



Book Review

A review on the “COVID-19, Tourist Destinations and Prospects for Recovery” book.

The book “COVID-19, Tourist Destinations and Prospects for Recovery - Volume One: A Global Perspective” (ISBN: 978-3-031-22256-6), edited by Kaitano Dube, Godwell Nhamo, and MP Swart, offers a systematic investigation into the pandemic’s impact on tourism destinations from a global perspective. Published in March 2023, this book provides a fresh perspective and a featured collection on the resilience and recovery of tourism destinations in the post-COVID-19 context.

The book comprises 19 chapters divided into five parts. Part I, “Introduction and Background,” provides an overview of the book in a single chapter. Part II, “COVID-19 and Its Implications for Tourism Destinations,” consists of five chapters exploring the pandemic’s impact on selected international tourist destinations. Part III, “Tourism Operations During the COVID-19 Pandemic: Innovations and Resilience Building,” includes seven chapters that detail how various hotspots worldwide adapted to the “new normal” under pandemic conditions. Part IV, “Tourism Industry Recovery and Prospects of Post-COVID-19 Proofing,” contains five chapters addressing how various destinations are striving to recover from the pandemic. Finally, Part V, “Conclusion and Policy Recommendations,” contains one chapter providing policy and practical implementation recommendations for the tourism industry and other essential tourism stakeholders.

Chapter 1 provides an overview of the book’s main content and structure by summarizing the transformative implications of the COVID-19 pandemic on tourism destinations. It discusses the recovery of major tourism sectors, the prospects for future development, and the typical applications of qualitative and quantitative methodologies. The chapter emphasizes the importance of technological innovations, virtual engagements, and tourism talents in reshaping tourism in the post-COVID-19 pandemic era. Chapter 2 explores tourists’ psychological and behavioral responses, as well as the resilience and recovery strategies proposed by the government and businesses, using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach. The systematic investigation reveals that the psychological responses of tourists, collaboration between businesses and governments, effective communication, and innovative initiatives can benefit the survival, recovery, and resilience of tourism destinations in crisis-driven transformation scenarios.

Chapter 3 presents a bibliometric analysis that studies the impact of the COVID-19 pandemic on the tourism sector. The findings suggest that more insightful models need to be developed to understand tourists’ needs and intentions under post-pandemic conditions. Technological advances, such as virtual interaction techniques, can enable new ventures in smart destinations and add value to traditional destinations. Additionally, attention should be given to the implications for tourism-dependent economies and the emergence of new markets. From a qualitative perspective, Chapter 4 examines the impacts of the COVID-

19 pandemic on sustainable livelihoods in island destinations, using the sustainable livelihoods approach. It investigates and discusses the sustainable livelihoods of Cagbalet Island, considering aspects such as livelihood portfolios, capital assets, vulnerability context, response to shocks and stresses, and livelihood outcomes. The chapter also explores the role of the local government in responding to the pandemic shock and maintaining the community’s sustainable livelihoods.

Chapter 5 provides a sector-specific study investigating the impact of the COVID-19 pandemic on South Africa’s tourism industry and proposes a resilience and recovery framework. The pandemic has sparked significant socio-economic challenges for the food and beverage, transportation, and accommodation sectors, leading to businesses falling into debts and liquidity crises, and in some cases, temporarily or permanently closing. While the resilience and recovery efforts could benefit from government stimulus packages and the adoption of technological innovations, businesses must also be creative in engaging in partnerships and joint ventures. Chapter 6 presents an overview of the impacts of the COVID-19 pandemic on mountain destinations through exploring secondary data. The findings indicate that while the pandemic has had a direct, long-term adverse impact on mountain economies, the indirect impact is manifested in promoting healthier environments. The chapter suggests that mountain destinations should find effective ways to strengthen crisis management capacity and health and safety standards.

From a qualitative perspective, Chapter 7 explores innovative developments in rural tourism sites through two case studies in Italy and Kazakhstan using a creative innovation model. It contributes to the existing literature by providing a preliminary systematization of insights into the interrelations between the intrinsic values of rural tourism’s leisure offerings and human well-being. The implications demonstrate that sustainable rural tourism development should consider physical infrastructure, rural tourism value orientations, light infrastructure, and distances manageable by walking with minimal luggage. Chapter 8 examines tourists’ travel motivations during the COVID-19 pandemic using an online survey method within the framework of protection motivation theory. The findings highlight the significance of vaccination and guaranteed refund schemes in motivating tourists to travel. Additionally, it summarizes the methodological toolbox that could benefit practitioners and policymakers in the travel, tourism, recreation, and hospitality sectors to manage future health crises.

Chapter 9 aims to assess stakeholders’ perception of the equal distribution of tourism benefits by investigating secondary and extensive desktop literature. From a sustainability perspective, it explores how stakeholders perceive the COVID-19 pandemic’s impact on tourism and the equal distribution of its benefits. The results indicate that resilience, flexibility, collaboration, and co-creation, as well as managing negative impacts associated with over-tourism, are critical for the tourism sector’s survival and recovery. Chapter 10 delves into the concept of revenge tourism, a buzzword in the hospitality and tourism industry, which is considered a way of compensating for lost travel time by travel

enthusiasts. Furthermore, it investigates the factors that influence revenge tourism, such as push and pull factors, psychological, economic, and socio-environmental impacts, through a thematic narrative approach. The study uses four destination cases from Indian states to examine the pros and cons of revenge tourism and its potential pathways to enhance and complement the revival of the hospitality and tourism industry.

Chapter 11 explores how the COVID-19 pandemic severely impacted the tourism industry in northern Ghana and examines the role of local government in promoting long-term destination recovery using qualitative research-inspired approaches. Significant investments should be made in both the public and private sectors to enhance tourism destination recovery. In Chapter 12, using a critical document analysis approach and considering consumption capital theory, preliminary recovery pathways for sport tourism are examined following the shock of the COVID-19 pandemic. The football ecosystem and value chain should be considered as a solution to mitigate the adverse effects of the pandemic and promote the recovery of sport tourism. Chapter 13 focuses on the early recovery process of the restaurant industry from the COVID-19 pandemic, using data from authoritative industry platforms. The findings reveal that recovery pathways vary across different regions and that the recovery process is likely to be long and slow.

Chapter 14 explores public attitudes and sentiments towards sustainable tourism after the COVID-19 pandemic by analyzing tweets using text mining techniques. The social media network of sustainable tourism is visualized and aggregated using Tableau and Gephi software. There is a need to address the psychological and emotional problems of the public and enhance their confidence in tourism recovery. Chapter 15 proposes the concept of “re-tourism”, which relates to the transformation of the tourism industry and the reshaping of tourists’ mindsets and preferences. Using the document analysis method, it discusses adaptability and management measures for the tourism industry in Lithuania during the COVID-19 pandemic and also the transformation of tourism in the post-COVID-19 era.

Using the PRISMA approach, Chapter 16 suggests a set-theoretical framework for possible recovery strategies in the hospitality and tourism industry that can enhance its resilience and help it recover from the shock of the COVID-19 pandemic. The findings reveal that the possible recovery strategies include promoting domestic tourism, adopting a virtual mode, implementing social distancing regulations, innovating in marketing, technology, and service, co-creating and co-recovering, engaging in public relations activities, maintaining regular communication, implementing pricing strategies, launching post-disaster recovery marketing campaigns, and utilizing testimonials. Chapter 17 examines the impact of the COVID-19 pandemic on the urban tourism industry and investigates its subsequent responses for recovery, using a secondary research approach instead of the existing questionnaire method. It also proposes several research questions, such as whether the “new normal” can serve as an ideal driver, to what extent domestic tourism can contribute to recovery, and how government support can benefit the recovery and sustainable development of urban tourism.

Based on secondary and archival data sources and abstractions, Chapter 18 explores the recovery status of the global restaurant industry and identifies the challenges for recovery, particularly the impact of the Russo-Ukrainian war. A robust recovery strategy should be developed to overcome the adverse effects of the pandemic and massive inflation. For example, reducing the reliance on imported food products and promoting collective innovativeness within the restaurant industry. Chapter 19 focuses on global destinations and examines how the pandemic has reshaped the tourism industry. It also summarizes some emerging tourism trends in the post-COVID-19 context, including the evolving expectations and demands of tourists, environmental and socioeconomic well-being of tourism destinations, and tourism inclusivity. The critical roles of central banks, governments, and other funding agencies should be highlighted to boost the sustainable development of the global hospitality and tourism industry.

The book explores the global impact of the COVID-19 pandemic on the tourism industry or tourist destinations using various disciplinary approaches, such as typical qualitative and quantitative research methods. Therefore, this book, as a reference book for research methods, is suitable for undergraduate and graduate students majoring in tourism management and public policy evaluation. The rich case studies and policy discussions provide a comprehensive understanding of the impacts of public health crises and the directions for sustainable tourism development in the post-COVID-19 era. Industry practitioners and policy planners may also find this book helpful as it provides practical strategic planning tools for sub-sectors of the hospitality and tourism industry, including sports, restaurants, and aviation sectors, as well as for different destinations such as islands, mountains, and rural areas. Overall, it provides a comprehensive analytical perspective for the recovery of tourism industry and the sustainable practices of tourist destinations.

The tourism industry is a significant contributor to global economies and is often viewed as a panacea for achieving the United Nations’ Sustainable Development Goals. Understanding the impact of the COVID-19 pandemic on the tourism industry and exploring strategies for its recovery and sustainability is critical for tourism researchers and practitioners. As a book based on a global perspective, the cross-country comparative study towards the impact of COVID-19 on tourism is insufficient. Furthermore, a comparative study of sub-sectors within the hospitality and tourism industry may provide more in-depth insights into sustainable development. In the future, it would be possible to further explore the effects of corporate or destination social responsibility practices on firm value or residents’ well-being, respectively, because responsible tourism is an important issue for tourism destination development in the post-COVID-19 era.

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