## **Contents**

	List of figures List of tables	vii viii
	List of contributors	ix
	Introduction	1
	ANNA FARMAKI AND NIKOLAOS PAPPAS	
1	Emerging transformations in the air transport sector	-
	in the post-COVID-19 era IOULIA POULAKI AND ANDREAS PAPATHEODOROU	5
2	Climate change and tourism: emerging transformations C. MICHAEL HALL	18
3	The sharing economy and its implications for inclusive tourism CHRISTOPH LUTZ AND JULIJANA ANGELOVSKA	35
4	Digital transformation in tourism BILSEN BILGILI AND ERDOGAN KOC	53
5	Attitudes towards robots as transformational agents in tourism and hospitality: robophobes versus robophiles CRAIG WEBSTER AND STANISLAV IVANOV	66
6	Conceptualising system resilience in smart tourism destinations  KYRIAKI GLYPTOU AND MIJU CHOI	83
7	Big data analysis of social media sharing and destination image ZHAOYU CHEN (VICKY), XIAOLIN ZHOU (EVA), AND WENG SI (CLARA) LEI	98

vi	Contents	
8	Digital transformation in tourism: archaeotourism	
0	and its digital potential	115
	HASAN ALI ERDOGAN	***
9	The rise of meme tourism: tourism transformations	
	towards 'fifteen minutes of fame'	127
	BENJAMIN OWEN AND ANITA ZATORI	
10	Accessible tourism as a transformational force	
	for tourism and hospitality	142
	CHRISTINA KARADIMITRIOU, ANNA KYRIAKAKI, AND	
	ELENI MICHOPOULOU	
11	Employee well-being in guest-oriented industries:	
	evidence from food and beverage sector	154
	JAVANEH MEHRAN, OSCAR ESCALLADA AND HOSSEIN OLYA	
12	Climbing the virtual mountain: a netnography of the sharing	
	and collecting behaviours of online Munro-bagging	170
	DAVID BROWN AND SHARON WILSON	
13	Sustainable Development Goals and tourism organisations:	
	the enabling role of sustainable business models	187
	PIERFELICE ROSATO, SIMONE PIZZI, AND ANDREA CAPUTO	
14	Cannabis tourism: an emerging transformative	
	tourism form	201
	YULIN LIU AND ADAM STRONCZAK	
15	The Tourism Lab: a place for change, participation,	
	and future destination development	216

DANIEL ZACHER, HANNES THEES, AND VALENTIN HERBOLD

232

235

Conclusion

Index