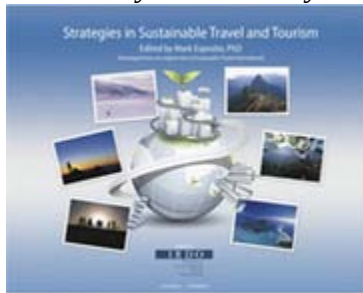


New e-book: "Strategies in Sustainable Travel and Tourism"

Grenoble Ecole de Management Professor, Dr Mark Esposito, examines Sustainable Strategies in Travel and Tourism in his e-book "Strategies in Sustainable Travel and Tourism" - an e-book in line with the latest Apple iPad launch.

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The e-book was inspired by some of the current trends in the industry of ecological dimensions and awareness. Looking more closely to the example of NGOs, Dr. Mark Esposito explores the nuances of one of the leading industries in the world, Tourism.

The e-book explores the potential of the socio-economic catalysts that Travel and Tourism represent and move into the exploration of sustainable tourism as part of a strategy for prosperity. An overview on the main trends, the current opportunities rising from the eco-friendliness initiatives and the quality certifications merge into this practical manual, which addresses its focus to operators, managers of the hospitality industry and students, who look at Tourism as a complex dimension of competitiveness in today's global economy. The e-book also presents guidelines on responsible tourist behavior, as a way to offer incentives and awareness of those patterns, which help create a sustainable strategy for the preservation of nature through responsible travel.

The sales of the e-book will support the Slovenian IRDO (Institute for the Development of Social Responsibility). Dr Mark Esposito said: *"I decided for the e-book as it is in line with the trend of having podcasts, videos, text and files on digital format. Furthermore, as we have all seen with Apple's Ipad's launch, it is a symptom of the digitalization of our times and communicative skills.*

*"My choice for the e-book format was also because it is environmentally friendly, has a low production cost and it can be sold to a much lower price. As it is for a philanthropic purpose, the price is of 10 Euros to support the research funds of IRDO, and such an attractive price could have not been possible with a traditional paper copy. "Many business schools today are using digital copies as they tend to enlarge the libraries capacity without requiring more physical space. It is a good trend and a complement to the diffusion of knowledge in a more "agile" and "downloadable" way."*The e-book format is in line with Grenoble Ecole de Management's expertise in Management of Technology and Innovation.

Published in Slovenia by IRDO (ISBN 978-961-91826-9-7). To purchase please click here:

<http://irdo.si/> **The book is now also featured in the United Nations website of the ACUNS:**

<http://www.acuns.org/booksbyacu/sustainablestrategiesintravelandtourism>

About Dr. Mark Esposito

Dr. Mark Esposito is the Director of the Lab-Center for Competitiveness and Professor at Grenoble Ecole de Management. He serves as Research Fellow for the United Nations Global Compact for the Principles for Responsible Management Education. He is an Affiliate Teaching Fellow of the course on Microeconomics of Competitiveness, of the Institute for Strategy and Competitiveness at the Harvard Business School and a Visiting Scholar at the University of Cambridge and University of Liverpool. He is the author and co-author of 6 books, among which "Sustainable Future of Mankind" co-written with a Nobel Nominee in 2007, the "Laws of Communication" published by Wiley with other academicians, "Put your CSR act together" (also featured as book of the month by the Academic Council of the United Nations System) and "Emotional Intelligence" written with Dr. Alessandro Cavelzani, a renowned Italian psychoanalyst. Dr. Esposito has been granted several

awards such as " Professor of the Year 2007 and 2008" in Switzerland," Outstanding Professor Award 2008" in France and " Excellence in Education Award 2008" in Singapore.