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[Review of] Sustainable and collaborative tourism in a digital world edited by Alain Decrop, Antonia Correia, Alan Fyall, & Metin Kozak, Oxford, UK, Goodfellow Publishers Ltd., 2021, Advances in Tourism Marketing Series., 1–228 pp., £34.99 (paperback), ISBN: 9781911635772

Citation for published version:

Gannon, MJ 2021, '[Review of] Sustainable and collaborative tourism in a digital world edited by Alain Decrop, Antonia Correia, Alan Fyall, & Metin Kozak, Oxford, UK, Goodfellow Publishers Ltd., 2021, Advances in Tourism Marketing Series., 1–228 pp., £34.99 (paperback), ISBN: 9781911635772', *Anatolia*, vol. 32, no. 3, pp. 526-528. <https://doi.org/10.1080/13032917.2021.1958448>

Digital Object Identifier (DOI):

[10.1080/13032917.2021.1958448](https://doi.org/10.1080/13032917.2021.1958448)

Link:

[Link to publication record in Edinburgh Research Explorer](#)

Document Version:

Peer reviewed version

Published In:

Anatolia

Publisher Rights Statement:

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Sustainable and Collaborative Tourism in a Digital World, edited by Alain Decrop, Antonia Correia, Alan Fyall, and Metin Kozak. Advances in Tourism Marketing Series (pp.1-228). Goodfellow Publishers Ltd. Oxford, UK.

At first glance, *Sustainable and Collaborative Tourism in a Digital World* runs the risk of being pigeonholed as an example of the increasingly popular trend of combining a number of phrases du jour in the title of an edited collection with the hope of striking gold. Distinct streams of tourism scholarship in their own right, academic interest in “sustainability”, “collaboration” and “digital” technologies has grown rapidly in recent years, leaving the combination of the three a potentially uneasy mashup. However, delving deeper into each of the chapters which together comprise this edited collection, it is clear that the editors have demonstrated a nuanced and expert hand in retaining the central purpose of the book: to address two major challenges facing the contemporary tourism industry. Throughout, emphasis is placed on reflecting upon tourism marketing’s perceived role in encouraging hedonistic consumerism, destination exploitation, and over-tourism, alongside the growing appetite for the sector to embrace more equitable and sustainable business models more generally, all while acknowledging the transformative impact the current Covid-19 pandemic has had on the industry as a whole. As such, *Sustainable and Collaborative Tourism in a Digital World* has the potential to prove a timely and prescient collection of studies, encouraging the industry to refocus on developing the much-needed trust – at both a consumer and resident level - required to truly *build back better*.

The book is split into four distinct parts, framed thematically on the front and back-end by overt and targeted interest in highlighting the increasingly important role technology can play in supporting sustainability efforts within the contemporary tourism industry. In both the introductory and concluding chapters, emphasis is placed on discussing the role of digital technologies in facilitating collaboration across the sector, with sustainability and sustainable development firmly in mind. More specifically, **Part 1** is concerned with technology’s role in guiding value co-creation, with the chapters therein (Chapters 2-4) discussing topics as diverse as absorptive capacity and innovation within the tourism industry; the importance of interactions with and exposure to destination locals in developing co-created tourism experiences; and the emotional value of communal consumption within the festival context. **Part 2** (Chapters 5-7), extends upon these prior discussions of collaborative tourism experiences, with emphasis instead placed on exploring the platforms capable of supporting collaborative tourism from a range of perspectives; at the macro-level (Chapter 5), the post-consumption stage (Chapter 6), and at a platform-specific micro level (Chapter 7).

Part 3 (Chapters 8-9), is perhaps the only instance where the book’s ambitious goal of combining sustainability, collaboration, *and* digital technologies over-reaches a little. Each chapter within Part 3 offers an interesting and informative snapshot of concerns surrounding sustainable tourism development that, when pooled, provides insight into the collaborative role of multiple stakeholders in doing so. However, a lack of emphasis on digital technologies therein reveals a minor narrative limitation of this edited collection, where more traditional destination development-based sustainability concerns (e.g., MacKenzie & Gannon, 2019) are favoured over-and-above research settings which truly speak to the titular ‘digital world’. Nevertheless, **Part 4** (Chapters 10-14) returns to narrative form, combining the aforementioned longstanding challenges faced by the industry with technological advancement with verve and vigour. Chapters 10 and 11, for example, provide detailed insight into how digital tools can be used to improve the experiences of both tourists and locals in two

of Europe's most popular yet increasingly overcrowded destinations, Barcelona and Venice respectively. From here, the book concludes with strong suggestions for practice, encouraging industry decision makers at various levels to: accelerate the technological and digital transformation of the sector; embrace the fluid and evolving nature of contemporary sharing economy platforms and models; prioritise environmental responsibility and collaboration with destination locals when undertaking tourism development; and to recognize the negative social, cultural, environmental, and economic impacts of the current mass tourism model, with this exacerbated by - but by no means solely attributable to - the ongoing Covid-19 pandemic.

As such, a core strength of *Sustainable and Collaborative Tourism in a Digital World* stems from its targeted diversity, in both context and the nature of collaboration discussed therein. For example, despite their increasingly ubiquitous deployment across tourism and hospitality literature, the terms 'sustainable' and 'collaborative' hold different meanings in different contexts. Thus, by drawing upon a wide range of research settings, including China (Chapter 3), Italy and France (Chapter 6), Cyprus (Chapter 8), and Portugal (Chapter 12), with various degrees of digital methodology adopted therein, the diversity of this collection allows for the development of nuanced insight while also providing a convenient starting point for any scholar, student, or practitioner hoping to gain a comparative snapshot of multiple perspectives on the factors underpinning sustainable tourism development. Further, the importance of the titular *collaboration* in fostering sustainable tourism development and practice emerges as the golden thread guiding the narrative of this edited collection, turning what could quite easily have been a disparate assortment of interesting chapters into a curated book capable of shaping both scholarship and practice. Here, strength is also born from the diverse manifestations of collaboration discussed across the book, with this primarily underpinned by how collaboration with a range of stakeholders can shape sustainable tourism efforts, including: destination residents (Chapter 8); tourism and hospitality service providers (Chapter 2); communal consumption with fellow tourists (Chapter 4); sharing economy platforms (Chapter 7); post-experience word-of-mouth and review platforms (Chapter 6); and wider macro-level initiatives facilitating collaboration (Chapter 5).

To summarise, *Sustainable and Collaborative Tourism in a Digital World* offers a compelling insight into the role that collaboration and digital technologies could play in developing a more sustainable and equitable global tourism industry. The book skilfully responds to current challenges surrounding the impact of Covid-19 on the industry (and recovery strategies therein), without losing sight of the longstanding issues likely to endure post-Covid: balancing over-tourism, heritage asset degradation, and the exploitation and displacement of local populaces with tourists' increasing desire for more engaging, collaborative, co-creative, and sincere experiences (cf. Taheri et al., 2018).

Martin Gannon, University of Edinburgh Business School,
University of Edinburgh, Edinburgh, United Kingdom.
mgannon@ed.ac.uk

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