

Call for Expressions of Interest for Book Chapters

Proposed edited book title:

Sustainable Luxury in Tourism and Hospitality: Contemporary Principles and Evolving Practices

Proposed Publisher
Channel View Publications

Book editors:

Dr. Anita Manfreda (Torrens University Australia)
Prof. Frans Melissen (Breda University of Applied Sciences)
Prof. Catheryn Khoo (Torrens University Australia)

Purpose, aim, and focus of the book:

The purpose of this edited book is to provide a comprehensive exploration of the concept of sustainable luxury in the context of tourism and hospitality. By addressing the conceptual tensions, changing meanings of luxury, and the lack of research on sustainable luxury in service consumption, specifically in tourism and hospitality, this book aims to fill existing knowledge gaps and offer practical insights for the industry. The book will serve as a valuable resource for industry professionals, academics, researchers, students, and policymakers seeking new paradigms and theoretical lenses, as well as practical insights and solutions to integrate sustainability into luxury tourism and hospitality consumption and, ultimately, how to use luxury as a catalyst for sustainability transitions.

The rationale behind the choice of this topic considers key changes in tourism and hospitality consumption. Firstly, the meaning of luxury is undergoing a transformative shift in contemporary society, with emerging scholarly attention toward transformative luxury research (Batat, 2022; Manfreda et al., 2023a). Beyond material wealth and opulence, luxury now encompasses intangible qualities such as authenticity, exclusivity, and ethical production (Correia et al., 2020; Manfreda et al., 2023b). Consumers are becoming increasingly conscious of the environmental and social impact of their choices, resulting in an increased emphasis on sustainability in luxury consumption (Amatulli et al., 2021). This book will examine the changing meanings of luxury and their implications for sustainable consumption patterns in tourism and hospitality. By analysing these dynamics, it will provide valuable insights into the role of sustainability in shaping luxury experiences and cater to the evolving demands of consumers.

Secondly, luxury and sustainability are often perceived as a conceptual oxymoron, with luxury being associated with excess and indulgence while sustainability emphasises reduction and conservation (Moscardo, 2017). Following more recent research attempting to engage with this dichotomy (e.g., Bharwani & Mathews, 2023), this book aims to bridge this conceptual gap by delving into the inherent trade-offs and ongoing tensions between luxury and sustainability. By exploring innovative strategies and attempting to reconcile these seemingly conflicting concepts, the book will contribute to fostering a new paradigm that aligns luxury experiences with sustainable practices, thus elevating luxury consumption and management as a catalyst for sustainability (Melissen, 2013). It will provide a theoretical foundation and practical

guidance to navigate this complex relationship and explore the inherent power of luxury to make sustainability more appealing to tourists and hospitality consumers.

Lastly, while sustainability in luxury products has received significant attention, there is a noticeable research gap in understanding and investigating sustainable luxury services, particularly in tourism and hospitality. This is evidenced in the paucity of luxury services literature published in sustainable luxury edited books, such as Batat (2022) and Gardetti (2017). This book aims to address this gap by focusing specifically on sustainable luxury services within these sectors. By collating contributions from diverse experts in the field, it will offer a comprehensive exploration of sustainable luxury, shedding light on the unique challenges and opportunities it presents. The book's research findings, methodological insights, case studies, and best practices will contribute to advancing knowledge and understanding in the field of luxury tourism and hospitality, benefiting both academia and industry professionals.

This book is proposed for *Channel View Publications* under the series title, “*Aspects of Tourism*”, with publication anticipated for the last quarter of 2024. If accepted, a full manuscript will be due at the beginning of April 2024.

Interested authors should email their abstract (200-300 words) to Anita Manfreda (anita.manfreda@torrens.edu.au) no later than **11 August 2023**.

In your EOI please identify one of the key sample areas (see below) you would like to contribute to.

Sample topic areas (but not limited to):

- Understanding sustainable luxury in tourism and hospitality: Chapters focused on conceptualising sustainable luxury in tourism and hospitality, with attention to potential paradigm shifts, theoretical frameworks, and models of sustainable luxury tourism and hospitality.
- Investigating sustainable luxury in tourism and hospitality: Methodological chapters focusing on innovative, disruptive, and creative methods discussions in the study of sustainable luxury in tourism and hospitality.
- Applying sustainable luxury in tourism and hospitality: Empirical insights and case studies delving into the application and best practice of sustainable luxury in tourism and hospitality, including its potential to serve as a catalyst for (wider) sustainability transitions.
- Imagining sustainable luxury in tourism and hospitality: Chapters discussing alternative, disruptive, innovative propositions for sustainable luxury futures in tourism and hospitality.

References:

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- Correia, A., Kozak, M., & Del Chiappa, G. (2020). Examining the meaning of luxury in tourism: A mixed-method approach. *Current Issues in Tourism*, 23(8), 952-970.
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