Book Review

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Handbook on Tourism and Behaviour Change
by: Haywantee Ramkissoon (Editor)
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Tourism and behaviour change has received renewed research attention having been brought into sharp focus during the Covid-19 pandemic. As the tourism industry continues its post-pandemic recovery, this interest continues to be important for understanding and addressing other global crises, notably climate change.

Within this context, the *Handbook on Tourism and Behaviour Change* is a timely publication that underlines the need to take the concept seriously. The book's global focus also demonstrates the breadth of interest in the topic, supporting Professor Ramkissoon's contention that, 'behaviour change is a collection of diverse streams which needs collective efforts and a shared goal for greater societal outcomes and impact'.

Examining the list of contributors reveals 51 authors from 18 countries, with case studies spanning five continents. The book's broad reader appeal is enhanced by its careful curation which showcases how tourism and behaviour change can be examined from multiple perspectives using different research methods. Specifically, the book features nine literature/secondary data-based chapters, two mixed methods studies, four quantitative studies, and six qualitative investigations. The list of contributors also includes academic and practitioner voices, with the former comprising a mix of leading tourism scholars as well as emerging authors. In this regard, particularly for promoting the work of early and mid-career authors, it is a shame that brief author biographies are not included, as is the case with some edited collections.

Section and chapter synopsis

Following the editor's introduction the book is divided into the following four parts totalling 22 chapters:

- Part I Setting the scene.
- Part II Understanding behaviours and tools to promote behaviour change for sustainable tourism.

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- Part III Behaviour change and governance in tourism.
- Part IV Covid-19 and behaviour change.

Structurally, the book follows a logical progression from tourism behaviour theory, through to understanding relationships between behaviours, behaviour change and sustainable tourism. This lends itself to the needs of tourism students who are developing foundational knowledge but also require case study examples.

Part I comprises two cohesive theoretically focused chapters which examine behaviour change triggers in tourism contexts, firstly in relation to holidaymaker behaviour, and then in relation to the concept of transformative tourism experiences.

Part II forms the largest section comprising 11 chapters that collectively focus on how tourism behaviours can be researched and modified to address sustainability issues. This wide-ranging section begins with two case studies that explore human-animal interactions, behaviour change and communication. The following three chapters then address human dimensions of behaviour change, firstly in relation to personal change transformation through tourism and subsequently generational consumer differences. Three practical case studies are then presented that respectively address a community-based sustainable travel scheme, social marketing to address overtourism issues in a national park, and the role of moral disengagement and negative tourism behaviour by visitors to screen tourism sites. The section ends with three chapters focusing on business sustainability impacts and consumer communication from the perspectives of Chinese consumers, the hotel industry, and a Norwegian entrepreneurial case study.

Part III comprises six chapters that examine the role of behaviour change, governance, and tourism interventions to address challenging economic and social issues. The first three chapters focus on issues of economic diversification, poverty reduction, and conflicting stakeholder interests. The remaining chapters examine co-creation between businesses and consumers and the overlooked relationship between behaviour change and tourism seasonality, an aspect that has significant implications for climate change affected destinations.

The final section (Part IV) concludes with three chapters dedicated to Covid-19 and behaviour change, highlighting the pandemic's role in promoting new interest in tourist behaviour research. Concentrating on tourism recovery, the chapters encompass destination image perception and communication strategies, hotel management actions, and the potential for new post-pandemic pro-environmental and pro-social tourism behaviours and products.

One slight structural quirk is that the final section does not fully align with the well-developed introductory section that effectively brings together the principal theory, cases and implications arising from the chapters, under the respective headings of *Behaviour change in tourism: where to next?* and *People and planetary health and business sustainability.* The concluding narrow focus on Covid-19 recovery leaves the reader questioning how this important aspect will interact with other tourism-related *polycrisis* issues (Rastegar et al., 2023). Broadening the scope of this final section would have opened-up opportunities for addressing the need for tourism to re-focus on topics such as the climate crisis post-Covid-19. However, as with all edited collections, this omission may reflect the submissions received rather than a structural incongruence.

Overall summary

Overall, the *Handbook on Tourism and Behaviour Change* is a valuable addition to the Edward Elgar series of *Research Handbooks in Tourism*. Serving as a high-level introduction to tourism and behaviour change, it also delivers on the series' strategic aim to produce global reference texts that are relevant to researchers, practitioners, and undergraduate and post-graduate students. The book also captures important but hidden perspectives on tourism and behaviour change notably aspects of seasonality (Chapter 20) and new conceptualisations of liminality, transformative experiences and behaviour change triggers (Chapter 3).

As previously mentioned, one area where I feel additional contributions could have been sought is on the future of behaviour change in tourism and pertinently whether more radical measures of sustainable behaviour change may be needed to meet the needs of future tourism contexts and crises. Although Chapter 17 offers a perspective on this in relation to the negative impacts of ecotourism development on the sustainability of indigenous communities and the natural environment, this line of enquiry is not examined in the introduction or in Part IV in relation to post-Covid-19 tourism. Despite, this omission, the *Handbook on Tourism and Behaviour Change* constitutes a comprehensive resource which is notable for its collation of research that has demonstrable theoretical and practical impact.

The Handbook on Tourism and Behaviour Change is available as an eBook or print version, the eBook is priced from £20/$26 from eBook vendors while the print version can be ordered from the **Edward Elgar Publishing website**.

Reference

Rastegar, R., Higgins-Desbiolles, F. and Ruhanen, L. (2023) 'Tourism, global crises and justice: rethinking, redefining and reorienting tourism futures', *Journal of Sustainable Tourism*, Vol. 31, No. 12, pp.2613–2627, doi: 10.1080/09669582.2023.2219037.