



TOURISM SECURITY-SAFETY AND  
POST CONFLICT DESTINATIONS

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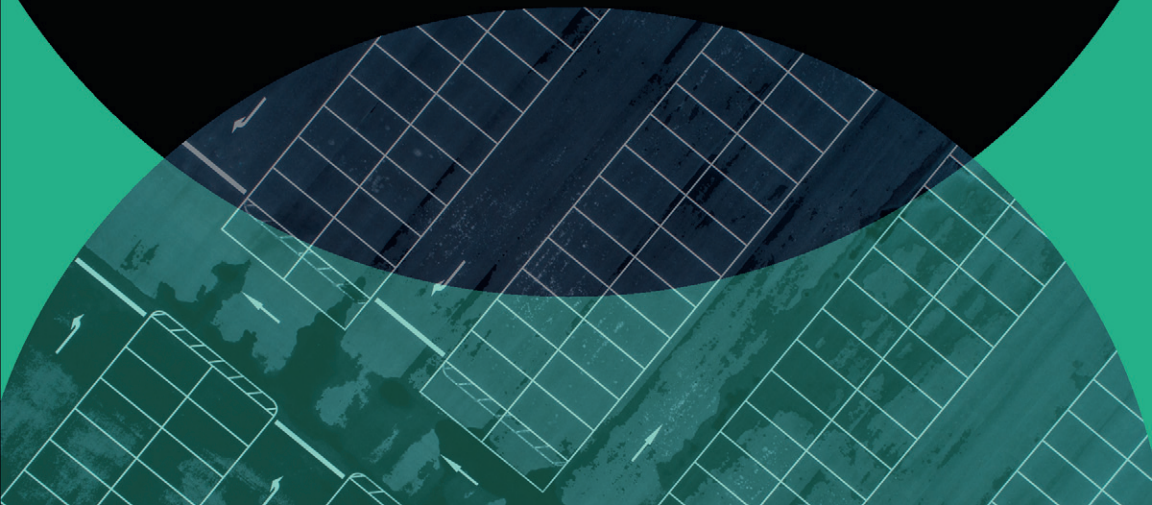
# TOURISM THROUGH TROUBLED TIMES

*Challenges and Opportunities of the  
Tourism Industry in 21<sup>st</sup> Century*

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*Edited by*

MAXIMILIANO E. KORSTANJE  
HUGUES SERAPHIN  
SHEM WAMBUGU MAINGI



# **Tourism Through Troubled Times**

Once again I want to congratulate Dr Maximiliano Korstanje, Hugues Seraphin and Shem Maingi and the team of scholars for having given to the world a valuable academic work to help the tourism industry face its twenty-first-century emerging issues. As is typical of many of the other books written or edited by Korstanje, Seraphin & Maingi, this book offers wisdom and guidance not only for tourism scientists but also for those who work in the applied field of tourism. This newest book touches on a number of value subjects, including tourism and the digital world, some of the world's most challenging tourism destinations such as South Africa and Haiti, the impact of pandemics and especially COVID-19 on tourism. This book will be not only a window to the world of tourism but also a handbook of how to handle new crises as they emerge.

–Professor Peter Tarlow, PhD, Texas A&M University, USA

This book advances a bold perspective on tourism: while it is generally true that COVID-19 created troubles for tourism growth, what is even more true is that it merely exacerbated the troubles that were already brewing in the background; also, globally, COVID-19 activated the process of reinventing tourism in fundamentally different ways. This is an exciting opportunity for newer forms of tourism and management styles. The contributions included in this volume explore these dimensions. An excellent compendium of a very diverse set of viewpoints.

–Babu George, PhD, Professor of International Business,  
Christian Brothers University, USA

In this new book we are given the opportunity to scrutinise perceptions and representations of crisis faced by tourism as an industry and a system of services in the twenty-first century. Building on their previously published work, the editors of the compendium bring together an exciting array of case studies and fresh analytical propositions, helping us to reflect on what it means to live and travel in troubled times.

–Professor Rodanthe Tzanelli, PhD, Director, Mobilities Research  
Area, Bauman Institute, University of Leeds, UK

# Tourism Security-Safety and Post Conflict Destinations

**Series editors: Maximiliano E. Korstanje and Hugues Seraphin**

Since the turn of the century, the international rules surrounding security and safety have significantly changed, specifically within the tourism industry. In the age of globalisation, terrorism and conflict have moved beyond individual high-profile targets; instead, tourists, travellers and journalists are at risk. In response to this shift, the series invites authors and scholars to contribute to the conversation surrounding tourism security and post-conflict destinations.

The series features monographs and edited collections to create a critical platform which not only explores the dichotomies of tourism from the theory of mobilities but also provides an insightful guide for policy makers, specialists and social scientists interested in the future of tourism in a society where uncertainty, anxiety and fear prevail.

*Tourism Security-Safety and Post Conflict Destinations* explores research approaches and perspectives from a wide range of ideological backgrounds to discuss topics such as:

- Studies related to comparative cross-cultural perceptions of risk and threat
- Natural and human-caused disasters
- Post-disaster recovery strategies in tourism and hospitality
- Terror movies and tourism
- Aviation safety and security
- Crime and security issues in tourism and hospitality
- Political instability, terrorism and tourism
- Thana-tourism
- War on terror and Muslim tourism
- The effects of global warming on tourism destinations
- Innovative quantitative/qualitative methods for the study of risk and security issues in tourism and hospitality
- Virus outbreaks and tourism mobility
- Disasters, trauma and tourism
- Apocalyptic theories and tourism as a form of entertainment

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# **Tourism Through Troubled Times: Challenges and Opportunities of the Tourism Industry in the 21st Century**

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# Preface

Tourism is one of the most important industries, representing the third most important economic activity worldwide accounting for 10% of GDP, 30% of world employment and exported services. The international arrivals grew 4% in 2019 to 1.5 billion, after an average annual growth between 2005 and 2018 of 5% (UNWTO, 2020). The mobility of international tourists was booming with increasing ease of access through the establishment of protocols. In 2019, about 20% of countries had access to more than 170 countries without a visa with forecasts that by 2025 that percentage could approach 50% (Henley, 2022). And then, at the beginning of 2020, a pandemic disrupted this reality... The present pandemic brought a complete disruption to this crucial activity (Seabra et al., 2021). Researchers already consider Tourism B(Covid) and A(Covid).

Tourism is one of the strongest and most resilient industries. This industry overcame other disruptive events such as 9/11, the economic crash of 2008–2009 and the Arab Spring in early 2010. However, the recent crisis deployed by COVID-19 is different from any other previous calamity for several reasons: (1) it has a global geographic dimension; (2) is a real threat; (3) it affected in only two months the entire world population; (4) tourism and travel had a significant role in spreading the disease; (5) there is no forecast of normalisation with the new variants and lack of vaccination in less developed countries; (6) the global restrictions on internal and external mobility; (7) the bankruptcy of national health systems and (8) the unilateral responses of countries imposing restrictions from and to some countries. In conclusion, the markets (demand and supply) are not fully responsible for the normalisation of the sector.

According to the UNWTO the rising rates of vaccination, the easing of travel restrictions and the increased cross-border coordination and protocols would permit a soft recovery in the year 2022 (UNWTO, 2022).

And... in a time when we were hoping for the end of pandemic and go on with our normal lives... a war in the old continent arose, creating scenarios that we would like to forget.

Again, the future of tourism is uncertain showing how this huge and global industry is so dependent on stability and safety. The vulnerability of the tourism industry to the global crisis is clear, and the last disruptive events showed how researching the changes and risks affecting tourism activity is a continuous and crucial work.

This book *Tourism Through Troubled Times: Emerging Issues and New Pathways for the 21st-Century Tourism* edited by my dear colleagues Maximiliano Korstanje,

Hugues Seraphin and Shem Maingi is an important effort in discussing the challenges that the tourist industry will have to face in a future in which the world is and will be increasingly interdependent.

The sustainability of tourist activity is the topic of discussion, wherein the effects of the pandemic that still hangs, the new market trends, the crucial importance of security measures, the growing digitalisation of tourist processes and consumption, and the response and resilience of destinations towards crises are some of the subjects included in this monography.

The UN claims that ‘Tourism is the biggest peaceful movement of people through cultural frontiers’. Continuing to reflect on the challenges that this important industry faces in such an uncertain present and future become, more than ever, fundamental. Tourism should be a movement of peace and wealth, welfare and well-being for all. However, this is only possible with stability, safety and peace, and tourism should play a central role in achieving this balance.

Claudia Seabra  
University of Coimbra, Portugal

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# Tourism Through Troubled Times: Emerging Issues and New Pathways for the 21st Century Tourism

*Maximiliano E. Korstanje, Hugues Seraphin  
and Shem Wambugu Maingi*

## Introduction

Globally tourism in 2019 had been riding the crest of a wave that had recorded the highest documented tourism figures of 1.46 billion international arrivals, 7% of global exports and USD 1.481 trillion in total international receipts, (UNWTO, 2020a). Despite the growth, international tourism has been greatly affected by multiple factors which include the global COVID-19 pandemic crisis (Gowreesunkar, Maingi, Roy, & Micera, 2021; Korstanje & George, 2022; Skryl & Gregoric, 2022), a global climate crisis, over-tourism and environmental sustainability concerns (Faulkner & Russell, 1997; George & Mahar, 2020; Séraphin & Dosquet, 2020), geo-political complexities, instability and wars (Dizdarević, 2022; Melis, Wise, & Badurina, 2022), the shifting global economy (Conrady & Buck, 2012; Kimunio & Maingi, 2022), global tourist health, security and safety concerns (Gowreesunkar, Maingi, Roy, & Micera, 2022), amongst other challenges. The year 2020 was considered the worst year in tourism history as tourism destinations became ghost towns and a record global drop in international tourism arrivals of 74% (i.e. 1.1 billion visitors and USD 1.3 trillion in tourism exports lost) (UNWTO, 2020b). The tourism industry was pushed to a pensive halt with no other option but to yield to the global lockdowns and travel restrictions. The pandemic exposed the structural, market and policy vulnerabilities and weaknesses in the sector globally. Several studies have well documented the impacts during the duration of the pandemic as indicated by the stock market reactions of the COVID-19 pandemic on the tourism industry, (Carter, Mazumder, Simkins, & Sisneros, 2022; Pandey&Kumar, 2021), sustainable tourism development (Higgins-Desbiolles, 2020; Jones & Comfort, 2020), as well as tourism education (Tiwari, Seraphin, & Chowdhary, 2021), thereby indicating the need to transform tourism in the aftermath of the COVID-19 pandemic. The COVID-19 pandemic revealed not only the vulnerability of the tourism industry

but also the opportunities for post-disaster tourism studies. There was the need to re-imagine the transformational potential and future of tourism in the new normal post-COVID world (Haywood, 2020; Koh, 2020). Human communities are a vital resource upon which tourism thrives and sustaining communities amidst the threats facing the tourism sector globally is a key priority. As the world faces the COVID-19 crisis, it braces itself towards realising the Universal 2030 Agenda for Sustainable Development. Tourism sectors across the globe are struggling towards realising the vision of building sustainable cities and communities (SDG 11), ending poverty (SDG 1), securing good health and well-being (SDG 3), reducing inequalities (SDG 10), climate action (SDG 13) and enhancing peace, justice and developing strong and resilient institutions (SDG 16). At the turn of the twentieth century, scholars and policymakers have emphasised the need to develop new theoretical paradigms which develop destination resiliency. An understanding of the current and future opportunities and challenges for the tourism sectors globally would be ideal in developing solutions for the least resourced tourism economies as well as enhancing destination preparedness in the most resourced tourism economies.

This book, *Tourism Through Troubled Times: Challenges and Opportunities of the Tourism Industry in the twenty-first Century*, seeks to examine the emerging issues and chart new pathways for the tourism sector through the troubled times. This book inscribes the need of discussing new paradigms and pathways, as well as the new rising and evolving forms of tourism, revolving around the future of tourism in a post-COVID world. While some studies speak to us of the end of tourism, at least as we know it, others applaud enthusiastically the rise of a new sustainable form of tourism consumption. The book articulates chapters versed on risk perception, post-disaster studies, pandemics preparedness, dark tourism, robot tourism – only to name a few – laying the foundation towards a new understanding of the tourism industry within the current crisis. Contributors to this volume provide a vivid reflection of the research implications, policy issues and management solutions that are important towards addressing the problems facing the tourism sector within the troubled times. This volume documents several measures from different cases and research studies around the globe to build the resiliency of the tourism sectors in the twenty-first century and beyond. The book is structured into chapters that present these reflections vividly.

In the first chapter, *Maximiliano E. Korstanje and Hugues Seraphin* on ‘A problem Called Alterity: The Position of the Other in HBO Saga Westworld’ clearly interrogates the decline of hospitality in the West and builds on a reflection on the ploy of HBO Saga Westworld to understand the new forms of hospitality in the postmodern world. The team emphasises the need to re-examine depersonalisation in the hospitality sector through robot tourism and artificial intelligence. The second chapter authored by *Shem Wambugu Maingi and Hildah Mumbi Wachira* explores the ‘Digital skills and Tourism Workforce Recovery in the Post COVID-19 pandemic era: Case of Small and Medium-sized Tourism Enterprises (SMEs) in Nairobi, Kenya’ emphasises the roles of digitalisation and digital skills in reviving the SMEs in the least resourced tourism economies in the African context. The main thesis is that the globally changing technological

landscape will require the SMEs sectors to adopt digital skills for enhancing technological resilience in the tourism sector. *Mandla Sibisi, Matilda Mashapa and Unathi Sonwabale Henama* (third chapter) give an account of the recent multiple human-induced disasters in South Africa. The researchers propose that proactive crisis management planning and inclusion of non-tourism stakeholders is critical to addressing the tourism problems in South Africa. The fourth chapter on the ink of *Michelle McLeod and Hugues Seraphin* dissects the potential advantages of destination co-location and networking in the Haitian interactions with other countries in the Greater Caribbean Antilles and the Bahamas. In a fifth chapter, *Maximiliano E. Korstanje* analyses the radical changes in forms of tourism consumption such as dark or thana-tourism in Argentina and the United States. The study critically analyses the nature of thanatopsis in tourism. The sixth chapter – by *Rita Carballo Fuentes, Leon Carmelo and Maria Carballo* – studies anti-COVID-19 practices within tourist accommodations in the Canary Islands and the implications for hospitality marketing research. Having said this, in the seventh chapter, *Pinaz Tiwari, Hugues Seraphin and Vanessa Gowresunkar* examine the impacts of COVID-19 on tourism academia and propose an integrated model of online teaching pedagogical innovation for tourism educators. In consonance with this, the eighth chapter – in charge of *Joseph Chacko Chennattuserry, Bindi Varghese, Elangovan, N, and Sandhya, H* – sets forth an all-inclusive integrated approach to destination governance and disaster management after the pandemic.

On a similar note, *Phalesta Toussaint and Kristina Jonsson* in their chapter on ‘Digitalization in Latin America and the Caribbean hotel sector in a post-pandemic environment’ critically evaluate the digitalisation and development of technological infrastructure within the Latin America and Caribbean (LAC) destinations. In their study, the researchers note the slow pace in the development of ICT in the region and therefore affecting the region’s transition to the information economy. *Joseph Muriithi* (in the 10th chapter) further interrogates ‘Sustainability perspectives of the Wildlife Conservancy-based Tourism Model in Kenya within the post-pandemic context’. In the study, the researcher evaluates the impacts of COVID-19 on wildlife tourism models in Kenya thereby proposing sustainability and pandemic preparedness interventions to future crises in Kenya. *Oleg Afanasiev and Alexandra Afanasieva* conduct a survey on tourists’ opinions and analysed reviews on popular online travel platforms indicating the rise of individualised domestic tourism with unique travel preferences and patterns within the COVID-19 pandemic era. In the 12th chapter, *Nehm Sochea and Sotheara Kham* offer a more than interesting model to placate the negative effects of COVID-19 in hospitality. Per their viewpoint, hospitality was on the brink of collapse because of the pandemic, placing new strategies and policies to adapt to the resulted crisis. Last but not least, *Sofia Lachhab, Tina Segota, Alastair Morrison and Andres Coca-Stefaniak* present an erudite chapter where they review the existent literature in tourism crisis management. Based on a much deep reflection on the future of tourism, authors carefully analyse the advantages and disadvantages of the current specialised literature. Their obtained outcomes open a hope at the doorsteps for the sector in a post-COVID-19 context.

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## Chapter 1

# A Problem Called Alterity: The Position of the ‘Other’ in HBO Saga *Westworld*

*Maximiliano E. Korstanje and Hugues Seraphin*

### Abstract

*Purpose:* An increasing number of studies claim on the decline of hospitality in the West. These works focus on the lack of tolerance or expressions against foreigners as the clear sign that something is changing. Of course, the COVID-19 pandemic mainly marked a type of intolerance with the foreign tourists. This book chapter brings reflection on the plot of HBO Saga *Westworld* to understand the ways forms of hospitality in a post-modern world.

*Design/Methodology/Approach:* The present book chapter is based on the technique of content analysis or film ethnography which dissects elements of films and movies. In so doing, film ethnography occupies a central position in the constellations of qualitative methods.

*Findings:* The present piece is a critique on what specialists dubbed as robot tourism. *Westworld* shows not only the cautions policymakers should have on robot tourism but also how the depersonalisation process works. Basically, *Westworld* speaks us of a dystopian amusing park where rich guests travel to torture and victimise humanoids (hosts) who are unable to retaliate. *Westworld* brings reflection on the decline or the end of hospitality, at least as we know it.

*Originality/Value:* Just after 9/11 some critical voices alerted Western hospitality was in decline. This chapter goes on in the same direction. *Westworld* brings the problems of free choice, the liberty as well as hospitality into the foreground.

*Keywords:* Tourism; robot tourism; hospitality; *Westworld*; anti-hospitality; alterity

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## Introduction

The tourism industry of the twenty-first century is facing countless risks and threats which range from terrorism, climate change, a global pandemic known as COVID-19 (Fuchs & Reichel, 2006; Korstanje & Seraphin, 2020; McKercher & Chon, 2004) etc. These risks were pointed out, alongside the importance of technology to resolve some of those issues, such as climate change (Poon, 1993). Over the recent years, some studies have introduced robots and artificial intelligence as tools to make destinations smarter, but also to optimise the host–guest relations (Goh, Mok, & Law, 2009; Ivanov & Webster, 2019; Tussydaia, 2020). To some extent, digital technology, and artificial intelligence, is helping the industry to reduce many risks to the minimum level. In this vein, Murphy, Hofacker, and Gretzel (2017) argue convincingly that robots can perform as waiters in restaurants or house-keepers or robotic floor cleaners at hotels in some international tourist destinations. Experts agree that tourists will interact with robots in the same way they do with staff today. The tourism industry may attenuate very well conflictive relations or what are more important customer complaints. Personal service robots help in the process of co-creation of added value, as well as performing as influencers in customer acceptance in the service industry overall. However, further attention should be paid to the negative effects of the use of robots, mainly when considering: the negative impacts on employment; the new training programmes which unions are constantly fighting against or complications when it comes to staff–customer interaction (Baeschen, 2018; Nijseen, Schepers, & Belanche, 2016). Some research recently documents the rise of mistrust and hostility against robots because of the fear of unemployment. Indeed, data reveal some negative emotions from hotel employees who believe robots will affect them in a near future. The fear of unemployment is the main concern voiced in interviewees (Vatan & Dogan, 2021). In resonance with this, Belanche, Casaló, and Flavián (2020) acknowledge that even if robots are being successfully used in frontline services, some organisations employ service robots to reduce their operational costs which include working contract and wages reduction. This diagnosis should certainly contemplate not only the negative effects on behavioural intention but the systematic replacement of humans in many fields of the industry to increase margins and profits. Besides, there are some disruptive interaction between tourism staff and robots in the frontline desk (Hasse, 2020). In some cases, robots provide with some impersonal while generating a negative experience for visitors and tourists (Mutlu & Forlizzi, 2008). This happens because technology interrogates society in many ways. As David Fennell puts it, we live in a society of disruption where technology contributes to developing more sustainable and stable destinations (Fennell, 2021). Having said that, other critical studies explain that robots and artificial intelligence act as disrupting mechanisms generating negative effects in the tourist experience as well as host–guest relations. This is a major concern as the tourism industry should be seen as something else than a commercial activity. As a rite of passage, tourism is culturally enrooted in the sacred law of hospitality which makes humans equal to each other. The introduction of robots is a hurdle to a genuine host–guest relation