Lade, C., Strickland, P., Frew, E., Willard, P., Osorio, S.C., Nagpal, S. & Vitartas, P. (Eds.). (2020). International Tourism Futures: The Drivers and Impacts of Change. ISBN: 9781911635222, Oxford, UK: Goodfellow Publishers Ltd. 230pp.

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In the string of events and measures to address the ongoing COVID-19 pandemic, the survival of many businesses globally is challenged, specifically in the tourism industry. Tourism practitioners require a significant change of strategy, adapting appropriate Industrial Revolution 4.0 technologies, and address post-COVID-19 market shift impacts. Convenient and relevant tourism products (i.e. virtual tours) are required to meet new normal expectations (El-Said and Aziz, 2021), while contactless payment methods are preferred to ensure safety (Puriwat & Tripopsakul, 2021). Lade et al.'s book *International Tourism Futures: The Drivers and Impacts of Change* is timely to offer cues to better understand the future trends and expectations of the tourism industry. Following the Introduction chapter, the book presents the next 13 chapters that cover the critical future elements and its development requirements of the tourism sector, and a summary chapter. The organisation of chapters provides a good flow to readers, from setting the context to practice and preparation for future tourism. The main context of the book can be dissected into 4 parts: Futures, Sectors, Themes, and Foresight.

Part 1 enables the readers to build knowledge of the key forces and emerging new products of future tourism. Chapter 2 provides a future sustainability view to tourism where climate change is a concern, hence travellers may avoid air travel whenever possible. The implementation of the movement control order during the pandemic perhaps will make travelling an appreciative activity. While travellers are more aware of the sustainable travelling mode, the condition gave rise to new tourism movements as highlighted in Chapter 3, such as smart tourism, virtual tourism, smart boredom, and super sabbaticals. The use of technologies, social media, mobile devices, and digital media to personalise travel experiences is highly emphasised in this chapter.

Part 2 covers the future view of the Travel, Hospitality, and Events (THE) sectors. Chapter 4 highlights the rapid change of the hospitality sector, in tandem with the increased use of technologies. The authors provide a good overview of robotics usage, providing practical examples in the Asian hospitality context. The future preference of non-air travel gives rise to cruise tourism popularity while upcoming hospitality products such as space travel and underwater hotels are worth noting. While Instagram-able visitor sites and theme parks connect the tourism marketers and tourists effectively, it also created the 'overtourism' condition as highlighted in Chapter 5. As a countermeasure, many countries started to promote off-the-beaten-track destinations to provide a more leisurely and unique experience to future tourists. Besides the consumer market, the authors also discuss the impact of technologies in crafting the future event sector and business tourism market in Chapter 6. Besides, event sustainability and inclusivity, and post-pandemic safety and security concerns were also discussed.

Part 3 reflects a mixture of themes for future tourism: teaching and training for the THE sectors, film tourism, health and wellness tourism, sustainable development and responsible tourism, and crisis management. Chapter 7 describes the rise of Massive Open Online Courses, enabling learners to earn digital or open badges for attending practical upgrading skills. Chapter 8 and 9 respectively highlight two niche tourism products (i.e. film tourism, health and wellness tourism). Film or screen tourism closely linked to the filming sites of internationally received films and drama series. The rising of online streaming entertainment services such as Netflix further created more such sites as destinations to visit. Health and wellness tourism, on the other hand, attract travellers around the world to visit niche destinations for health and/or well-being enhancement. The rising of the ageing population globally escalates the health and wellness tourism demand, where setting 'wellness tourist zones' perhaps is a strategic direction for many of these niche destinations in the future. As the tourism sector grows, it is essential to investigate the socio-cultural, economic, and environmental impacts as outlined in Chapter 10. Neglecting sustainable and responsible tourism development, the tourism destination may expose

to unforeseen crises such as natural disasters, disease outbreaks, and even terrorism. Chapter 11 proposes some perspectives on disaster management models to address the issue.

To complete the view of tourism in the future, Part 4 touches on the moving forward concerns and approaches. Chapter 12 discusses several traditional and modern problem-solving methods for the THE sector, including system thinking and scenario planning. The use of appropriate method(s) to analyse tourism development conditions will assist the nation to manage its natural resources, tourism ethics, food security, and political condition better as briefed in Chapter 13. Chapter 14 further highlights the key challenges of the THE sector, such as safety and security, sustainability issues, adapting to new technologies requirements, transmittable diseases, etc. Hence, to stay relevant and to ensure long-term viability and financial success in the future, change management is not an option, particularly post COVID-19.

In general, the sequence of the chapters is acceptable. Perhaps, the book can also be better arranged by presenting the different tourism products in Part 1 and Part 3 (e.g. smart tourism, virtual tourism, film tourism, health and wellness tourism, underwater accommodations), creating a holistic view of how traditional tourism products can be prepared in more technology-oriented ones. Chapter 10 and 11 can also be grouped with the chapters in Part 4, providing a big picture to tourism development issues and offering different means to manage the issues in the future.

Overall, the book is recommended for academics and destination marketers as it provides an overview of how the tourism future will be framed. Each chapter is equipped with a practical case study, enables readers to link theory with practice, an element which many textbooks are lacking. The highlights of technology-induced tourism products (e.g. smart tourism, virtual tourism) gives the tourism practitioners some cues on how to develop their point of differences better. It is critical to ride on the technological advancement (e.g. virtual reality, augmented reality, Internet of things, artificial intelligence, robotics) and to understand the expectations of future travellers. The understanding may assist the tourism and hospitality practitioners to create an informed yet innovative value proposition, catering to the 'new normal' tourism market.

References

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