

Socially Responsible Tourism

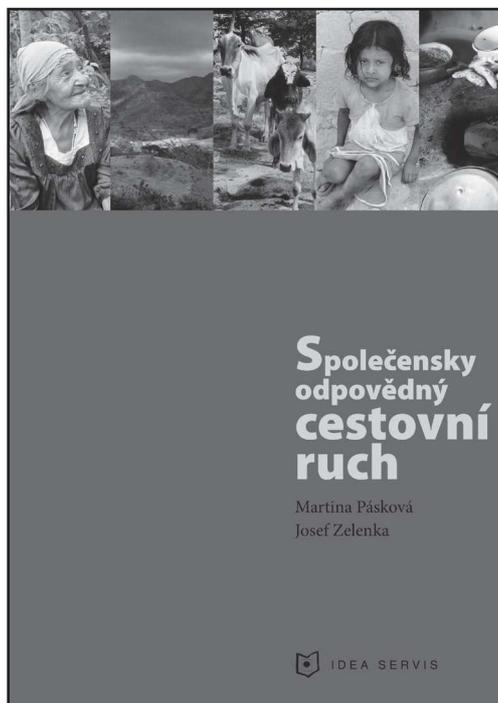
(Společensky odpovědný cestovní ruch)

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The development of civilization gives us much, but it also takes. For progress and constantly increasing comfort, we pay, among other things, the loss of direct contact with nature and the loss of natural healing rhythm of our lives, the absence of adventure and the associated self-confirming opportunities. While tourism offers a solution for compensation of these losses without comfort limitation, its effects are not without impact. Since the 1950s, tourism has undergone a dynamic development of its forms, geographic coverage of its exploited sites, technological, logistical and organizational securing, and massive participation in it. In many destinations, the indicators of environmental and socio-cultural impacts of tourism already point to exceeding the socially acceptable limits of their carrying capacity. Therefore, attention of researchers and practitioners is devoted to the role of social responsibility in tourism, especially to the possibility of behavioural stimulation that respects local natural conditions, social habits, and the limits of the capacity of development. The basic aim of these efforts is to increase the sustainability of tourism.

In the book by Martina Pásková and Josef Zelenka, the basic principles of tourism social responsibility are analysed in three dimensions – socio-cultural, environmental, and economic. Emphasis is put on the benefits, local specificity, and appropriate approaches to the application of this concept in practice. Not only the challenges and opportunities are presented, but also the problems and barriers to the adoption and implementation of such responsibility that leads both individual and collective tourism stakeholders to find a balanced solution to their



current development, while maintaining the conditions for future development.

The book provides a theoretical insight necessary to understand the principles, contexts, conditions, factors, and essentials of the approaches presented, and briefly outlined with reference to other sources of information, using illustrative schemes and introducing appropriate forms of tourism. This theoretical field is appropriately combined with the application of the concept of social responsibility to tourism stakeholders – individuals, companies, organizations, and destination management organizations. The use of the concept is illustrated through specific examples, case studies, and approaches to the adoption and implementation of holistic responsibility for the environmental, economic, and socio-cultural effects of tourism. As illustrated by the cover of the book, these examples are also presented graphically with

dozens of commented photographs from all over the world. Explanations are supplemented by an index, links to more than 500 sources, as well as diagrams and mental maps, structuring the book's interpretation into graphically represented logical contexts.

Apart from the authors, it is also worth mentioning the reviewers who, with their valuable comments, after reading the 'digital handwrit-

ing' in detail, contributed to the improvement of the quality of interpretation: prof. Petr Šauer (University of Economics, Prague), Assoc. Prof. Pavel Nováček (Palacký University Olomouc), and assistant professor Jaroslav Kacetl (University of Hradec Králové).

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