Book proposal

Shaping a humanistic perspective for the tourism industry

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The tourism sector is of central importance to social, cultural and economic lives in the third millennium: it is now the most significant economic sector. Tourism has increased, as have the social, economic and environmental impact described in the academic literature.
We are actually aware that tourism is fast-changing and full of transformations both in the types of tourism offered (cultural, eno-gastronomic, sports, natural, congress, religious, etc.), and in the tourist flows (more and more people make at least one holiday per year) and in the composition of these flows (involvement of tourists from areas previously less present).
In the 2017 World Travel and Tourism Council (WTTC) report, tourism represents 10% of the global Gross Domestic Product, with a growth of 3.3% compared to 2016 in all areas and in particular in Asian areas. Besides, 1 in 10 people is employed in tourism, and this sector generates 30% of trade and services. Finally, it can be added that the UNWTO (World Travel Organization) has calculated that in 2017 the flow of international arrivals (the number of tourists that arrive at facilities) was 1.3 billion.
It is also highlighted that the hospitality industry, makes an annual total of between 400 and 500 million USD in revenue.
The data just reported if, on the one hand, determine positive implications for economic development, on the other hand, raise concerns about the environmental and social pressure that tourism can determine. In fact, it has been found that tourists require a high use of water resources that turns out to be about three or four times higher than that of a resident. In addition to water consumption, many other resources are used in an unsustainable way: natural resources excessively used; a significant amount of waste generated by tourists, and the like.
Given this situation, it is clear that a radical change is necessary: tourist activities must assume a configuration capable of respecting not only the environment but also the culture of the places with the involvement of the residents. This change seems possible because a growing number of tourists ask to "live" the culture of places in
which they decide to spend their holidays, to be involved in unique and unforgettable experiences. This new demand for services also implies forms of slow tourism, more in contact with nature and with attention to sustainable behavior and, above all, the adoption of behaviors that put human beings (tourists and residents) at the center. In these forms of tourism, the new morality is represented by a new humanistic perspective and by new relationships between residents and tourists based on reciprocal respect.

This book aim is to draw the attention of scholars, management students such as future managers, tour operators on the need to change their approach, moving towards more significant attention to the needs of human subjects, both tourists, and inhabitants of the tourist places. The most widely used paradigm is that based on programming-control, that is on technical-economic aspects and not on the dignity, ethics, sustainability and well-being of human beings. The recent phenomena attributable to climate change cannot leave anyone indifferent, let alone those involved in the tourism sector. The numerical data of the tourist flows indicate a contribution not secondary to climate change and not only: this implies that the sector must be invested with a substantial focus on environmental, economic, social and cultural sustainability. The adoption of a humanist paradigm is urgent, not deferrable, as is the humanistic training of future tourism operators/managers.

As editors, we would like to invite you to present works on the conceptual state of the art, empirical studies, case studies, which will be grouped into chapters after an introductory part highlighting the new perspectives of tourism, attention to the relationship between tourism and humanistic management and a clear indication of the meaning of the latter.

The range of topics includes, but is not limited to:
- Humanistic tourism: conceptual underpinnings
- How can humanistic tourism be implemented?
- Tourism and sustainable development
- Emerging neurotourism and the need for humanism: a convergent or divergent phenomenon?
- Is sustainable tourism the future?
- The sustainable tourism indicators: which role in the humanistic perspective?
- Local communities and the humanistic tourism perspective
- Slow tourism
- Solidarity and sustainable tourism
- Ecotourism
- Cultural values and tourism
- Cultural heritage
- Social networks an digital applications on tourism
- New technologies for tourism and humanistic management
- Tourism and ethics
- New types of tourism and humanism
- Role of dignity and well-being in the value proposition of tourism
- Interest in moral matter in the tourism domain
- Environmental protection and climate change
- Well-being through leisure and reflection
- Destination management and humanistic perspectives
- Contributions of tourism to destination sustainability
- Teaching innovation in sustainable tourism
- Sustainable tourism education
- Place management and humanistic tourism
- Is humanistic a pillar for the smart tourism development?
- Other themes relevant for this call for chapters

**PUBLICATION SCHEDULE**
Book chapter proposals received: January 31, 2019
Notification of accepted chapter proposals: February 20, 2019
Receipt of full book chapter: July 31, 2019
Chapter authors receive reviews with feedback: September 30, 2019
Final revisions due: November 20, 2019

**Publisher information**
This book is scheduled to be published by Routledge in Humanistic Management Series.
Please submit an abstract of no more than 500 words for the proposed chapter. In the submission include for each of the co-authors a brief biography including terminal degree, current institutional affiliation and position, and a listing of any related publications. Moreover, for each co-author include contact information: email address, mobile phone, work phone, and Skype (if you do not mind us contacting you through these.
There are no submission or acceptance fees for submitted manuscripts.
Submitted chapters should be original and exclusively prepared for the present book.
No part of the chapter should be published elsewhere. Chapters must not exceed 7000 words and reach at least 5000 words (including all references, appendices, biographies, etc.).

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