



BOOK REVIEW

Tourism Management, Marketing, and Development
Edited by Marcello M. Mariani, Wojciech Czakon, Dimitrios Buhalis,
and Ourania Vitouladiti (1st Edition :2016; Pages: 291)

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Received 12 July 2022

Revised 18 October 2022

Accepted 11 December 2022

The book, *Tourism Management, Marketing, and Development* is a series of chapters that address a wide variety of research concerns with a particular focus on the role of performance and strategies at the destination and corporate levels, sustainability, and advances in management knowledge and practice in the quickly expanding tourism sector. The chapters in this book are the result of the collaboration of a team of international specialists. They present original research on tourism management from a range of theoretical perspectives, as well as from different epistemological paradigms and mixed research methodologies and procedures. The volume mixes strategy, performance, and sustainability issues as linked factors in a number of the cases explored. The book also emphasizes the importance of innovation as a corporate strategy for maximizing the benefits of the digital revolution in a quickly evolving business environment.

South Asian Journal of
Tourism and Hospitality
© Faculty of
Management Studies
Sabaragamuwa
University of Sri Lanka
ISSN: 2756-911

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INTRODUCTION

According to the United Nations World Tourism Organization (UNWTO), tourism has continued to grow and diversify, becoming one of the most important and rapidly expanding industries in the world economy throughout the past six decades (UNWTO, 2007). According to UNWTO predictions, there will be almost 1.8 billion international arrivals globally by 2030, representing an average annual growth rate of 3.3% from 2010 to 2030. This demonstrates how significant the future influence of tourism on particular locations and industries is anticipated to be. Accordingly, this carefully edited book covers a variety of themes and practices in each chapter, placing sustainable competitiveness first and giving readers a broad understanding of tourism management, marketing, and development toward sustainability. Consequently, this book recognizes the significance of tourism as a substantial economic driver, particularly during times of economic crisis.

Nevertheless, this book is a series of chapters that address a wide variety of research concerns with a particular focus on the role of performance and strategies at the destination and corporate levels, sustainability, and advances in management knowledge and practice in the quickly expanding tourism sector. The first eight chapters focus on long-term competitiveness rather than explicitly addressing the environmental aspect of sustainability as they examine strategy, performance, and their numerous intricate relationships.

Accordingly, the impact of the environmental component on sustainable competitiveness is examined in detail in the following four chapters. Furthermore, this book offers a variety of pertinent viewpoints on the subject of tourist management and presents new empirical data on the rapidly evolving business dynamics related to the tourist industry. The chapters in this book are the result of the collaboration of a team of international specialists, and they present original research on tourism management from a range of theoretical

perspectives, different epistemological paradigms, and mixed research methodologies. It is intended for a broad audience, including academics and practitioners in the field of tourism who are interested in learning about unforeseen challenges and undergraduate and graduate students who follow tourism programs. The majority of the items in this book can also be used as supplementary readings for tourism management courses to present real-world examples of tourism throughout the world.

Moreover, this book can be regarded as a timely effort that critically examines various understandings of the environmental components of sustainability while placing particular emphasis on sustainable competitiveness. It comprises twelve chapters and was edited by renowned tourism management, marketing, and development scholars, namely Marcello M. Mariani, Wojciech Czakon, Dimitrios Buhalis, and Ourania Vitouladiti. Similarly, it is essential to underline that the chapters of this book are all arranged in a formal order for easier comprehension for the audience. The academic review process employed by Peiris et al. (2020), Gamage (2021), Dewasiri and Iddagoda (2020), Iddagoda and Dewasiri (2021), and Peiris et al. (2021) was followed by the reviewers when evaluating this edited book.

OVERVIEW

The combined intellectual efforts of several worldwide experts with various racial, ethnic, and geographic backgrounds have resulted in the book "Tourism Management, Marketing, and Development." This book includes twelve chapters written by a wide range of foreign academics, giving readers an overview of the most recent research in tourism management. The volume, more specifically, exhibits three important distinguishing characteristics. The importance of tourism as a significant economic driver is first acknowledged, particularly in times of economic distress. It also advances managerial knowledge and practice in the quickly expanding tourism industry by

addressing a wide variety of research problems with a focus on the importance of performance and strategy at the destination and corporate levels, as well as sustainability. Next, the writers have developed a unique study on tourism management from several theoretical viewpoints, employing various research approaches or strategies, including theory building, experiments, and inductive case-based inquiries.

The book's contents are summarized in the first chapter by Ourania Vitouladiti, titled "The Separation of the Nave from the Reevaluated Destination Image by Using Benefit Segmentation and the Analysis of the Resulting Perceptions." Following the first chapter, the technical chapters of the book begin with an overview of tourism as a significant economic driver (p.18). As suggested by the chapter, the visit may impact how tourists' segments are organized following the advantages they sought, and perceive one another. The cognitive traits appear to be negatively impacted, leading to guidelines for the destination's strategy and performance, particularly in terms of destination marketing and investment goals.

Chapter 2, written by Kirill Furmanov, Olga Baladeva, and Marina Predvoditeleva, focuses on analyzing the patterns of outbound travel from the Russian Federation to nations in the Mediterranean area. The chapter emphasizes short-term estimates of Russian tourists' travel flows to countries in the Mediterranean, specifically Cyprus, Egypt, France, Greece, Israel, Italy, Spain, Tunisia, and Turkey. This is done after reviewing several forecasting quantitative analysis approaches. According to the authors, the concept of collaboratively modelling tourism flows to various locations could have a wide range of ramifications and should be explored using data from additional locations and countries of origin. The authors state that the findings can be utilized not just for predicting but also to provide light on the mechanisms influencing the demand for tourism.

Chapter 3 of Aravind Krishnan's book, "Entrepreneurship and the Discovery and Exploitation of Business Chances: Empirical Evidence from the Malawian Tourism Sector," explores how entrepreneurs found and seized business opportunities in the Malawian tourism sector. Before discussing the role and importance of prior experience and business networks in the opportunity generation process, the chapter first acknowledges that Malawi, like other sub-Saharan African countries, exhibits a challenging business environment and subpar promotional and marketing activities. By letting entrepreneurs navigate the difficult external environment alone, the entrepreneurial team may harm a new venture's prospects and performance.

Valery Gordin and Julia Trabskaya investigate gastronomy as one of the elements of destination brands in their fourth chapter, "Saint Petersburg as a Tourist Destination: Searching for the Gastronomic Brand." The study was done in St. Petersburg, Russia, and shows how this city can be used as a test case for developing a gastronomic brand in a place that doesn't have a distinct local cuisine or distinctive food items. The study's findings suggest that capitalizing on a location's cultural and historical advantages could be one way to develop a culinary brand. The chapter also supports the notion that a region lacking a distinctive, well-defined cuisine may still be able to establish a culinary brand.

In the fifth chapter of this book, written by Cristina Bernini and Andrea Guizzardi, "Internal Features and Agglomeration Externalities for the Hotels' Competitiveness in Emilia Romagna," the authors explore the extent to which internal firm characteristics and agglomeration externalities related to the municipality in which the hotel operates have an impact on the productivity and efficiency of hotels. Localization and urbanization variables are added to both the production frontier and the inefficiency model in the estimation of the authors' stochastic frontier model. A significant sample of hotels in the Emilia Romagna region of Italy is considered as a case study. The findings lend

credence to the idea that agglomeration externalities are advantageous for both the production frontier and technological inefficiency.

The study "Tourism Destination Competitiveness and Firm Performance through a Financial Crisis: An Empirical Analysis of the Italian Hotel Industry" by Lorenzo Dal Maso, Giovanni Liberatore, and Marco Fazzini seeks to determine whether the competitiveness of Italian regional tourism destinations influences the performance, measured by return on assets (ROA), return on sales (ROS), and earnings before interest, taxes, depreciation, and amortization. This study examines the association between corporate performance indicators before and after the financial crisis of 2007, and an index of tourism competitiveness made up of 18 pillars. According to the results, there is a link between hotels' profitability ratios and local competitiveness, and this relationship holds even in times of economic gloom. However, the return on assets' negative coefficient indicates that managers are unable to effectively utilize firm resources to produce profit during times of adversity. The findings nevertheless confirm the necessity for local governments to boost local competition to create long-term destination attractiveness.

Chapter 7 by Katarzyna Czerniak and Wojciech Czakon has as its subject "The Role of Institutions in Interorganizational Collaboration within Tourism Regions." The chapter was written concerning the Polish case. The authors list the obstacles to collaboration in tourism that Poland's transition from a communist to a market economy and legal and informal organizations created. The chapter explains the issues with post-Communist transitional countries' growth. Additionally, the empirical study focuses on cooperation tactics in a made up of five municipalities in the south of Poland: Szczyrk, Wisa, Ustro, Brenna, and Istebna.

The eighth chapter of this book is titled "The Role of Partnerships in Staging Tourist Experiences: Evidence from a Festival" and was written by Marcello M. Mariani. The chapter goes into further detail on the experience economy. It also explains how a collaborative effort including geographically adjacent Italian DMOs resulted in creating a brand-new tourism product that may harmonize and support the perception of a larger destination. The pink night festival was the subject of the case study. It is a themed event that is collaboratively promoted and managed by municipal DMOs in the Riviera di Romagna, one of the most well-known coastal regions in Italy. As this chapter demonstrates, collaborations and partnerships between DMOs can enhance the visitor experience's capacity for absorption and support amusement.

Chapter 9 of the book by Malgorzata Ogonowska and Dominique Torre strongly emphasizes the section on ecotourism. In a brand-new research framework with the theme of "Toward a Sustainable Tourism," the authors evaluate the literature on sustainable tourism uniquely and offer empirical evidence. The chapter argues in favor of two different directions for future study in sustainable tourism. The first might consider the fundamentals of the expansion of sustainable development in the supply of tourism services. The second route will focus on redefining the sector's players in travel and tourism. However, as the chapter emphasizes, when the second sector expands in size, the dynamics will change toward one pooling provision of services sufficient to meet demand.

Innovation vouchers are discussed in the 10th chapter by Lucie Petrickova and Jana Kalabisova, titled "Sustainable Tourism Development through Knowledge Transfer." The target audience for innovation vouchers is small and medium-sized businesses (SMEs) wishing to purchase knowledge providers' output. The findings of this project, which was supported by the Business Development Agency of the Karlovy Vary Region, are presented in this chapter. The main objective of development was to conduct an internal and

external analysis of an accommodation service provider under investigation and to recommend appropriate strategies for the modernization of products, processes, and offerings concerning the provider's long-term objective of maximizing the number of guests during the off-season. The chapter provides a full exposition of knowledge transfer from a provider of accommodation services, acting as the business sector's representative, to the Academy of Hospitality Management in Prague.

The eleventh chapter of Ornella Papaluca and Mario Tani's study, "Entrepreneur's Experiences, Motivations, and Sustainability of Tourism," examines seven tour operators, including three traditional and four socially conscious ones that were chosen among the Italian Association of Responsible Tourism members. The objective is to examine the effects that various motives and past experiences may have on the parameters considered by these operators when developing their trip packages. The results demonstrate that while a player's higher social orientation motivates him to launch his business, he will also make an effort to establish long-lasting relationships with local stakeholders.

The final chapter of the book, "The Adoption of Environmental Management Systems by Shelters," by Sophie Gorgemans and Josefina Murillo-Luna, concentrates on high-mountain shelters and lays out two goals. The impact of shelter activity on the environment and the factors influencing the development and certification of environmental management systems (EMS) are both covered initially. The authors then turn their attention to the Spanish case to empirically investigate two factors that could have an opposed impact on this choice: the motivations that could catalyze the implementation of environmental practices in shelters and the barriers or obstacles that could thwart these efforts. They have learned through their efforts that a proactive strategy is preferable to a reactive one that only strives to comply with environmental laws and avoid penalties. A proactive approach tries to meet the

wants and requirements of a wider set of stakeholders. The readiness of shelter guards to use EMSs is interestingly revealed in this chapter. The high investment cost connected with the adoption of EMSs is notable among internal hurdles in terms of financial resources. The chapter emphasizes a large opportunity cost to EMS investment decisions, even though it is expressed in a rather convoluted manner. The shelter guards believe that other tasks demand more urgent attention.

To provide readers with a thorough grasp of the environmental component of sustainability while placing sustainable competitiveness first, this carefully edited book covers a variety of topics and techniques in each chapter. The first eight chapters investigate strategies, performance, and their many complex relationships with a focus on long-term competitiveness rather than necessarily directly addressing the environmental side of sustainability. The following four chapters examine a broader definition of sustainability by analyzing the environmental component's impact on sustainable competitiveness.

Further, the chapters in this book are the result of the collaboration of a team of international specialists. They present original research on tourism management from a range of theoretical perspectives, as well as from different epistemological paradigms and mixed research methodologies and procedures. The volume mixes strategy, performance, and sustainability issues as linked factors in a number of the cases explored. The book also emphasizes the importance of innovation as a corporate strategy for maximizing the benefits of the digital revolution in a quickly evolving business environment.

In addition, this book is an invaluable resource for organizations and people working in the tourism and marketing industries to comprehend the nature of disruptive technological forces, the necessity for innovation, and how to stay ahead of development. The resource can also be used to start

multidisciplinary research projects with a theoretically sound focus on tourist management, marketing, and development. Consequently, the findings may be utilized not only for forecasting but also to shed light on the mechanisms that shape the demand for tourism, such as by examining the consequences of destination substitution. This feature has the potential to help specific locations develop better destination marketing strategies and improve their performance in terms of visitor numbers and spending.

CONFLICT OF INTEREST

The authors declare no potential conflict of interest concerning the research, authorship, and publication of this article.

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