

SUSTAINABLE TRANSPORT AND TOURISM DESTINATIONS

This page intentionally left blank

EDITORIAL ADVISORY BOARD

Lucy Budd, De Montfort University, UK

Michela Le Pira, University of Catania, Italy

Becky Loo, University of Hong Kong, Hong Kong

Corinne Mulley, University of Sydney, Australia

John Nelson, University of Sydney, Australia

Joachim Scheiner, Technical University of Dortmund, Germany

TRANSPORT AND SUSTAINABILITY

Series Editors: Stephen Ison, Jon Shaw, and
Maria Attard

Recent Volumes:

- Volume 1: Cycling and Sustainability
- Volume 2: Transport and Climate Change
- Volume 3: Sustainable Transport for Chinese Cities
- Volume 4: Sustainable Aviation Futures
- Volume 5: Parking: Issues and Policies
- Volume 6: Sustainable Logistics
- Volume 7: Sustainable Urban Transport
- Volume 8: Paratransit: Shaping the Flexible Transport Future
- Volume 9: Walking: Connecting Sustainable Transport with Health
- Volume 10: Transport, Travel and Later Life
- Volume 11: Safe Mobility: Challenges, Methodology and Solutions
- Volume 12: Urban Mobility and Social Equity in Latin America: Evidence, Concepts, Methods

TRANSPORT AND SUSTAINABILITY
VOLUME 13

SUSTAINABLE TRANSPORT AND TOURISM DESTINATIONS

EDITED BY

LUCA ZAMPARINI
Università del Salento, Italy



United Kingdom – North America – Japan
India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2021

Copyright © 2021 Emerald Publishing Limited

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-83909-128-5 (Print)

ISBN: 978-1-83909-127-8 (Online)

ISBN: 978-1-83909-129-2 (Epub)

ISSN: 2044-9941 (Series)



ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.

Certificate Number 1985
ISO 14001



INVESTOR IN PEOPLE

CONTENTS

<i>List of Contributors</i>	<i>ix</i>
<i>About the Authors</i>	<i>xi</i>
Chapter 1 Introduction <i>Luca Zamparini and Ila Maltese</i>	<i>1</i>
Chapter 2 Changes of Transport in Cross-border Tourist Regions in the Polish–Slovak Borderland: An (Un)sustainable Development? <i>Daniel Michniak and Marek Więckowski</i>	<i>11</i>
Chapter 3 Tourist Sustainable Mobility at the Destination. A Case Study of a Polish Conurbation <i>Piotr Zientara, Magdalena Jazdzewska-Gutta and Anna Zamojska</i>	<i>27</i>
Chapter 4 Walking and Sustainable Tourism: “StreetsAdvisor.” A Stated Preference GIS-based Methodology for Estimating Tourist Walking Satisfaction in Rome <i>Michela Le Pira, Andrea Gemma, Valerio Gatta, Stefano Carrese and Edoardo Marcucci</i>	<i>45</i>
Chapter 5 Environmental Sustainability of City Sightseeing Cruises: A Case Study on Battery-powered Electric Boats in Berlin, Germany <i>Ralph Wahnschafft and Frank Wolter</i>	<i>59</i>
Chapter 6 Sustainable Tourism Mobility in Malta: Encouraging A Shift in Tourist Travel Behavior Through an Innovative Smartphone App for Trip Planning <i>Suzanne Maas, Mark Bugeja and Maria Attard</i>	<i>79</i>
Chapter 7 Tourists, Residents, and Sustainable Mobility in Islands: The Case of Ischia (Italy) <i>Ila Maltese, Luca Zamparini and Clarissa Amico</i>	<i>97</i>

Chapter 8 Sources of Data to Tackle the Challenges of Public Transport Provision in Seasonal Tourist Destinations <i>Daniel Miravet, Aaron Gutiérrez and Antoni Domènech</i>	117
Chapter 9 Validity of Repeated Applications of TDM Measures Toward Sustainable Development in Tourism Destinations: A Case Study on Managing Peak Hourly Congested Traffic After the Formula 1 World Championship Japanese Grand Prix at Suzuka <i>Kazuo Nishii, Kuniaki Sasaki, Masahiro Emori and Ken Yokoyama</i>	141
Chapter 10 Cycle Tourism as a Driver for a Sustainable Local Development. The Case of a Natural Tourist Destination in a North-Western Area of Italy <i>Elena Maggi, Paola Ossola, Daniele Grechi and Daniele Crotti</i>	159
Chapter 11 Proposals for Sustainable Transport in Natural Areas: A Case Study of Teide National Park <i>Rosa Marina González, Concepción Román and Ángel Simón Marrero</i>	179
Chapter 12 Conclusions <i>Luca Zamparini</i>	199
<i>Index</i>	205

LIST OF CONTRIBUTORS

- Clarissa Amico – *University of Milan, Italy*
Maria Attard – *Institute for Climate Change and Sustainable Development, University of Malta, Malta*
Mark Bugeja – *Institute for Climate Change and Sustainable Development, University of Malta, Malta*
Stefano Carrese – *University of Roma Tre, Italy*
Daniele Crotti – *University of Insubria, Italy*
Antoni Domènech – *University of Rovira i Virgili, Spain*
Masahiro Emori – *CTI Engineering Co. Ltd., Japan*
Valerio Gatta – *University of Roma Tre, Italy*
Andrea Gemma – *University of Roma Tre, Italy*
Rosa Marina González – *University of La Laguna, Spain*
Daniele Grechi – *University of Insubria, Italy*
Aaron Gutiérrez – *University of Rovira i Virgili, Spain*
Magdalena Jazdzewska-Gutta – *Faculty of Economics, University of Gdansk, Poland*
Michela Le Pira – *University of Catania, Italy*
Suzanne Maas – *Institute for Climate Change and Sustainable Development, University of Malta, Malta*
Elena Maggi – *University of Insubria, Italy*
Ila Maltese – *University of Roma Tre, Italy*
Edoardo Marcucci – *University of Roma Tre, Italy and Molde University College, Norway*
Ángel Simón Marrero – *University of La Laguna, Spain*
Daniel Michniak – *Institute of Geography, Slovak Academy of Sciences, Slovakia*
Daniel Miravet – *University of Rovira i Virgili, Spain*
Kazuo Nishii – *University of Marketing and Distribution Sciences, Japan*
Paola Ossola – *César Ritz Colleges, Switzerland*
Concepción Román – *University of Las Palmas de Gran Canaria, Spain*
Kuniaki Sasaki – *University of Waseda, Japan*
Ralph Wahnschafft – *Independent Consultant and Advisor Sustainable Development Policies, Berlin, Germany*
Marek Więckowski – *Institute of Geography and Spatial Organization, Polish Academy of Sciences, Poland*
Frank Wolter – *bbw University of Applied Science, Berlin, Germany*
Ken Yokoyama – *CTI Engineering Co. Ltd., Japan*
Anna Zamojska – *Faculty of Management, University of Gdansk, Poland*
Luca Zamparini – *Università del Salento, Italy*
Piotr Zientara – *Faculty of Economics, University of Gdansk, Poland*

This page intentionally left blank

ABOUT THE AUTHORS

Clarissa Amico holds a bachelor degree in environmental human sciences at the University of Milan and a master degree in Tourism economics at the University of Milano-Bicocca. She is currently interested in sustainability and environmental studies, with a focus on corporate social responsibility. She is active in the social sector, voluntary in Legambiente Lombardia.

Maria Attard is the Head of Geography and Director of the Institute for Climate Change and Sustainable Development at the University of Malta. She specializes in urban transport, policy and project implementation. Between 2002 and 2009, she was involved in major transport projects in the islands and implemented road pricing, park and ride, and pedestrianization projects in Valletta. She studied at the University of Malta and completed her PhD in 2006 at UCL (London) and has published in the areas of urban transport, planning, and policy. She is currently the Co-chair of NECTAR Cluster 2 and Steering Committee member of the WCTRS. She is Co-editor of the journal *Research in Transportation Business and Management*, Associate Editor of the journal *Case Studies in Transport Policy*, and Co-editor of the Emerald Book Series on Transport and Sustainability.

Mark Bugeja is a Researcher at the Institute of Climate Change and Sustainable Development, at the University of Malta, where he works on research that bridges the gap between Artificial Intelligence (AI) and Transport Automation. He has published multiple peer-reviewed publications on Gamification, Computer Vision, Machine Learning, and Transport. He is also a Casual Lecturer within the department of AI at the University of Malta, where he lectures on subjects related to AI, including Computer Vision and Game AI. He graduated with a BSc. (Hons) in Creative Computing with the University of London and got his MSc in Artificial Intelligence in 2017 at the University of Malta. He is currently reading for a PhD in AI at the University of Malta, where he is investigating the use of Computer Vision and Reinforcement Learning techniques in Autonomous Transport Management. He is also one of the management leads at the Google Developer Group Malta.

Stefano Carrese is a Full Professor of transport engineering at the Department of Engineering of the Roma Tre University and is the university delegate for sustainable mobility. He is also an Adjunct Faculty at Texas A&M University. He is also the Head of the Rome TRE Transport Systems Engineering Laboratory whose main activities are: Acquisition of traffic data, both at a macroscopic level by means of fixed sensors for detecting vehicle flow, such as radar, and of a

microscopic type by means of probe vehicles equipped with GPS equipment and by drones. He is the Author of more than 100 peer-reviewed publications including articles, book chapters, and peer-reviewed conference proceedings.

Daniele Crotti is a Research Fellow and Lecturer at the Department of Economics, Insubria University, Italy. Following his PhD focused on transport economics and competition policy, He worked as a postdoc researcher at the University of Verona and the Insubria University, where he has specialized in sustainable transports and urban mobility issues. In the last years, he has worked on research projects aimed at analyzing the impact of mobility systems on different social groups, including regulatory schemes to promote sustainable commuting and bike-friendly environments.

Antoni Domènech is a PhD candidate in Tourism and Leisure at the Department of Geography of the Universitat Rovira i Virgili (Spain). He is a Geographer (2015) and holds a master degree in Territorial Analysis and Management (2016). His research deals with the use of new technologies to analyze tourist mobilities. He is the Author of several research articles on mobility and public transport and other urban studies.

Masahiro Emori is an Executive Officer, CTI Engineering Co., Ltd. in Tokyo Japan and working at the corporate planning division as a General Manager. He has had carriers in traffic engineering and transportation planning over 30 years and made a plenty of outstanding achievements in consulting research and development projects with not only the Ministry of Land, Infrastructure, Transport, and Tourism but also local governments. He has also worked at research projects relating to the TDM measures in small- and mid-sized cities, such as Park and Ride system in Kofu, Tourism destinations management with the TDM measures in Ise, and the Smart TDM in Suzuka F1 as well.

Valerio Gatta is currently Researcher of Transport Economics and Co-Director of Transport Research Lab at Roma Tre University. His background relates to statistical economics and econometrics. He has an extensive research experience in innovative transport solutions, especially in urban freight, linked to decision-making processes and sustainability, with particular reference to survey designs and discrete choice modeling techniques. Advanced methods and models for planning, policy acceptability, behavior change analysis, and socio-economic/environmental impact assessment are at the core of his academic path. His research, based on international networks and relevant academic collaborations, has produced around 100 publications mostly in peer-reviewed journals and with an international co-authorship. He is Editor in Chief of Research in Transportation Economics and he is responsible for the PhD program “Smart cities and Innovative Policies for Urban Freight Transport” at Roma Tre University. He has been involved in several international- and national-funded research projects.

Andrea Gemma is a Research Fellow at the Department of Engineering, “Roma Tre” University, Italy. In addition, he is a computer science engineer working with various national research institutions, universities, and private or public companies. He holds a PhD in Computer Engineering and Automation, in the Operations Research applied to transport at the University of “Roma Tre.” His current research interests include transport systems engineering, infomobility, Intelligent Transport Transportation Systems, GIS systems, applications on BIG DATA, and on the creation of optimization.

Rosa Marina González is an Associate Professor at the Department of Economics, Account and Finance at the University of La Laguna (Tenerife, Spain). She is an Active Researcher at the University Institute of Regional Development. She is the Head of the Research Group Productivity, Transport, and Energy Economics and has authored or co-authored more than 30 peer-reviewed papers. Her main research interest is in the field of Transport Economics, in particular, Discrete Choice Modelling and Willingness to Pay. She is the Director of the Chair “Economy and Mobility” (ULL – Fundación Caja Canarias).

Daniele Grechi is a Research Fellow at Insubria University (Department of Human Sciences and Territorial Innovation). He is currently involved in a project related to seniors, caregivers, and foreign domestic assistants. Previously, he was a Research Fellow in the Department of Naval, Electrical, Electronic, and Telecommunications Engineering of the Polytechnical School, at the University of Genoa. He holds (2019) a PhD in Methods and Models for Economic Decisions (University of Insubria). He is also a Contract Lecturer of Financial Mathematics and Quantitative Methods for Management in the Department of Mathematics for Economic, Financial and Actuarial Sciences of the Catholic University of the Sacred Heart (Milan). His current research includes sustainability (tourism, transportation, and management), cost estimation, and methods for univariate and bivariate statistical data analysis.

Aaron Gutiérrez is an Associate Professor at the Department of Geography of the Universitat Rovira i Virgili in Spain. He holds a PhD in Geography from the University of Lleida (2009). His main research lines are urban studies, housing, transport, and mobility, all with special interest in tourist cities.

Magdalena Jązdewska-Gutta holds a doctorate in economics. She is an Assistant Professor at the University of Gdansk at the Department of Sustainable Market Processes. Her research interests include transport economics, transport policy, sustainable urban mobility, and transport security. She has authored and co-authored several peer-reviewed papers, one book, and several book chapters. She also co-authored numerous expert opinions and reports on transport, urban mobility, tourism, and international trade for Polish government administration offices and local government units.

Michela Le Pira is currently a Research Fellow/Lecturer in Transport Planning at the University of Catania (Italy). She holds a PhD in Transport Engineering. As a Research Fellow at the University of Catania and guest researcher at TU Delft (Netherlands), she is currently investigating new mobility services for both passengers and freight, following the new shared mobility paradigm and Mobility as a Service (MaaS). She has regularly published more than 40 peer-reviewed publications including articles, book chapters, and peer-reviewed conference proceedings. She is a Member of the Editorial Advisory Board of “Transport and Sustainability” (Emerald Publishing) from 2019 and Academic Editor of *Journal of Advanced Transportation* (Hindawi) from 2020.

Suzanne Maas is a PhD Candidate and Researcher at the Institute for Climate Change and Sustainable Development at the University of Malta. She studied environmental and human geography at Utrecht University and obtained an MSc degree in environmental sciences from Wageningen University (the Netherlands), where her research focused on adaptation and mitigation of climate change in urban contexts. In her PhD research, she is studying sustainable mobility, and cycling and bicycle sharing in particular. She works as a Research Support Officer on the H2020 project CIVITAS DESTINATIONS, aimed at promoting sustainable mobility measures in Southern European island cities. She is a Postgraduate Representative of the Royal Geographical Society (RGS) Transport Geography Research Group.

Elena Maggi, PhD in Transport, Traffic, and Environment (University of Trieste), is an Associate Professor in Economics at the University of Insubria (Varese, Italy), where she teaches Industrial Economics, Transport Economics and Innovation, Transport Decision-Making. She is Rector Depute of University of Insubria for Sustainable Development and Mobility Manager. She is a Member of the Scientific Board of the PhD in Methods and Models for Economic Decisions (University of Insubria) and the Board of Master “Global Supply Chain Management and Logistics” (University IUAV of Venice); she is an Editor of the scientific journal *European Transport/Trasporti Europei*. Her research interests are mainly concentrated on sustainable urban mobility, city logistics, tourism and sustainability, logistics and internationalization, and infrastructure. On these issues, she is the Author of several scientific papers and she has participated, as Coordinator and Researcher, to several national and international projects.

Ila Maltese holds a PhD in Urban Policies and Projects and is currently a Senior Researcher at Transport Research Lab at the University of Roma Tre, Rome. She also teaches Economics at the Faculties of “Political, Economic and Social Sciences” and “Humanities” at the University of Milan and at the Faculty of “Management and Production Engineering” at the Polytechnic of Milan. Her primary research interests include sustainable mobility at urban scale, both for passengers – tourists and residents – and freight, and smart city dimensions and drivers.

Edoardo Marcucci is a Full Professor of Political Economy at University of Roma Tre, Department of Political Sciences and Professor of Transport Economics at Molde University College, Department of Logistics, Molde, Norway. He is an Editor in Chief of Research in Transportation Economics, General Director of Transport Research Lab (TRE Lab), at Roma Tre University hosting the Logistic Living Lab of the city of Rome that coordinates all the Sustainable Mobility Plan activities pertinent to the logistic sector. He has an extensive research experience in innovative transport solutions, especially in urban freight, linked to decision-making processes and sustainability, with reference to survey designs and discrete choice modeling techniques. Advanced methods and models for planning, policy acceptability, behavior change analysis, and socio-economic/environmental impact assessment are at the core of his academic path. His research, based on international networks and relevant academic collaborations, has produced more than 100 publications mostly in peer-reviewed journals and with an international co-authorship.

Ángel Simón Marrero is a Postdoctoral Research Associate at the School of Civil Engineering, Newcastle University. He holds a bachelor degree in economics from the University of Barcelona, and a PhD degree in Economics and a master in Regional Development from the University of La Laguna. His main research fields are transport and energy economics, economic growth, and choice modeling. Within these fields, he has published five articles in top journals, including *Energy Policy* and *Transportation Research Part A*, presented in more than 10 international peer-reviewed conferences, and participated in seven research projects both at a national and European level.

Daniel Michniak is a Geographer at the Institute of Geography of the Slovak Academy of Sciences. He has been also the Director of the Institute since 2016. His research is focused on the issues of human and regional geography – transport accessibility, transport, commuting, cross-border cooperation, tourism development, regional development, and peripheral regions. He is an author or co-author of more than 50 scientific papers published in monographs, journals, and peer-reviewed proceedings. He has experience from many national and international projects, for example, in the years 2009–2012 he was a Project Partner Coordinator of a project INFRAREGTUR within Cross-border Cooperation Programme Poland-Slovak Republic 2007–2013. He has been also the Editor of the *Geografický časopis/Geographical Journal* since 2016.

Daniel Miravet holds a PhD in Economics (2012) from the Universitat Rovira i Virgili. Since 2009, he has worked as a mobility technician for the Consortium of Public Transport of Camp de Tarragona. Since 2010, he has been a Part-time Lecturer in Applied Economics at the Universitat Rovira i Virgili. His research interests cover a variety of topics in smart travel card data analysis, transport mode choice studies, and tourist mobilities at destination.

Kazuo Nishii is a Professor at the Faculty of Economics, University of Marketing and Distribution Sciences. Since graduating at the Graduate School of Kyoto University in 1978, he has continuously advanced researches into urban transportation planning, mainly focusing on travel behavior analysis during over 40 years. He has also made his achievement as a member of JSCE, JSTE, and JITR. Especially since 2000, he has extended his research field to not only tourism-related transportation planning but also tourism destinations marketing and management and tracked records and academic activities in both domestic and international conferences.

Paola Ossola, PhD in Business Administration (Pavia University), is a Lecturer at César Ritz Colleges (Brig, Switzerland), where she teaches management-related subjects in tourism and hospitality. She is the Faculty Fellows at Granger Cobb Institute for Senior Living – Washington State University (USA). Her research interests are mainly related to sustainable tourism, including environmental sustainable practices (e.g., bike tourism), and social sustainable practices (e.g., accessible tourism).

Concepción Román is a Full Professor at the Department of Applied Economic Analysis at the University of Las Palmas de Gran Canaria. She is an Active Researcher at the Institute of Tourism and Sustainable Economic Development. She is the Head of the Research Group Tourism and Transport and has authored or co-authored more than 75 peer-reviewed papers and book chapters in her area of expertise: Discrete Choice Analysis in Tourism and Transport. She has taught numerous international courses in her field.

Kuniaki Sasaki is a Professor at the Faculty of Science and Engineering, Waseda University. He graduated at the Graduate School of Kyoto University in 1992 and now is the Professor of urban planning. His study is mainly focusing on behavior modeling and its application to the urban and regional planning and management. He has also made his achievement as a member of JSCE, CPIJ, and WCTRs. His recent study on urban and regional planning is to apply various kinds of ICTs for observations on urban system to the microsimulation of behaviors.

Ralph Wahnschafft presently works as an Independent Consultant and Senior Advisor on Sustainable Development Policies based in Berlin, Germany. He periodically assists the Global Forum on Human Settlements. He is an Economist by education. His professional interests relate to international affairs, political economy, and sustainable development concerns. During recent years, his work has focused on sustainability of urban development, energy production and use, transportation, and domestic and international tourism. He holds a doctoral degree (Dr. rer. pol.) from the University of Göttingen, Germany. He has worked with the United Nations for more than 25 years in various duty stations, including in Africa (Lesotho, Southern Africa), West Asia (Baghdad, Iraq), South-east Asia (Bangkok, Thailand), and at United Nations Headquarters in New York. He has initiated a considerable number of technical cooperation and technical

assistance projects in developing countries, in particular, in Asia. He has written and edited many reports, publications, and technical papers, both within the UN system and outside.

Marek Więckowski is a Professor at the Institute of Geography and Spatial Organization of the Polish Academy of Sciences. He is the Vice-President of the Scientific Council at this institute, Head of the Department of Urban and Population Studies, and the Editor-in-Chief of the *Geographia Polonica*. He is a Member of the IGU Commission for the Geography of Tourism, Recreation, and Global Change (2012–2020). His field of research is political geography (borders, cross-border collaboration), tourism geography, transport geography (accessibility), and territorial marketing.

Frank Wolter works as a professor at the bbw University of Applied Science in Berlin and lecturer at other institutions of higher education in Germany and Austria. He received his doctorate (Dr. rer. pol.) from the University of Münster at the beginning of the 2000s, where he did research at Prof. Meffert's Institute for Marketing on questions of coordination in international environmental management in the automotive industry. He is an economist by education, specialized on environmental economics and environmental management. He researches and advises on issues of sustainable mobility solutions and innovative technology, organizes specialist events and, as a Network Coordinator, supports innovation management at Deutsche Bahn AG. He has worked in various topics at Deutsche Bahn, among other things on questions of electric mobility, mobility as a service, innovation management and the cooperation with startups.

Ken Yokoyama is a General Manager of Road & Transportation Engineering Division, at the branch office of CTI Engineering Co., Ltd in Nagoya Japan. He has had carriers in transportation planning since 1994 and made achievement in consulting many research projects with route design for expressways and their economic impact assessment, and measures for congestion mitigation through Intelligent Transport Systems. He has also participated in the research projects relating to TDM measures in large-scale events in tourism destinations in Chubu region, such as the information guidance system of travel time in Mt Fuji area for summer vacation, Park and Ride system for the TDM in Ise-shrine event, and the Smart TDM in Suzuka F1.

Anna Zamojska holds a doctorate in economics and a degree of habilitated doctor in finance. She is an Associate Professor of economics at the University of Gdansk. She specializes in econometric and statistical analysis. She has authored or co-authored numerous peer-reviewed papers, including articles in *Science of the Total Environment* and *Journal of Sustainable Tourism*.

Luca Zamparini is an Associate Professor of Economics and currently chairing the courses of Economics and of Tourism Economics at the University of Salento (Italy). He is a Coordinator of the cluster on Leisure, Recreation, and Tourism

for NECTAR (Network on European Communications and Transport Activity Research). His main fields of expertise are transport and tourism economics with an emphasis on the qualitative attributes of transport, on transport security, and on the relationships between transport and tourism development. He has edited various volumes, three special issues and has published many articles and chapters for international journals and books.

Piotr Zientara holds a doctorate in economics and a degree of habilitated doctor. He is an Associate Professor of economics at the University of Gdansk and Head of the Department of Sustainable Market Processes at the Faculty of Economics. His research interests include sustainable tourism and sustainable development, CSR, human resource management, and family entrepreneurialism. He has published in *Journal of Business Ethics*, *Sustainability*, *Journal of Sustainable Tourism*, *Human Resource Development International*, *Industrial Relations: A Journal of Economy and Society*.