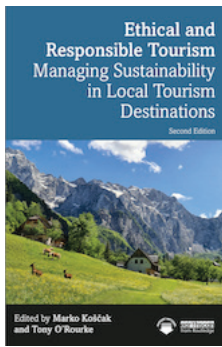


BOOK REVIEW



Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations
Second Edition
Edited by Marko Koščak and Tony O'Rourke

Routledge, Taylor & Francis Group

The second edition of the book *Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations*, published by Routledge in 2023, discusses the ethical principles of sustainable development taking into account the challenges that have arisen from recent global events such as the COVID-19 pandemic and the war in Ukraine. The editors of the book, professors Marko Koščak and Tony O'Rourke, along with numerous contributors, examine the different layers of tourism in a destination portraying the practices used to manage the impacts in order to achieve sustainability. The book brings an analysis of opportunities and challenges tourism stakeholders are confronted with in the post-COVID era.

The book explores three key themes which address different aspects of ethical sustainable development: the destination management, the environmental and social aspects of ethical sustainable development and the business impacts of ethical sustainable development. Apart from the introduction, the book is divided in three sections. The first provides a theoretical overview of the discussed topics, while the second section consists of numerous case studies related to these topics. The third section of the book summarizes key challenges and provides answers to still unresolved questions.

The first section of the book deals with the theoretical foundations of the three main themes. The first theme, *Destination management aspects of a sustainable destination*, is covered in chapters two to five. The second chapter provides an insight into key safety aspects of destination management, emphasizing the importance of a well-developed crisis management plan. The third chapter links heritage and cultural tourism through examples of heritage trails in Slovenia and issues regarding overtourism in Venice, providing insight into key success factors of unified stakeholder action. The development of active tourism that benefits not only tourists but also the local community is proposed in the fourth chapter, while the fifth chapter highlights the importance of eno-gastronomy as a modern tourism trend that has become part of the cultural experience in a destination.

The second theme, environmental and social aspects of ethical sustainable development, is covered in chapters six to nine. Chapter six discusses the concept of slow tourism as a philosophy grounded on the principles of regenerative tourism, contributions to local sustainability and the positive impact of each visit. Chapter seven examines local community perceptions of sustainable development strategies, using Porto as an example. Chapter eight explores the relationship between landscape sensitivity and the impact of mass tourism using the case of the Cinque Terre, while chapter nine focuses on environmental sustainability in hotels.

The third theme, the business impacts of ethical sustainable development, is covered in chapters ten to fourteen. Chapter ten examines the importance of local food as part of the experience within a sustainable rural destination, based on a study conducted in western Serbia. Chapter eleven addresses the challenges of financing tourism and tourism related activities at the local level and proposes new models for financing ethical and sustainable tourism. Chapter twelve discusses the benefits of the Cromrie Croft hybrid model between a private company and community enterprise, while chapter thirteen examines the economic and financial challenges that emerged from the COVID-19 pandemic. Chapter fourteen summarizes and discusses key issues from the previous chapters and identifies questions that remain unanswered. This part of the book is valuable because it lays strong theoretical grounds and provides a well-rounded perspective on how ethical and sustainable practices can be thoughtfully integrated into modern tourism.


Even though the book covers an array of themes it would benefit from an additional chapter about measuring sustainability in a local tourism destination. While sustainability indicators are mentioned, this current and challenging aspect of managing a local tourism destination could be further explored in all three sections of the book. Additionally, even though new technologies are covered in different parts of the book, a chapter that synthesizes innovative technologies that contribute to sustainability would be useful, especially since the COVID-19 pandemic had an immense impact on the use of emerging technologies.

The second section of the book presents numerous case studies while still focusing on the same three themes. The destination management aspects of ethical sustainable development are explored through nine case studies from chapter fifteen to twenty-three. The environmental and social aspects of ethical sustainable development are covered through six case studies from chapters twenty-four to twenty-nine, while the business impacts of ethical sustainable development are observed through five case studies

from chapters thirty to thirty-four. This part of the book is valuable because it provides insightful “real life” examples that help link theory to practice, thereby deepening the reader’s understanding of how to manage tourism in an ethical and sustainable manner.

The third section of the book has only one chapter, the conclusion, which provides a summary of the themes addressed in previous chapters. The authors reflect on the impacts of the COVID-19 pandemic, the importance of this new edition and discuss the advantages of a thematic approach and use of “links”. This chapter also follows the thematic structure, addressing the main issues that have emerged from the previous chapters and emphasizing key success factors within the three main themes. The conclusion stands out for its ability to summarize the book’s core ideas while offering reflections on post-pandemic challenges. Its thematic consistency ensures clarity and reinforces the book’s core insights.

Overall, this book is a valuable resource for both students and tourism professionals. What makes it distinctive is its innovative approach to linking theory and practice. Aside from covering the topics through theoretical foundations and case studies it also uses “links” which can be found at the end of most chapters. The “links” indicate different chapters that should be read alongside the current one for a better understanding of the theme and how it relates to other themes. This makes the book more engaging and shows the complexity of tourism as a phenomenon that should be studied as a whole in order to understand the connections between all of its dimensions. The book also provides valuable insights into the latest challenges and trends that have emerged from recent global events emphasizing the necessity and ability of the tourism industry to adapt. As a result, it is timely and valuable for educational and applied purposes.

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