



Book Title: Tourism and Culture in the Age of Innovation
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ISBN: 978-3-319-27527-7

Tourism is considered as one of the most important sectors for development and economic growth of a country. This book focuses on cultural tourism as it develops into the second decade of the new millennium. It presents recent hospitality and tourism research findings from various sources, including academic researchers and scholars, industry professionals, etc. It discusses the latest tourism industry trends and identifies gaps in the research from a pragmatic and applied perspective. The book is structured into four parts: Cultural Tourism and Regional Development, Emerging Forms of Tourism, Methodologies, Tools and Approaches for Managing Tourist Destinations and the last, ICT Developments and Tourism: New Perspectives.

The link between cultural heritage and sustainable development is one of major importance and carries a multitude of meanings and implications for both parties. Cultural heritage is all-the-more inherently related if not embedded within the process of development. Also, nowadays, new cultural tourism is focused on the integration of production and consumption, and it creates linkages between suppliers and consumers. Instead of passive consumption, cultural tourists demonstrate a proactive approach to meeting their needs, wanting to actively participate in experiences while travelling. On the other side, suppliers focus their attention on the close interaction with consumers and co-creation of high quality experiences.

The evaluation of the innovation can be useful in establishing the competitive position and strategic enterprises of the sector. These and other problems are described very well in this book.

The book is the outcome of the effort of many people, who participated at the 2nd International Conference organized by the International Association of Cultural and Digital Tourism (IACuDiT) in Athens, May 21–24, 2015.

Book Review by Doc. Dr. Antoneta POLO,
RSI Journal editor