

Call for Book Chapters for the Edited Book under the Routledge Research in the Ethics of Tourism Series

Edited Book Title

COVID-19 and Tourism Sustainability: Ethics, Responsibilities, Challenges and New Directions

Editors

Priyakrushna Mohanty. Senior Research Fellow, Pondicherry University,
Puducherry, India. Email: pkmohanty90@gmail.com

Anukrati Sharma. Ph.D., University of Kota, Rajasthan, India.
Email: dr.anukratisharma@gmail.com

Azizul Hassan. Ph.D., Cardiff Metropolitan University, UK.
Email: azizulhassan00@gmail.com

Book Overview

Travel and Tourism is considered as a sunrise industry which accounted for 10% (US\$ 8.9 trillion) of the global GDP, 330 million jobs (one in every ten jobs), 6.8% (US\$ 1.7 trillion) of total global exports and 4.3% (US\$ 940 billion) of total investment in the year 2019 (WTTC, 2020a). However, with the advent of the year 2020, the industry has experienced massive turmoil in the face of a never before health emergency i.e. the COVID-19 outbreak across the globe (Jamal and Budke, 2020). The impacts of this unparalleled disease on the travel and tourism sector is unprecedented and fast-changing in nature (WTO, 2020a). The disease has been declared as a 'pandemic' by WHO and it is believed to be the *newest* and *biggest* global health threat (Peeri et al., 2020). It is estimated that the tourism industry is going to be the hardest-hit industry in this pandemic scenario with negative impacts spread on to both demand and supply of tourism products (WTO, 2020b). Further estimates suggest that the travel and tourism sector will take a dip of 20-30% in the international tourism arrivals (WTO, 2020a) and a loss of 50 million jobs throughout the global industry (WTTC, 2020b).

Keeping the above facts in mind, it would not be an exaggeration to state that this disease has become the biggest and never-seen-before threat to the global tourism industry. Extraordinary problems like these call for extraordinary solutions. This book will try to be one of the solutions i.e. it will try to access the impacts of COVID-19 on different spheres of tourism and envisage the solutions which can put the tourism industry back on the paths of recovery. The book is one of the first attempts to cover the intertwined issues related to COVID-19 in the context of the global travel and tourism industry. Readers of this book will get insight into the economic, social, geopolitical, and environmental implications of COVID-19 on the travel and tourism industry. Further, issues about ethics and responsibility of stakeholders in the Post COVID-19 scenario will be discussed at length.

Proposed Book Chapters

We welcome contributions covering the following topics but not limited to:

Part – I COVID-19 and Tourism: Introduction

1. Impact of COVID-19 on Tourism Demand and Supply
2. Economic and Social Impacts of COVID-19 on Tourism
3. Tourism in the Post COVID-19 Period: Forecasting Scenarios, Patterns, and Trends for disaster preparedness
4. The Bright side of COVID-19 in the Context of Tourism e.g. Healing Environment

Part – II COVID-19 and Tourism Marketing

5. Building Trust among Tourists through Effective Marketing: Exploring the Strategies and Case Studies
6. Innovative Marketing Strategies Driving Tourism Recovery in the Post COVID-19 Period
7. Ethical use of Digital and Social Media for Tourism Marketing and Promotion in the Post COVID-19 Period
8. Branding and Rebranding of Destinations and Nations to Drive Tourism Recovery in the Post COVID-19 Period

Part – III Tourism Education and Research Post COVID-19 Pandemic

9. Visualizing Tourism Education Post COVID-19 Period
10. ICT and Online Resources Driving Future Tourism Education Post COVID-19
11. Exploring the future trends, patterns of Tourism Research Post COVID-19 Pandemic

Part – IV Ethics and Responsibilities in Tourism Management Post COVID-19 Pandemic

12. Ethical Issues in the Tourism Management (Marketing, Fair Trade, Poverty Alleviation) in the Post COVID-19 Period
13. Tourist Safety and Security Post COVID -19: Legal Issues, Ethics, and Challenges
14. Corporate Social Responsibility in Tourism Post COVID-19 Pandemic
15. Defining Responsibilities of Tourists in the Post COVID-19 Period
16. Safety and Security Issues in Tourism Post COVID-19 Pandemic

Part – V COVID-19 and Tourism Governance

17. National Tourism Policies and Action Plans Taken up by Various Governments to Mitigate the Impacts of COVID-19 on Tourism
18. COVID-19, Geopolitics, and Tourism: Exploring the linkages
19. Managing Global and Local Events in the Post COVID-19 Period.

Part – VI Case Studies of Destinations/Nations / Organizations Successfully Recovering from COVID-19 Pandemic

Submission Guidelines

Prospective contributor/s can email their abstract to any of the editor Mr. Priyakrushna Mohanty [pkmohanty90@gmail.com] or Dr. Anukrati Sharma [dr.anukratisharma@gmail.com] or Dr. Azizul Hassan [azizulhassan00@gmail.com] not later than 15th August 2020. The Chapter abstract (maximum of 500 words) should include:

- a) Details such as the Chapter title, Author title, research problem, research questions, research significance, methods, frameworks and findings, and
- b) Author(s)' short biography (max.100 words) and contact information (name, Affiliation, Address, and email). If accepted, full contributions are expected to be a maximum of 7000 words including references. **Submission of both abstract and short biography are mandatory.**

All contributions should be submitted in MS Word format and have to be original, unpublished, and not submitted elsewhere for publication.

Writing Schedule

Chapter Abstract Submission Deadline: **15th August 2020**

Chapter Abstract Acceptance Notification: 30th August 2020

Proposed Full Chapter Submission Deadline: 31st January 2020

Review of Chapters: 1st February 2021 to 15th April 2021

Submission of Revised Chapter Deadline: 1st June 2021

Proposed Book Release: July 2021

Looking forward to your valuable chapters.

References

- Jamal, T., & Budke, C. (2020). Tourism in a world with pandemics: local-global responsibility and action. *Journal of Tourism Futures*
- Peeri, N. C., Shrestha, N., Rahman, M. S., Zaki, R., Tan, Z., Bibi, S. Haque, U. (2020). The SARS, MERS, and novel coronavirus (COVID-19) epidemics, the newest and biggest global health threats: what lessons have we learned? *International journal of epidemiology*, 0(0), pp. 1-10.
- WTO. (2020a). Impact Assessment of the COVID-19 Outbreak on International Tourism. Retrieved Date Accessed, 2020 from <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>
- WTO. (2020b). Tourism and COVID-19. Retrieved Date Accessed, 2020 from <https://www.unwto.org/tourism-covid-19>
- WTTC. (2020a). Economic Impact. Retrieved Date Accessed, 2020 from <https://www.wttc.org/economic-impact/>
- WTTC. (2020b). Open Letter from WTTC to Governments.