

Book review : Sustainability Leadership in Tourism: Interviews, Insights, and Knowledge from Practice, by Florian Kaefer

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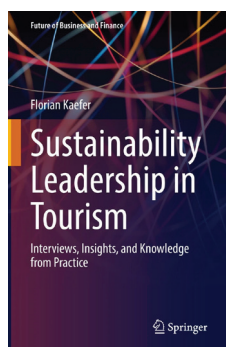
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BOOK REVIEW



Sustainability Leadership in Tourism Interviews, Insights, and Knowledge from Practice by Florian Kaefer

Springer Cham

Sustainability Leadership in Tourism, subtitled *Interviews, Insights, and Knowledge from Practice* and written by Florian Kaefer, represents one-of-a-kind explorations into how modern tourism can integrate economic, environmental, and social sustainability. Through practices and experiences of global leaders and changemakers in the field, this book offers insights and strategies how destinations and tourism businesses can enhance their appeal and resilience by focusing on sustainability. This volume consists of 109 chapters and is written in English on XX and 640 pages.

Acknowledgments, disclaimer, contents and information about the author are located at the beginning of the publication. In the first chapter, *Introduction to Sustainability Leadership in Tourism*, the author described the book. The first part of the book contains three chapters and provides a comprehensive foundation on the principles and practices that define sustainable tourism. It starts by clarifying the concept of sustainable tourism, distinguishing it from related terms like responsible and transformative tourism, and illustrating these distinctions with examples such as the different emphasis on community involvement and environmental impact. The section also delves into the traits and motivations of sustainability leaders in the tourism sector, citing specific leaders who have pioneered sustainable practices in their regions or fields. It outlines critical success factors for sustainable tourism, highlighting typical challenges like local community resistance or environmental degradation, and strategies to overcome them, such as stakeholder engagement and rigorous impact assessments. The discussion extends to methods for measuring the effectiveness of sustainability initiatives, with examples of metrics and tools used by industry leaders. Finally, it anticipates future trends and priorities in sustainable tourism, exploring potential advancements in sustainable technology and the evolving role of policy in shaping industry practices.

The majority of the book is contained in chapters 5 to 109, which form the second and more extensive part of the publication. These chapters consist of interviews with leading figures in the field of sustainability and changemakers in the tourism industry. Each interview is structured with a title, a photo, a brief description of the expert and their areas of expertise, followed by the interview itself. The section covers insights from global leaders across various countries, including Jordan, The Gambia, Estonia, Morocco, South Korea, Colombia, Canada, the Philippines, New Zealand, Costa Rica, Spain, Australia, Greece, Mexico, Myanmar, Nepal, Switzerland and others, illustrating diverse strategies for implementing sustainable tourism. Each interviewee discusses their unique contributions, from promoting eco-friendly hospitality to advocating for community partnerships and environmental conservation. These interviews highlight innovative practices, challenges faced, and the solutions implemented to enhance sustainability in tourism. Leaders share their educational backgrounds and career paths, demonstrating how varied experiences shape their roles in sustainable tourism. The tangible impacts of their work on local economies, environmental preservation, and community welfare are also detailed. Personal motivations and philosophies driving their commitment to sustainability provide deep personal context to their professional actions. Valuable advice is offered for aspiring sustainability leaders in tourism, emphasizing passion, persistence, and the importance of continuous learning. Discussions often consider the future of sustainable tourism and ongoing goals, with critical reflections on both successes and unfulfilled potential within the sustainability movement. The role of technology and innovation in advancing sustainable practices is highlighted. The importance of collaboration and community engagement in achieving sustainability goals is a recurring theme. Challenges related to sustainability certifications and standards are discussed, showing the complexity of the global tourism industry. Economic implications of sustainable practices are examined, suggesting that sustainable tourism can also be economically beneficial. The section is enriched with personal stories and anecdotes, bringing to life the practical aspects of implementing sustainable tourism principles. This compilation of interviews and practices offers a comprehensive view of the state of sustainable tourism through the eyes of its leaders, providing invaluable insights into the achievements and challenges in the field. While the book is effective in delivering qualitative data, it could benefit from more detailed case studies on the quantitative impacts of sustainable tourism practices. Additionally, a deeper exploration of emerging technologies and digital tools would have provided a more complete understanding of their role in advancing sustainability within the industry.

This book makes significant contributions to the field of sustainable tourism by integrating expert insights and diverse global perspectives, making it a vital resource for both researchers and practitioners. It is designed for tourism professionals and policymakers aiming to enhance the sustainability and resilience of tourism destinations. By highlighting effective strategies and real-world applications, the volume offers valuable guidance and inspiration for those committed to advancing sustainable practices in tourism. Other than researchers and practitioners, students might benefit from this book, too. It provides practical insights that can enhance their understanding of real-world applications. By bridging theoretical concepts with practical examples, it prepares them well for future roles in promoting sustainability within the tourism industry.

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