

Book review

Susan L. Slocum (ed), *Inclusion in Tourism: Understanding Institutional Discrimination and Bias* (Routledge, 2024) 216 pp.

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The book, consisting of 13 chapters edited by Susan Slocum, represents a compilation of global examples, best practice cases and courses of action of addressing discrimination in tourism institutions. This edited volume brings at the forefront issues of discrimination and marginalisation in tourism with the aim of identifying and addressing personal and institutional biases. As such, the editor aspires to provide avenues for further research on this important theme and thus promote inclusivity in tourism research and practice.

The book provides a collection of chapters divided into two parts. The first part consists of six chapters that discuss discrimination in tourism from an institutionalised perspective. After a brief introduction written by Stefanie Benjamin and Alana Dillette, Chapter 2 by Stella Kladou is presented. The chapter draws from the small islands of Gökçeada and Bozcaada in Turkey to discuss how local cultural identity may be embedded in branding strategies to boost civic identity and promote inclusion, diversity and sustainability. The chapter highlights the ways in which institutions may collide with tourism stakeholder groups in terms of destination branding, suggesting that collaboration with underrepresented minority populations is essential for the successful incorporation of authenticity in tourism experiences. The next chapter, written by Kelly-Ann Wright and Frederic Dimanche, points towards the persistent racial discrimination and bias that exists in the tourism industry. By examining Canada's immigration policies, they conclude that immigrants are seen as cheap labour that faces institutionalised de-skilling, discrimination and exploitation. Buket Buluk Eşitti wrote Chapter 4, which examines gender equality in the workplace. The author identifies the individual, organisational and social barriers faced by female employees in tourism and proposes suggestions for achieving greater gender equality. In Chapter 5, Susan Slocum and Linda Ingram discuss the Black Lives Matter movement and invite us to think about racial discrimination in tourism. In the next chapter, Kynda Curtis, Debra Tropp and Amy Hagerman discuss the ways in which the United States Department of Agriculture (USDA) attempts to address institutional biases and discrimination through assistance to socially disadvantaged groups aiming at developing food tourism projects, whereas in Chapter 7, Sally Everett acknowledges the challenges impacting the decolonisation of tourism curriculum in higher education.

Part 2 of the book, consisting of six chapters, discusses institutionalised discrimination at the individual level considering individual characteristics such as disabilities, sexual orientation, gender and obesity. Chapter 8 by Selin Altun, Gürel Çetin and İsmail Kizilirmak examines the obstacles interfering in the decision-making process

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of people with disabilities in tourism and proposes a model of an accessible tourism cycle, which serves as a framework for determining othering factors in accessible tourism. In Chapter 9, Carlos Monterrubio and César Caselin draw from interviews to explore the lived experiences of gay male travellers in Mexico, whereas in Chapter 10, Inês Carvalho and Carlos Costa analyse the lived experiences of female senior hospitality and tourism managers in Portugal in terms of traditional gender role expectations. Chapter 11, written by Yaniv Poria, Arie Reichel and Jeremy Beal, unpacks the lived touristic experiences of obese people in the United States, revealing feelings of safety at home due to the uncomfortable gaze from other people. In Chapter 12, Craig Webster discusses how anonymity is vital to the acceptance of bondage/discipline, dominance/submission, sadism/masochism practitioners as a necessity to avoid harassment, violence and discrimination. The last chapter (Chapter 13) by Amit Kama presents the author's personal experiences following auto-ethnography in navigating sexuality and identity as a gay man during travel.

Given the global case studies presented in the chapters, it is evident that one of the strengths of the book is its international relevance. Drawing from real-life examples, the range of cases discussed unpack the obstacles and success factors in enhancing inclusivity in tourism. Another strength of the book is its interdisciplinary foundation, as the chapters blend theoretical perspectives and insights from various disciplines, including sociology, cultural studies and tourism management. As a result, the book offers a global and holistic viewpoint on the necessity of inclusivity in tourism, presenting important theoretical and practical implications that can guide both researchers and industry professionals towards more rounded research outputs and actionable policy frameworks. Although some chapters make reference to the COVID-19 pandemic – an event that brought economic and social disturbance to tourism – the book could make deeper linkages between the inclusivity related themes discussed in the chapters and the sustainable development goals in an effort to provide not only a contemporary perspective but also one contributing to economic, social and environmental sustainability. Likewise, the book could have explored more elaborately current trends impacting tourism operations and experiences such as technology and discuss how these interfere with the provision of an inclusive tourism environment.

Overall, the book represents a valuable resource for scholars, policymakers, practitioners and students interested in creating a more equitable tourism landscape. Its thoughtful analysis and practical recommendations make it a significant contribution to the field. 'Inclusion in Tourism' is bound to add to the debate on how tourism policies need to address the importance of inclusivity, encouraging the participation of stakeholders in fostering an inclusive tourism environment for employees and travellers alike. The book emphasises that inclusion is not just a moral imperative but also a necessary business strategy that can yield increased customer satisfaction and loyalty. Slocum offers an informed, accessible and comprehensive analysis of the barriers and opportunities for improving inclusivity across various dimensions. Undoubtedly, the book will make a good addition to one's library as the themes of inclusivity and diversity, which underpin the book's contents, can no longer be dismissed.