
Book Review

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Handbook of Innovation for Sustainable Tourism
by: Irma Booyens and Patrick Brouder (Editors)
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The *Handbook of Innovation for Sustainable Tourism* is part of the Research Handbooks in Tourism collection (also published by Edward Elgar Publishing), which contains four associated titles: *Handbook of Social Tourism*; *Handbook for Sustainable Tourism Practitioners – The Essential Toolbox*; *Handbook on Tourism and Social Media*; and *Handbook on The Tourist Experience – Design, Marketing and Management*.

Sustainability is not a recent topic. As a matter of fact, it has been a topic discussed frequently for several years and is deeply rooted in the speeches and actions of the most varied sectors of activity. Regarding to tourism, researchers, academics, industry professionals, as well as responsible organisations such as UNWTO have long understood that the future of this activity is intimately linked to sustainability. However, although the theme (sustainability) is not new, there is a constant search for new ways to make tourism more sustainable. And this is where the concept of innovation comes in.

Irma Booyens and Patrick Brouder are the Editors of this work, which is divided into four parts, with 17 chapters. The book counts with the collaboration of 38 experts.

The Introduction (Chapter 1) written by the Editors it is a general presentation, having as a starting point a sentence that reflects some of the concerns portrayed in the following chapters: *Innovation is a way to address the grand challenges of our time, be it cutting greenhouse gas emissions, providing clean energy, ensuring food and water security, addressing health and development challenges or protecting the environment* (p.1).

It should be noted that the book was published in the aftermath of a worldwide pandemic, so it is possible to find several references to this remarkable event. Some of the examples presented show that it was thanks to the negative effects of the COVID-19 pandemic that some companies and tourist destinations followed the path of innovation. It was through the introduction of innovative elements that they managed to adapt and overcome the adversity caused by the crisis.

Part I is about “Systems Change and Technology for Tourism Sustainability” and here we can find 4 chapters. Chapter 2 discusses how tourism and its innovation potential could contribute to the 17 Sustainable Development Goals, proposed by the United Nations and refers to the need to apply some radical changes, in order to “leave no one

behind". The next chapter (3) focuses on one of the largest industries, and also one of the most polluting related to the tourism sector: the airline industry. The authors contextualise the innovations that have affected the aviation industry in recent years and provide several examples of how this sector can continue to grow in a sustainable and environmentally efficient way. The next article in this section (Chapter 4) brings us a digital and technological approach to sustainable tourism. Several topics are developed, having as a starting point the concept of Internet of Things (IoT). Finally, in Chapter 5 it is possible to find a clear reference to the effects of the COVID-19 pandemic on tourism, which led to a crisis of unprecedented magnitude. In this way, the authors intend to create a link between sustainable tourism, tourism evolution and the quickly growing sustainability transitions agenda.

Part II is dedicated to the theme "Innovation for Destination and Regional Sustainability" and has 3 chapters. In Chapter 6, the authors explore how destination can impact innovation for sustainable tourism. For that, they used a qualitative multi-case study of 4 certified destinations. The next chapter (7), predominantly theoretical, reveals a systematic literature review about the following core concepts: sustainability, innovations and labs (lab-driven learning and innovation). The last chapter (8) is dedicated to a particular tourism product: wine tourism. The authors examine winegrowers' perceptions towards innovation within the context of sustainable agriculture practices and wine tourism, in New Zealand and some Australian areas.

The third part is dedicated to "Social Dimensions of Innovation vis-à-vis Tourism Sustainability". The five chapters presented in this part are more focused on the social pillar, one of the three that are part of the concept of sustainability. Let's see, Chapter 9 explores the notion of social innovation in tourism, taking South Africa as an example. The next paper (Chapter 10) also focuses on social innovation, but with particular focus on grassroots innovations, applied to a territory with a low level of tourism development, the Western Sahara and the Sahrawi Republic. Once again, Chapter 11 presents a case study applied to South Africa, but this time the focus is on adventure tourism. The authors seek to know how can adventure tourism can ensure sustainable employment. In Chapter 12, a very pertinent and current theme is developed, the role of social media influencers in sustainable travel promotion. In the last study presented (Chapter 13) South Africa appears again, but this time the objective is related to a historical and racial approach, the apartheid.

The fourth and last part of the book is dedicated to "Innovative Approaches for Sustainable Tourism" and has 4 chapters. This last section is very diverse in the themes it presents. We can find papers about: political ecology for ecological justice and sustainable tourism (Chapter 14); marginalised tourism communities, in Kenya (Chapter 15); innovation for enhancing heritage tourism, in Ghana (Chapter 16); and finally, a discussion about digital technologies used in parks and protected areas, in North America (Chapter 17).

The book is well organised, addresses a variety of themes and scenarios, and refers to one of the most urgent and important challenges in the tourism sector, to reach sustainability through innovation. Along the book, the reader can find some boxes, with the explanation of concepts, ideas, or events, which the authors refer to in the text. This idea makes it easier to read and understand the exposed themes.

The *Handbook of Innovation for Sustainable Tourism* is a recommended reading for those who study tourism or for those who manage tourism destinations and who are trying to get inspiration on how to make them more sustainable.