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Šerić Honović, N. (2024). REVIEW OF THE BOOK ROUTLEDGE HANDBOOK OF TRENDS AND ISSUES IN ...
the management as well. People are the ones who create tourism, so cooperation between all the stakeholders is extremely important, as was previously noted. In this part of the Handbook, it is pointed out how important it is to care about people’s basic needs so they would be satisfied employees and give the best they can for the development of the society they belong to. In other words, as the authors (Chrostou et al.) mention in one of the articles, the company/hotel/society can’t develop and grow toward achieving common goals without individual satisfaction. The COVID-19 pandemic has contributed to the fact that employees, more than ever before, demand respect for both themselves and their work (not being underpaid). The management can and must respect this as to regulate the issue of gender differences. Women represent the majority (54%) of the workforce in tourism in the world but earn on average 14.7% less compared to men.

In this part of the Handbook, the pandemic is also mentioned, but regarding the way of choosing trips after it was over. The management had to adapt because tourists wanted to feel safe, which was possible to achieve with, among other things, all-inclusive arrangements. The reason why visitors choose one hotel over the other mainly depends on the reviews, i.e. electronic word-of-mouth. As the authors (Grace Chan et al.) indicate, young visitors are the ones who more often choose their accommodation in this way, as well as the other features of their trip. Precisely for that reason, the management should use the reviews of their former visitors as guidance for making improvements so future visitors would be (even) more satisfied.

The fourth part of this Handbook is focused on Technology and consists of 13 articles.

The COVID-19 pandemic has contributed to the increased use of technology in general and in tourism, which wouldn’t happen as fast as it did if it weren’t for the pandemic. Technology is now used to bring reality closer to future visitors through various technological solutions. The authors mention augmented and virtual reality in tourism, destination videos, and so-called travel vlogging. Two of the articles cover the topic of technology in museums, i.e. interactive museums, which are now a popular choice for young people and families with children as well. Just walking around the museum and reading is now outdated; people want to participate, experience something from previous centuries themselves, manage their visit through screens, choose what they want to listen to, and the like. When a specific experience is gained with the help of technology, the adjective “smart” is often added, which the authors (Norizan and Halim) of one of the articles also confirm. Therefore, the entire tourism destination can be a “smart tourism destination” if the concept of developing this destination is such that technology is used for more tourism services.

This Handbook is a successful representation of how the sustainability of a tourism destination cannot be achieved without the cooperation of all the stakeholders in tourism. Planning is necessary, and technology helps in development. Therefore, the Handbook can act as a basis for future research in tourism and given the provided examples related to sustainable tourism, it can also serve as a basis for the development services and new ways of implementing sustainability in tourism destinations.

The Handbook is suitable for both professionals and scientists, as well as for those who reflect in these topics for the first time. The possible shortcomings of this Handbook and similar books lie in the lack of a common conclusion at the end of each part of the book or a summary of the main conclusions at the end of all four parts, based on the questions posed by the editors at the beginning, on which the authors should have focused.

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