## Index

Academic/higher educational	Bleisure tourism, 4, 7–8
institutions, 123	business tourism, 4-5
Accommodation, 34	case study, 9–11
impact of COVID-19 on	leisure tourism, 5–6
accommodation industry,	Bleisure tourist, 8–9
210–211	Bleisure travel, 9
Accor Hotels, 301	Bollywood film, 188, 190, 192
98 Acres Resort and Spa, 302-303	benefits of film advertising, 191
Actionable approach, 80	case study, 198–200
Active wellness, 289	context of film and tourism,
Activities, 34	186–187, 190–191
Actual travel, 219	distinctive features, 197-198
Adaptation, 24	film advertising, 191
frameworks for governance and	film advertising disadvantages, 192
policies for, 24–25	important to India, 192-197
opportunities for adaptation and	in Israel, 200
sustainable practices, 38–40	promotional tools, 198
After pandemic, 291–294	in Spain, 200
Afyonkarahisar province, 11	in Switzerland, 199–200
Alternative tourism, 63, 174–175	in United Kingdom, 198–199
Altruistic knowledge sharers, 8–9	Bosnian War, 262
American Civil War, 261, 263	Brundtland report, 78–79
Augmented reality (AR), 212–213	Buddhist Monuments at Sanchi, 124
Aviation, impact of COVID-19 on,	Business tourism, 4–5
210–211	Business travellers, 4–5, 7–8
Awamaki organisation, 52–53	
Ayazini village, case study on, 68-69	Camping tourism, 230–231
Ayurveda, 134–135	Carbon footprint, 38
	Carbon offsetting and compensation,
Barbie Doll representation of	40
American Culture and	Cave dwellers, 102
Indian Dilemma, 279–280	Channapatna Toys, 279
Battle of Sarikamish, 261–262	Chief Minister's Tourism Loan
Battlefields, 258	Assistance Scheme
tourism, 259, 261, 264	(CMTLAS), 216
Beaches, 21	Cholanaickan tribe, 102
Best Tourism Villages, 57–58	Cinema, 187
Bio-bubble model, 216	Cinematic nostalgia, 177
Bio-Circular-Green (BCG), 58–59	City parks, 230–231

Civic engagements, 138–139	to address changing economy,
Classical Age, 227	53–54
Climate, 37	benefits, 52–53
Climate change, 20, 34	case study analysis, 55
adaptation and mitigation in	case study on Ayazini village, 68-69
tourism, 24	challenges, 53
case studies, 23–24	characteristics and benefits, 66-67
challenges and future directions, 25	demand and trends of CBT in
climate-resilient tourism and Global	changing economy, 57-58
South, 26–27	discussions, 67–68
frameworks for governance and	economic impact of CBT in Sri
policies for adaptation,	Lanka, 56–57
24–25	in Ella Sri Lanka, 54
in Global South, 23	in global, 52
impacts on tourism industry, 21	global best practices and policies,
mitigation policies and governance	58–59
frameworks, 25	potential of CBT in Sri Lanka, 54
opportunities for adaptation and	promoting, 51
sustainable practices, 38–40	purpose of study, 51–52
sustainable tourism development in	suitability of CBT in Sri Lanka,
climate change, 25–26	55–56
tourism and climate justice for	Community-based tourism, 21–22,
Global South, 27	80–81
tourism industry in Global South,	Community-Based Tourism Network
21–23	in the Mekong Region
wine tourism in South Africa, 24	(CBT-MR), 27
Climate justice for Global South, 27	Competitors, 123
Climate-resilient tourism, 26–27	Compound annual growth rate
Co-creation, 118–120	(CAGR), 305
and destination marketing, 121–124	Compromise approach, 80
of event experiences, 119	Conceptual evaluation, 176–178
through online platforms, 125–126	Confirmatory factor analysis (CFA),
in tourism, hospitality and events,	152
120–121	of MTE, 156
virtual approach, 126	of RVI, 156–159
Co-creation, 277	of tourist guide performance, 152,
Cold War, 262	154–155
Collaboration, 121	Conservation and restoration, 39
with local communities, 39	Conservation/environment, 67
Commercial viability, 67	Consumer profile in ecotourism, 83–84
Community engagement and resilience,	Consumption of religion, 141–142
38	Coral bleaching, 21
Community Homestay Network,	Coral reefs, 21
52–53	impacts of climate change on, 23
Community-Based Tourism (CBT),	Corporate social responsibility (CSR),
50–51, 63, 65–66	58–59
20 21, 02, 02 00	20 27

COVID-19 pandemic, 226, 286,	of tourism offerings, 38
300–301	Diving, 34
leisure time and, 229–231	Document review, 176
new forms of leisure during,	Documentaries, 177
231–233	Domestic tourism, 248
Cronbach's alpha coefficients, 152, 154	
Cultural resources, 175	e-Tourist Visas, 211–212
Cultural tourism, 63, 175	Early warning systems, 22
Customer engagement behaviour, 120	Ebola outbreak in West Africa,
CyArk, 212–213	22–23
	Ecosystem partners, 123–124
Dark tourism, 258	Ecotourism, 63, 78, 81-82
Data collection, 151–152	case study, 78–79
Deforestation, 100	consumer profile in, 83–84
Demand and trends of CBT in	and environmental interaction, 82
changing economy, 57-58	natural, social and economic
Demographic profiles of respondents,	impacts, 83
152	Education and awareness, 39
Descriptive statistics, 152	Effects of films on destination
Destination marketing, 121–124	preference, 176–178
Destination preference, 174	Effects of war, 260
Destination promotion, 119	battlefield tourism, 259-261
co-creation, 119–121	battlefield tourism, 264
future directions, 125–126	case study, 261–264
Jal Mahotsav in Madhya Pradesh,	wars and types, 258–259
124–125	Electronic leisure, 232
multi-stakeholders' perspective,	Ella Yoga Hub, 303
121–124	En Ooru, Wayanad, Kerala, India,
Destination resilience planning, 39-40	106–108
Determinants of toy tourism, 276	inclusive mechanism, 107
Development of toyrism through	methodology, 108-110
government policies,	Environmental interaction, 82
277–279	Environmental management,
Dhyana, 134–135	82–83
Diaspora, 243–244	Environmental Management
Diaspora tourism, 243	Minimum Requirements
case study, 250	and Operational Standards
definition and characteristics,	Policy (EMMREOP), 96
243–245	Environmental tourism, 294
new wave in Post-War Ukraine,	Environmentalism, 62
249–250	Epidemic, 290
Russia-Ukraine War on tourism in	Escapers, 8
Ukraine, 245–249	Ethical tourism, 80–81
Disability tourists, 287	Ethnic tourism, 244–245
Diversification	Events, 118, 258
of tourism activities, 22	Experiential learners, 8

Extreme weather event effects on	need for and benefits of
tourism industry in	implementing green
Caribbean, 23–24	practices in, 93–95
	Protea Hotel South Africa, 95–96
Film advertising, 191	Green practices, 92
benefits of, 191	need for and benefits of
disadvantages, 192	implementing, 93–95
Film tourism, 174–176, 190	Green tourism, 80–81
case study, 176–178	Greenhouse gas emissions (GHG
effects of films on destination	emissions), 20–21, 34
preference, 176–178	Gross Domestic Product (GDP), 34,
Floods, 21	50, 208
Foreign exchange earnings (FEE),	
	Group trips, 5
211–212	Gurus, 134–135
Foreign tourist arrival (FTA), 211–212	II 1/1 · 20/ 207 20/
Forest Stewardship Council (FSC),	Health tourism, 286–287, 306
104	Indonesian people, 294
Free time, 227	Hedonism, 149
Frig Valley, 81	Higher Educational Institutes (HEIs),
Future, 35–36	123
	Hill Pulayans, 103
Gallipoli Campaign, 261	Historical resources, 175
Gamcheon Culture Village	Hospitality industry, 92
Regeneration Project, 123	Hotels (see also Green hotels), 92
Geriatric tourists, 287	Huge debts, 100
Global best practices and policies for	Hurricanes, 21
CBT development, 58–59	Hyatt Hotels, 301
Global positioning system (GPS),	
217–218	Impacts of climate change
Global South	on tourism, 37
climate change in, 23	on tourism destinations, 35-36
climate-resilient tourism and,	Inclusive engagement, 100
26–27	in preserving ethnicity and cultural
tourism and climate justice for, 27	erosion to development,
Global Sustainable Tourism Council	103–104
(GSTC), 27	Inclusivity, 104
Global Wellness Institute (GWI), 291,	Independent researchers, 123
300	Indian Ministry of Tourism, 208–209
Global Wellness Summit (GWS), 304	Indian tourism
Golfing, 34	impact of COVID-19 on, 211–212
Google Arts & Culture, 212–213	initiatives, 214
Government, 122–123	Indian toys, 272
schemes for development of toy	Indigenous communities, 100
tourism in India, 277–279	and ethnicity, 101–102
Green building designs, 92–93	Indigenous tribal life through tourism
Green hotels, 92–93	105–106

Indigenous tribes, 104	Kurumbar, 102–103
Individual trips, 5	Kurumbar Girijan Service Cooperative
Indochina War. See Vietnam War	Society, 103
Industry 4.0, 121	
Integrative approach, 80	Land alienation, 100
Intended National Determined	Leisure, 226
Contribution (INDC), 94	activities, 6
International Air Transport	historical development, 227-228
Association (ÎATA),	tourism, 5–6
213–214	Leisure time, 226
International Centre for Integrated	in Ancient Rome, 227
Mountain Development	and COVID-19 pandemic,
(ICIMOD), 26–27	229–231
International Civil Aviation	Livelihoods, 67
Organization (ICAO),	Loan Guarantee Scheme for COVID
208–209	Affected Tourism Sector
International Labour Organization	(LGSCATSS), 214
(ILO), 51	Local communities, 53, 63–64, 123
International officials, 67–68	Local culture, 149
International tourism, 242	Local economic development, 67
International Tourism Partnership	Local tourism bodies, 123
(ITP), 27	2004 104110111 004100, 120
Involvement, 150	Madhya Pradesh Tourism Board
111, 01, <b>0</b> 111 <b>0111,</b> 10 0	(MPTB), 124
Jal Mahotsav in Madhya Pradesh, 119,	Mala Pulayans, 103
124–125	Marbella Club Hotel, 304
co-creating experience at event	Marine habitats destruction, 21
through activities, 125	Marketing, 120, 147
common online platform for	Mass tourism, 80, 174, 187
suggestions, 124–125	Masungi Georeserve in the Philippines,
suggestions, 12 i 123	25–26
Kattunayakan tribes, 103	McDonald, 118
Kenya Sustainable Tourism Alliance	Meaningfulness, 150
(KSTA), 25	Meditation, 134–135
Kerala State Government, 208–209	Meetings, Incentives, Conferences and
Kerala Tourism Development	Exhibitions (MICE), 5
Corporation (KTDC), 216	Mekong region of Southeast Asia,
Kerala tourism initiatives, 216	105–106
Keravan Kerala, Kerala Tourism, 216	Mela toys, 272
Khajuraho Group of Monuments, 124	Memorable tourism experiences
Kichwa community of Sani Isla, 53	(MTE), 146, 148, 150
Knowledge, 150	case study, 151–152
Koraga Tribe, 101–102	confirmatory factor analysis of
Korean War, 261	tourist guide performance,
Kurumba Basha, 103	152–155
Kurumba Pulayans, 103	literature review, 147–148
ixurumba ruayans, 103	1101ature review, 14/-140

path diagram for research model, Primary wellness traveller, 300 162-163 Primitive Tribal Groups (PTGs), results, 152 100-101 testing research model, 160-162 Principles of Responsible Management Education (PRME), 123 tourist guide performance and, 150 validity and reliability of Private sector enterprises, 67-68 instruments, 152 Pro-poor tourism, 63 Protea Hospitality Group (PHG), 95 Migration, 100 Protea Hotel South Africa, 95-96 Mitigation, 24 Mountain Partnership, 26 Mpingo Conservation and Quantitative research method, 151 Development Initiative, 53 Music groups, 177 Radisson Hospitality, 301 Mysticism, 139 Refreshment, 149 Religion, 134, 138 Religious congregations, 134 National Development Plan (NDP), 95 Religious freedom, 134 Nepal tourism, 217-218 impact of COVID and revival Research-active trailblazers, 9 measures, 217-218 Resilience, 22–23 New forms of leisure, 231-233 Resort, 300 Responsible tourism, 63, 80-81 New Travel Ticket and Destination Tracker Application, certifications and standards, 40 213-214 Revisit intention (RVI), 150-151 confirmatory factor analysis, Non-governmental organisations (NGOs), 63, 67-68, 123 156-159 Novelty, 149 tourist guide performance and, 150-151 Online-to-office services (O2O variables and measures, 152 services), 294 Revolving Fund, 216 Organization for Economic Rock Shelters of Bhimbetka, 124 Cooperation and Roots tourism, 244–245 Development (OECD), 245 Rosewood Hotels, 301 Russia, 242 Russia-Ukraine war, 242 Pamba Pulayans, 103 Pandemic crises. 208 on tourism in Ukraine, 245–249 Passive wellness, 289 Path diagram for research model, Sadhus, 134-135 162-163 Saints, 134–135 Pearl Harbor, 263 Sampling techniques, 151–152 Perceived organisational support Scheduled Commercial Banks (SCBs), (POS), 294 Performance, 147-148 Secondary wellness traveller, 300 Physical wellness, 294 Skiing, 34 Polarised approach, 80 Small and medium-sized enterprises Policy support and collaboration, 39 (SMEs), 23-24, 50 Post-COVID travel intentions, 214 Social capital and empowerment, 67

Social vulnerabilities, 100 Socio-economic and environmental	strategies in tribal communities, 110–111
development, 64	Sustainable tourism, 79–81
South Africa National Development	development in climate change,
Plan, 94	25–26
Spa, 300	practices, 21
SPA tourism, 287–289	Sustainable tourist practices, 22
Spiritual gurus, 135	Sustainable transportation, 39
case study, 135	
cloud chart, 140	Technological innovations, 39
creating opportunities for tourism	adoption of, 214
sector, 138–139	The International Ecotourism Society
spiritual, wellness and religious	(TIES), 51
tourism trends, 139	Theory of planned behaviour (TPB),
suggestions for future research,	218–219
143	Tour guide, 146
and teachings, 135–138	Tourism, 4, 20, 34, 50, 94, 118, 208
Spiritual tourism, 139	adaptation and mitigation in, 24
Spirituality, 137, 139–142	challenges, 37–38
St. Paddy's Day. See St. Patrick's Day	context of film and, 186–187
St. Patrick's Day, 250	impact of COVID-19 on, 209–210
Stakeholders, 67–68	for Global South, 27
Staycation, 233	impacts of climate change on, 37
Structural equation modelling (SEM),	industry in Global South, 21–23
153	mitigation, 36
Sustainability, 62, 78–79, 93	Tourism destinations, 146
of leisure, 232–233	impacts of climate change on, 35–36
Sustainable development, 62, 78–79	Tourism Employment Support Scheme
Sustainable infrastructure	(TESS), 216
development, 38	Tourism Guides Support Scheme
Sustainable livelihoods, 104	(TGSS), 216
cave dwellers, 102	Tourism Houseboats Support Scheme
En Ooru, Wayanad, Kerala, India,	(THSS), 216
106–108	Tourism Working Capital Support
inclusive engagement in preserving	Scheme (TWCSS), 216
ethnicity and cultural	Tourist Guide Performance (TGP),
erosion to development,	152–155
103–104	Tourist guides, 146
indigenous communities and	performance, 147-148, 150
ethnicity, 101–102	Touristic activities, 175
indigenous tribal life through	Tourists
tourism, 105–106	changed travel intentions of,
integrated approach with future	218–219
directions, 111	facilitation offices, 123
Kattunayakan tribes, 103	guiding service, 147–148
Kurumbar, 102–103	police, 123

Toyrism, 272–274	Virtual reality (VR), 126, 212-213, 304
case study, 279–280	Virtual tourism, 212–213
cultural dimension and heritage	Virtual travel, 219
experience, 277	Visitors, 146
determinants, 276	Volunteers, 123
Toys, 272	,
clusters and impact on development	Walt Disney, 277
of tourism, 274–275	War tourism, 260
experiences, arts and craft	Warfare tourism, 258
experiences, 277–278	Wars, 258–259
tourism in India, 277–279	Waterloo, 262
Transport, 34	Wellness, 134–135, 300
bubble, 213	services affecting satisfaction of
Travel, 209–210	wellness tourists visiting
bubble, 213	India, 294
Travellers/visitors/tourists, 121–122	Wellness tourism, 286–287, 289, 300
Tribal communities, 100	case studies, 294
Tribal culture, 106–108	after COVID-19 in global scenario,
Tribal tourism, 105–106	301
Turkish War of Independence, 261	demand and trends for future
fronts, 263	wellness tourism, 305
TV series, 177	global best practices and policy
1 V Series, 177	development for, 303–305
Ukraine, 242	impacts of COVID-19 pandemic on
Union Territories (UT), 214	tourism, 289–290
United Nations Development	after pandemic, 291–294
Programme (UNDP), 51	purpose of study, 300-301
United Nations Environment	in Sri Lanka, 301
Programme (UNEP), 26,	Wildlife, 21
93–94	watching, 34
United Nations High Commissioner	Wine tourism in South Africa, 24
for Refugees (UNHCR),	Work, 227
248	Workation, 233
United Nations World Tourism	Working vacationers, 8
Organization (UNWTO), 4, 50, 57, 79, 186, 208–209	World Trade Organization (WTO), 279
United Nations' Sustainable	World Travel and Tourism Council
Development Goals	(WTTC), 50, 92–93,
(SDGs), 57, 94, 302	(W11C), 30, 92–93, 208–209, 287
Uraali Kurumas, 103	World War I, 261
Oraan Kurumas, 103	World War II, 261, 263–264
Vaccination Cartificate 212 214	
Value as greation 277	World Wildlife Fund (WWF), 65–66
Value co-creation, 277	Voga 124 125
Veludvara Authentic Wellness Stay, 301–302	Yoga, 134–135
Vietnam War, 262	Zindagi Na Milegi Dobara in 2011, 200