Destination Conscience

NEW PERSPECTIVES IN TOURISM AND HOSPITALITY MANAGEMENT



Series Editor: Marco Valeri

New Perspectives in Tourism and Hospitality Management positions organisational change and behaviour in the tourism and hospitality sector at its heart, providing interdisciplinary research in this field and joining the areas of organisational studies and tourism/hospitality management.

After years of disruption the tourism and hospitality sector is an increasingly important area of study, encompassing topics such as sustainability, the environment, climate change, terrorism, cultural studies and more. New trends, challenges and developments, as well as the application of new ideas that are likely to affect the tourism and hospitality industry are analysed with a particular focus on organisational behaviour, responsible management and governance, sustainability and ecotourism.

New Perspectives in Tourism and Hospitality Management provides alternative philosophies for organisational change and development in hospitality. It encourages the exploration of philosophies including critical theory and is interested in qualitative and quantitative analyses of change management and change practices in touristic destinations and organisations.

Previous Volumes

Sport and Tourism: Strategies to Develop Tourist Destinations

Edited by: Marco Valeri

Forthcoming Volumes

The Regenerative Tourism Industry: The Relationship Between Gender Equality, Tourism

Edited by: Geetanjali Sageena and Suneel Kumar

The Role of Artificial Intelligence in Regenerative Tourism and Green Destinations Edited by: Alhamzah Alnoor, Gul Erkol Bayram, Chew XinYing, and Sayed Haider Ali Shah

Competitiveness of Tourism SMEs in Post Pandemic Times: A Multidisciplinary Analysis

Edited by: Antonio Emmanuel Pérez Brito and Martha Isabel Bojórquez Zapata

Revisiting Sustainable Tourism in Asia: Towards a Better Normal Edited by: Fernando Martin Y. Roxas, Eylla Laire M. Gutierrez, and John Paolo R. Rivera

This page intentionally left blank

Destination Conscience: Seeking Meaning and Purpose in the Travel Experience

EDITED BY

HARALD PECHLANER

Catholic University of Eichstätt-Ingolstadt, Germany; Eurac Research, Italy

NATALIE OLBRICH

Catholic University of Eichstätt-Ingolstadt, Germany

AND

GIULIA ISETTI

Eurac Research, Italy



Emerald Publishing Limited Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Editorial matter and selection © 2024 Harald Pechlaner, Natalie Olbrich and Giulia Isetti. Individual chapters © 2024 The authors.

Published under exclusive licence by Emerald Publishing Limited.



These works are published under the Creative Commons Attribution (CC BY 4.0) licence.

Anyone may reproduce, distribute, translate and create derivative works of these works (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at http://creativecommons.org/licences/by/4.0/legalcode



The ebook edition of this title is Open Access and is freely available to read online.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80455-963-5 (Print) ISBN: 978-1-80455-960-4 (Online) ISBN: 978-1-80455-962-8 (Epub)



Contents

List of Figures and Tables	
About the Contributors	Xi
Rethinking Mass Tourism: Embracing Destination Conscience as a Guiding Approach Harald Pechlaner, Natalie Olbrich and Giulia Isetti	1
Chapter 1 Philosophical Perspectives on Conscience and Conscientious Destinations: An Interview With Alberto Giubilini Alberto Giubilini	15
Chapter 2 Anthropological Perspectives on Conscience and Conscientious Destinations: An Interview With Michael Volgger Michael Volgger	17
Chapter 3 Theological Perspectives on Conscience and Conscientious Destinations: An Interview With Guido Perathoner Guido Perathoner	21
Chapter 4 Unleashing the 'Wind of Thought': Paving the Way Towards Conscientious and Humane Tourism Destinations Giulia Isetti	25
Chapter 5 Looking at Tourists Through the Lens of Aristotelian Friendship – On Altruism in Tourism Elena Cavagnaro	37
Chapter 6 Heritage and Destination Conscience: Empowering Communities and Enhancing Tourism Experiences Dallen J. Timothy	51

Chapter 7 Pilgrimage Destination Conscience: The Search for Meaning Along the Way of St. James Markus Hilpert and Andreas Voth	65
Chapter 8 The Binding Nature of the Sustainability Principle: Towards a New Level of Morality Martin Schneider	<i>79</i>
Chapter 9 A New Disciplinary Perspective on Values-Based Placemaking: Humanistic Destinations Maria Della Lucia and Stefan Lazic	95
Chapter 10 Integral Ecology as a Holistic Worldview and New Paradigm Towards Destination Conscience. Fostering a More Respectful Interaction of Human and Non-Human Creatures Christian Meier	111
Chapter 11 From the Periphery to the Centre – Beyond the Traditional Destination Experiences Harald Pechlaner and Natalie Olbrich	127
Chapter 12 Discovering Waldensian Hospitality: An Exploratory Study Elisa Piras	143
Chapter 13 Exposing Conscience and Experience Among Hindu Pilgrims in India: Interfacing Sacred and Profane Rana P.B. Singh and Abhisht Adityam	157
Chapter 14 Participation as Key to Destination Conscience Antje Monshausen	171
Index	179

List of Figures and Tables

Chapter 7		
Fig. 7.1.	Increase in Pilgrim Arrivals in Santiago de Compostela (2006–2022).	66
Fig. 7.2.	Map of the Pilgrimage Routes of Saint James in Europe.	67
Fig. 7.3.	Tourist Arrivals in Hotels and Number of Registered Pilgrims in Santiago de Compostela 2022.	71
Fig. 7.4.	Increase in Pilgrimage to Santiago and the Diversification of Routes.	73
Fig. 7.5.	Seasonal Pilgrimage on the Camino Mozárabe From Almería in 2022.	74
Chapter 9		
Fig. 9.1.	Humanistic Management Pillars and Their Characteristics.	99
Chapter 11		
Fig. 11.1.	Northern Route.	134
Fig. 11.2.	Eastern Route.	136
Fig. 11.3.	Southern Route.	137
Fig. 11.4.	Western Route.	138
Chapter 13		
Fig. 13.1.	Pilgrimage as Religious Duty (After Singh, 2013, p. 50).	160

x List of Figures and Tables

Fig. 13.2.	Hindu Outlook on Pilgrimage (After Singh, 2013, p. 51).	161
Fig. 13.3.	Hindu Pilgrims' Experiences and Interfaces (After Singh & Rana, 2021, p. 144).	167
Chapter 13		
Table 13.1.	Motives of Pilgrims in the Nine Holy Places of India (Number in %).	165
Table 13.2.	Religious Characteristics of the Nine Holy Places of India.	166

About the Contributors

Abhisht Adityam, MA, Department of Psychology, Faculty of Social Sciences, Banaras Hindu University, Varanasi, UP 221005, India. As a curious observer of world affairs, cultural activist and nature photographer, he enjoys pursuing his passion for writing poems and reading non-fiction science literature, cognitive mapping and participating in pilgrimages and heritage walks. He is a member of SHPEH – Society of Heritage Planning & Environmental Health; and also assists in cultural awakening programmes related to cultural activities and urban planning.

Elena Cavagnaro is a Professor of sustainability in hospitality and tourism at NHL Stenden University of Applied Sciences and an Associate Professor at the University of Groningen/Campus Frryslân. She is a Visiting Professor at the University of Sunderland (UK) and the University of Bergamo (Italy). Following her understanding of sustainability as a multidimensional and multi-layered concept, her research focuses on issues that run across and connect the social, organisational and individual layer of sustainability. The second edition of the book 'Three Levels of Sustainability' that she co-authored with G.H. Curiel was released in August 2022.

Maria Della Lucia, PhD in Economics and Management from the University of Padua (Italy), is currently a Full Professor of Tourism and Business Management at the University of Trento (Italy). Her main areas of research, teaching, training and dissemination are humanistic management, humanistic tourism, local development and sustainability, destination management and governance, cultural-based urban regeneration, creative cities and creative tourism, digital and social media marketing and economic impact analysis. She has authored and co-authored numerous tourism and development and planning related research articles in leading international journals. She recently (2021) has co-edited two Routledge books on the relationship between *Humanistic Management and Tourism* (Humanistic Tourism) and between *Humanistic Management and Sustainable Tourism*, which are still largely unexplored and promising.

Alberto Giubilini is a Senior Research Fellow at the University of Oxford, based at the Oxford Uehiro Centre for Practical Ethics and Wellcome Centre for Ethics and Humanities. He has a PhD in Philosophy from the University of Milan, and before Oxford he worked in Australia at Monash University, University of Melbourne and Charles Sturt University. He has published on different topics in

applied ethics and philosophy, including the ethics of vaccination, procreative choices, end of life decisions, organ donation, conscience and conscientious objection, human enhancement and the role of intuitions and of moral disgust in ethical arguments.

Markus Hilpert is a graduate geographer at the University of Augsburg's Institute for Geography and head of the 'Location Development' section. His teaching and research interests are in the areas of urban and regional development, rural regions, tourism and religious geography. He has directed pilgrimage development and marketing projects and published numerous rural development works.

Giulia Isetti is a Senior Researcher at the Center for Advanced Studies of Eurac Research in Bolzano, Italy. She holds a doctoral degree in Classics with a specialisation in Greek Literature from the University of Genoa (Italy), as well as an MBA from the MIB School of Management (Trieste, Italy). Her research interests revolve around a variety of research topics, including sustainable tourism and mobility. She is also the author of several articles on the intersection of religion, spirituality and digitalisation.

Stefan Lazic is currently a PhD candidate in the Doctoral programme in Sustainability: Economics, Environment, Management and Society (SUSTEEMS) at the University of Trento. His main areas of research are rural community-based tourism, system theory and regenerative development. Stefan holds a master's degree in Tourism Economics and Management from the University of Bologna (Italy) and collaborates regularly with the Centre for Advanced Studies in Tourism (CAST) at the same University. Apart from his experience in academia, he has worked as a practitioner with rural and indigenous communities in Latin America on responsible tourism development.

Christian Meier is a PhD student at the Faculty of Business and Economics at the Catholic University of Eichstätt-Ingolstadt (KU, Germany). From 2016 to 2022 he was a research assistant at the KU, then project collaborator. From 2016 to 2022 he managed the sustainability project 'Laudato Si" of the KU and the Federation of German Scientists. He coordinated the 'KU.Sustainability Research Lab' for two years. From 2010 to 2014, he worked as leader of bachelor study programmes at 'Campus M21' at Munich. He studied 'Languages, Economics and Cultural Studies' at the University of Passau (Germany) and at Rome and obtained a degree as 'Diplom-Kulturwirt'. He is co-editor of three books.

Antje Monshausen is the Head of Sustainability and Economic Development Desk at Brot fuer die Welt, the Protestant Agency for Diakonie and Development (EWDE). She holds a Diploma in Geography, with political science and public health as minor subjects. She has reached experiences in Guatemala and Bolivia, and conducted various projects, and activities with different organisations in Africa, Asia and Latin America. For 10 years (2012–2022) Antje Monshausen was the Head of Tourism Watch, a specialised unit at Brot fuer die Welt on tourism and development. She is the chairwoman of the international multi-stakeholder initiative Roundtable Human Rights in Tourism e.V, vice-chair of the children's rights organization ECPAT

Germany and a member of the certification council of TourCert. Further, she is active in the international 'Transforming Tourism Initiative' in which civil society organisations from all around the world are demanding the transformation of tourism in line with the 2030 Agenda for Sustainable Development.

Natalie Olbrich, after her studies in 'Tourism Management' (BA) at the Deggendorf Institute of Technology, successfully completed the master's programme (MSc) in 'Tourism and Regional Development' at the Ernst Moritz Arndt University of Greifswald. Before Ms Olbrich joined the Chair of Tourism/Centre for Entrepreneurship at the Catholic University of Eichstätt-Ingolstadt as a research assistant, she worked as an account support manager at HRS – HOTEL RESERVATION SERVICE.

Harald Pechlaner holds the Chair of Tourism and is a head of the Centre for Entrepreneurship at the Catholic University Eichstätt-Ingolstadt. Furthermore, he is head of the Center for Advanced Studies at Eurac Research and he is an Adjunct Research Professor at the School of Management and Marketing, Curtin Business School at Curtin University/Western Australia. He has been the president of the German Association of Tourism Research (Deutsche Gesellschaft für Tourismus e.V.) from 2002 till 2012 and since 2014 the president of AIEST (Association Internationale d'Experts Scientifiques du Tourisme). His research interests are Destination Governance, Leadership and Design. He is the author and editor of more than 50 edited books and approximately 150 articles in books and academic journals in tourism and strategic management in general.

Guido Perathoner, theol., is an Assistant Lecturer at the Faculty of Education at Free University of Bolzano-Bozen and religious education teacher at 'Walther von der Vogelweide' secondary school in Bolzano.

Elisa Piras is Senior Researcher at the Center for Advanced Studies of Eurac Research. Previously, she has held research positions at the Dirpolis Institute of the Scuola Superiore Sant'Anna in Pisa and at the Department of Political Science of the University of Bologna. She got a PhD in Politics, Human Rights and Sustainability and an MRes in Social and Political Science. Her research focuses on the philosophical theories of contemporary liberalism, with particular attention to issues related to the theories and practices of multiculturalism, the international dimension of political action, foreign policy and theories of public opinion.

Martin Schneider is a Professor of Moral Theology and Social Ethics at the Catholic University Eichstätt-Ingolstadt. He holds a Doctorate at the Ludwig-Maximilians-Universität in Munich on the relationship between space, human beings and justice. He has many years of experience in community and regional development, as well as in adult education and as a theological Lecturer. His habilitation project focuses on developing an ethics of resilience. Other research interests include spatial justice and the challenges of socio-ecological transformation. He is also concerned with the effects of stress and acceleration, the growth of precarious employment, refugees and housing, socio-spatial divisions in society and social cohesion in the face of diversity.

Rana P.B. Singh, PhD, has been the President: ACLA – Asian Cultural Landscape Association (Korea-India-Italy-Japan, China, 2018–2023); President (Asia): RWYC – Reconnecting With Your Culture (a charter of Euro. Comm. & a member UNESCO), 2021–2024; a [former] Professor of Cultural Landscapes & Heritage Studies (1999–2016) at the Institute of Science, Banaras Hindu University, Varanasi, India. Presently, he is a Visiting Professor, at the Centre of South Asian Studies, Gifu Women's University, Japan. His publications include 45 books and anthologies, and 345 papers. From 1976 to 2021, he delivered thematic seminars and lectures around 80 times in different parts of the world, from the United States to New Zealand, and from Japan to the Netherlands. https://bhu-in.academia.edu/RanaPBSINGH; https://orcid.org/0000-0002-6031-9086.

Dallen J. Timothy is a Professor of Community Resources and Development at Arizona State University and Senior Sustainability Scientist at the Julie Anne Wrigley Global Institute of Sustainability. He is also a Senior Research Associate at the University of Johannesburg; a Visiting Professor at two Chinese Universities; and a Guest Professor in the Erasmus Mundus European Master in Tourism Management programme based at the University of Girona, Spain. He is the founding editor of the Journal of Heritage Tourism and currently serves on the editorial boards of 24 international journals. He is commissioning editor over four book series with Routledge and Channel View Publications. He has ongoing research projects on topics related to borders and tourism, religious tourism, heritage and community empowerment.

Michael Volgger is an Associate Professor with the School of Management and Marketing at Curtin University (Australia) and Co-Director of the Curtin Tourism Research Cluster (TRC). He holds a doctoral degree in Economics and Business Administration and a master's degree in Social and Cultural Anthropology. His main areas of expertise include product development and innovation in tourism, tourism destination governance and sustainable consumer behaviour.

Andreas Voth is a Professor in Human Geography at the RWTH Aachen University (Germany), where he teaches agricultural geography, rural development, tourism geography and regional planning. His main research interests cover innovative processes in agriculture, comparative studies of rural change in Europe, regional marketing and socio-economic development in protected areas.