Women’s voices in tourism research

Women's voices in tourism research

Contributions to knowledge and letters to future generations

ANTONIA CORREIA AND SARA DOLNICAR

THE UNIVERSITY OF QUEENSLAND

Women's voices in tourism research Copyright © 2021 by The University of Queensland is licensed under a Creative Commons Attribution 4.0 International License, except where otherwise noted.

Contents

Title page 1

Acknowledgement of Country 3

Foreword iv

Contributions by research field vi

Part I. Contributions to tourism knowledge

1. TOURISM, KNOWLEDGE AND TOURISM KNOWLEDGE - Contributions by Kajsa G Åberg 14
2. 8 FEMMES: A COLLAGE OF EXPERIENCES IN TURKISH FEMALE TOURISM SCHOLARSHIP - Contributions by Sevil Acar, Maria D. Alvarez, Evinç Doğan, Ezgi Erkmen, Bengi Ertuna, Burcin Kalabay Hatipoglu, Stella Kladou, & Duygu Salman-Öztürk 16
3. SENSES IN TOURISM EXPERIENCE DESIGN - Contributions by Dora Agapito 25
4. DESTINATION MANAGEMENT FOR SUSTAINABILITY - Contributions by Julia N. Albrecht 29
5. WOMEN'S INVOLVEMENT IN THE TOURISM ACTIVITIES OF IRAN: ATTEMPTS TO PROMOTE GENDER EQUITY - Contributions by Fatemeh Bagheri and Sarasadat Makian 32
6. AGRITOURISM - Contributions by Carla Barbieri 41
7. THE INTERSECTIONS BETWEEN TOURISM, SEX, AND HEALTH - Contributions by Liza Berdychevsky 47
8. TOURISM SOCIAL ENTREPRENEURS AND THEIR ROLE IN ACTIVATING THE SDGS - Contributions by Karla Boluk 58
9. WOMEN AND ECOTOURISM OPPORTUNITIES IN UGANDA - Contributions by Brenda Boonabaana 64
10. ISLAND(ER) TOURISM PERSPECTIVES - Contributions by Teresa Borges-Tiago 67
11. TERRITORIAL INNOVATION IN TOURISM - Contributions by Filipa Brandão 74
12. CONVERGENT PARALLEL MIXED METHODS IN TOURISM RESEARCH - Contributions by Ilenia Bregoli 78
13. INTERNAL BRANDING FOR TOURISM DESTINATIONS - Contributions by Ilenia Bregoli 84
14. SUSTAINING PLANET, PLACE, AND PEOPLE - Contributions by Kelly Bricker 87
15. PRACTICES OF SUSTAINABLE TOURISM - Contributions by Adriana Budeanu 97
16. COMMUNITY DEVELOPMENT AND REPRESENTATIONAL POLITICS - Contributions by Christine N. Buzinde 99
17. GENDER AND TOURISM - Contributions by Inês Carvalho 103
18. TOURIST JOURNEYS AND A LIFE PURPOSE SEEKING TRIP - Contributions by Beatriz Casais 108
19. LIFESTYLE ENTERPRISING IN TOURISM AND HOSPITALITY - Contributions by Erika Andersson Cederholm 111
20. TOURISM AND (RE)PRESENTATION: BEYOND COLONIALISM - Contributions by Donna Chambers 118
21. CONSUMER PSYCHOLOGY AND MARKETING IN TOURISM, HOSPITALITY, AND EVENTS - Contributions by P. Monica Chien 125

22. LONGITUDINAL ACTION RESEARCH AND THE WATER-TOURISM NEXUS - Contributions by Stroma Cole 130
23. RELIGIOUS TOURISM / PILGRIMAGE STUDIES - Contributions by Noga Collins-Kreiner 135
24. MODELLING TOURISM BEHAVIOUR - Contributions by Antonia Correia 141
25. LUXURY IN TOURISM - Contributions by Antonia Correia 157
26. USING VISUAL RESEARCH IN TOURISM - Contributions by Margarida Custódio Santos 169
27. MULTISPECIES INTERACTIONS - Contributions by Kate Dashper 173
28. REFLECTIONS ON PLACE, IDENTITY AND TOURISM RESEARCH (AND FINDING ONE'S PLACE IN THE WORLD) - Contributions by Suzanne de la Barre 176
29. SERVICE CANNIBALIZATION IN TOURISM - Contributions by Estrella Díaz Sánchez 185
30. GIVING PLACES NEW LIFE BLENDING CULTURE, CREATIVITY AND TOURISM - Contributions by Maria Della Lucia 198
31. HUMANISTIC TOURISM: BACK TO HUMANISM IN BUSINESS AND SOCIETY - Contributions by Maria Della Lucia 201
32. SOCIAL TOURISM - Contributions by Anya Diekmann 206
33. RACIAL AND SOCIAL JUSTICE THROUGH THE BLACK TRAVEL MOVEMENT - Contributions by Alana Dillette with Stefanie Benjamin 211
34. SUSTAINABLE TOURISM - Contributions by Rachel Dodds 215
35. ENVIRONMENTALLY SUSTAINABLE TOURISM - Contributions by Sara Dolnicar 218
36. DATA-DRIVEN MARKET SEGMENTATION ANALYSIS - Contributions by Sara Dolnicar 222
37. TOURISM DESTINATION IMAGE - Contributions by Statia Elliot 228
38. ADVENTURES AND MISADVENTURES OF A RESEARCHER - Contributions by Agueda Esteban Talaya 232
39. PEACE, CONFLICT, TOURISM AND OTHER THINGS IN BETWEEN - Contributions by Anna Farmaki 237
40. COMPOSITIONAL ANALYSIS OF TOURISM-RELATED DATA – Contributions by Berta Ferrer-Rosell 240
41. TOURISM ECONOMICS - Contributions by Aliza Fleischer 247
42. MY JOURNEY IN SPORT TOURISM - Contributions by Heather Gibson 251
43. ROLE AND IMPACT OF SOCIAL MEDIA IN TOURISM – Contributions by Ulrike Gretzel 256
44. ETHNOGRAPHIES OF TOURISM IN THE GLOBAL SOUTH - Contributions by Carla Guerrón Montero 270
45. BRANDING IN TOURISM ATTRIBUTES - Contributions by Bintang Handayani 278
46. SINGLE WOMEN AND HOLIDAYMAKING - Contributions by Bente Heimtun 280
47. HERETICAL THINKING IN TOURISM - Contributions by Freya Higgins-Desbiolles 289
48. VOLUNTEERS AND TOURISM - Contributions by Kirsten Holmes 294
49. ADVENTURE AND PSYCHOLOGICAL WELL-BEING - Contributions by Susan Houge Mackenzie 299
50. SOCIOLOGY OF TOURISM AND MIGRATION - Contributions by Raquel Huete 308
51. USING WILDFIRE TOURISM TO PROMOTE ENVIRONMENTAL BEHAVIOUR CHANGE - Contributions by Karen Hughes and Jan Packer 315
52. FILM-INDUCED TOURISM - Contributions by Anna Irimiás 319
53. TOWARDS JUST TOURISM AND PRAXIS WITH EMPATHY AND CARE - Contributions by Tazim Jamal 323
54. POLICIES SHAPING TOURISM - Contributions by Marion Joppe 330

55. MAKING TOURISM EDUCATION AND RESEARCH POSSIBLE - Contributions by Catalina Juaneda 334
56. TRAVEL DECISION-MAKING - Contributions by Marion Karl 338
57. UNDERSTANDING TOURIST BEHAVIOR IN A CHANGING ENVIRONMENT - Contributions by Astrid Kemperman 344
58. CONSUMER EXPERIENCES IN TOURISM AND HOSPITALITY - Contributions by Ksenia Kirillova 352
59. TOURISM WORK AND EMPLOYMENT - Contributions by Adele Ladkin 358
60. VOLUNTEERING AND EVENTS - Contributions by Leonie Lockstone-Binney 362
61. LANDSCAPES OF MOTION AND EMOTIONS - Contributions by Katrín Anna Lund 364
62. TOURISM AND ACTIVE LIVING IN LATER LIFE - Contributions by Jiaying Lyu 369
63. SITUATING TOURISM - Contributions by Heather Mair 373
64. EVENT STUDIES - Contributions by Judith Mair 377
65. CRITICAL TOURISM KNOWLEDGE - Contributions by Ana María Munar 379
66. DESTINATION IMAGE ANALYTICS THROUGH TRAVELLER-GENERATED CONTENT - Contributions by Estela Marine-Roig 384
67. USER-GENERATED CONTENT IN TOURISM - Contributions by Eva Martin-Fuentes 388
68. GENDER AND DIVERSITY IN TOURISM - Contributions by Shelagh Mooney 392
69. ON THE TRAIL OF PARTICIPANT OBSERVATION IN TOURISM RESEARCH - Contributions by Noémi Marujo 398
70. CROSS-CULTURAL TOURISM STUDIES: REFLECTIONS ON MISTAKES MADE IN QUALITATIVE RESEARCH - Contributions by Meghan L. Muldoon 404
71. UNDERSTANDING MUSLIM TOURISTS: WHAT, WHY AND HOW DO THEY TRAVEL? - Contributions by Hera Oktadiana 407
72. CULTURE IS STILL TOURISM'S BEST FRIEND - Contributions by Claude Origet du Cluzeau 411
73. INTERDISCIPLINARY APPROACH TO SUSTAINABILITY IN TOURISM RESEARCH - Contributions by Hale Özgit 415
74. MODELLING HIGH SPEED RAIL IMPACT ON TOURISTS' DESTINATION CHOICES - Contributions by Francesca Pagliara 417
75. THE DEVELOPMENT AND GOVERNANCE OF URBAN DESTINATIONS - Contributions by Bernadett Papp 424
76. TOURISM AND SUSTAINABLE DEVELOPMENT IN FRANCE AND INDONESIA - Contributions by Sylvine Pickel-Chevalier 428
77. HORSES, TOURISM AND LEISURE - Contributions by Sylvine Pickel-Chevalier 435
78. INNOVATION IN TOURISM DESTINATIONS - Contributions by Birgit Pikkemaat 441
79. CONSUMER EXPERIENCE - Contributions by Nina K Prebensen 445
80. SUSTAINABLE TOURISM KNOWLEDGE - Contributions by Julianna Priskin 460
81. A JOINT EFFORT TO ACHIEVE BETTER RESEARCH METHODS FOR RESPONSIBLE TOURISM - Contributions by Yael Ram 462
82. MACHINE LEARNING APPLIED TO TOURISM - Contributions by Célia M.Q. Ramos 465
83. GENDER STUDIES - Contributions by Helena Reis 473
84. NON-HUMAN AGENCY IN TOURISM - Contributions by Carina Ren 479
85. DESTINATION: TOURISM AND CULTURE - Contributions by Alexandra Rodrigues Gonçalves 482
86. TOURISM INNOVATION - Contributions by Isabel Rodriguez 494
87. (IN)FORMAL PERCEPTIONS AND ARGUMENTS ON TOURISM GOVERNANCE MULTIFACETED CONCEPT - Contributions by Maria do Rosário Borges 500

88. WOMEN, TOURISM AND REGENERATIVE DEVELOPMENT - Contributions by Ángeles Rubio Gil 505
89. INDIGENOUS TOURISM - Contributions by Lisa Ruhanen 511
90. TOWARDS WELCOME: FOREGROUNDING VOICES AND GIVING VISIBILITY TO THE MARGINALISED IN TOURISM WORKPLACES AND BEYOND - Contributions by Agnieszka Rydzik 519
91. FAMILY TOURISM RESEARCH - Contributions by Heike Schänzel 528
92. TURISMO ARMÓNICO Y SUSTENTABILIDAD – Contribuciones de Rocío del Carmen Serrano-Barquín 532
93. A TOURISM RESEARCH JOURNEY: FROM HEAD TO HEART - Contributions by Pauline J. Sheldon 537
94. VOLUNTEER TOURISM / VOLUNTOURISM - Contributions by Harng Luh Sin 543
95. A CRITICAL APPROACH TO THE TOURIST EXPERIENCE - Contributions by Jennie Small 550
96. WELLNESS TOURISM - Contributions by Melanie Kay Smith 556
97. VALUE CREATION IN TOURISM THROUGH ACTIVE TOURIST ENGAGEMENT: A FRAMEWORK FOR ONLINE REVIEWS - Contributions by Rodoula H. Tsiotsou 561
98. THE LONGEVITY AND ALIGNMENT OF A TOURISM FACT - Contributions by Christine Vogt 572
99. IDENTITY TOURISM AND COMMERCIAL NATIONALISM - Contributions by Leanne White 575
100. TOURIST PARTICIPATION IN THE SOCIAL MEMORY OF THE GREAT WAR - Contributions by Caroline Winter 588
101. IDENTITY THEORY - Contributions by Carol Xiaoyue Zhang 596
102. SOCIO-CULTURAL DISCOURSES IN TOURISM - Contributions by Alexandra Witte 601
103. TRANSFORMING EXPERIENCES - THE POWER OF EVENTS - Contributions by Emma Wood 607
104. DESTINATION DEVELOPMENT AND IMPACTS OF TOURISM - Contributions by Lan Xue 611
105. ASIAN SOLO FEMALE TRAVELLERS - Contributions by Elaine Chiao Ling Yang 613

Part II. Letters to future generations of women tourism researchers

106. Letter from Kajsa G Åberg 624
107. Letter from Dora Agapito 626
108. Letter from Mariana Aldrigui 628
109. Letter from Erika Andersson Cederholm 631
110. Letter from Easnin Ara 633
111. Letter from Bailey Ashton Adie 637
112. Letter from Carla Barbieri 639
113. Letter from Stefanie Benjamin 642
114. Letter from Liza Berdychevsky 649
115. Letter from Karla Boluk 653
116. Letter from Brenda Boonabaana 656
117. Letter from Filipa Brandão 658
118. Letter from Ilenia Bregoli 660
119. Letter from Kelly Bricker 662
120. Letter from Adriana Budeanu 664
121. Letter from Christine N. Buzinde 665
122. Letter from Blanca A. Camargo 667

123. Letter from Anna Carr 671
124. Letter from Inês Carvalho 674
125. Letter from Donna Chambers 680
126. Letter from Noga Collins-Kreiner 684
127. Letter from Antónia Correia 686
128. Letter from Kate Dashper 689
129. Letter from Suzanne de la Barre 691
130. Letter from Estrella Díaz Sánchez 693
131. Letter from Diana Dias 695
132. Letter from Maria Della Lucia 698
133. Letter from Anya Diekmann 706
134. Letter from Alana Dillette 708
135. Letter from Evinç Doğan 710
136. Letter from Rachel Dodds 715
137. Letter from Sara Dolnicar 717
138. Letter from Berta Ferrer-Rosell 720
139. Letter from Aliza Fleischer 722
140. Letter from Isabelle Frochot 724
141. Letter from Heather Gibson 726
142. Letter from Ulrike Gretzel 730
143. Letter from Bintang Handayani 734
144. Letter from Anne Hardy 738
145. Letter from Fahimeh Hateftabar 741
146. Letter from Kirsten Holmes 744
147. Letter from Susan Houge Mackenzie 746
148. Letter from Freya Higgins-Desbiolles 750
149. Letter from Dan Huang 752
150. Letter from Raquel Huete 755
151. Letter from Karen Hughes 757
152. Letter from Anna Irimiás 759
153. Letter from Marion Joppe 761
154. Letter from Marion Karl 764
155. Letter from Deborah Kerstetter 767
156. Letter from Ksenia Kirillova 771
157. Letter from Adele Ladkin 774
158. Letter from Mia Larson 776
159. Letter from Anna Leask 778
160. Letter from Jing Li 780
161. Letter from ShiNa Li 783
162. Letter from Leonie Lockstone-Binney 787
163. Letter from Heather Mair 789
164. Letter from Judith Mair 791
165. Letter from Sarasadat Makian 793

166. Letter from Estela Marine-Roig 795
167. Letter from Eva Martin-Fuentes 797
168. Letter from Nancy McGehee 799
169. Letter from Valeria Minghetti 802
170. Letter from Ana María Munar 804
171. Letter from Hera Oktadiana 806
172. Letter from Lizette Olivier 809
173. Letter from Alicia Orea-Giner 811
174. Letter from Claude Origet de Cluzeau 814
175. Letter from Hale Özgit 816
176. Letter from Francesca Pagliara 817
177. Letter from Bernadett Papp 819
178. Letter from Sylvine Pickel-Chevalier 821
179. Letter from Birgit Pikkemaat 823
180. Letter from Patrícia Pinto 826
181. Letter from Nina Katrine Prebensen 828
182. Letter from Julianna Priskin 830
183. Letter from Yael Ram 832
184. Letter from Célia M.Q. Ramos 835
185. Letter from Carina Ren 837
186. Letter from Helena Reis 839
187. Letter from Isabel Rodriguez 843
188. Letter from Maria do Rosário Borges 846
189. Letter from Ángeles Rubio Gil 848
190. Letter from Lisa Ruhanen 850
191. Letter from Agnieszka Rydzik 853
192. Letter from Madhuri Sawant 856
193. Letter from Miriam Scaglione 859
194. Letter from Cláudia Seabra 862
195. Carta de Rocío del Carmen Serrano Barquín 868
196. Letter from Pauline J. Sheldon 870
197. Letter from Harng Luh Sin 873
198. Letter from Jennie Small 875
199. Letter from Melanie Kay Smith 877
200. Letter from Rodoula H. Tsiotsou 880
201. Letter from Lindsay Usher 882
202. Letter from Jane Widtfeldt Meged 885
203. Letter from Leanne White 888
204. Letter from Alexandra Witte 897
205. Letter from Emma Wood 899
206. Letter from Lan Xue 901
207. Letter from Emily Yeager 902
208. Letter from Samira Zare 905

209. Letter from Zara Zarezadeh 908

First published in 2021 by The University of Queensland

Second edition published in 2022 by The University of Queensland

Copyright © The University of Queensland 2021, 2022

DOI:https://doi.org/10.14264/817f87d

ISBN: 978-1-74272-357-0

Please cite as:

Correia, A. and Dolnicar, S. (Eds.) (2022) Women's voices in tourism research – Contributions to knowledge and letters to future generations (2nd ed.). Brisbane: The University of Queensland. Available from: https://uq.pressbooks.pub/tourismknowledge. DOI: https://doi.org/10.14264/817f87d.

Cover design by Marianne Sato

Editorial support by Jenna Farmer

Editors in alphabetical order

Contributions and letters presented in alphabetical author order

This book is copyright

Open access published under the CC BY license

https://creativecommons.org/licenses/by/4.0/

The University of Queensland, St Lucia QLD, Australia

31. HUMANISTIC TOURISM: BACK TO HUMANISM IN BUSINESS AND SOCIETY - Contributions by Maria Della Lucia

In searching for what "I don't know" about local development and regeneration I began to wonder what "I don't know" about what really moves organizations, territories, and institutions, all of which are simply communities of people. And then, I started to ask myself what it means to be human and what matters most to humanity. My actual question, in fact, was who I was, and what was important to me as a woman and a researcher. This is why I started re-framing the *new in the old* through the lens of *Humanistic Management*. Humanistic management is an *anthropocentric and values-based management approach* that has become a novel area of research, practice, policy, teaching, and education across all sectors: an alternative business and development approach that draws together the concepts of business ethics, conscious capitalism, cooperative capitalism, social business, social entrepreneurship, and sustainability. HM endeavours to change the current economic paradigm by moving from "mechanistic management" to the humanizing of business and to bring the spirit of humanism to economies and societies (Melé, 2016). It seeks profits for human ends (Melé, 2016) and values the unconditional *human dignity* of every human being (Spitzeck, 2011). Transformational leadership is crucial to values-based management and radically change the interplay between human beings, corporations, and society. Tourism offers significant opportunities for the practical application of humanistic management at the micro-meso-and-macro levels as tourism is a driver of economic development which reveals inherent paradoxes, vulnerabilities, and crises. For these reasons, since 2017, and thanks to fortunate encounters, I have redirected my research toward the relationship between *humanistic* and *tourism management* (Della Lucia & Giudici, 2021a), *humanistic management* and *sustainable tourism* (Della Lucia & Giudici, 2021b), and enhancing *higher education in tourism management* through HM (Della Lucia et al., 2021a).

The Humanistic Tourism difference and advantage

Humanistic Tourism (Della Lucia & Giudici, 2021a) is a novel notion positioned at the nexus between humanistic and tourism management based on sharing and implementing humanistic management principles – *dignity, ethics, and legitimacy*. Humanistic tourism is a business and development model that strives to establish a values-based disciplinary perspective on tourism management which emphasizes the *humanistic difference* and the *humanistic advantage* (Della Lucia et al., 2021c). *The humanistic difference* becomes apparent when humanistic tourism questions established perspectives – mainly inherited from economics, human resource management, and efficiency-driven management – in tourism management, and lays bare their inadequacies. The *humanistic advantage* involves explaining, analysing, and interpreting the importance of *human dignity and values*, topics that have so far received little attention in tourism management.

The urgent need for and contemporary relevance of human dignity and values in tourism management are starkly revealed by the injustice, inequality and lack of sustainability produced by capitalism-fuelled tourism and vice versa (Fletcher, 2011) and the vulnerabilities and crises of tourism which have been exacerbated by climate change, terrorist attacks, wars, and the COVID-19 pandemic (among others). The pandemic, in particular, has rekindled discussions around the future of tourism, in which the "old" and the "new" normal are interrogated (Brouder, 2020; Gössling et al., 2020; Hockings et al., 2020; Niewiadomski, 2020) as society seems readier to question and rectify. *Humanistic tourism* fits within the multidisciplinary thinking about the necessary root and branch transformation of tourism (Della Lucia et al., 2021a) that must now

begin. Its *difference and advantage* rely on human beings and their multifaced interactions. *Conviviality* (Illich, 1973) and *hapticity* (Pallasmaa, 1966) are fascinating notions in this regard. The former stands for the symbiosis that manifests when people gather for common and high purposes, including the re-building of the ways in which society and the economy work. The latter – which, in coordination chemistry, identifies the uninterrupted and contiguous series of atoms that coordinate a ligand to a metal centre – suggests that sensory interactions (which can, today, be virtual) and imagery may provide principles upon which to rebuild, and through which to experience. Imagery may be inspired by everyone and everything.

"*In the middle of a windswept wasteland full of discarded scrap metal lives a sad and lonely old man. In spite of his gloomy surroundings, he dreams every night of a lively forest full of trees, birds, and animals. When he finds a broken light fixture that looks like a flower, his imagination is sparked. He begins to build a tin forest, branch by branch, creature by creature. In time, real birds arrive, bearing seeds, and soon the artificial forest is taken over by living vines and animals until it looks just like the forest of the old man's dreams*". The "The Tin Forest" poetic fable (Ward & Anderson, 2013) encourages us to act in ways that encourage the emergence of a different world.

Dignity, responsibility, and sustainability: a humanist matter

Centred on the value of human life, the protection of human dignity and the promotion of well-being, Humanistic Tourism, while still aiming to generate economic prosperity, recalls the founding concepts of tourism sustainability. A critical exploration of the nexus between an *anthropocentric* and *values-based* perspective and an *ecosystemic* one is not only significant but also relevant and urgent, from both a theoretical and managerial viewpoint (Della Lucia & Giudici, 2021b). Indeed, many elements point towards the importance of exploring this interface. Dignity, People, Prosperity, Social Justice, Planet and Partnerships – are considered requirements for the achievement of the 2030 Agenda for Sustainable Development (UN, 2015). And SDG 8, that is aimed at achieving "sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all" (UN, 2015, p. 23), has incorporated the ILO's "decent work agenda with economic growth".

It is not, however, simply a matter of a decent work agenda (Winchenbach et al., 2019). Sustainable tourism is a matter of value-co creation for higher human ends (Della Lucia & Giudici, 2021c) – it is a matter of human beings and their multifaced interactions. Pirson and Lawrence's contribution (2010), which further developed the renewed Darwinian theory of human beings (Lawrence & Nohria, 2002), has been inspiring. *"Despite many popular misconceptions, humanism as a philosophic tradition, and utilitarian economism have very similar roots. Humanistic philosophy also takes the human individual as its starting point and emphasizes the human capacity of reasoning. In contrast to economism, however, humanism assumes that human nature is not entirely a given* (Pirson & Lawrence, 2010, p. 554) predetermined by its utility function, but a "*relational human being who materializes his/her freedom through value-based social interaction*". *Others* are means *and* ends for superior goals – financial, social, and environmental sustainability.

This perspective allows the interplay between *dignity*, *responsibility*, and *sustainability* to be understood as a humanist matter (Della Lucia & Giudici, 2021b). The combination of the three HM dimensions (dignity, ethics, and legitimacy) connects self-respect and morality (dignity) to mutual respect (ethics). It grounds, firstly, the legitimacy to act according to, and for, these purposes (transformational leadership and shared governance) and, secondly, corporate responsibility for individual, organizational, and systemic consequences (corporate social responsibility-CRS and sustainability) (Della Lucia & Giudici, 2021c). The recent shift towards integrating CRS into companies' value chains forms a strong link between business management and the Triple Bottom Line approach (Elkington, 1997). From this perspective, shared value creation (Porter & Kramer, 2011; Kramer & Pfitzer, 2016) becomes a humanist matter: stakeholders (people) are collectively taking responsibility for social progress while sustaining the costs of (social) transformation.

Enabling humans to flourish, adding value to society at large, and helping to alleviate social problems through business and economic activities are fundamental elements in this interplay. Sustainable tourism may contribute by leveraging processes of value creation that involve four avenues for change – human vs. human, human vs. nature, human vs. technology, and human vs. the economy (Della Lucia et al., 2021a).

Humanistic tourism higher education

"*Humanism assumes that human nature is not entirely a given, that it can be refined, through education and learning*" (Pirson & Lawrence, 2010, p. 554). Universities as cradles of innovative thinking and change at the highest academic level have a crucial role to play, building the capacity of tourism students (and future managers) to enhance their knowledge and their skills and thus become responsible stewards (Della Lucia & Giudici, 2021a). Sustainability and (corporate) social responsibility are increasingly part of university tourism programs (Boyle et al., 2015). Nevertheless, despite the acknowledged need to build (back) a better form of tourism (UNWTO, 2020), many educators and practitioners do not yet include humanistic management in tourism curricula (Della Lucia & Giudici, 2021b).

The Tourism Education Futures Initiative (TEFI)'s framework which was developed 15 years ago with the goal of reshaping tourism curricula according to a values-based perspective (Sheldon et al., 2008), allows space for the full integration of humanistic management into tourism education, such that students can learn to become critical thinkers, responsible citizens, and humanistic managers (Della Lucia et al., 2021a). By integrating HM, new pathways in learning processes can be identified and implemented, resulting in fresh outcomes and informing the transformational capacity to build. *What* is taught is crucial – introducing both managerially relevant and useful new content and addressing traditional ones from a new perspective. *Why* this is taught is equally important – to build the necessary competencies for becoming agents of positive change. Last but not least, *how* content is taught is integral to the whole transformation – by adopting multifaceted education strategies, delivered through dialogue-based methodologies and tools that engage the students. and experienced both in the traditional learning context (classroom) and third places.

Many limitations and barriers, on both the supply and the demand sides, have to be overcome when transitioning towards a more values-based education in tourism. These include the persistence of old paradigms and traditional staffing structures in universities; the frequent unavailability of the requisite time and capacities within faculties, and partnerships between them, to fully adopt a humanistic tourism approach; cross-cultural differences between students, people's hesitancy about participating in new learning formats, and a lack of openness, on the part of both students and faculty, to continuous training and self-questioning.

Open epilogue

Where does this conceptual and life journey take me? Take us? And, most importantly, what should I/we do next? When studying corporate social responsibility and sustainability and enhancing tourism education from the perspective of humanistic tourism, the complexity with which we are dealing needs to be remembered at all times. Individuals must actively participate in complex systems of interrelations, recognizing their interconnection with other people, the environment, and all living beings. Their search for both freedom and common welfare may create tensions between egoism and responsibility and between path dependence on the old paradigm and openness to new ones.

Written by Maria Della Lucia, University of Trento, Italy
Read Maria's letter to future generations of tourism researchers

Acknowledgements

I am deeply grateful to the wonderful colleagues, friends, and encounters that inspired me to make or joined me on this intellectual and life journey – Ernestina Giudici, Micheal Pirson, Davide Secchi, Frederic Dimanche, Blanca Camargo, Anke Winchenbach, and Erica Santini.

References

Boyle, A., Wilson, E., & Dimmock, K. (2015). Transformative education and sustainable tourism: The influence of a lecturer's worldview. *Journal of Teaching in Travel & Tourism*, *15*(3), 252-263

Brouder, P. (2020). Reset redux: Possible Evolutionary Pathways Towards the Transformation of Tourism in a COVID-19 World. *Tourism Geographies*, *22*(3), 484-490.

Della Lucia, M., & Giudici, E. (Eds.) (2021a). *Humanistic tourism: Values, Norms and Dignity*. Routledge Publisher.

Della Lucia, M., & Giudici, E. (Eds.) (2021b). *Humanistic Management and Sustainable Tourism: Human, Social and Environmental Challenges*. Routledge Publisher.

Della Lucia, M., & Giudici, E. (2021c). The capitalism dilemma in modern tourism development. In M. Della Lucia & E. Giudici (Eds.), *Humanistic Management and Sustainable Tourism: Human, Social and Environmental Challenges* (pp. 1-12). Routledge Publisher.

Della Lucia, M., Dimanche, F., Giudici, E., Camargo, B.A., & Winchenbach, A. (2021a). Enhancing tourism education: The contribution of humanistic management. *Humanistic Management Journal*, 6, 429-449.

Della Lucia, M., Giudici, E., & Dimanche, F. (2021b). Learning lessons for shared value creation: the pandemic challenge. In M. Della Lucia & E. Giudici (Eds.), *Humanistic Management and Sustainable Tourism: Human, Social and Environmental Challenges* (pp. 255-268). Routledge Publisher.

Della Lucia, M., Giudici, E., & Secchi D. (2021c). Re-shaping tourism: advances and open issues. In M. Della Lucia & E. Giudici (Eds.), *Humanistic tourism: Values, Norms and Dignity* (pp. 231-244). Routledge Publisher.

Elkington, J. (1997). The triple bottom line. *Environmental management: Readings and cases*, 2, 49-66.

Fletcher, R. (2011). Sustaining Tourism, Sustaining Capitalism? The Tourism Industry's Role in Global Capitalist Expansion. *Tourism Geographies*, *13*(3), 443–461.

Gössling, S., Scott, D., & Hall C. M. (2020): Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19. *Journal of Sustainable Tourism*, *29*(1), 1-20.

Hockings, M., Dudley, N., Elliott, W., Napolitano Ferreira, M., MacKinnon, K., Pasha, MKS ... Yang, A. (2020). Editorial Essay: COVID-19 and protected and conserved areas. *PARKS*, *26*(1) May 2020, 7- 24.

Kramer, M. R., & Pfitzer, M. W. (2016). The ecosystem of shared value. *Harvard Business Review*, *94*(10), 80-89.

Lawrence, P., & Nohria, N. (2002). *Driven: How Human Nature Shapes Our Choices*. Jossey-Bass.

Melé, D. (2016). Understanding humanistic management. *Humanistic Management Journal*, *1*(1), 33-55.

Niewiadomski, P. (2020). COVID-19: From temporary de-globalisation to a rediscovery of tourism? *Tourism Geographies*, 22(3), 651-656.

Pallasmaa, J. (1966). *Eyes of the Skin: Architecture and the Senses*. Jhon Wiley & Sons.

Pirson, M.A., & Lawrence, P.R. (2010). Humanism in business – Towards a paradigm shift? *Journal of Business Ethics*, 93, 553-565.

Porter, M., & Kramer, M. (2011). Creating shared value. *Harvard Business Review*, *89*(1/2), 62–77.

Sheldon, P., Fesenmaier, D., Woeber, K., Cooper, C. & Antonioli, M. (2008). Tourism education futures 2010-2030: Building the capacity to lead. *Journal of Teaching in Tourism & Travel*, *7*(3), 61-68.

Spitzeck, H. (2011). An integrated model of humanistic management. *Journal of Business Ethics*, *99*(1), 51-62.

United Nations (UN). (2015). *Transforming our world: The 2030 agenda for sustainable development*. https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf

UNWTO (2020). *Responsible tourism: the key to building back a better industry*. https://www.unwto.org/covid-19-oneplanet-responsible-recovery-initiatives/responsible-tourism-the-key-to-building-back-a-better-industry.

Ward, H., & Anderson, W. (2013). *The Tin Forest*. Templar Publishing.

Winchenbach, A., Hanna, P., & Miller, G. (2019). Rethinking decent work: The value of dignity in tourism employment. *Journal of Sustainable Tourism*, *27*(7), 1026-1043.