



Tourist Behaviour and the New Normal, Volume II

Implications for Sustainable
Tourism Development

Edited by
Shem Wambugu Maingi
Vanessa GB Gowreesunkar
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“One of the most important factors of stabilization and sustainable development for any area of the economy after crises is the introduction of the principles of social responsibility, as well as the radical improvement of the modern system of environmental management. This book is a great contribution to the sustainable development of the tourism industry because the authors considered tourists’ consumption patterns as well as their expectations including emerging trends in the tourism industry while the New Normal period. The parts of the book are devoted to important Sustainable Development Goals (SDGs) developed by the United Nations. I am convinced that sustainable tourism contributes to the social and economic development of any destination through large and small businesses of various people, as well as cultivates respect for cultural and historical heritage, environment, and traditions. And this book and its authors are proof of that.”

—Associated Professor Anna Kosheleva, *Deputy Head of the Tourism and Hotel business department, The Financial University under the Government of the Russian Federation*

“Coming from experts who have so much first-hand experience, ‘Tourist Behavior in the New Normal: Implications for Sustainable Tourism Development’ is a one-stop-shop, which all who are in the business of tourism management and development would find exceptionally useful. It is recommended highly to countries wishing to be relevant and play big in this new normal that the world has been thrown into.”

—His Majesty Bubaraye Dakolo, King and Author, *Ekpetiama Kingdom, Yenagoa, Bayelsa State, Nigeria*

“‘Tourist Behavior in the New Normal: Implications for Sustainable Tourism Development’ is a timely book, providing informed answers to how a global health crisis changed the world. The tourist as a consumer remains a key differentiator. “For the sustainable development of the tourism industry, it is important to understand tourists’ consumption patterns as well as their expectations including emerging trends.” 34 authors from 18 countries provide an excellent account in nine themes that seek to address some of the United Nations Sustainable Development Goals (SDGs). Gowreesunkar, Maingi and Korstanje

offer readers evidence-based knowledge on tourist behavior in the new normal as well as its implications on sustainable tourism development. Globally the tourism industry would be economically, environmentally, socio culturally and technologically informed to avoid the next catastrophe. The book is a must read for tourism educators as well as tourism developers and managers.”

—Cinà van Zyl, *Professor in Tourism Management, PhD, College of Economic and Management Sciences, University of South Africa (Unisa)*

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ISBN 978-3-031-45865-1 ISBN 978-3-031-45866-8 (eBook)
<https://doi.org/10.1007/978-3-031-45866-8>

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Tourist Behavior for Sustainable Development in the *Cumbres de Majalca* National Park, Mexico: Challenges in a Post-pandemic Context

Manuel Ramón González Herrera,
Silvia Giralt Escobar,
and Julián Alberto Álvarez Hernández

Introduction

The approaches to sustainable tourism in Protected Natural Areas (PNAs) worldwide have been characterized in recent years by a more careful orientation toward environmental protection and the sustainability of natural and cultural landscapes, as well as the study of tourist behavior and

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S. W. Maingi et al. (eds.), *Tourist Behaviour and the New Normal, Volume II*,
https://doi.org/10.1007/978-3-031-45866-8_7