

Book review

Erdoğan Çakmak, Rami K. Isaac and Richard Butler (eds),
*Changing Practices of Tourism Stakeholders in Covid-19
Affected Destinations* (Channel View Publications, Bristol,
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Changing Practices of Tourism Stakeholders in Covid-19 Affected Destinations, edited by Çakmak, Isaac and Butler, stands as a robust exploration of the challenges confronting the tourism industry in the aftermath of the Covid-19 pandemic. This book provides an in-depth analysis of the tourism industry, delves into the historical development of the industry and sheds light on the unprecedented nature of the global pandemic. Approaching the subject from diverse angles (sociological, anthropological, economic and so on), the book elucidates the intricate impact of the pandemic on tourism by scrutinizing coping strategies and transformations across different locations. This holistic examination addresses pivotal questions about the future of tourism and relevant stakeholders. Its 14 chapters provide valuable insights into the ongoing discourse on the industry's evolution post-Covid.

The editors' introduction lays the groundwork for examining the evolving landscape of global tourism. By tracing its historical evolution over the past five decades, the authors establish a framework highlighting the industry's resilience amid various crises, particularly emphasizing the distinct impact of the Covid-19 pandemic. The thorough analysis of the pandemic's repercussions, not only as an economic disaster but also as a catalyst for widespread global consequences, underscores the authors' extensive research and understanding. The narrative skilfully explores tourism's vulnerabilities to various disasters, highlighting the factors that render the current pandemic uniquely challenging.

Part 1, titled 'Changes in the Subfields of the Tourism Industry', consists of three chapters. Joppe in Chapter 2 analyses the challenges faced by the aviation industry during the pandemic, and examines airlines' management of substantial debt, strategies to address declining demand and resilience in overcoming financial challenges. The chapter also discusses anticipated short- to medium-term obstacles for airlines, such as reinstating capacity, government involvement through equity positions and the importance of proactive restructuring worldwide. In Chapter 3 Ghaderi, Behboodi, Sadeghvaziri and Patterson offer a valuable summary of tour operator businesses in Iran during the pandemic. The discussion on organizational learning's role in crisis management and focus on organizational resilience provide practical suggestions

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for tour operators to enhance flexibility and maintain international connections. The chapter makes a substantial contribution to understanding how tour operators in Iran coped with the challenges posed by the pandemic. Seyfi and Hall in Chapter 4 provide a comprehensive exploration of the pandemic's impact on global tourism, with a focus on small and medium enterprises (SMEs) in Iran. What stands out in this chapter is the identification of themes such as risk perception, economic impacts and coping strategies. The chapter's insights into reliance on the domestic market and digital marketing strategies reflect broader global trends, making it a substantial contribution to the literature on crises and tourism SMEs.

Part 2, titled 'Transition of Attitudes in Spiritual Tourism', also includes three chapters. In Chapter 5 Prozano offers a thorough examination of the effects of the pandemic on religious tourism, specifically temple stays in Kōyasan, Japan. Discussion on the limited adoption of technological tools prompts curiosity for future exploration. The chapter's consideration of fears and anxiety caused by Covid-19 adds depth to the analysis, and insights into health-related practices and potential tensions with inbound tourists contribute to a comprehensive understanding. Olsen and Shinde in Chapter 6 explore the impact of the pandemic on pilgrim behaviour, and suggest that virtual adaptations should become the 'new normal', introducing a forward-thinking perspective globally. The balanced recommendation to continue virtual pilgrimage as a complementary element to real-life travel acknowledges its benefits while recognizing the irreplaceability of the physical experience. Chapter 7 by Sharma examines the complex relationship between religious practices and challenges posed by the pandemic, focusing on the Kumbh Mela – a major pilgrimage festival of Hinduism at the River Ganges in India. The chapter underscores the significance of the Kumbh Mela beyond its religious aspect, showcasing communal strength and hope. While acknowledging limitations and ethical considerations, the chapter advocates for a nuanced approach in crisis planning, extending its implications to crisis management in tourism.

Part 3, titled 'Perceptions and Habitus Changes of Tourism Stakeholders', again consists of three chapters. In Chapter 8, Gerke, Ooi and Dahles explore the challenges faced by a Tasmanian restaurant aiming for regenerative practices. The chapter sheds light on the complex interplay of social, cultural and symbolic capital through the lens of Bourdieu's theory of practice (1977), which shapes the life cycle of the restaurant in transforming dilemmas into opportunities. In Chapter 9 Jayathilaka and Samarathunga provide a comprehensive examination of the impacts of the pandemic on tourism in Sri Lanka. Using Bourdieusian concepts (1984), the chapter highlights altered dynamics of host–guest relationships, emphasizing a transformation from trust and cross-cultural learning to a climate of fear and suspicion. People usually prefer foods that are familiar to them, contributing to their idea of what is legitimate (Bourdieu 1989). The discussion on the evolution of prevailing doxa concerning host–guest relations under health concerns adds depth to the analysis. Muldoon, Witte and Xu in Chapter 10 analyse the challenges faced by women in the Chinese tourism and hospitality sectors post-Covid. The chapter provides a poignant portrayal of women's experiences during the pandemic, showcasing the sacrifices made by women in frontline positions and those leaving the workforce due to caregiving responsibilities. It recognizes the impact of online platforms in providing a voice to women and their allies, advocating for change and increased awareness of gender inequalities in the tourism industry.

Part 4, titled 'Emerging Perspectives on Post-Covid-19 Tourism', also includes three chapters. In Chapter 11 Korstanje explores shifts in the tourism industry post-Covid. The discussion on the decline of hospitality and the rise of an anti-tourist

movement provides a nuanced analysis of societal shifts and their impact on (global) hospitality. Wassler in Chapter 12 explores the evolving role of residents as hosts during the pandemic. The chapter concludes by emphasizing the need for government bodies to consider residents' roles as citizens, ensuring a tourism industry that minimizes risks to their health. It provides a valuable exploration of economic, physical and health-related risks, acknowledging the inherent complexities faced by residents in tourism destinations through the case study of Pisa, Italy. In Chapter 13, Everingham offers a comprehensive examination of challenges faced by Australia's tourism industry post-Covid. The chapter skilfully argues for a transformation towards responsible and sustainable tourism in the Anthropocene, aligning with equitable and environmentally conservative development. It explores missed opportunities for sustainable strategies, discussing airline bailouts and the importance of aligning economic recovery with environmental sustainability. Isaac, Çakmak and Butler in the concluding Chapter 14 incorporate studies on tourism trends and pandemic effects, showcasing a comprehensive understanding of the academic discourse. Mentioning degrowth strategies aligns with the discourse promoting mindful and sustainable approaches. The tension between industry practitioners' desire to 'return to normal' and the academic push for a 'new normal' adds complexity.

In short, sustainability, as also acknowledged in this book, is paramount and can be further stressed: sustainable tourism practices minimize negative impacts on the environment, conserve biodiversity and respect local communities, making the industry a positive force for environmental stewardship (Buhalis et al. 2023). In a future edition, it would be interesting to also see a chapter on smart solutions for the tourism industry, which can greatly enhance the travel experience, ensure safety and optimize efficiency post-pandemic (El Archi et al. 2023). Additionally, I suggest a chapter on accessible tourism – crucial for promoting inclusivity and economic growth within the industry. By removing barriers and catering to diverse needs, accessible tourism expands the customer base and fosters a more equitable travel environment, aligning with universal design principles (Buhalis et al. 2012). All in all, this book provides a comprehensive view on 'the day after' Covid-19. Adding perspectives and focus such as the aforementioned ones can contribute to further dealing with memory and forgetfulness in tourism crisis research (Farmaki 2021), even before any new crisis develops.

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