
Book Review

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Coastal Tourism Development

by R. Dowling and C. Pforr

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The edited text consists of 20 individual articles (chapters), with all but one contained in three primary sections: tourism in coastal areas (historical dimensions and coastal morphology), coastal tourism policy and planning and case studies in the management of coastal tourism. Tropical, sub-tropical and cold-water coastal areas are included among the various chapters, although most of the text chapters focus on the former. The concluding chapter attempts to bridge the diverse preceding chapters and includes some brief additional case studies.

The editors have clearly targeted those interested in salt-water coastal tourism, and it might be appropriate to include a term such as 'salt-water', 'littoral', or 'neritic' in the title since no fresh-water coastal areas are included. The focus of the text is on sustainable tourism development on seacoasts and the waters adjacent to them. This text is of interest to not only researchers on the title topic, but also for faculty looking for relevant reading material for courses on tourism development, sustainable tourism development, and seacoast tourism and even to a degree of fresh-water coastal (e.g., lake) tourism.

The co-editors have established several objectives for this text as follows:

- to bring together written material that examines the coastal region and (sustainable) tourism development
- to 'present a snapshot' of the current status of coastal tourism development
- to provide a range of approaches to coastal tourism development from both a general and a specific case study perspective, including topics such as planning, management, marketing and tourism impacts.

All of the above-mentioned objectives appear to be met to a substantial degree, although there is some geographic location bias as discussed below.

When considering the content coverage regarding the type of coastal region, there are seven chapters that deal specifically with tropical coasts, five that deal with sub-tropical/warm water coasts and four that deal with cold-water coasts; the remaining chapters are not focused on any specific type of geographic coastal region. From this perspective, the text does provide a relatively comprehensive picture. Regarding level of organisational focus, six chapters provide material on sustainable

coastal tourism development in the public sector, four are primarily concerned with the private sector, and nine combine both the public and the private sector in their analysis (not including the introduction and concluding chapters).

A number of themes are found throughout the text, often with more than one found in individual chapters. Particularly notable is the theme of tourism policy and planning, regardless of the sector in which these activities occurred. Examples are given where policy and planning worked particularly well (e.g., the Noosa chapter by Richins, the Samoa chapter by Pearce) and where there were difficulties (e.g., the Bryon Bay chapter by Wray, the Dominican Republic chapter by Teal and Sheridan, the Tofino chapter by Welk and Gill). Overall, there seem to be more chapters discussing coastal policy and planning difficulties that were not overcome.

Other themes throughout the text include environmental impacts (e.g., the chapter on coastal morphodynamics by Sanderson), social impacts (e.g., the Kenya chapter by Kichibo), and economic impacts, either separately or in some combination. Private sector issues such as ownership structures (e.g., the western Pacific chapter by Gössling) and management processes (e.g., the Galle District chapter by Felix, Dowling and Raguragavan) are also highlighted. In total, a wide range of themes is presented throughout the text that may be useful to researchers, teachers, students and policy-makers, among others.

Some constraints do exist to the text, however. First, the text has perhaps too great an emphasis on Australia and New Zealand, with seven (out of the 21) chapters so focused. Missing from the text is material from North America (other than Canada and the Caribbean islands), East Africa and the Pacific islands (other than Samoa). Although the Australian focus is not surprising, given the university locations of the co-editors, a broader geographic focus to the text might have an even greater impact on its usefulness. Lessons can be learned from the Australian-focused chapters but the text would be stronger with greater geographic diversity. Second, it would be of value to have a chapter devoted to the development of seacoast tourism in Britain since, as the chapter by Wesley and Pforr argues, it was there in the late 1700s that the use of such areas for pleasurable activities began. As an additional issue here, the chapter on coastal morphodynamics by Sanderson may be difficult to follow for those not versed somewhat in this technical area.

The most closely comparable texts to the one edited by Dowling and Pforr include those edited by Bossevain and Selwyn (2004), Bramwell (2004) and Lück (2009), along with a volume by Diedrich (2008). The first of these, an edited volume, probably comes the closest to the reviewed text in terms of topic coverage, although it is limited mostly to the European continent. Bramwell's edited volume has a primary focus on southern Europe and is concerned with mass tourism, as are some of the chapters in the Dowling and Pforr text. The Lück text is more concerned with on-the-water tourism, although a couple of chapters do focus on the coastal environment. All of the other texts listed have even less in common with the reviewed text.

The co-editors are to be commended for the efforts undertaken in putting together the current text on sustainable coastal tourism development. As they note, this is an evolving field that is increasingly important in tourism development as the demand for seacoast vacations and holidays continues to place added pressures on coastal residents, infrastructure and the physical environment. The chapters included in this volume add to the understanding of salt-water coastal tourism, and can be used to examine some of the aspects of fresh-water coastal tourism as well. As the efforts to understand seacoast

tourism continue into the future, perhaps a second edition of this text will be produced and hopefully the constraints identified can be overcome.

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Book Review

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The Politics of Heritage Tourism in China: A View from Lijiang
by Xiaobo Su and Peggy Teo
Published 2009
by Routledge, Oxford, 208 pages
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Since the inception of its economic reform in 1978, China has become an increasingly important force in world tourism, both as a destination and as a source of international tourists. It is only relatively recently, however, that analysis of the process of economic and cultural reform, and specifically the role of tourism within this reform strategy, has been accessible to English speaking academics (see for example Oakes, 1998; Lew et al., 2003; Ryan and Huimin, 2009).

This monograph is published as part of the extensive Routledge Contemporary China Series (it is book number 43) and focuses on the political processes operating at the global, national, regional and local level, which has seen the development of Lijiang Ancient Town's heritage landscape as a tourism product, particularly since the town became a World Heritage site in 1997. The book is based on completed PhD research and draws on qualitative interviews, a quantitative survey and participant observation conducted between 2004 and 2007.

Lijiang Ancient Town is located in Yunnan province, in southwest China, near the Tibetan border. It has been home to the ethnic minority Naxi people for more than 800 years, and the presence of this minority culture, coupled with its unique architectural form, resulted in its inclusion on the World Heritage List. As with many World Heritage sites, visitor numbers – particularly domestic – exploded after its listing, in the words of the authors resulting in “severe touristification and commodification” (p.13).

Su and Teo argue that in the past research in tourism politics has focused on either policy and planning issues or the political economy of tourism, which tends to place the state and capital at the centre of analysis. This approach, they conclude, downplays the role of many other groups and individual agents involved in continual negotiations who draw on their cultural values as well as economic capacity to construct or resist the dominant tourism discourses. By way of contrast, the current study seeks to explain the politics behind heritage tourism development in Lijiang Ancient town in a holistic way by utilising a neo-Gramscian model, outlined in some considerable detail in Chapter 2.

In this approach Gramsci's concept of hegemony provides a starting point for a conceptual model, which highlights the importance of both economic and cultural power, while emphasising also the interplay of production and consumption in the politics of

tourism, thereby incorporating a dialectic perspective. This approach privileges neither production over consumption, nor structure over agency, acknowledging the potential of 'ordinary' people – including local residents, domestic and international tourists – to transform places and their meanings through their lived experiences. The outcomes of these processes of production and consumption are represented in socio-spatial transformations, in this case commodified heritage landscapes.

Chapters 3 and 4 set the context for the process of heritage tourism development in Lijiang Ancient Town. Chapter 3 provides an overview of the context of China's tourism development strategy, including the important role of the industry in the shift from state control to a market economy. The development of tourism, particularly in peripheral regions such as Lijiang, is portrayed as an important tool in the state's agenda of the revival of Chinese nationalism. Through tourism, the authors assert, the state disseminates messages of an imagined community that highlights national unity and ethnic harmony, particularly to domestic tourists. In this process, the economic and cultural differences between the majority Han and the peripheral minority groups are minimised and national integration achieved via capital investments; the dominant culture establishes hegemony while at the same time a minority culture is commodified and 'otherness' redefined as a tourist attraction.

Chapter 4 focuses more specifically on the positioning of Lijiang in a web of relations operating at the global, state and local level, which have led to the production and consumption of heritage tourism in this destination. At the global level, World Heritage status and the accompanying global mass media attention has influenced the evolution of the destination. It is felt that Su and Teo could pay more attention to the role of UNESCO and the political discourse of 'World Heritage' in shaping the tourist landscape of Lijiang (see for example Harrison and Hitchcock, 2005; Leask and Fyall, 2006). National tourism policies, particularly steered by the Chinese Communist Party (CCP) and the China National Tourism Administration (CNTA), and the political hegemony of local government and their organisations within Lijiang have shaped the heritage landscapes of the town and these processes are outlined in some detail. In both these chapters the positioning and development of Lijiang's heritage for tourism purposes serves as an illustrative case study of what is happening in many parts of rural China.

Chapters 3 and 4 focus primarily on the power of capital and state bureaucracy in the production of heritage discourses and the development of heritage tourism, but Chapter 5 explores the consumption and experience of the heritage of Lijiang by tourists, which itself results in the production of new meanings as heritage landscapes are used in new ways as they search for 'authenticity' and 'otherness'. The first part of the chapter looks at the discourses popularising Lijiang as a tourist destination to domestic and international tourists; a topic addressed also in the previous chapter where the hegemonic discourses of 'Lijiang Ancient Town' are presented. There is evidence that the international and domestic tourists to Lijiang evaluate heritage elements quite differently, however both groups of tourists feel that the discourse of heritage preservation has been more successful than cultural preservation of the lived practices of the Naxi people. The dominant group of consumers are the domestic tourists, and their economic and cultural consumption of Lijiang's heritage landscape feeds back into the production of this heritage tourism destination, although these meanings are contested and resisted through the actions of other tourists.

Chapter 6 explores the outcomes of heritage production and consumption for the material, vernacular and symbolic heritage landscapes of the town, particularly in

terms of the commodification and socio-spatial transformations apparent through the hegemony of state authorities and private investors. The story told in this chapter is familiar; commodification of heritage has resulted in a homogenised heritage landscape; architectural shells no longer sustaining a living culture, while the symbols of that culture are commodified and sold as tourist trinkets. At the same time the vernacular heritage – such as festivals – have been stripped of meaning for the locals and commodified for the edification of tourists, with spaces once important for the expression of local culture and identity turned over to the tourist trade. Su and Teo conclude the chapter by suggesting that these hegemonic discourses have resulted in the museumification of Lijiang Ancient Town, as a purely commodified landscape, devoid of a real sense of community or lived culture. Many of the local residents accept this commodification, as much as the state and private enterprise encourage it, because it brings wealth to the town. In this way the hegemonic discourse about development prevails, however some local residents contest and resist the significant alterations to their ways of living and articulate their identity through their own consumption and production of alternative uses of space; this topic is explored in more detail in Chapter 7.

Chapter 7 is one of the shortest chapters of the book and is on the whole somewhat disappointing, given the emphasis in the opening two chapters on the negotiating power of the ‘ordinary’ people. While the presentation of quotations alongside more quantitative findings adds some depth to the analysis, the failure to explore some of the nuances within the community or to engage with other critical tourism literature regarding local residents’ coping strategies or articulations of place identity seems a weakness. From the outset of this chapter there is some confusion over the use of the term ‘locals’, ‘Naxi’ and ‘residents’. While all the qualitative interviews with local people were conducted with Naxi, many local residents are Han and they are well represented in the questionnaire conducted. However the assumption in the text is that all the responses reflect Naxi opinions. For example, the authors state that a table of the perceived impacts of tourism “summarises the responses of the Naxi to seven possible impacts of tourism” (p.146) however 78 of the 200 respondents to this survey were Han. It seems an interesting opportunity to explore the contested meanings of place expressed by local residents of both Han and Naxi descent has been missed.

Having said this, Su and Teo provide some interesting examples of the way in which local residents are resisting hegemonic discourses of their town through their consumption patterns and other lived experiences through reclaiming space for their own sense of place, attempting a real revival of Naxi culture, particularly through education, and through becoming involved in obtaining personal benefits from tourism development. Some of this discussion is more fully articulated in Su and Teo (2008).

Chapter 8 offers a short summary of the thesis presented in the book and the theoretical implications of the approach they have used.

The preface to this book suggests that this book has two major strengths: “it establishes a theoretical framework to conceptualise power relations in tourism space and provides critical insights into the rapidly shifting socio-political landscape of contemporary China”. This reviewer believes that for most of those who read the book, it is the latter that will appeal most. The substantial attention paid to the theoretical framework of the research clearly reflects the monograph’s origin as a PhD thesis, and for those less theoretically-minded, a reading of the book without detailed consideration of this chapter would not detract very much at all from the remainder of the book.

The championing of a neo-Gramscian approach seems to have resulted in a missed opportunity to incorporate alternative analysis of theoretical concepts in more detail. For example, there is a great deal of research and literature surrounding the politics of World Heritage sites and the role of World Heritage status for popularising destinations and influencing the expectations, experiences and characteristics of the tourists who visit. Given the title of the book, more attention to other theoretical insights into the contested and highly politicised nature of heritage and heritage tourism would have strengthened the analysis of the experiences of tourists in Lijiang (see for example Tunbridge and Ashworth, 1996; Timothy and Boyd, 2003). Furthermore, that complex concept of 'authenticity' is one that is referred to extensively in discussion of the tourist experience and landscape, but little to no attempt is made to discuss the complex and highly politicised nature of this concept.

It seems the key strengths of this book lie in the offering of an interesting and detailed case study into the way heritage tourism is developing in this World Heritage site in China, and a summarised account of the broad political processes occurring in China, which are rapidly shaping tourism landscapes. To this end, the book will appeal most to academic scholars and students with an interest in World Heritage sites, Chinese tourism and heritage tourism in general. The theoretical framework may be of particular interest to those working in the fields of cultural geography and political science.

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Book Review

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**Culture, Heritage and Representation: Perspectives on Visuality
and the Past**

by Emma Waterton and Steve Watson

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This broadly titled publication is located in the field of heritage studies with a particular focus on heritage tourism. It is directed towards a wide readership. The various backgrounds of the contributors give an idea of the wide range of approaches taken to the theme of this book. They are, for example, geographers, anthropologists, media studies specialists or archaeologists.

In general terms, the book explores “the ways in which the past has been constituted in the present, with visual culture highlighted as a key medium for communicating and understanding it” (p.1). The overarching communality of the 15 chapters is, therefore, the centrality of the visual in the interpretation of heritage. Apart from the introduction, the book is divided into four parts: relocating the visual, representation and substitution, visual culture and heritage tourism and constructing place.

The general introduction (Chapter 1) sets the framework for the following chapters very well. Steve Watson and Emma Waterton argue that while there are a number of books that tackle the topic of representation and heritage (e.g., Hall, 1997; Morra and Smith, 2006), there are only a few that have the focus on the visual. Yet, they follow on to state that representation of heritage through the visual is a key component of heritage interpretation and heritage tourism. The introduction also outlines the four themes or parts of the book, before briefly introducing the common theme of culture, heritage and representation.

Part 1 relocates the visual from merely seeing something to a socio-cultural process that needs to be understood as such. This part provides the “essential and accessible theoretical orientation” (p.5) of the book. Chapter 2 by Tony Schirato and Jen Webb describes the historical debate on the visual and heritage-based research with a particular focus on “the cultural technologies of seeing that inform understandings of visual culture” (p.20). In Chapter 3, Martin Selby uses a phenomenological approach to outline the dichotomy between the performative and the visual in the context of cultural heritage experiences. The last chapter in part 1 by David Crouch makes the argument that heritage is firstly not ready-made and it is secondly, the outcome of a dynamic process of ‘commingling’ energies that include the visual. Heritage is, therefore, open, constantly emergent and cannot be controlled by forces such as the tourism industry.

It is followed by the second part 'Representation and Substitution'. The different chapters do not really fit together, but they all touch on the issues of representation (e.g., reality, memory) and substitution. It begins with Ross Wilson's chapter on the constitution of the popular memory of the Western Front in WWI that appears to be one of the leading images for the many images of this war, especially in shaping and affirming concepts of British nationalism. These fluent memories, so Wilson, are underestimated as representing current concerns within popular memory (e.g., with the recent war in Iraq) (Chapter 5). Chapter 6 moves to a completely different area, namely the substitution of 'traditional' museums displays by new digital technologies. De Groot believes that these technologies will make it possible for visitors to develop their own narrative from the heritage displayed, therefore moving power away from the central institutions to create a new set of relationships between museums, their displays and visitors who perform their visit in dynamic ways. In the final chapter in part 2, Richard Voase surveys the emergence of the interplays and linkages between Baudrillard's hyper-real and the visualisation of the past. He argues that his study yields four important points, first, that the hyper-real operates at different levels of intensity, second that there is an absurd quest for authenticity, that third, historicity is eroded "in the drive to reproduce the past in a suitably vivid way" (p.119) and finally that the boundary between the real and fantasy is increasingly fuzzy.

The third part is titled "Visual Culture and Heritage Tourism". Its chapters focus strongly on heritage tourism that is strongly connected with production and consumption of visual culture. The case studies try to unite empirical work with theoretical issues. The first case study (Chapter 8) by Annette Pritchard and Nigel Morgan provides a study of beach holiday as a particular form of tourism with its own visuality and heritage that continues to be determined by the active facilitation of the objectification of women for white, male, Western tourists. It is centred on the relationship of imagery with power, gender and politics. Chapter 9 uses two British midlands tourist magnets, the medieval Brother Cadfael stories and Robin Hood to exemplify the process by which tourist destinations are visualised by contemporary media such as film, the internet and television to engage with heritage tourism and authenticity. Emma Waterton's Chapter 10 about the use of visual imagery of England's heritage to brand the past is an interesting read. She describes how the Department for Culture, Media and Sport and other bodies in the UK define heritage as a management process, where selected images are used to portray a particular idea of heritage as consensual past, but that often displaying the cultural symbols of an elite social group basically ignores people. In Chapter 11, Tom Mordue tackles the connection of new urban tourism and culture and heritage within global and local economic change by looking at the northern English city of York. It partly follows Waterton chapter with regard to the representation of York in promotional and commercial material that replaces local meanings with more global images that attract tourists. The last case study by Tom Selwyn (Chapter 12) argues that tourists use imagery of destinations to unravel various aspects of self. He uses 18 promotional images from a variety of geographical contexts to explain the dialogue between image-makers and narratives of the self. These images are thereby found as being less part of the journey as such, but a specific view of particular narrative of the world order.

The fourth and last part has the literal construction of places through tourism as its focal point. It contains three chapters. Chapter 13 examines the user's perception on the provision of display at heritage sites. Yaniv Poria outlines a number of different

expectations of visual displays that should be connected with the expectations of heritage in general. She develops three different groups, the identity builders, the multicultural-minded audience and tickers and guilt reducers and their expectations with regard to visual displays. Tim Copeland researches “the visual in the construction of heritage places where visible, material remains are, paradoxically, often lacking or at best characterised by ‘low visibility’” (p.12) using the remains of the Roman Empire along the Dere Street in the UK. He hopes to contribute to the debate of what should be the beginning of interpretation strategies of low visibility landscapes/sites, the archaeological text or the visuality of a site’s surroundings. The last chapter by Steve Watson looks at heritage tourism and imagery in the construction of Rhodes in Greece. Here as with other chapters in the book, the visual appears to have moved away from the objects to heritage to become part of the process of how heritage is understood.

Overall, the different chapters of the book seem to cover a mix of unrelated topics. However, after reading it, it becomes clear that the visual, and its use in the construction of heritage binds them together. The book should, therefore, be interesting for researchers and practitioner working in the field of heritage tourism.

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Book Review

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Geotourism: The Tourism of Geology and Landscape

by David Newsome and Ross Dowling

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Tourists have been visiting geological sites since the Renaissance and geology and landscape were instrumental in the development of tourism within Europe. Despite this, the study of this specific form of niche tourism has been somewhat neglected. Dowling and Newsome have edited a text which seeks to close this gap in literature and progress the subject and in this respect they are successful. The book, the first of a two volume set, is a collection of papers, which encompasses both the current and the future standing of the subject and explores various facets of the nexus between landscape, geology and tourism. Its companion volume (*Global Geotourism Perspectives*, 2010) brings together a range of geotourism case studies to support this volume. Dowling and Newsome edited a book on geotourism in 2005 (*Geotourism*) and have since strived to develop this area of study further. But, unlike their 2005 publication, this text is not thematically structured and in this respect the book builds on the earlier text rather than supplanting it. However, the similarity of title may confuse some readers who think it to be a new edition of their earlier work.

The book starts (Chapter 1 “Setting an agenda for geotourism”) with a review of the existing definitions and links with other forms of natural area niche tourism. This brief but comprehensive review examines the difficulties in establishing a definition before going on to outline the scope and nature of geotourism. In the following 16 chapters, key themes within geotourism are addressed, each chapter written by different authors, including practitioners as well as academics. The chapters’ concepts and themes are illustrated with case studies and wide-ranging examples. The first, for instance (Chapter 2 “The significance of aesthetic appreciation to modern geotourism provision” by Thomas Hose) examines the importance of geological features to the development of tourism in the UK in the 18th and 19th centuries. But this is more than a description of historical events: Hose clearly relates the development of this form of tourism (including the associated guidebooks and travel writings) to more recent developments drawing parallels between early tourism development, in the Peak District and Lake District with current debates on access, quality and quantity of tourist development around the world.

In Chapter 3 (“Australia’s geological heritage: a national inventory for future geoparks and geotourism”), Bernard Joyce provides a comprehensive history of the development of a geological inventory from which other locations can learn. Chapter 4

(“Centralised data management approaches in geotourism: a view from Finland” by Ari Brozinski) highlights the importance of tourist facilities needed to transform geological attractions into geotourism. In this practical chapter, Brozinski also makes comparisons between engaging visitors in ‘dead rocks’ and other forms of natural area tourism, which may have a more immediate ‘wow’ factor. Iceland clearly has many geological features with this ‘wow’ factor, and Chapter 5 (“Promoting geotourism a case study from Northeast Iceland” by John Hull) demonstrates the importance of active geology to both tourism development in Iceland and the vital role it plays in protecting cultural and natural heritage.

Chapter 6 (“The Australian Alps: opportunities and challenges for geotourism” by Pascal Scherrer and Catherine Pickering) uses a case study of tourism to Mount Kosciuszko to highlight environmental issues associated with natural area tourism but goes on to note the ability of geotourism to “provide a common thread for interpretation and the region’s history and its natural and human-made features to visitors” (p.85), aspects that are easy to see translating to other regions.

In Chapter 7 (“Reconsidering the boundaries and applications of Geotourism lessons learnt from tourism at Mount Vesuvius”), Jonathan Karkut uses one of the oldest geotourism attractions (Mount Vesuvius, visited and written about in 79AD by Pliny the younger) to consider the conflict between visitors and safety in a geologically active location, highlighting the relationship between the state (the national park) and private operators. Karkut observes that partnership between “national park authorities, local municipalities, NGOs and other regional agencies” (p.94) offers opportunities for developing tourism and spreading the benefits to the wider region but concludes that the gap between “the Vesuvius emergency plan and the development of sustainable tourism development around the volcano” needs to be closed.

Christof Pforr and Andreas Megerle (Chapter 8: “Management of geotourism stakeholders – experiences from the Network History of the Earth”) highlight the importance of bringing stakeholders together to ensure that the potential offered by geotourism is reached, proposing a network evaluation model to facilitate this.

In Hawaii, almost all visitors participate in some form of geotourism, and geotourism is vital to the state’s economy; in Chapter 9 (“Geotourism in the Hawaiian Islands”), Lisa King demonstrates the wide diversity of geotourism offerings and uses case studies to illustrate the need for management of risks – both safety in an active geological environment and, perhaps more significantly, the risk to the geoheritage of overuse and abuse.

Chapter 10 (“The Cretaceous fossil sites of South Korea: identifying geosites, science and geotourism” by In Sung Paik, Min Huh, Hyun Joo Kim, Sook Ju Kim and David Newsome) provides an overview of the geological resources of South Korea, a country that may be less well-known featured than others in the book but that offers a diversity of natural resources for geotourism including hot springs and fossil sites. The authors acknowledge that the scale and diversity may not be comparable with other parts of the world but with growth of domestic tourism since 1992 and the opportunities offered by the growing demand for intraregional tourism from neighbouring countries, geological attractions can contribute to developing tourism in South Korea.

Definitions of geotourism emphasise the role of education and the focus of Chapter 11 (“Geotourism and geotourist education in Poland” by Tadeusz Slomka and Wojciech Mayer) uses case studies from Poland to highlight these educational aspects. Leading on from this, Chapter 12 (“Geotourism product interpretation Rangitoto Island,

Auckland, New Zealand” by Christian Wittlich and Sarah Palmer), Chapter 13 (“Geotourism potential in North Carolina: perspectives from interpretation at state parks” by Stacy Supak, Yu-Fai Leung and Kevin Stewart) and Chapter 14 (“Interpretation rocks! Designing signs for geotourism sites” by Karen Hughes and Roy Ballantyne) consider interpretation from a range of perspectives. Chapter 12 presents visitor research on the effectiveness of different types of interpretive media, while Chapter 13 considers interpretation from the park managers’ perspective and Chapter 14 provides a process for designing interpretation. These three chapters provide a coherent approach to interpretation, which is relevant both to academics and, perhaps more significantly, to practitioners.

Chapter 15 (“The Jurassic Coast World Heritage Site: understanding the nature of geotourism” by Sally King, Anjana Ford and Richard Edmonds) commences with an overview of interpretation at the Jurassic Coast in Southern England before addressing the challenges of balancing visitor management and access with geoconservation, observing that this World Heritage Site needs protection from visitors to maintain its uniqueness.

The ‘America’s Scenic Byways’ programme differs from many of the case studies in the book in that it is focussed on the geological attractions found on roadsides. Chapter 16 (“USA scenic byways – connecting people to places” by Judy Walden and Sally Pearce) examines the programme and considers the specific management challenges that arise from linear geological attractions. The lessons from the development of this form of geotourism are clearly applicable to other countries and it would be encouraging to see such schemes adopted elsewhere.

The UNESCO Global Network of Geoparks developed out of the European Geoparks Network to become a worldwide network of parks, which have more than just geological attractions. To be designated as a Global Geopark, territories must have geological features of global significance but they must also have the capability and motivation to develop the area economically, primarily through tourism. In Chapter 17 (“The UNESCO global network of national geoparks”), Patrick McKeever, Nickolas Zouros, Margarete Patzak and Jutta Weber provide a brief but comprehensive overview of the development of the Global Geopark Network and then provide case studies from three of the European parks. They conclude by committing to assist “UNESCO in bringing the geopark concept to all parts of the world, especially to the developing world where sustainable tourism [...] could lead to job creation in local rural communities for the benefit of those communities” (p.230).

The book uses a wide range of case studies from across the globe but they are weighted towards Europe and Australasia; this may reflect the nature of research and interest but everyone with an interest in geotourism should consider how parts of the developing world (in particular Africa, South America and South Asia) can learn from, and contribute to the development of this form of niche tourism.

In the final chapter (18 – “The future of geotourism: where to from here”), Dowling and Newsome draw together the themes in the book and set an agenda for future development of geotourism both academically, through development of a uniformly accepted definition, and practically through developments such as understanding geotourism stakeholders (including visitors) and developing attractions and products. These practical aspects should be grounded in academic theory and research but will have practical application for parks and site managers; in this, Dowling and Newsome are

setting forth the challenge for researchers to continue with the momentum they have built thus far.

Although the book's chapters are standalone, they may be read in combination to gain a broader perspective of a theme (for example Chapters 11–14 all consider aspects of interpretation and education). The book is extensively illustrated throughout with diagrams and maps, which work well in black and white, but I cannot help but think that many of the images would be clearer if they were produced in colour. Nevertheless, Newsome and Dowling have once again produced a collection of work, which demonstrates the breadth of interest in geotourism as a form of natural area tourism and for that they are to be commended.

References

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Book Review

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Understanding the Sustainable Development of Tourism
by Janne J. Liburd and Deborah Edwards
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I was drawn to the title *Understanding the Sustainable Development of Tourism* because it appeared to be offering some possible solutions to the pressing dilemmas associated with this topic. The book fills the gap between the continuously growing literature on the subject of sustainable development in tourism and its practical application in light of the ‘sustainable tourism’ debate. Written for students in this area, the book provides a concise historical explanation of the concept and its emergence in the tourism industry since this is a relationship that students need to keep at the fore of their understanding of tourism development. It is timely given that ‘sustainable tourism practices’ are variously adopted and their ultimate aim is often questioned. The book draws its strength from targeting students as prospective leaders of a volatile and large industry during uncertain times. Hence, the most striking component of the book lies in the way sustainability is presented as a “practical living phenomenon”, which it is, and as a “managerial philosophy rather than a subject matter” (p.225). Twelve chapters, each with a rationale and learning objectives, were written for students on the basis of tourism managerial concepts. As such, Liburd and Edwards and the other contributors offer numerous suggestions on the best approaches to sustainable development in tourism ranging from how to deal with internal management operations to external unexpected events.

The first chapter outlines the major challenges of sustainable development within the socio-political and spatial context in which exists. Emphasis is rightly placed on ‘stewardship’ to highlight the responsibility that should be associated with the concept. Current conceptual weaknesses with regard to implementation have been flagged to help students reflect on the principles of sustainable development. In addition, this chapter reiterates the assumptions of sustainable tourism development being in favour of the sector’s longevity and stresses the need to view it as an evolutionary process through which tourism contributes to “broader societal aims of sustainable development” (Liburd, p.6). Hence, students are reminded that in the context of sustainability, development is best described as a change process, which can be physical, attitudinal or cultural. An integrated approach is called for while the endorsement of a free market economy with environmental constraints is rejected. Assuming equilibrium

of the economic, social and environmental elements is seen as an oxymoron due to the complexities of socio-cultural values, quality of life aspirations and the biophysical and economic systems in which tourism takes place over time. Consequently, the authors concur with proponents of complex adaptive systems for understanding the transformational processes, power and unpredictability in sustainable tourism development. On the basis of the argument that sustainability in tourism is not value-free, five value-based principles attributed to the Tourism Education Futures Initiative are introduced to tourism students. These are ethics, knowledge, professionalism, stewardship and mutual respect. As a result, a “value-based platform” is added to Jafari’s advocacy, cautionary, alternative and knowledge-based platforms before the authors delve into the practicalities of sustainable tourism development.

The notion of a place-based approach is usefully introduced as a key determinant of the long-standing questions of what is to be sustained and for whom to address the development needs and quality of life in a specific location. The authors build their analysis on the premise that even though sustainability in tourism development must be subjected to ongoing critical analysis, tourism’s position in the transition towards sustainable development can be supported by creative and innovative solutions. Chapters 2–5 outline the application of sustainable development principles to different operations of tourism activities. Chapter 2 explains the importance of a sustainability approach to tourism planning. The need to integrate and engage stakeholders in participation and consensus building is rightly emphasised without undermining the complexity of achieving it. This adds to recent and noteworthy contributions to calls for stakeholder involvement in the implementation of sustainable tourism development, e.g., Dodds and Butler (2009), Hall (2007) and Ryan (2002). Recognising the interdisciplinary nature of tourism, students have been provided with a planning tool of seven steps (p.29) and the potential composition of a planning team (p.30). Sustainable operations management has been given its due attention as it has major implications for sustainability, given the ‘business as usual’ model that continues to exist. Five guiding principles of sustainable tourism operations are listed: monitoring, resource use, compliance, stakeholder involvement and raising stakeholder awareness. Although the benefits of these are highlighted, more information about how they can be applied would have been useful. For example, how does one ensure consistent monitoring or how does one minimise resource use? The role of marketing is explained as a key aspect of every business and destination using a Strategic Marketing Systems Model. Through marketing, it is argued that demand and supply can be controlled to achieve an appropriate ‘balance’, which is in line with sustainability principles. Sustainable Human Resource is introduced in Chapter 5 in two distinctive ways: the need for organisations to act quickly to re-skill their workforces in sustainable practices and the creation of shared ownership arrangements through multi-stakeholder processes. Moreover, students are reminded of the need for HR Managers to consider the impacts beyond the boundaries of the system in which they operate.

In Chapters 6–11, the book systematically addresses some fundamental contemporary theories in the sustainable development of tourism. The evolution and application of Corporate Social Responsibility (CSR) as the contribution of the business sector to sustainable development in tourism is discussed. Two defining characteristics of CSR are introduced and a range of CSR theories are mapped out for students. An interesting

dilemma of the undemonstrated link between CSR and profits is then presented as an ethical question about the choice an enterprise has to make. According to the authors, if an enterprise implements profit-maximising CSR actions, it is self-interested but if it implements non-profit-maximising CSR (philanthropy) it behaves unethically to its shareholders. Different authors are then cited with their arguments for whether companies should be pushed into making such choices. Key dilemmas of stakeholder relationships in tourism and CSR issues are also highlighted. The Triple Bottom Line (TBL) concept is introduced as the most comprehensive approach to achieving sustainable operations, which integrate economic, environmental and social thinking into core business activities. TBL is presented as an internal management tool and external reporting framework. The strategic role of suppliers as a potential source of innovation in tourism is also discussed. A useful four-field model aimed at stimulating the search for new forms of collaboration between tourism firms and their suppliers is presented.

The significance of understanding sustainable practices in tourism is underscored in the context of hosting festivals, meetings and events; managing volunteer tourism and crisis, recovery and risk management. Current debates surrounding different conceptual issues are highlighted while offering possible solutions to manage the dynamic change processes. Volunteer tourism is presented as a transformative form of experience, which extends beyond the boundaries of a particular volunteering experience. In the case of crisis management, students are equipped with means of responding to crisis and dealing with recovery and risk management in a sustainable manner. The concepts are explained to make students aware of the nature of the tourism industry. Generally, the authors demonstrate that tourism is a volatile people industry with a diverse range of actors.

Although well written, the book contains some contradictions and disturbing arguments. For example, while Chapter 1 rejects equilibrium or the balancing of economic, environmental and social imperatives, Chapter 2 sees the need to strike a balance (p.21). This is potentially confusing to students. The introduction of non-native species is presented as a negative impact of tourism. That could be true, however, in some places, poverty stricken and with unfavourable weather conditions, the introduction of an all-year crop could prevent hunger. On page 35, instead of Table 2.1 students are referred to Table 2.5, which does not exist, and there is no list of tables either. Some pages such as 98, 99, 114 and 117 also have some typos. Nevertheless, the authors explore ways to work flexibly with sustainable development in tourism and review the relationship between relevant theories and practice. Through examples such as 'Accor's sustainability policy' and 'Tourism Australia's sustainability toolkit', students are enlightened and stimulated.

Whereas the level of students targeted is not indicated, *Understanding the Sustainable Development of Tourism* is highly recommended as an insightful book for all tourism students. It explicitly details how managers can constructively engage with sustainable development in tourism in the midst of ongoing debates. Each Chapter contains useful features and is concluded with 'future challenges and issues' for students to reflect upon. Generally, although the authors acknowledge that the concept of sustainable development is elusive in the context of tourism, they recognise that some practical measures can still be taken to change and secure whatever is currently possible for the benefit of the long term.

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