

Book Review

Cultural Heritage for Sustainable Tourism in the post COVID-19 Crisis Era

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“Cultural heritage for sustainable tourism in the post COVID-19 crisis era” was inspired by the author aiming to write about sustainable development in the post COVID-19 crisis era. Besides tourism, this book corresponds to the definition of cultural tourism. In other words, tourism of culture or cultural tourism serves as the rules of tourism to establish sustainability and it should accompany cultural tourism. Although these two words convey distinct meanings, they both set to achieve the same goal which is the benefits gained on the side of “the tourists” and “the tourist-ed”- visitors and those who are visited since tourists get to acquire the ways of life and norms in that particular culture.

This book divides the presentation into 3 parts. Part one presented using informative abstract discourses, focuses on culture of tourism or best practices for tourists to uphold sustainable tourism. Part two features cultural tourism with more a concrete content characterized by a more profound depth of details compared to Part one. Part three presents a full analysis of unity of cultural tourism, and cultural tourism for sustainable tourism.

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Chapter 1 Culture of Tourism

The author gathers a collection of the concepts regarding sustainable tourism and presents it through informative descriptions of abstract notions. Seven concepts are emphasized such as having responsibility, acquiring knowledge or gaining experience etc. In addition, the author stressed on the belief that tourism not confined to seasons or the number of tourists does not impose any limits concerning seasons and the number of tourists on tourism. Its goal is to periodically relieve stress as long as there are no professional obligations present. The obvious case is when white-collar office workers usually take a whole-year calendar into account to plan a long vacation. This is because an extended vacation and an escape into different places radiating peculiar atmospheres generate favorable results. However, certain consequences i.e., unpredictable geological conditions, epidemic or even terrorism may arise. Overall, Chapter 1 Culture of Tourism seems organizationally structured with good coherences and features the content on the culture of tourism quite well.

Chapter 2 Cultural Tourism

What is intriguing in this chapter is the that the author talked about culture of tourism—cultural tourism, Thai ways of living and being sustainable tourism capital. The chapter also exhibits a likeliness to create “the culture of tourism” to be sought as a tool to secure sustainable tourism and bring peace to the global community. The fundamental idea is cultural tourism being a way for the culture—society and natural environment to sustainably thrive, not only in Thailand but in a global context.

Chapter 3 Conclusion, Analysis and Unity of Culture and Cultural Tourism for Sustainable Tourism

In this final chapter, the author provides conclusions, an analysis, unity of the culture and cultural tourism for sustainable tourism by taking into consideration crucial structures of Thai society, roles (stakeholders) of organizations or people involved in sustainable tourism. Additionally, there is also a restoration of Thai wisdom through the restoration of nature and Thai culture, and the final element on the differences between tourism industry and general industry in the post COVID-19 era.

Conclusion

The book “Cultural Wisdom for Sustainable Tourism in the post COVID-19 era” is the book in which the author put an effort into retelling some complicated content in a more understandable way in three chapters, all of which converge on communicating important topics for sustainable tourism in the post COVID-19 era and local cultures in each area of Thailand.

References

Sang-aroon Kanokpongchai (2022). *Cultural Heritage for Sustainable Tourism in the post COVID-19 Crisis Era*. Bangkok, Thailand: Publishing House.