

The Emerald Handbook of Destination Recovery in Tourism and Hospitality

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The Emerald Handbook of Destination Recovery in Tourism and Hospitality

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INVESTOR IN PEOPLE

In Memory of Prof. Tej Vir Singh who lived a life of glory and inspired tourism scholars across the globe.

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Preface

The idea for this book was conceived during the July of 2020, a time when COVID-19 had brought the global travel and tourism industry to a standstill. We (The Editors) wanted the book to be unique in two ways; (1) Rather than focusing on the effects of the pandemic (which is fairly short-lived and thoroughly discussed), we focused on the recovery of the industry on generic terms and (2) By compiling a handbook with a global orientation having representation from all over the world. These highlights make this handbook futuristic, holistic and timely. All the chapters in the handbook provide a distinctive perspective about the various functional areas of tourism recovery. Given the novelty of the topic, the urgency of the need for the solutions, and the diverse issues covered, this book can cater to the immediate needs of both academicians (across universities and colleges) and practitioners (destination managers, government agencies, policy-makers and NGOs). We hope the book will engage the readers in critical thinking about the different nuances of the tourism industry in a crisis situation and subsequently, assist in formulating effective policies and measures.