



Book Review: Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations



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ABSTRACT: Ethical and responsible tourism managing sustainability in local tourism destinations to explore new tourism destinations regarding situations related to responsible tourism and sustainability based on sustainability management in local destinations. The basic aim of studying this theme is to expolarize several diverse situations related to ethical and responsible tourism based on the concept of how we manage sustainability in local tourism destinations, both methodologies, and practices that can be used to maintain environmental sustainability in local communities that are still vulnerable while gaining benefits from ecological, cultural, cultural heritage and adventure tourism activities at an economic level. This has an impact on local tourism operational processes which demonstrate responsible and sustainable destination management as well as maximizing socio-economic benefits and minimizing negative impacts and maximizing benefits for the community, visitors, and cultural heritage. This review is a critique of Ethical and Responsible Tourism in Managing Sustainability in Local Tourism Destinations Second Edition by Marko Koščak and Tony O'Rourke. Koščak and O'Rourke explained that the sustainability of ethical and responsible tourism management is considered important which includes three main themes that can be measured and planned to utilize tourism destination management, starting from environmental and social aspects to creating ethical sustainable development, and the impact of business tourism. This review will evaluate ethical and responsible tourism management approaches on the sustainability of their impact on tourism development in local tourism destinations relating to the important balance between socio-economic objectives that provide benefits to local communities in the short to medium term.

KEYWORDS: responsible tourism; education for sustainable development; perception; awareness; knowledge

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Introduction

Tourism is a new economic source, so the concept of sustainable tourism development really needs to be developed. Tourism is one form of satisfying the needs of the present but its existence in the future must be preserved by carrying out sustainable development. The concept of sustainable tourism development is to respect and meet the needs of every tourist without reducing the possibility of achieving tourism goals in the future. Hence, it is necessary to manage tourism activities properly by taking into account economic goals and social and ecological issues. The integration of the needs of economic, social, cultural and ecological sustainability gives emphasis to the concept of environmental preservation, affirmation of social integrity, maintenance of cultural distinctiveness of local populations, optimal satisfaction of tourist needs and realization of economic benefits.

The need for economic transformation through local destination tourism is necessary. However, in reality it is accompanied by many challenges, uncertainty and doubt. Therefore, a globalization perspective is needed in tourism management. Globalization of tourism with an approach using local destinations is a hope for positive change; the advancement of local destinations based on responsible attitudes towards natural resources and rich cultural heritage; individual experience, creativity and innovation, as well as opportunities to learn.

Tourism management through entity management models in the form of participatory and multidisciplinary management is based on the ability of local users and stakeholders to act at the local, regional and national levels. Local stakeholders can develop and take responsibility for their socio-economic development through resource-appropriate projects to seek support to satisfy the present-day needs of tourists through the use of modern technology.

The transformation brought about by modern technology to human life, sustainable tourism management that respects and meets the needs of tourists is not based on tourists alone but on environmental issues (Morgan & Jonas, 1985). The attitude of respecting and meeting the needs of tourists to achieve sustainable tourism management has to do with what he calls problematic aspects in traditional ethics. One aspect of this is the issue of ethical consequences, which is supported by several strands of utilitarianism as key to moral judgments of action (Laub, 1999). Tourism that is ethical and meets the needs of tourists has become an important reference for social scientists, business experts, and a large number of ordinary people (Butcher, 2015). The benefits and importance of tourism are very clear, although it has positive socio-economic benefits, it cannot be separated from its negative impacts. Because of its potential to have negative environmental and social impacts, the tourism industry has recently experienced increased external pressure and is challenged to respond quickly, ethically, and responsibly (Mishra, 2013).

Building positive relationships with locals is crucial in the tourism industry. Tourism businesses must be committed to providing economic benefits to local residents. Implementing business ethics and sustainable management responsibilities in tourism operations can have challenges, such as the additional cost of adopting socially and environmentally responsible practices. Ethical and responsible sustainable tourism management can describe methods and practices that can be used in managing the tourism environment of local residents and destinations.

Summary

In this book, there are three major themes, namely the importance concern to know the specific focus on each area that provides theory and practice that may give consideration in providing measurement and planning, as well as providing concepts through the connection between theory and practice. The three major themes, namely managing tourist destinations, environmental and social aspects to create ethical sustainable development, and the impact of the tourism business.

The first theme is about destination management aspects of ethical sustainable development. This theme consists of four parts. First, safety and security aspects of a sustainable destination in which the community includes security and safety factors as the keys to success in traveling. Second, culture and heritage tourism in the form of a potential for local sustainable tourism development. This part discusses the relationship between heritage and cultural tourism with the local environment. Third, active and adventure tourism in the planning of local destination management. This part discusses adventure and active tourism. The final part discusses challenges of integrating sustainable wine growing into wine tourism on the issue of sustainable food and wine tourism.

The second theme discusses on the issues of slow adventure, strategies for sustainable tourism, landscape preservation and tourism sustainability and environmental aspects of sustainable tourism and related business development. The third theme discusses the issues of gastronomy as a financial feature in local tourism development, SMART sustainable finance, ethical financing of rural projects, economic recovery through tourism development and the economic and financial consequences for tourism in ethical and responsible tourism development. As previously explained, an essential component of this book has been to serve a multiplicity of purposes in terms of connecting theory and practice, bridging the existing gaps between academics and practitioners operating in ethical and responsible tourism, and bringing in those concerned with planning ethical and regenerative and sustainable tourism.

Critique

The concept of tourism management at the local level, which has been explored in this book, clearly explains that critical success factors and critical failure factors have a significant and profound influence on ethical and sustainable tourism driven by local communities or operating in certain areas. Most of the materials provided include graphics of how the project succeeded from important inputs and how the project failed because there were no important inputs. Some of the criticisms to make tourism a sustainable success includes building coalitions of local actors and agents as well as regional and national organizations to achieve maximum effect, promoting tourism throughout the year especially in unreachable areas and spreading out to increase economic benefits. A flexible and imaginative financial solution that blends different funding methodologies such as credit, equity, and crowdfunding. Tourism projects that have an environmentally friendly approach, regenerate the local environment through the development of appropriate education and community engagement to secure and to enhance local culture, cultural heritage sites of large cities that are able to protect the physical environment and unique cultural heritage and offer inclusive experiences of tourists. Local tourism challenges that affect sustainable development include financial problems, poor promotion and marketing, and poor management capacity.

The involvement of regulators in the strategic management of local destinations is important. Our advice is to emphasize the importance of a bottom-up approach to local tourism management, as well as building strong coalitions of local actors and dynamic connectivity to regional and national levels. We argue that most problematic failures are due to the general fact that top-down models tend to experience weak impact, unfocused resources and structural energy diffusion at local implementation points due to bureaucratic bureaucracy. The top-down model developed by Koscak and O'Rourke drains resources from above but at local distribution points, the impact is potentially reduced.

Conclusion

The importance of bridging the gap in local tourism destinations through theoretical and practical approaches can provide a comprehensive understanding to overcome barriers and increase sustainable tourism. Continuous tourism interaction with the parties involved can increase sustainable tourism. Local problems require local solutions, it should be underlined that local destination problems require an interdisciplinary approach and the contribution of various disciplines and expertise in solving development challenges. The ability to cross disciplinary boundaries and engage multiple contributors is rewarding and productive.

There are various approaches on how to manage tourism ethically and responsibly in the local environment by combining practice and theory and drawing ideas and concepts from both. We conclude that this book explains environmental sustainability, the protection of our shared heritage and culture and the role of tourism as a driver or participant in the process of ethical and responsible tourism development.

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