

# Contents

---

<i>List of figures</i>	xi
<i>List of contributors</i>	xii
<i>Preface</i>	xxi
Johan Edelheim, Marion Joppe and Joan Flaherty	
<i>Matrix</i>	xxvi
 1      Tourism didactics	 1
<i>Johan Edelheim; Marion Joppe; Joan Flaherty; Barkathunnisha Abu Bakar; Elin Bommenel; Richard Ek; Stuart Reid; Mette Simonsen Abildgaard; Karla A. Boluk; Joanne Paulette Gellatly; Jaume Guia; Emily Höckert; Tazim Jamal; Ece Kaya; Monika Lüthje; Miranda Peterson</i>	
 2      Axiology, value and values	 12
<i>Johan Edelheim; Marion Joppe; Joan Flaherty; Emily Höckert; Karla A. Boluk; Jaume Guia; Miranda Peterson</i>	
 3      Political values	 21
<i>Johan Edelheim; Marion Joppe; Joan Flaherty; Jaume Guia; Stefanie Benjamin; Maja Turnšek</i>	
 4      Ecological values	 31
<i>Johan Edelheim; Marion Joppe; Joan Flaherty; Karla A. Boluk; Alexandra Coghlan; Tazim Jamal; Xavier Michel; Miranda Peterson; Bradley Rink; Sarah Ripper; Sudipta Kiran Sarkar; Chiaki Shimoyasuba; Maja Turnšek</i>	
 5      Social values	 40
<i>Johan Edelheim; Marion Joppe; Joan Flaherty; Karla A. Boluk; Elin Bommenel; Helene Balslev Clausen; Richard Ek; Stephen Fairbrass; Maggie C. Miller; Nick Naumov; Brendan Paddison; Stuart Reid; Sudipta Kiran Sarkar; Chiaki Shimoyasuba</i>	
 6      Cultural values	 50
<i>Johan Edelheim; Marion Joppe; Joan Flaherty; Linda Armano; Emily Höckert; Monika Lüthje; Mette Simonsen Abildgaard; Jonathon Day; Sisko Häikiö; Maria Huhamarniemi; Outi Kugapi; Nick Naumov; Carina Ren; Minna Väyrynen</i>	

7	Economic values <i>Johan Edelheim; Marion Joppe; Joan Flaherty; Deborah Edwards; Joanne Paulette Gellatly; Ece Kaya; Xavier Michel; Nick Naumov; Kathleen Rodenburg</i>	59
8	Ethics <i>Marion Joppe; Johan Edelheim; Joan Flaherty; Xavier Michel; Kathleen Rodenburg</i>	71
9	Stewardship <i>Marion Joppe; Johan Edelheim; Joan Flaherty; Karla A. Boluk; Alexandra Coghlan; Brynhild Granås; Tazim Jamal; Gunnar Thór Jóhannesson; Miranda Peterson; Outi Rantala; Bradley Rink; Sarah Ripper; Kaarina Tervo-Kankare</i>	78
10	Mutuality <i>Marion Joppe; Johan Edelheim; Joan Flaherty; Mette Simonsen Abildgaard; Stefanie Benjamin; Blanca A. Camargo; Sisko Häikiö; Emily Höckert; Outi Kugapi; Tanja Lešnik Štuhec; Monika Lüthje; Carina Ren; Maja Turnšek; Minna Väyrynen</i>	87
11	Knowledge <i>Marion Joppe; Johan Edelheim; Joan Flaherty; Barkathunnisha Abu Bakar; Karla A. Boluk; Elin Bommenel; Helene Balslev Clausen; Richard Ek; Brynhild Granås; Maria Huuhmarniemi; Gunnar Thór Jóhannesson; Outi Kugapi; Maggie C. Miller; Giang Phi; Outi Rantala; Stuart Reid; Bradley Rink; Kaarina Tervo-Kankare</i>	96
12	Professionalism <i>Marion Joppe; Johan Edelheim; Joan Flaherty; Elin Bommenel; Blanca A. Camargo; Helene Balslev Clausen; Émilie Crossley; Richard Ek; Outi Kugapi; Maggie C. Miller; Stuart Reid; Kathleen Rodenburg; Maja Turnšek</i>	107
13	Activities Activity 1: Meta-pedagogical meliorism 1: didactics Activity 2: Yes-and: how to create a brave space by incorporating improvisational theatre games Activity 3: Tourism to promote political responsibility Activity 4: Unintended consequences of policy implementation Activity 5: Reflecting on sustainable behaviour Activity 6: Climate action for a climate-friendly educational destination Activity 7: Mobilising learners' tourist memories towards a deeper, more authentic understanding and practice of tourism Activity 8: Experiential learning in nature-based recreational settings	115 115 118 122 124 126 129 133 136

Activity 9: Iomante rituals: ecological and economic values meet cultural values	138
Activity 10: Meta-pedagogical meliorism 2: social values	140
Activity 11: The value of the unintended in tourism education: Nepal	142
Activity 12: The Tourism Game 1	144
Activity 13: Film and tourism: constructing social realities	147
Activity 14: Values-based learning and storytelling	150
Activity 15: Experiential learning in gastronomy tourism	153
Activity 16: Access rights to the Commons	155
Activity 17: Enhancing culturally sensitive tourism in an online learning environment	157
Activity 18: Deep Cultural Interpretation Model: a tool to understand the tourists' culture	159
Activity 19: Cultural awareness	163
Activity 20: Co-designing creative tourism activities for preserving and promoting local cultural traditions	165
Activity 21: Tourism and intangible heritage	167
Activity 22: The unfolding of SARS-CoV-2	169
Activity 23: Tourism resiliency post COVID-19	171
Activity 24: Authentic assessment: activating purposeful learning for a diverse student cohort	175
Activity 25: Tourism and World Heritage Sites 1	179
Activity 26: Tourism and World Heritage Sites 2	181
Activity 27: The dilemma of protecting workers in the face of entrepreneurship	182
Activity 28: The power of values to effect positive change 1	186
Activity 29: Industry ethics	187
Activity 30: Solving ethical dilemmas in the tourism industry	189
Activity 31: Introducing critical topics to transform our practice	192
Activity 32: Using systems thinking and the UN's SDG framework as an opportunity for fostering critical dialogue	194
Activity 33: Calculating a carbon footprint	197
Activity 34: The limits to biocapacity	198
Activity 35: Stewardship: an in-field dialogue model	200
Activity 36: Promoting mutuality through service-learning: La Santa Catarina restaurant	202
Activity 37: Video project "Enjoy Lapland Safely"	206
Activity 38: Cooperation between students and the tourism industry to solve project challenges in sustainable rural destinations	209
Activity 39: Combating negative prejudice against young people	212
Activity 40: Tourism teaching and learning using spiritual pedagogy	216

Activity 41: Fostering critical thinking utilising Brookfield's Critical Incident Questionnaire	218
Activity 42: Meta-pedagogical meliorism 3: knowledge	220
Activity 43: Field trip findings presented through a photo essay	224
Activity 44: Design-based learning and design thinking for innovation education	226
Activity 45: Seeing tourism landscapes: teaching tourism at the confluence of theory and practice	228
Activity 46: The value of the unintended in tourism education: Mexican case	233
Activity 47: Professional practice review of learning	235
Activity 48: The power of values to effect positive change 2	238
Activity 49: Solving wicked world problems	240
Activity 50: Value-reflexive engagement and dialogue	241
Activity 51: Emotional labour and the future of automation	244
Activity 52: The TEFI Values Survey	247
Activity 53: The Tourism Game 2	253
<i>References</i>	268
<i>Index</i>	284