Profile of Respondents of Tourism Industry in Hangzhou. 116

Chapter 8
Table 8.1. Initial Codes and Extracted Themes. 145

Chapter 9
Table 9.1. Network Property Values of the Flashpacker from 2018 to 2020. 159
Table 9.2. Flashpacker’s Calculation in Eating Preferences. 162
Table 9.3. Restaurant Grouping by Modularity and Eigenvector Centrality Flashpacker Travelers in Bali. 166

Chapter 10
Table 10.1. Potential Dark Tourism Sites in Lebanon (Authors’ Original Work). 183

Chapter 12
Table 12.1. Demographic Profile. 216
Table 12.2. Location of Street Cuisine (in%). 217
Table 12.3. Uniqueness of Street Cuisine (in%). 218
Table 12.4. Community Attitude (in%). 218
Table 12.5. Quality of Street Cuisine (in%). 219
Table 12.6. Price of Street Cuisine (in%). 220
Table 12.7. Hygiene Level of Street Cuisine (in%). 220
Table 12.8. Multiple Regression Table. 221

Chapter 13
Chapter 17

Table 17.1. Overall Profile of the Sample. 305
Table 17.2. Destination Selection Criteria: Results of Factor Analysis. 307
Table 17.3. Accommodation Selection Criteria: Results of Factor Analysis. 308

Chapter 20

Table 20.1. Some Respondents’ Characteristics. 363
Table 20.2. Knowledge and Importance of UNESCO Creative City Classification. 364
Table 20.3. The Perceived Positive Impacts of Classification. 365
Table 20.4. The Perceived Negative Impacts of Classification. 367
Table 20.5. Support and Participation. 368

Chapter 21

Table 21.1. Variance Explained by Extracted Factors in Two Subsamples. 381
Table 21.2. Factor Correlations in Two Subsamples. 382
Table 21.3. Tucker’s Congruence Coefficients in Two Subsamples. 382
Table 21.4. Comparative View of Two Pattern Matrices. 383
Table 21.5. Internal Consistency Type Reliability and Homogeneity of the Subscales. 384
Table 21.6. Descriptive Statistics for Summative Scores of the Subscales. 384
Table 21.7. Internal Consistency Type Reliability and Homogeneity (UInP). 385
Table 21.8. Descriptive Statistics for the Summative Scores (UinP). 386
Table 21.9. Means and Standard Deviations on the USTurPan1 Subscales, Information Questionnaire and Frequencies and Proportions of the Latent Classes in Two Subsamples. 388

Chapter 22

Table 22.1. Characteristics of the Maltese-Sicilian Archipelago. 401
Table 22.2. Domestic and International Tourism in 2020. 404
Table 22.3. Tourist Arrivals in Gozo between 2019 and 2020. 405

Chapter 26
Table 26.1. Key Factors Related to Tourists and Stakeholders in Relation to Marketing Messages. 468

Chapter 27
Table 27.1. Number of DMOs That Were Invited to Provide Information About Their Destination Recovery Plans, by UK Country. 485
Table 27.2. DMOs Key Motivation for Developing Tourism Recovery Plans (%). 489

Chapter 28
Table 28.1. Key Topics Discussed and the Source. 499
About the Contributors

Ansar Abbas obtained a doctoral degree in Management from the University of Airlangga in Surabaya, Indonesia, in 2021. His primary research interests are leadership and organisational management, positive psychology, individual differences and strategic management. He published several book chapters and journal papers.

Babatunde Musiliu Abina holds a PhD in Business Administration with specialisation in Marketing and he is a Lecturer in the Department of Marketing and Consumer Studies, Faculty of Economics and Management Sciences, University of Ibadan. Babatunde’s primary area of interest is ABC of Marketing Communications – Advertising, Branding, Communications, with strong focus on brand equity and consumer studies.

Luisito C. Abueg is an Assistant Professor at the Department of Economics, University of the Philippines Los Baños. His specialisations include mathematical economics, economic statistics, economic history and gender economics. His research interests include applied macroeconomics, economics of sustainable tourism, and economic literacy and education.

Iris L. Acejo is a Research Associate at Seafarers International Research Centre (SIRC), Cardiff University. She has sailed onboard international merchant vessels touring Asia, Africa and Europe in connection with various research studies looking at occupational health, safety and well-being of seafarers.

Dr Karl Agius is a Visiting Lecturer at the Institute for Tourism, Travel and Culture at the University of Malta where he lectures on island tourism and sustainability of the tourism and hospitality sectors. His research interests include ecotourism and archipelagos. His doctoral research studied the marine ecotourism potential of the central Mediterranean Islands. Recent papers were published in Island Studies Journal, Case Studies on Transport Policy, Xjenza, Shima and the Journal of Marine and Island Cultures. Karl has also published book chapters on ecoguides and visitor experiences in protected area tourism as well as on stakeholder management in marine protected areas.

Jerry Agrusa is a Professor in the School of Travel Industry Management specialising in hospitality and tourism management. He has been a faculty member at leading hospitality management programmes in the United States for over 25 years. Dr Agrusa’s past positions include the Chair/Professor of Hospitality
and Tourism Management at the University of North Texas, the Chair/Professor at Hawai’i Pacific University and two Endowed Professorships at the University of Louisiana.

Mehtab Alam is a PhD scholar, from the University of Cyberjaya, Selangor, Malaysia. As a core area of Management and Public Policy; Soft Image and Image Development of Pakistan through tourism development are the primary parts of research completed for his Master of Philosophy (MPhil). He obtained his Master of Arts in English Language and Literature and also holds Bachelor of Education from Allama Iqbal Open University, Islamabad. In addition to this, he serves in various Public and Private Institutions including the National Assembly, Parliament of Pakistan as Research Associate and Ministry of Foreign Affairs, Pakistan, on assignments/tasks of image development. As a writing specialist he also served in Skyscrapers Pvt Ltd Over the years, his interest in research has developed and allows him to keep in touch with the advancement in research on various topics and subjects of management. These incorporated the field of Social, Communication, & Management Sciences, or issues of international concerns like Public Diplomacy, Foreign Policy and key changes brought about trade and business for climate. Mehtab Alam has the opportunity to interact with highly qualified and experienced individuals from various backgrounds. Various articles/chapters are in process of publications.

Dr Ahmad Albattat is a Senior Lecturer and Postgraduate Coordinator in Post Graduate Centre, Management and Science University, Shah Alam, Selangor, Malaysia. He is a Visiting Professor and external examiner in Medan Academy of Tourism (Akpar Medan). He holds a doctoral degree in Hospitality Management ‘Disaster and Emergency Planning and Preparedness’ from University Sains Malaysia (USM). He worked as an Assistant Professor, Ammon Applied University College, Amman, Jordan, and a Researcher at Sustainable Tourism Research Cluster (STRC), Penang, Malaysia. He was working for the Jordanian hospitality industry for 17 years. He has participated and presented research papers in several international academic conferences He is an active member of Scientific and Editorial Review Board for various Scopus journals. His latest works have been published in the refereed international journals, conference proceedings, books and book chapters.

Ahmad Anouti is an Assistant Professor in Management Department at Beirut Arab University, Beirut – Lebanon. Prior to being hired as a full-time faculty member in 2019, Ahmad worked as a full-time faculty member at Stenden University, Qatar, from 2002 to 2008. Since 2016, Ahmad was appointed a Visiting Professor at several universities and business schools in France such as Université Paris 1 Panthéon Sorbonne, Paris School of Business and Ferrandi, Paris. Ahmad earned his Doctorate of Business Administration from Grenoble School of Business France; an MBA from the University of Balamand; and a BS in International Hospitality Management from The American University of Culture and Education.
Norhidayah Azman is a Lecturer in the Faculty of Business Management and Professional Studies at Management and Science University, Malaysia, where she has been a faculty member since 2018. With strong industrial experience, her particular specialisation is in digital marketing, big data, management, human resource, consumer behaviour and marketing. She also received Certified Marketing Professional certification from the American Industrial Certification Institute for completing marketing professional courses. Her current research interest is intention to use nutritional label and factors that contribute to the use of nutritional label. In addition, she also is a reviewer for the Scopus journal.

Charles Bladen has degrees in marketing, hospitality and education and has worked in the experience design industries. In addition to over 20 years’ international university teaching at both undergraduate and postgraduate levels, he has published widely in international academic journals and is the author of the bestselling textbook Events Management: An Introduction, published by Routledge, which will soon be in its third edition.

Ms Carina Boufford graduated with a BA (Hons.) in Business Studies with Travel and Tourism Management programme (Class of 2020) and is currently studying for an MSc in Digital Marketing (LIT).

Tara Brown is currently Assistant Area Manager for Chessington World of Adventures Resort. Tara is also Postgraduate Alumni of CCCU. Tara has a passion for theme parks, queue management systems and service delivery.

Carol Callinan has degrees in psychology and education and has taught at undergraduate and postgraduate levels for 15 years. Carol’s primary research interests are in the application of psychological theory and multimodal communication.

Debora Calomino is a Journalist, specialised in tourism and territorial marketing. She graduated in Tourism Sciences and Tourism Systems Design and Management at the University of Calabria (Italy) collaborates with tourism magazines, where she writes about success stories in local marketing.

Dr Farai Chigora holds a Doctorate in Business Administration (DBA) from the University of KwaZulu-Natal (South Africa), a Senior Lecturer in Business Science in the College of Business, Peace Leadership and Governance, Africa University in Zimbabwe. He is a branding specialist with interest in destination branding, strategic marketing, business research and related business areas which he has authored in various refereed international journals.

Dr Tinashe Chuchu holds a doctorate in Marketing from the University of the Witwatersrand. Currently, he works as a Senior Lecturer in the Marketing Division of the School of Business Sciences at the University of the Witwatersrand, South Africa. Previously, he worked as a Senior Lecturer in the Department of Marketing Management, University of Pretoria, South Africa. He is a consumer behaviour and tourism scholar who has published numerous studies in these fields in top journals and has presented at international conferences.
Dr Chuchu has published and reviewed for major publishing outlets, which include Wiley, Taylor & Francis, Elsevier, Emerald Publishing, SAGE and presented at the premier conference for marketing academics (the American Marketing Association Conference) which was held in Chicago, USA, in 2019. He is a member of The Academy of Business and Retail Management Conferences based in the United Kingdom. He was a recipient of the South African government’s National Research Foundation Doctoral Scholarship in 2015. In 2019, Dr Chuchu was awarded the Best Junior Researcher in Management Sciences at the University of Pretoria, South Africa. He sits on the editorial board of the Retail and Marketing Review as well as the African Journal of Business and Economic Research.

Nimit Chowdhary is a Professor with the Department of Tourism and Hospitality Management in Jamia Millia Islamia, New Delhi. He holds BE (Mech Engg), MBA and PhD (Management) and has more than 28 years of postgraduate teaching and research experience. He has been a full professor for more than 15 years at Mizoram University, Indian Institute of Tourism and Travel Management (Gwalior, Noida and Nellore) and now Jamia Millia Islamia. He has also been a professor at ITESM- MEXICO, Shaoxing University, CHINA. His research has focused on destination marketing, tourism entrepreneurship and guiding and interpretation and has supervised 15 PhDs, authored eight books, edited four books and contributed more than 125 papers. He has had funded research support from UGC, ICSSR, AICTE and MoT-GoI.

Janianton Damanik is a Professor at the Department of Social Development, Faculty of Social and Political Sciences, and a Senior Researcher at the Center for Tourism Studies, Universitas Gadjah Mada, Indonesia. He holds a PhD in Social Geography from Universitaet Bielefeld, Germany, and has been a Guest Lecturer at the Hochschule Konstanz, Germany. His research interest focuses on the issue of community livelihood, especially through community-based tourism schemes. Many of his scientific papers are published in international journals and books.

Giacomo Del Chiappa (PhD) is Associate Professor of Marketing at the Department of Economics and Business, University of Sassari (Italy), where he teaches Tourism Marketing and Management, Destination Management and Service & Retail Marketing. He is also Senior Research Fellow at the School of Tourism & Hospitality of University of Johannesburg (South Africa). His research is related to destination governance and branding, sustainable tourism, consumer/tourist behaviour, digital marketing and airport marketing. He is Co-Editor-in-Chief of the European Journal of Tourism Research and member of numerous editorial boards of national and international scientific journals. He is author and co-author of around 200 national and international publications. Among others, he has published in: Annals of Tourism Research, Journal of Service Management, Journal of Services Marketing, Tourism Management, Journal of Travel Research, International Journal of Contemporary and Hospitality Management, International Journal of Hospitality Management, International Journal of Tourism Research and Current Issues in Tourism.
Aleksandra Dragin, PhD, is a Full Professor at the Faculty of Sciences, University of Novi Sad. Her research field is human resources with specific interests in tourism, local communities, demographic transition and social responsibility activities. She published 204 scientific bibliographic units. She participated in numerous research activities, scientific conferences, seminars and round tables around the globe. She has participated as a leader, member, expert, coordinator, reviewer or secretary in 26 projects. She is a member of the Commission for the adoption of standards in the field of Tourism and related services at the Institute for Standardization of Serbia (ISO/TC 228).

Dian Ekowati is a Senior Lecturer in the Business Management department, Faculty of Economics and Business, and Head of Planning and Development Board, Universitas Airlangga. After completing her Master’s Degree in the University of Melbourne in Organisational Change, she earned her doctoral degree in Management from the University of York, United Kingdom. She authored several book chapters, conference and journal papers, and many academic, social and academic development projects.

Phoebe Everingham is an Early Career Researcher at the University of Newcastle. She has a multidisciplinary background in sociology, anthropology, human geography, tourism studies and management. Her research expertise is focused on sustainable development, particularly tourism and she is committed to working towards tourism models underpinned by social and ecological justice. Phoebe’s research focuses on the importance of mutual intercultural exchange in tourism encounters and community-led tourism development. She believes that working towards sustainable and equitable futures involves learning from different cultural practices and worldviews. Phoebe has published extensively in top international tourism journals and is on the editorial board of Tourist Studies and the Journal of Responsible Tourism Management. He is also on the editorial board of Tourism Geographies.

Rakotoarisoa Maminirina Fenitra holds a doctorate in Management from the University of Airlangga in Surabaya, Indonesia, in 2021. Marketing Management, tourism and hospitality are his primary research interests. He authored several book chapters and journal papers under his research belt. Dr Fenitra is interested in future cooperation in the tourist management industry’s rebirth post-COVID-19 and the opportunities for worldwide development. In addition, he is fascinated by tourist psychology and development studies that use both qualitative and quantitative methodologies.

Sonia Ferrari is an Associate Professor of Tourism Marketing and Place Marketing at the Department of Business and Law Science, University of Calabria, Italy. She has taught Event Marketing, Service Management and Tourism Management at the University of Calabria where she has also been a researcher since 1993. Her main research interests are: tourism and place marketing, roots tourism, spa and wellness tourism, tourism in protected areas and natural parks, event marketing, service marketing and management, and sustainable tourism.
She is Member of the World Commission on Protected Areas WCPA of IUCN (International Union for Conservation of Nature) since 2016.

**Sinead Francis-Coan** has a background in tourism studies at the University of Newcastle. Her postgraduate research focused on land use conflict and stakeholder perspectives in the Upper Hunter Valley. Sinead is an active member of the Newcastle community; an advocate for the environment, Indigenous rights, women’s rights, workers’ rights and refugee rights across a wide range of different community groups. Her extensive travel experience helps her appreciate the facilities in Newcastle but also see the potential of how public spaces have been used around the world. Sinead studied Japanese throughout secondary school and university then lived in the Kanagawa prefecture for a year where she taught English. Sinead is a freelance writer and has her own travel blog ‘The Globetrotters Grind’.

**Mahender Reddy Gavinolla** is an Assistant Professor, National Institute of Tourism and Hospitality Management, India; Guest lecturer in Vidzeme University of Applied Sciences, Latvia. His research area includes sustainable tourism and heritage management. ORCID ID: https://orcid.org/0000-0002-3476-3132.

**Babu George** is Professor and Associate Dean in the School of Business. He has a PhD in Management, a DBA in International Business and an EdS in Higher Education Innovation and Leadership. He is a graduate of Harvard University’s Institute for Educational Management. Previously, he served on a diverse range of academic-administrative roles at various universities, including Fort Hays State University, University of Nevada Las Vegas, Alaska Pacific University, University of Southern Mississippi, among others. Besides, he holds visiting professor designations at more than 15 universities around the world. Since 2001, he has taught a variety of undergraduate, graduate, and doctoral level courses in management, marketing, entrepreneurship, tourism, healthcare, international business, higher education leadership, etc. He has published more than 200 research papers in international scholarly journals.

**Vahid Ghasemi** PhD, is Assistant Professor at Universidade Europeia in Lisbon, Portugal and integrated research member in CEFAGE (Évora, Portugal). His research areas include marketing, destination management, luxury tourism and tourist behavior. He has published papers in several tourism and hospitality journals such as *Journal of Destination Marketing and Management, Tourism Analysis, Anatolia and European Journal of Tourism Research* among others. He is recently received Emerald Literati Award 2020 for the Outstanding Author Contribution. E-mail: vahid.ghasemi@universidadeeuropeia.pt. Orcid: http://orcid.org/0000-0002-2149-9141

**Jorge Gutic**, PhD, has a strong interdisciplinary research background in environmental and social sciences, stemming from his background in marine ecology, sustainable management of natural resources and tourism management. His research interests include sustainable business management and practical implementation of circular economy initiatives; the link between climate change
mitigation and business management policies; the sustainable management of natural resources by tourism businesses, as well as the management of environmental, social and economic impacts of sustainable tourism projects.

**Dr Azizul Hassan** is a member of the Tourism Consultants Network of the UK Tourism Society. Dr Hassan has been working for the tourism industry as a consultant, academic and researcher for over 20 years. His research interest areas are technology-supported marketing for tourism and hospitality, immersive technology applications in the tourism and hospitality industry, and technology-influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Dr Hassan has authored over 150 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 25 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. He is a regular reviewer of a number of international journals.

**Sarah Hussain** is the Head and Associate Professor, Department of Tourism and Hospitality Management, Jamia Millia Islamia (A Central University) at New Delhi, India. She holds a PhD in Hospitality. Previously, she served as the Principal of Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi. She has chaired the India International Hotel, Travel & Tourism Conference (2019) and co-chaired the International Conference on Transformational Tourism (2020). She brings immense experience in imparting Hospitality Education and is considered an authority in Hospitality Management (Rooms Division Management, Revenue Management, Research Methodology, Hospitality Marketing & Sales, and Business Communication). ORCID ID: https://orcid.org/0000-0003-0161-4699.

**Zeenaz Hussain** is a Doctoral Candidate in The Hong Kong Polytech University and a faculty of Hospitality and Tourism Studies at the Maldives National University, Male, Maldives.

**Bojan Janičić, PhD**, is an Associate Professor at the Department of Psychology, Faculty of Philosophy, University of Novi Sad. His research field is psychometrics and survey methodology with specific interests in Item Response Theory and Network Psychometrics. He published 35 scientific bibliographic units and participated in numerous research activities. He was active participant in several national and international projects approved by the Ministry of Education, Science and Technological Development of the Republic of Serbia and EACEA.

**Vajiheh Javani** is Assistant Professor in the Department of Sports Management, Faculty of Physical Education and Sport Sciences at the University of Tabriz, Iran. She holds a PhD in Sports Management from Tarbiat Modares University of Tehran, Iran. Her research interests include mainly sports management and sport marketing brand, and particularly Sport Brand Management, Sport Event Tourism and Destination Brand. She is supervisor of postgraduate students’ theses and dissertations. She has published papers in several sport management journals and in the proceedings of many international conferences. He has also been active as a reviewer for several journals.
Dr Kalsoom B. is Assistant Professor at Centre for Policy Studies, COMSATS University, Pakistan. Key Competent Areas in Research are evidence-based opportunity of public services, inequality, explicit planning of public facilities at regional and local level; Big data, Urban Sustainability, Foresight & Public Policy; Public Sector Governance, Public Management & Reforms; Governance, inter-provincial & Local Government; Public Services Ethics, Social Equity, Crowdsourcing, Social Innovation in Public Sector; behavioural insights in Public Sector, Outsourcing, Collaborative Management. She has more than 15 years of extensive experience in teaching and research. Her recent research findings appear in various international and national journals and conference proceedings on issues of public sector reforms, public policy, governance, sustainable management and foreign affairs of China in higher education.

Chipo Katsande is a Lecturer in Information Systems and Computer Science at Manicaland State University of Applied Sciences, Department of Information Systems and Computer Science, Zimbabwe. She holds Master of Computer Science and Master of Business Administration degrees from the University of Zimbabwe. She has vast experience as a Software Engineer, Systems Analyst and Development. Her interest and publications are in systems development, administration and security, software engineering, database development and administration, information security, data analytics, artificial intelligence, algorithms, programming and web applications.

James Kennell is currently a reader at the School of Hospitality and Tourism Management at the University of Surrey, United Kingdom. Over the last 20 years, he has developed and managed projects for clients in the public private and third sectors, with a focus on the relationships between tourism, culture and urban change. James’ research has explored these ideas in numerous international contexts, with a concentration on the policy and political economy aspects of tourism. He is a fellow of the Tourism Society (UK) and a regular contributor to national and international media on tourism and politics.

Jeetesh Kumar is Senior Lecturer in the School of Hospitality, Tourism and Events, Taylor’s University, Malaysia. His doctorate is from Taylor’s University in Hospitality and Tourism, with research on economic impacts of business events in Malaysia. He has two postgraduate degrees: Professional Master’s in Hospitality Management and International Tourism from University of Toulouse, France, and the other in Business Administration (MBA – Marketing) from Hamdard University, Pakistan. His research areas include Economic Impacts, Economic Modelling, MICE, Medical Tourism and Behavioural Studies. He has worked on consultancy and research projects at the national level and authored 35+ publications including research articles and book chapters. Jeetesh is an active member of several national and international associations, conference and journals.

Joseph Lema, PhD, is Professor/Chair in the Food & Beverage and Event Management Department in the Harrah College of Hospitality at the University of Nevada, Las Vegas, USA.
Wadzanai Maeeresa is a dynamic professional business developer with more than 14 years’ experience marketing and growing global brands in sub-Saharan Africa. Brands represented over the years are KIC Krones (GmbH), Ecolab, Veolia, Diversey and Ion Exchange. She has worked in 10 different African markets, i.e. Zimbabwe, Zambia, DRC, Ghana, Rwanda, Nigeria, Mozambique, South Africa, Botswana and Kenya. Wadzanai is experienced in product development and testing, production management, quality assurance and development of new business opportunities. She is passionate about food safety, microbiology and food security. A brewer by training, Wadzanai has worked in various positions in production set ups within the food and beverages sector in Zimbabwe before she went into sales and marketing. Wadzanai and her husband of 11 years are real estate developers and investors. This passion has led them to start a company that has its roots in construction BLD Boards.

Kennedy Obombo Magio holds a PhD in Tourism Management from Universidad Autónoma de Occidente, Mexico. He is a distinguished member of the National System of Researchers in México (SNI 1), and his research interest is largely focused on tourism sustainability in the Mexican Caribbean. With over 30 publications, Kennedy has been awarded several scholarships and grants to contribute to tourism knowledge, including his current research fellowship and an Excellence Award by the Mexican Academy for Tourism Research (AMIT). He has undertaken a number of consultancies for public and private sector tourism organisations within Mexico and for international agencies.

Nebojsa Majstorovic, PhD, is an Associate Professor at the Department of Psychology, Faculty of Philosophy, University of Novi Sad. His main research interests are within the field of Industrial/Organizational Psychology including topics of work ethics, self-regulation and consumer behaviour. He published three books and numerous scientific papers, participated as a researcher and leader in different scientific projects in Serbia and Canada, at conferences in Europe and abroad, and he was engaged as Vice-Dean for research at the Faculty of Philosophy. He is a leader of one topic within the current project funded by the Ministry of Education, Science and Technological Development of the Republic of Serbia. He is a member of Serbian Society of Psychologists and European Federation of Psychologists’ Associations.

Ravish Mathew holds a dual Master’s degree to his credit, Master’s in History from the prestigious Ravenshaw College, Cuttack, and Master’s in Tourism Administration from Regional College of Management, Bhubaneshwar. He has obtained his PhD in Tourism Studies from Pondicherry Central University under the supervision of Prof. Sampada Kumar Swain in the year 2013–2014. Dr Ravish has 10 years of teaching experience and two and half years of Post-Doctoral Research Experience. Dr Ravish Mathew has been awarded with the prestigious Dr Sarvepalli Radhakrishnan Post-Doctoral Fellow (UGC-PDF) for the year 2014–2015 in Tourism Studies by University Grants Commission, New Delhi. Currently, he is working as an Assistant Professor in Tourism & Hospitality under the Faculty of Management Studies Sri Sri University, Cuttack, Odisha. Dr
Ravish Mathew has more than a 20 publications in reputed tourism Scopus and UGC Care journals and books. He has participated and presented research papers in more than 35 national and international conferences. He has also delivered a good number of invited lectures as Resource Person in various universities and colleges. He has actively contributed to e-learning resources and online teaching. He has taken other administrative responsibilities like NSS Programme Coordinator, Hostel Warden, Placement Coordinator (UG), Programme Coordinator B.Com & MOOC and Moodle Coordinator in the University. His research areas of interest include Ecotourism, Responsible Tourism, Community-Based Tourism, Protected Areas, Wetlands, Wildlife Tourism, Forestry and Wildlife Conservation.

Riya Mehta is a research scholar at University of West Sydney. She has worked with hospitality brands like Starwood and had taught at many Indian universities before moving to Australia.

Raquel Mendes is currently a Professor of Economics in IPCA – Polytechnic Institute of Cávado and Ave, Portugal. She holds a PhD in Economics from the University of Minho, Portugal and is Researcher in UNIAG, Portugal.

Maja B. Mijatov, PhD, is a Research Assistant at the Faculty of Sciences – Department of Geography, Tourism and Hotel Management (University of Novi Sad). Her main fields of interest are business ethics, corporate social responsibility, organisational behaviour, human resources and management. She is an author and co-author of different papers presented throughout the conferences and within different academic publications. She is a member of the international project GLOBE 2020, as one of four researchers from Serbia, while she also was a member of the project approved by the Ministry of Education, Science and Technological Development of the Republic of Serbia.

Priyakrushna Mohanty (PK) is an Assistant Professor at the Department of Business Administration (Tourism), Christ University, Bengaluru, India. He was a former U.G.C. Senior Research Fellow at the Department of Tourism Studies, Pondicherry University, India, from where he received his PhD in Tourism Studies. PK is also an awardee of the prestigious Travel Corporation (India) Gold Medal for his outstanding performance in Master's Degree in Tourism Studies from Pondicherry University, India. He also holds a Master's Degree in Finance along with three PG Diploma Degrees in Rural Development, Research Methodology, and Teaching Skills. PK served the Indian Railway Catering and Tourism Corporation Ltd. for two years, after which he was recruited as a Guest Faculty in the Dept. of Tourism Studies, Pondicherry University. He has published more than thirty papers in both international and national journals and edited books. He has presented more than twenty-five papers in both international and national conferences to his name. Several national and international institutes have invited him as a guest speaker. He is the editor for 5 book projects with prestigious publishers like Routledge, Emerald, Springer Nature, and CABI. PK is passionate about academic areas of Research Methodology, Tourism Sustainability, Sustainable
Livelihood, Events Tourism, and e-Tourism, along with Gender issues in Tourism Development.

Mr Priyakrushna Mohanty (PK) is an Assistant Professor at the Department of Tourism, School of Professional Studies, Garden City University, Bengaluru. He is a former U.G.C. Senior Research Fellow at the Department of Tourism Studies, Pondicherry University, India. PK is also an awardee of the prestigious Travel Corporation (India) Gold Medal for his outstanding performance in the Master’s Degree in Tourism Studies from Pondicherry University, India. He also holds a Master's Degree in Finance along with three PG diploma degrees in Rural Development, Research Methodology and Teaching Skills. PK has served the Indian Railway Catering and Tourism Corporation Ltd for two years following which he was recruited as a Guest Faculty in the Department of Tourism Studies, Pondicherry University. He has published more than 25 papers in both international and national journals and edited books. He has presented more than 25 papers in both international and national conferences to his name and has been invited by a number of national and international institutes as guest speaker. Currently, he is serving as the editor for five book projects with prestigious publishers like Routledge, Emerald, Springer Nature, and CABI. PK is passionate about academic areas of Research Methodology, Tourism Sustainability, Sustainable Livelihood, Events Tourism and e-Tourism along with Gender Issues in Tourism Development.

Khabib Mustofa, Dr Techn., is a Lecturer in the Department of Computer Science and Electronics, Universitas Gadjah Mada, Indonesia, since 1999. He pursued his PhD in the Institute for Software Engineering and Interactive Systems, Vienna University of Technology, Austria, and completed it in 2007. His research interests currently are Semantic Web Technology and Ontology Engineering, Knowledge Management and Information Systems.

Md. Nekmahmud (Argon) is a PhD candidate in the Doctoral School of Economic and Regional sciences, Hungarian University of Agriculture and Life Sciences (MATE), Hungary. He is also working as a researcher at the Institute of Agricultural and Food Economics, MATE. He was awarded a Full funded prestigious PhD scholarship in Hungary and a Master's scholarship at the University of Chinese Academy of Sciences. He completed his MBA and BBA in marketing with the top-scorer tag. He participated at the 9th World Science Forum-2019 conference in Europe and Prague European Summit-2020. Nekmahmud has published his research in top-tier journals listed by ABDC and CABS, as well as several book chapters in Springer, Routledge, Taylor & Francis, Springer Nature, and Emerald. He is a regular reviewer for the top-tier journals, e.g., Journal of Cleaner Production, Journal of Foodservice Business Research, Young Consumers, Asia Pacific Management Review, and so on. His research areas include AI in marketing, environmental marketing, pro-environmental behaviour, sustainable consumption, sustainable tourism, and PLS-SEM. He can be contacted at: nekmahmud.argon@gmail.com
Brighton Nyagadza is a full-time Lecturer and A/Chairperson in the Department of Marketing (Digital Marketing) at Marondera University of Agricultural Sciences & Technology (MUAST), Zimbabwe; a Full Member of the Marketers Association of Zimbabwe (MAZ); an Associate of The Chartered Institute of Marketing (CIM), United Kingdom, and Power Member of the Digital Marketing Institute (DMI), Dublin, Ireland. He has published several book chapters in Routledge Books of Taylor & Francis Publishers, New York (USA), Lexington Books of the Rowan & Littlefield Publishers, Maryland (USA), and Langaa Publishers (Cameroon) and in reputable global journals such as the Journal of Environmental Media (Intellect, Bristol, UK), Journal of Asian & African Studies (SAGE, London, UK), Journal of Digital Media & Policy (Intellect Publishers, Bristol, UK), Youth & Society (SAGE, London, UK), Cogent Business & Management, Cogent Psychology, Cogent Social Sciences (Taylor & Francis, England & Wales, UK), Communicare (University of Johannesburg, South Africa), The Marketing Review (Westburn Publishers, Scotland), Retail and Marketing Review (UNISA), Africanus (UNISA Press), Amity Journal of Entrepreneurship (Amity University Press) and others. Currently, he is editing a book on Social Media Marketing Strategy Post COVID-19 Pandemic: Ethics, Challenges & New Directions, to be published by Vernon Press Publishers, Wilmington, Delaware (USA).

Dr Noëlle O’Connor is the Senior Lecturer in Travel and Hospitality Management at Limerick Institute of Technology (Ireland). I am currently a member of the Censorship of Publications Board, Department of Justice and Equality. I have lectured for many years in other higher education institutes including Technological University Dublin and Glion Institute of Higher Education, Les Roches Gruyere University of Applied Sciences (Switzerland).

Oluseyi Ajayi, PhD is a Lecturer in the Department of Marketing and Consumer Studies, Faculty of Economics and Management Sciences, University of Ibadan. He has a degree in Business Administration, as well as an MBA, an MSc and a PhD in the same field of study. He specialises in strategic management and marketing. His research papers have been published in recognised national and international journals like Taylor & Francis, Namibia Journal of Managerial Sciences, Sona Global Management Review, The Lahore Journal of Business, Ilorin Journal of Marketing, Lapai Journal of Management Science (LAJOMAS), to mention but few. He has more than eight years of lecturing experience.

Adesola Osinaike is currently Programme Director for Events and Hospitality Management courses at CCCU. Shola has particular interest in revenue management and performance measurement and management. Research includes revenue management practice in the Nigeria’s small and medium-sized hotels, and research focused on pricing strategies, customer segmentation and demand forecasting.

Rumbidzai Pashapa is a Supply Chain Management Lecturer at the Marondera University of Agricultural Sciences and Technology (MUAST), Zimbabwe. She holds a Master of Science degree in Procurement, Logistics and Supply Chain
Management from the University of Lusaka (UNILUS), Zambia, and a Bachelor of Technology degree in International Purchasing, Logistics and Transport from Chinhoyi University of Technology (CUT). Her key research interests revolve around sustainable value chains, supply chain risk management and public procurement.

**Putu Diah Sastri Pitanatri** is a Lecturer in the Hospitality Department of Bali Tourism Polytechnic, Indonesia. Pitanatri currently is a PhD candidate of Tourism Studies at Universitas Gadjah Mada Indonesia. She is active in various national and international associations and has written several book chapters and books. She has received first place in Win Way Award (2018) as the Best Lecturer under the Ministry of Tourism Republic of Indonesia. She also won best paper presenter award at the OBOROT-Palembang first International Conference in 2018. To date, she is an active reviewer of many national journals and a speaker in many international conferences. Her research interests are on big data, tourist studies and sustainable tourism management.

**Guiqiang Qiao** is a Senior Lecturer of Tourism and Event Management in the Tourism Department at Zhejiang International Studies University (Hangzhou, China). He has visited and studied at the University of Memphis (the United States) and the University of Waikato (New Zealand) as a visiting scholar. His research interests include visitor experience, tourist behaviour and event management. He has published with both some Chinese and international tourism journals, translated English books into Chinese education market and contributed to several book chapters (published with Springer and some Chinese publishers). He also has been involved with many tourism planning and consulting projects locally in China.

**Mohammad Fazle Rabbi** is a PhD Research Fellow in Károly Ihrig Doctoral School of Management and Business, Faculty of Economics and Business, University of Debrecen, Hungary. He has been awarded the prestigious Hungarian Government ‘Stipendium Hungaricum’ scholarship in 2019 for his PhD. He has completed his MBA in Human Resource Management and BBA in Marketing from Bangladesh. He has eight years of humanitarian work experience that helped him to understand various sustainable development projects, agro-economical development and the solution of various environmental issues. He is particularly interested in exploring research in the areas of food, energy and environmental securities, and sustainability.

**Chris Ryan** is Professor of Tourism at the University of Waikato and Director of the Waikato UNWTO INSTO research programme at Raglan. He is interested in the motives and behaviours of tourists and their consequences.

**Shwetasaibal Samanta Sahoo** holds numerous degrees such as BCom (Tourism), MTA, MBA (HR), MBA (HM) MPhil, PhD, UGC-NET and K-SET and is currently working as Assistant Professor in Faculty of Management Studies at Sri Sri University, Cuttack, Odisha. He has more than 16 years of teaching experience in different colleges and Universities in travel, tourism & management.
subjects. His areas of interest include tourism planning, sustainable tourism, rural tourism, Human Resource and Hospitality Management. He has contributed 20 research papers in peer-reviewed, UGC care and Scopus indexed journals of national and international repute and also authored one book. Besides, he has attended and presented more than 25 papers at various national and international level seminars and conferences.

Anubha Mahender Singh is a research scholar of Department of Tourism and Hospitality Management, Jamia Millia Islamia (A Central University), at New Delhi, India. She had previously worked in the capacity of Lecturer at National Institute of Tourism and Hospitality Management. She had taught food production courses at collegiate level and specialises in continental cuisine. Her area of research is food tourism and gastronomy tourism. She is the corresponding author for the article. ORCID ID: https://orcid.org/0000-0002-5796-5677.

Bruno Sousa is Adjunct Professor of Marketing at Polytechnic Institute of Cavado and Ave (IPCA), Portugal, and holds a PhD in Marketing and Strategy from Universidade do Minho, Portugal. He is Head of the Master Programme – Tourism Management (IPCA) and CiTUR research member. He has published in the Journal of Enterprising Communities, Tourism Management Perspectives, Current Issues in Tourism, Journal of Organizational Change Management, World Review of Entrepreneurship and Management and Sustainable Development, among others.

Vladimir Stojanović, PhD is a full professor at the Faculty of Sciences (Department of Geography Tourism and Hotel Management), University of Novi Sad. He is human geographer. His research field is sustainable development in tourism, local communities in nature protection and ecotourism. He participated in numerous research activities, scientific projects, conferences, seminars. He is a member of the University Centre for Interdisciplinary and Multidisciplinary Studies and Research – UCIMSI (University of Novi Sad) and he was a member of the National Council for the Development of Tourism in the Republic of Serbia (2017–2021).

Prem Subramaniam is the former Country Head of BTA (British Tourist Authority) and former Head of Tourism Infrastructure at Infrastructure Development Finance Company (IDFC). He has been engaged in many projects dealing with tour operations and destination marketing.

Sharala Subramaniam is a Lecturer in the Faculty of Social Science & Leisure Management at the Taylor’s University where she has been a faculty member since 2015. Sharala completed her PhD at the National University of Malaysia and her undergraduate studies also from the same University. Her research interests lie in the area of education. She has collaborated actively with researchers in several other disciplines of Hospitality, particularly Tourism and Events Management. Sharala played an instrumental role in the MOU signing between Dewan Bahasa dan Pustaka (Government Industry) and Taylor’s University. Sharala also organised an MoU signing ceremony with Dewan Bahasa
dan Pustaka (Government Industry) and considers it an accomplishment to have created a collaboration between Taylor’s University and government industry.

**Dr Tahir Sufi** is working as Professor and Deputy Director with the Amity School of Hospitality, Amity University, Noida, India. He has over two decades of work experience with leading academic institutions and international hotel brands like Le Meridian, Hilton and Best Western. He PhD in Business Administration and Master’s in Management from Sheffield Hallam University, UK. His specialisations include Hospitality Marketing Management, Strategic Management and Entrepreneurship. He is the author of *Principles of Hotel Star Ratings* – the first textbook on the subject apart from 20 international and national level publications. Apart from being an established author, he is a reviewer for six international journals published by Emerald, Routledge, Taylor & Francis and IGI International. He is also on the Editorial Board of the *Journal of Business Strategy, Finance and Management*.

**Fendy Suhariadi** is Professor of Psychology and Head of Human Resource Development programme of the Post Graduate School, Universitas Airlangga. Professor Fendy Suhariadi has over 20 years of teaching and research expertise and authored several national and international publications. He is a well-known industrial-organisational psychology instructor and researcher in Indonesia’s Java province. He worked on several national and regional research, industrial training and social development projects.

**Sampada Kumar Swain** is a Professor at the Pondicherry University, Puducherry. He has guided many research scholars and has authored numerous research articles and books. He has also served various administrative positions and has an experience of around 20 years in the tourism industry and academics. His areas of specialisation include Ecotourism, Sustainable Tourism, Responsible Tourism, Community-Based Tourism, Travel Agency Business and Tourism Research Methods.

**Gergely Szolnoki** (PhD) is Professor of Market Research at the Geisenheim University (Germany) and Honorary Professor of Wine and Beverage Management & Marketing at the University of West Attica (Athens/Greece). After studying Agricultural Economics in Hungary, he received his doctorate at Justus-Liebig-University in Giessen (Germany). Gergely is author of several books and book chapters and more than 130 national and international publications in English, German and Hungarian. His research fields cover consumer behaviour, communication and social media, organic wines, market analysis and wine tourism. In addition to his scientific activities, Gergely is a delegated expert in the International Organisation of Vine and Wine (OIV) in the fields of ‘wine economics’ and ‘statistics’.

**Maximilian Tafel** (PhD) is Postdoctoral Researcher at the Department of Landscape Planning & Nature Conservation, Geisenheim University (Germany). There he is responsible for the socio-economic research in the AmBiTo project, which aims to strengthen biodiversity in German wine regions. In addition, he
teaches the subject of recreation planning in the study programme Landscape Architecture at Geisenheim University. Before, he wrote his dissertation on tourism in German wine regions at the Department of Wine & Beverage Business, Geisenheim University. He is a member of the German Society for Tourism Science (DGT) and part of the associated Commission for Wine and Culinary Tourism. His research interests are in biodiversity and tourism in wine regions, with special attention to the landscape.

**Pinaz Tiwari** is a Senior Research Fellow in the Department of Tourism and Hospitality Management in Jamia Millia Islamia, India. She is a commerce graduate from Delhi University and completed her MBA in Tourism (International Tourism Business) from the Indian Institute of Tourism and Travel Management, Gwalior. Her interest areas are tourism marketing, destination management, tourism education, and responsible tourism. She has more than 20 publications including book chapters, articles in Scopus/ABDC-indexed and peer-reviewed journals to her credit.

**Lorna Thomas** is currently Director of Partnerships at CCCU Business School. Lorna has lectured for over 25 years in the field of tourism, hospitality and events. Particular research interests are: international, Africa, sustainability, ethics, heritage and service delivery.

**Marco Valeri** is a Professor of Tourism and Head of Tourism Institute at the Faculty of Economics, Niccolo’ Cusano University in Rome. He is also member of AIEST (Association Internationale d’Experts Scientifiques du Tourisme) and member of the supervisory board of Italian Association Tour Operators and Travel Agents. He has been involved in many research projects and has published many papers, books and book chapters on tourism economics, development, competitiveness and policy and environmental management.

**Laurentina Vareiro** is the Coordinating Professor of Economics at the School of Management, Polytechnic Institute of C´avado and Ave (IPCA), Portugal, and research centre: Applied Management Research Unit (UNIAG), Portugal. She has a PhD in Economics (2008) at the University of Minho, Braga. She is the Quality Coordinator of the School of Management and she is author or co-author of several papers, and her research interests include regional, rural and urban economics, tourism economics, rural and cultural tourism.

**Djoko Wijono** is an Associate Professor at the Department of Architecture and Planning, Universitas Gadjah Mada, Indonesia. He was the former Head of Center for Tourism Studies. He holds a doctoral degree in Architecture of Small City from Universitas Gadjah Mada, and Master’s Degree in behavior-culture-architecture relation in SARUP, UWUM, USA. His research interests relate architecture, architecture-culture-behavior relation, small city architecture, and architecture and tourism relation. Wijono has papers published in numerous national and international journals and books.

**Nur Hanifa Haji Zainul** is a Program Manager for Culinary Arts Program, School of Hospitality and Creative Arts, Management and Science University,
Shah Alam, Selangor, Malaysia. She worked as a lecturer of Culinary Arts and Patisserie Arts of Hospitality Department for 8 years. She holds a Master’s in Gastronomy from the University of Technology Mara (UiTM).
Preface

The idea for this book was conceived during the July of 2020, a time when COVID-19 had brought the global travel and tourism industry to a standstill. We (The Editors) wanted the book to be unique in two ways; (1) Rather than focusing on the effects of the pandemic (which is fairly short-lived and thoroughly discussed), we focused on the recovery of the industry on generic terms and (2) By compiling a handbook with a global orientation having representation from all over the world. These highlights make this handbook futuristic, holistic and timely. All the chapters in the handbook provide a distinctive perspective about the various functional areas of tourism recovery. Given the novelty of the topic, the urgency of the need for the solutions, and the diverse issues covered, this book can cater to the immediate needs of both academicians (across universities and colleges) and practitioners (destination managers, government agencies, policymakers and NGOs). We hope the book will engage the readers in critical thinking about the different nuances of the tourism industry in a crisis situation and subsequently, assist in formulating effective policies and measures.