
Book Review

Reviewed by Ige Pirnar

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Industrial Tourism. Opportunities for City and Enterprise
by Alexander H.J. Otgaar, Leo Van Den Berg, Christian Berger
and Rachel Xiang Feng
Published 2010
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ISBN: 9781409402206

Being one of the most untouched fields and an important sub-sector of the international tourism industry, industrial tourism is a type of tourism that involves visits to operational or non-operational firms with a core business that is non-tourism related. Thus, this form of tourism provides visitors with the opportunity to experience the product, its production process and its applications and also to learn more about the historical background. The authors of *Industrial Tourism. Opportunities for City and Enterprise* define industrial tourism as tourism composing tours to operational companies and industrial heritage, which provides wide revenue generating opportunities to individual firms and to cities that apply industrial tourism within their regions.

The book focuses on the development process, ways for successful applications, efficient organisation and benchmarking approaches of industrial tourism by analysing in depth the case studies of Wolfsburg, Cologne, Pays de la Loire, Turin, Shanghai and Rotterdam. In describing 'things to do', giving detailed and precise information on success conditions, showing the points of attention and indicating areas of importance, it will be of particular interest to those who invest or intend to invest in industrial tourism. To-do lists and recommendations are easy to comprehend and the methods are clearly set for companies that obviously aim for investment gains to outweigh development costs. However, this volume is a valuable resource not only for private companies investing in industrial tourism but also for cities' governmental bodies and tourism organisations, which want to maximise returns on industrial tourism offerings within their regions.

The general introduction on a framework for industrial tourism development in cities sets the scene for the six detailed case studies, which are followed by a conclusion and recommendations chapter as well as a very accurate index at the end. The sequence of the case studies is as following:

- 1 Autostadt Wolfsburg
- 2 Industrial Tourism in Cologne
- 3 Industrial Tourism in the Pays de la Loire Region
- 4 Industrial Tourism in Turin

5 Industrial Tourism in Shanghai

6 Industrial Tourism in Rotterdam.

The structure of the text is rather formal, as the initial work was a research project on industrial tourism with case studies/best practices, but its content is well organised and the language is easy to follow, making this volume a suitable resource for students, researchers and business people planning to invest in industrial tourism alike. It covers basic guidelines, list of do's and don'ts, various examples and best practices applicable to industrial tourism enterprises and also features helpful figures and tables.

The first part of the book covers industrial tourism development in cities as a general framework and includes definitions from different perspectives, highlights the demand and supply side of industrial tourism, including a detailed discussion on benefits, costs, income and image effects. This general section is followed by a creative frame of analysis, which is a very brief and practical guide. Particularly, the two-dimensional model for categorising industrial tourism is very useful.

The industrial tourism case studies follow, each beginning with an individual introduction, a comprehensive city/region/destination/tourism profile analysis of the respective location, the organisational frameworks of the region as well as a discussion on the various industrial tourism products offered within that region. Each case study concludes with the authors' framework analysis that allows the reader to compare each region and city.

The last part of the book is dedicated to a conclusion and recommendations, which not only summarise the definitions, implications and guidelines of industrial tourism in cities but also provide recommendations for proper ways of organisational set-up and strategies for making the industrial tourism product more attractive and marketable.

To date, very limited resources are available to learn more about industrial tourism. *Industrial Tourism. Opportunities for City and Enterprise* offers a variety of cases and best practices in industrial tourism and so serves as a valuable source for cities, city planning organisation, tourism groups and students who want to work, invest or study within this area. Although it was initially a research project that was subsequently converted to a textbook, the format and content are very suitable for teaching and learning more about the subject. Therefore, it is highly recommended to researchers, industrial tourism investors, city planners, graduate students and academics with an interest in industrial tourism. In comparison to other books on this topic, *Industrial Tourism Opportunities for City and Enterprise* offers its readers a new, well-organised and structured, applicable and practical approach.

Book Review

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Quantitative Methods in Tourism: A Handbook

by Rodolfo Baggio and Jane Klobas

Published 2011

by Channel View Publishing, Bristol, UK, 225 pages, price \$49.95USD

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Quantitative Methods in Tourism: A Handbook by Baggio and Klobas is a timely work for the tourism field. All too often, researchers must consult numerous sources when considering particular research methods and data analytic techniques. Knowing this, the authors provide an extensive examination of pertinent analytic techniques for tourism researchers in a tightly written, condensed text so as to cover many aspects of research methods. In so doing, the reader is guided through elementary topics such as sources of data and hypothesis testing as well as more complex techniques of forecasting, structural equation modelling and agent-based modelling.

In exactly 225 pages, the authors break their text into two main parts: the analysis of data (the first five chapters) and numerical methods (the remaining three chapters). Part 1 concerns the standard methods in statistical data analysis involving: the nature of data (i.e., primary and secondary) and its quality, hypothesis testing, particular parametric and non-parametric tests, a summary of statistical tests (e.g., various z -tests and t -tests, χ^2 test) and their calculations, Exploratory Factor Analysis (EFA), cluster analysis, various regression tests (e.g., simple linear, multiple, step-wise and logistic), Confirmatory Factor Analysis (CFA) with structural equation modelling, and time series and forecasting. Part 2 of the text involves an intimate look at more advanced analytic techniques common to other fields and disciplines including maximum likelihood estimation, Monte Carlo and agent-based modelling and simulations.

In addition to the text being one of the first works in tourism to provide a discussion of advanced methodological techniques in a condensed, streamlined manner, *Quantitative Methods in Tourism* has a number of positive aspects. The content is very accessible. The reader will find numerous examples and illustrations beneficial in grasping some difficult concepts. In addition, many examples are discussed in the context of various statistical packages (e.g., SPSS, SAS, LISREL, STATA, AMOS, etc.) so that readers can follow syntax and output. Numerous tables also make the book a great reference. For example, the table concerning a summary of various statistical procedures and under what circumstances to use is very handy. In addition, the authors provide a helpful table with rules of thumb cut-offs for CFA fit-indices (both absolute and incremental fit indices) based on empirical support across various disciplines.

The text is not without its issues as well. Given 'methods' is a part of the title, one will be surprised to find no mention of either data collection or data sampling – two

key aspects of research methods – in the book. In all honesty, the title, ‘quantitative analysis in tourism’, may be a more appropriate for the work. As someone who prides himself/herself in examining the psychometric properties of measures especially in the context of EFA and CFA (which comprised approximately one-quarter of the pages in this volume), I was shocked to not see any discussion of reliability and validity. It was as if such properties are assumed to be either irrelevant or minimally important.

Despite these minor issues, Baggio and Klobas have provided the field with a handbook of pertinent research methods that will be beneficial to many practitioners and academics (with likely a greater emphasis on the latter) as they seek appropriate techniques in analysing real-world data to answer practical problems. Arguably, the text would be appropriate as a supplementary reading in a tourism research course for advanced undergraduates and masters-level students as they undertake analysing data for research projects and theses. If the text mirrored the research process or scientific method more (i.e., development of ideas for a research project through data analysis and interpretation), it would be more suitable as a required reading for such a course. In addition, graduate students and faculty would be best served to have the volume on their shelves not only for the tables mentioned earlier (as great reference tools) but also to have as a guide explaining how to conduct complex analytic techniques and interpret related findings.

In addition to the points raised earlier in support of the text, the fact that the book is very reasonably priced (approximately US\$ 50) for the paperback version (and far less for an e-book version) makes *Quantitative Methods in Tourism* a book that many in the field should own. Given I personally teach undergraduate and graduate students research methods, I plan to utilise the text in my future teachings.

Book Review

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**Tourism and Sustainable Development.
Reconsidering a Concept of Vague Policies
by Jörn W. Mundt
Published 2011
by ESV, Berlin, 205 pages, price 39,95 Euro
ISBN: 978 3 503 13041 2**

The perceived relevance of sustainable approaches to tourism and tourism development is clearly evidenced by a growing range of books and journal articles from diverse fields and disciplines including geography, development studies, economics and marketing. What has begun as a careful and well-meaning attempt to establish ecologically, economically, socially and, for good measure, culturally viable practices in tourism and tourism development has eventually led to a dilution of the term, which, in turn, has made possible its increased utilisation. J.W. Mundt, in contrast, takes a critical, sometimes almost cynical, perspective of the concept of sustainability. Indeed, reading this book reminded me of watching someone pointing out the elephant in the room.

Clearly, Mundt is not willing to concede to those “sacrificing scientific scrutiny for some sort of sustainable correctness” (p.11). Instead, in a comprehensive review of a wide range of literature on sustainability (spanning more than three centuries) in chapters 1 and 2, the author suggests, crucially, that

“whether or not a holiday or business trip has been produced and consumed in a sustainable way is far less determined by the organisational means by which its components have been selected and combined, but by the methods by which each of these elements has been generated.” (p.16)

The gripping discussion of the ill-defined concept of sustainability in the context of other ideas (such as, for example, political economy) is an entertaining and illuminating tour-de-force that concludes with a convincing exposition of contemporary practices in the – according to the author, wrongful – use of the concept and term. The widely used ‘three pillar approach’ is rightly criticised for its failure to account for the integration of economy and society as well as society and environment. Acknowledging that ‘sustainable’ is more likely to mean different things for different people, the social dimension of the ‘three pillar approach’ is proven to be futile as well as impossible to implement as public policy. Cultural aspects of sustainability, included in quadruple bottom-line approaches to development, and the ubiquitous notions of ‘the local’ and ‘community’ are equally deconstructed and refuted.

An excursus emphasises the significance of functional states for a possible implementation of sustainability in any shape or form. Whilst effectively criticising

cultural relativism on the part of some Western thinkers, the 'effective business model' (p.61) that is international development aid is exposed as an efficient collaboration of international donor agencies and local leaders in some countries of the developing world. Where international aid is deemed more lucrative by local leaders than the establishment of a functioning state and economy, the withholding of property rights from citizens is used as a tool to hinder entrepreneurial activity and prevent potential economic independence. The implications for pro-poor tourism initiatives are made evident and are well explained. Chapter 8 furthermore identifies the opportunity cost of tourism as a development path as one of the obstacles of more sustainable approaches to tourism.

After eight commendably researched and well-written chapters that have skilfully exposed the inherent contradictions in the definitions that often underlie our understanding of sustainability, the reader waits impatiently for suggestions of how to resolve this dilemma. Alas, the book does not offer an explicit explanation of what sustainable tourism should be understood and applied as – or if at all. The elephant in the room is gone. What takes its place? Mundt emphasises that the widespread understanding of tourism as 'a tourism industry' is misleading and counterproductive as it hinders the comprehensive depiction of actual processes and relationships. The resulting significance of considering more or different stakeholders representing tourism-related industries is explained. The author gets side-tracked in the conclusion, which, rather surprisingly, discusses publishing requirements for academics in some countries. His points are undoubtedly valid and extensive publishing needs have likely lead to 'quantity over quality'. This development may have contributed to the weakening of the term sustainability but the book would have benefited from a more relevant conclusion.

Apart from the above-mentioned point of criticism, this is an excellent book. Interestingly, chapter 7 (out of 9) is the first that explicitly relates to tourism. The first seven chapters do, however, add greatly to the appreciation of relevant aspects of the sustainability debate insofar it relates to tourism. Because of its use of compelling examples and comprehensive explanation of its argument, this book is a very enjoyable read and relevant for anyone with an interest in sustainable development and tourism. Even though not a textbook, it is an approachable and engaging read for students whilst offering food for thought for academics at the same time. It should be compulsory reading for those teaching in the growing number of courses and degrees proudly sporting the term 'sustainability'.

Book Review

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**Tourism Development after the Crises:
Global Imbalances – Poverty Alleviation
by Peter Keller and Thomas Bieger (Editors)
Published 2011
by Erich Schmidt Verlag, Berlin, 248 pages, price €39.95
ISBN: 978-3-503-13002-3**

Keller and Bieger's *Tourism Development After The Crises* opens by stating that tourism is vulnerable to many types of crises, be it economic, health or geo-political. These crises create a volatile environment for tourism, an industry with fast downturns and fast recoveries. How tourism responds to crises has been a key area of concern in recent literature and the focus of a special forthcoming edition of the *International Journal of Tourism Policy*. In this book, Keller and Bieger present an edited collection of chapters, which explore how tourism has developed in a post-crises environment. The chapters cover topics ranging from the effects of external shocks on global tourism to the use of tourism as a vehicle for regional development. Case studies on different tourism models, products and regions comprise the main structure of the book. The book is a useful resource for those interested in many aspects of contemporary tourism development and contains a wealth of quantitative data, local and regional case studies and chapters, which test alternative models for development. The book is organised into three sections entitled: "Impact of Global Economics Imbalances and Crises on World Tourism", "Lessons to be Learnt for Future Tourism Development in Poor Countries" and "Strategic Approaches for Developing Tourism Destinations".

The *Introduction* chapter sets the scene by presenting how Bieger and Keller understand the impacts of crises in the world economy. They explore how tourism has reacted to different crises by considering a variety of production and consumption trends and investigating how the crises impacted on these trends. The authors resolve that crises now have a global nature, which makes it impossible for countries to escape their consequences. The world is highly integrated and inter-dependent, they write, resulting in a fragile economic environment for tourism. However, while tourism is vulnerable to the new global crises of terrorism, economic shocks and health scares, it is also a highly resilient industry. The authors posit that tourism survives and thrives owing to specific developed behaviour among consumers and producers. They also note that emerging countries handled the recent crises better than the developed countries, stabilising their economies by diversifying their tourism products and promoting domestic tourism.

This is a notion developed in several chapters throughout the book, with case studies set in India, Kenya and Peru among others. Finally, the *Introduction* chapter offers further context for the book, including how the ongoing globalisation process has provided more people with the privilege to travel, how tourism has featured in poverty reduction efforts and how market-driven forces have helped to shape tourism development models in much of Europe. Interestingly, the editors point to the emergence of alternative models of development, noting how ‘community-based tourism’ and ‘pro-poor tourism’ are models that can help contribute to poverty alleviation. These themes are explored further in *Sections 2* and *3* of the book.

Section 1 is rich in quantitative data, containing five papers, which examine the macro-economic forces driving the tourism industry. The cyclical and structural aspects of tourism are examined in both global and regional contexts, including case studies examining SMEs in South Africa, demand forecasting in the Asia-Pacific region and post-crisis management strategies for Europe. The highlight of the section is arguably an original methodology proposed by Turner and Witt in Chapter 3, which suggests a seemingly accurate method for forecasting demand assisted by expert opinions.

Section 2 begins with a case study on mountain tourism operators in the Peruvian Andes. The chapter offers an insight into capacity building in a pro-poor tourism entrepreneurship context and could act as a useful teaching case study. The following chapters also offer useful case studies on rural tourism and resource potential (Ohe et al.), venture capital financing and sustainable development (Subhash et al.) and technical cooperation in destination development (Reuter et al.). These chapters offer some novel approaches to tourism crisis management with new perspectives on the role of alternative tourism products.

Section 3 covers broadly similar themes to *Section 2*. The section offers four chapters, with a case study on regional development, two case studies on tourism as a vehicle for poverty alleviation (one of which is grounded in Kenya) and a final chapter, which presents an overview of the last two decades of tourism development research. Like *Section 2* some thought provoking discussion is offered in each chapter conclusion with comments on increasing destination competitiveness and strategy implementation.

The book is not without its flaws however. The *Introduction* chapter offers some signposting to upcoming sections but further clarity in this area would have benefited the book. Introductory pages to each section, highlighting (or proposing) the relevance and relationships of each chapter, may have been of use. The book’s theme feels somewhat fragmented without this signage, covering as it does, a breadth of topics. However, as an edited volume of conference papers perhaps the book does not necessarily need this linear flow from one chapter (or section) to the next. Readers may wish to dip into the text at appropriate chapters of interest, many of which are fascinating as stand-alone case studies.

Additionally, the crises themselves, as briefly defined in the *Introduction* chapter, have not afforded deep analysis and other than a fleeting sentence or two the authors do not spend any time defining their features. Some time devoted to disentangling what these crises ‘mean’ and ‘do’ would have been of great benefit at this point. Some of the individual chapters tackle this question but an explicitly defined rationale for the book would have been useful to hold the themes together. Crucially, the book also lacks a summary or conclusion chapter, which could have further collated the common themes

present throughout the chapters. An outlook for how tourism might develop in the future would have highlighted the potential for further research, particularly into alternative development paradigms. Nonetheless, the book can be recommended for researchers, teachers and practitioners and would be a very useful addition to any tourism and development library.