
Book Review

Reviewed by Simon Curtis

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Stories of Practice: Tourism Policy and Planning

by Dianne Dredge and John Jenkins (Editors)

Published 2011

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We are perhaps not short of texts on the subject of tourism policy and planning and the topic is often approached with some trepidation, by students in particular. It is a sometimes dry area of study and it requires a core knowledge in politics, government and planning theory to understand and appreciate its nuances and significance. This new text takes a refreshing approach and uses a rather quirky thematic device in an effort to make the subject area both more accessible and indeed more enlightening.

The broad approach here is to present a series of case studies ranging geographically from Australasia, Europe, South East Asia and North America. The scale is mostly at regional level though there are chapters on urban tourism projects and one at a village scale. Contributors are drawn mainly from academia but there are some case studies, which involve collaboration with practitioners. A number of high-profile contributors have been gathered by the editors including Richard Butler, C. Michael Hall and Douglas Pearce. The range of subject matter is highly eclectic and contributes to a thoroughly enjoyable read – we are given discourses in cluster policy, destination marketing, local entrepreneurship, the development of sensitive natural sites, tourism transportation and stadia development.

The editors commissioned 13 case studies of tourism policy and planning in practice, encouraging the contributors to take a narrative approach and to set the cases in the context of a story. The authors were asked to fully embrace the role of the storyteller, even using classic narrative devices, such as plot and characters, but not at the cost of standard academic protocol. Some authors are participators in the story, usually as researchers, while the majority have the role of the interested observer. The story becomes the filter through which the reader can appreciate that tourism policy and planning is rarely rational and straightforward; indeed, it is often highly irrational and subject to control and change through the intervention of key individuals or the preferences of powerful groups or stakeholders. Dredge and Jenkins believe that tourism policy and planning is driven by collaboration and communication and make no apologies for their ‘social constructivist approach’.

The book begins with a thorough tracing of the history of tourism policy and planning since the 1960s, describing the era of rational and structured theorising and the more recent trend away from the core theoretical approach to one which is more market driven and dynamic in recognition of the volatile and often highly political nature of planning, summarised neatly as a shift from government to governance.

The narrative approach works better for some case studies than others. Douglas Pearce neatly describes how the tourist tram in Christchurch, New Zealand, suffered from a long and arduous planning history and that its justification altered constantly through a protracted development period. An excellent longitudinal study of a controversial eco-lodge development on Kangaroo Island (South Australia) by Freya Higgins-Desbiolles illustrates how nationally backed business interests can still overpower local opposition and a strong planning framework. There is also a highly topical contribution by C. Michael Hall and Sandra Wilson on the new Forsyth Barr stadium in Dunedin, New Zealand, which hosted several key games in the 2011 Rugby World Cup. This 30,000 seat permanently roofed stadium appears to have become a triumph of engineering and was completed just in time but was pushed through the planning process by a highly committed individual and city council despite local opposition, not least owing to its significant premium on future local taxes.

The case studies vary from physical regeneration and development initiatives to market planning, nature conservation policy and the formulation of national and regional tourism structures. There is a strong chapter on branding strategy from the case study of the Province of Huelva in south-west Spain (Alfonso Vargas Sanchez and Dianne Dredge) where the process of re-engineering and re-packaging an existing brand was greatly dependent on the enlightened determination of one particular individual. This involved taking a holistic approach to brand development involving collaboration with key individuals and interested parties outside of the core collection of tourism industry stakeholders. Another fine contribution (Alan Clarke and Agnes Raffay) focuses on the story of how the main tourism stakeholders in the historic city of Veszprem in Hungary have organised themselves into an effective Association, which only became successful when the national government introduced a policy of pump prime funding for regionally based Destination Management Organisations.

An insightful contribution (Aggie Wegner and Jim Macbeth) relates to the tensions, which have become established between the conservation authorities and tour agency personnel in the World Heritage Site of Shark Bay, Western Australia. Conservation managers here are portrayed as being occasionally too dogmatic in restricting tourist access to the fragile ecosystem of the Bay area leaving small operators to act in group defiance. The dynamics of a fractious relationship between the two key stakeholders speak of a lack of policy and an absence of much needed planning at the local level.

The book's approach is more successful with some case studies than others as some material lends itself better to the narrative approach. Its real success is that it beautifully demonstrates the complex nature of tourism planning and the futility of trying to box the subject into theoretical models. Tourism policy and planning is a fragmented, imperfect and iterative process and is often manipulated by individuals or self-interest groups. It periodically defies logic and is all the more interesting for this.

I would recommend this excellent volume of case studies to colleagues teaching tourism policy and planning. It is most suitable in its entirety for postgraduate students but will be of value, on a case-to-case basis, for undergraduate courses. The reader is encouraged to engage critically with the case study and interpret it with their own

experience and viewpoint. The cases are also suitable for reflection and thus can become useful cases to explore in the classroom. It is highly readable and the unusual approach is thoroughly vindicated by the overall high standard of contributions and the accessibility of its core argument.

Book Review

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Research Themes for Tourism

by Peter Robinson, Sine Heitmann and Peter Dieke (Editors)

Published 2011

by CAB International, Wallingford, xvi+300 pages, price £75.00 (hbk)

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The title *Research Themes for Tourism* might deter its target readers, i.e., undergraduates and practitioners, from opening the book since most of them seldom engage in research. To put it in other words, the first sight of the title can make an impression that the book is none of their business. However, they will soon realise that this is a misunderstanding once they have a chance to read the book information on the back cover where the issue of ‘so what’ is addressed. Offering a holistic picture of tourism research and practices, the book enables them “to make informed decisions about their future studies and career”. Beyond the target market, the book is also helpful for postgraduates and academics to have an overview of the established or emerging topics of tourism niches. It provides an interesting, inspirational reading for both types of readers mentioned earlier.

Interestingly enough, this book has a sister book, i.e., *Niche Tourism: contemporary issues, trends and cases* edited by Novelli (2005). A thorough comparison of the two works is beyond the scope of this short review essay, below is a brief contrast. Both books deal with diverse sub-sectors of tourism and share many common topics, including cultural tourism, heritage tourism, sports tourism, adventure tourism, dark tourism, gastronomy and cruise tourism. The difference lies in that while *Niche Tourism* exclusively focuses on the various areas of tourism, *Research Themes for Tourism* also leaves room for other issues, such as the relationship between mass tourism and niche tourism, tourism in less-developed countries, tourist behaviour and motivation, authenticity, sustainability and semiotics. Discussions of these issues in the beginning chapters pave the way for the subsequent chapters. The concepts analysed in the early chapters are referred to in the rest of the book discussing various niche tourism segments. The use of cross-reference thus constitutes another feature of this book. Furthermore, despite the broad spectrum of themes the book managed to encompass, a few widely practised niches and intensively studied areas, e.g., ethnic and indigenous tourism and ecotourism or nature-based tourism, are still not covered. And, in a sense the book is complemented by some chapters in its sister book, e.g., photographic tourism, transport tourism and volunteer tourism. It should be noted that no work can address all the tourism themes, and this book is no exception.

Many chapters can draw our eyes, such as tourism semiotics, slow tourism, LGBT tourism and dark tourism, to name but a few. The thoughtful discussion in such chapters

deepens our understanding of these concepts and related practices. And, quite a few meaningful chapters, e.g., heritage tourism, film tourism and medical tourism, raise considerably interesting questions for future research. The above-mentioned chapters and the like can wet the appetite of academic readers. For researchers, experience of reading the book is somewhat like visiting a destination. Initially, you have an expectation based on the tourism brochures. The brochures emphasise the natural landscape of the destination, but upon your arrival you find that the cultural landscape is also attractive (Wickens, 2005). The unexpected encounter of a series of cultural elements contributes to high satisfaction.

Strolling in the tourism world presented in this book, a reader can frequently pick up some pearls. For instance, the critique on the myth 'film induces tourism' is helpful for rectifying the overestimation of the part played by film, which reminds this reviewer of the calling for discontinuing overstating the importance of special interest tourism as a trip generator (McKercher and Chan, 2005). And, reading the semiotics chapter can stimulate thinking about how the semiotic representation of destinations and attractions affects tourists' experience and expectations. Again, the discussion of ethical and legal issues in the chapter of health and medical tourism furthers our understanding of the complexity of tourism phenomenon. In the gastronomy chapter, the discussion of issues like the challenge of the unfamiliar, barriers to tourists' gastronomic experience, representation of local food, gastronomic authenticity, as well as the discussion of the case 'The sheep's head meal', all add to a comprehensive understanding of gastronomic tourism.

Still another feature of the book is that several review questions are offered at the end of each chapter. This common but effective technique helps the non-academic readers grasp the major ideas/theses in respective chapters. It also helps the academic readers refresh their memory on a given topic.

Apart from its considerable merits, the book has a few negative aspects to report. First, while case studies are helpful for disclosing the links of theories to practice as well as understanding a given construct/theory, they can also have a negative impact on the presentation if inappropriately used. The abuse of case studies is observed in some chapters where the cases are not well woven into the story, and the overuse of cases in boxes interrupts the flow of the story. In the extreme situation, the case boxes account for nearly half of the total length of a chapter (Chapter 8). And more often than not, the cases were abruptly inserted in the text, without any reference to them, not to mention discussion.

Second, the discussions at certain points fail to refer to the existing literature. For instance, when dealing with the issue of authenticity, it would be helpful to note the recent transformation of academic interest, from defining authenticity to constructing authenticity, i.e., authenticating (Schouten, 2006; Wall and Xie, 2005). Again, while it is interesting to note the point of constraints and barriers of travel (p.43), none of the related literature (e.g., McKercher, 2009) is mentioned. Similar situations can be observed in the chapters dealing with volunteer tourism, pro-poor tourism and fair-trade tourism (pp.73–74). Finally, to reflect a recent trend of cultural tourism development, it would be useful to integrate the concept of creative tourism into discussion. Another problem of the same chapter is that while access is an important aspect for cultural tourism, the discussion of it is almost limited to English countryside and national parks around the world. It is rather confusing since these settings do not necessarily belong to the paradigm of cultural tourism. The confusion is deepened when concluding the issue of

access: the author returns to rural environments as well as the right to roam in such settings (p.174).

Third, to varying degrees a few chapters might dissatisfy some of its readers. From an academic perspective, these chapters are devoted to introduction of given themes or topics, lacking in-depth and meaningful discussion, as well as a holistic picture of the theme in question. In this sense, these introductory chapters are somewhat not at the same level with, or as readable as, the rest of the book.

Furthermore, a few statements are questionable or oversimplified. In the Introduction is a mention of reasons for travel:

“During ancient times, the main reason for travelling was war and the territorial expansion... This continued throughout the Middle Ages... although during these times religion was a major motivator ...” (p.xi)

This oversimplifies the story and neglects other important reasons such as trade and other businesses. In a sense the issue is revisited in the Conclusion:

“Tourism emerged first as pilgrimage (travelling to sites of religious significance), then as education (the Grand Tour) ...” (p.289)

By contrast with today’s situation, the tourism motivation of the past may be simple, but definitely not to the degree that can be categorised into two types: first pilgrimage and second education. On the one hand, regarding pilgrimage as the first tourism phenomenon leads to disregarding tourism in eras prior to the Middle Ages, e.g., Roman times (see Foertmeyer, 1989; Stumpf, 2003). On the other hand, the two events, medieval pilgrimage and the Grand Tour, were not static, but evolved. In varying degrees, both types of travels began to have a pleasure element at a later stage: the pilgrims’ journey had its amenities (Theilmann, 1987); and the grand tour evolved from the classical stage to the romantic (Towner, 1985). While it is not uncommon to encounter the sort of stereotyped image of the Grand Tour in different works, it should be noted that undergraduates should also be informed of the evolution of the event and its links to the pursuit of pleasure. One of the most popular texts for undergraduate notes the change of Grand Tour, albeit in a very brief manner (Goeldner and Ritchie, 2009, pp.47–48).

Also, questionable is the claim of study of the cruise industry as a discipline (p.286). The authors cite no literature to support their argument. While the disciplinary status of tourism per se is still open to discussion, how can the study of the cruise industry as a tourism sector be a discipline? Again, the statement, in the Conclusion section, that cruise research is not a part of tourism studies but an independent discipline is contradictory to their mention of the cruise industry in the Introduction as a tourism sector and an area of tourism research.

Nevertheless, the book has more merit than demerit. And, it has to a large extent achieved its goal. It is a welcome addition to the bookshelves of undergraduates, postgraduates and academics in the tourism field.

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Book Review

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Buswell, R.J. 2011

Mallorca and Tourism: History, Economy and Environment
Channel View Publications, Bristol

ISBN: 978-1-84541-180-0 (hb)

978-1-84541-179-4 (pb)

The title of this book hints at the ambitious nature of the content; to examine the complex histories of tourism on an island that is arguably the most concentrated holiday destination on the planet. Located in the Mediterranean off the Spanish mainland Mallorca, as the book clearly identifies, has been one of the world's most popular sun and sea holiday destinations for over 50 years. To facilitate its aims the book is divided into ten chapters that initially focus on the physical nature of Mallorca (chapter 2), followed by the historical development of the Island's tourism industry (chapters 3 to 5), before focusing on the environmental implications of the development of tourism in Mallorca and the planning policies associated with this process (chapters 6 and 7). The focus then switches to the economics of tourism in Mallorca (Chapter 8) before examining the emergence of new tourism markets and attractions and potential future trends in tourism on the Island (chapters 9 and 10).

Having grown up in a middle class family in the UK during the 1970s and 1980s I had experienced many family holidays along the Spanish coastline and on Mallorca and was keen to explore Buswell's publication to examine the Island's tourism history and to see how it fit into wider literature on the growth of mass, beach-oriented tourism. The result, overall, is a fine analysis of tourism in Mallorca that encompasses the major issues that have driven its development and the economic and environmental implications of the growth of tourism on the Island. Yet I was left feeling rather disappointed not with what was in the book but with what could (and arguably should) have been in the book but was not there. This disappointment begins in Chapter 1 where the author states the focus on the book is on the post 1950's era that is, of course, closely associated with the growth of mass tourism and the development of Mallorca as it is today. While this focus is understandable (there is so much to say on this relatively short period) it is nonetheless disappointing because, as Buswell notes, there is an important history of tourism in Mallorca prior to the 1950s. As a result of Buswell's decision this pre-1950's history receives, I think, too little attention in the book.

The lack of depth throughout the book is notable in Chapter 2 where it would have been good to see a more detailed examination of the cruise ship industry and its visits to Mallorca in the 1920s and 1930s. Similarly, it was a pity not to see a detailed examination of the history of the marketing of the Island as a tourism destination in the book. Furthermore, while there is nothing wrong per se with chapters 3 to 6 everything

in them really only scrapes the surface of a raft of issues. Chapter 9, which provides a discussion of a variety of developing tourism trends in Mallorca also exemplifies how this book can cover a variety of interesting and relevant points but lacks the detail to really make a significant impact and fully do justice to the issues it raises.

Disappointment at the depth of the book should not detract from the fact that Buswell has produced a good quality introduction to an iconic destination of tourism as an industry and social phenomenon. Those seeking a more detailed analysis of tourism in Mallorca will have to look elsewhere; with the book not offering a significant amount of references to source materials though Buswell's 'Acknowledgements' section does give a good indication of where to begin looking for this material. It is not only as an introduction to Mallorcan tourism that this book has value; rather given the central position of the Island in the post World War II tourism boom around the world it also provides insights into the growth of beach-oriented tourism in general. For example, it was interesting to see the identification of sunbaking/sunbathing as an American trend in its origin (though something that has subsequently been embraced around the globe) and the suggestion that modern Mallorcan tourism has a firmly American origin in terms of its style if not its visitor population. The immigration over an extended period of Spanish people from the mainland to Mallorca as a reaction to the development of tourism on the Island is also an interesting point made in the book though it is not really explored in any depth. Similarly, there is some interesting material presented on the changing nationality of visitors to the Island though more detailed discussion of this trend across the history of tourism on Mallorca would have been good.

Overall, perception of this book is really based on whether you are a glass half full or a glass half empty type of person. From the former perspective the book offers a good, solid introduction to the history of tourism on Mallorca and associated environmental and economic issues. From the latter perspective the book simply does not offer sufficient depth of analysis of such a long lived tourism destination. Perhaps I am being unfair to expect this depth and maybe it is for the reader to go and discover this depth rather than for Buswell to provide it in the book. But at the end of the day I must admit that for me personally the book does read as being a half empty glass; though a satisfying enough one nonetheless.

Book Review

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**Patrick T. Maher, Emma J. Stewart and Michael Lück (Eds.), 2011
Polar Tourism: Human, Environmental and Governance Dimensions
Cognizant Communication Corporation, New York
ISBN: 978-1-882345-55-7**

According to Mark Nuttall in the foreword of the book 'Tourism in the polar regions has undergone dramatic growth over the last decade or so, with both the Arctic and Antarctic becoming increasingly popular destinations' (p.vii). I agree and this is the second on the topic by the editors (Lück, Maher & Stewart, 2010), and the latest in a number of books on the subject (eg: Snyder & Stonehouse, 2007 and Stonehouse & Snyder, 2010).

The aim of the book is to focus on the human, environmental, and governance dimensions of the polar regions and establish an empirical research base for the subject. It is divided into four parts (2-5) addressing Arctic Tourism, Antarctic Tourism, Sub-Arctic Tourism and Sub-Antarctic Tourism.

The first chapter in Part 2 (Chapter 2), introduces Arctic Tourism (Margaret Johnston). An enlightening read she covers the features of the region; tourism numbers, patterns and activities; and tourism communities, climate change, and development and sustainability. A key contribution is the focus on the changing nature of the region as well as their resultant challenges. Chapter 3 explores one of these challenges in greater detail through a case study of resident attitudes toward tourism in Cambridge Bay and Pond Inlet, Nunavut, Canada (Emma Stewart, Dianne Draper & Jackie Dawson). With global warming changing the climate of the region, tourists are now flocking to visit the destination before it changes forever. Thus the communities are vulnerable and are having to adapt to the changing environments, natural and social. The authors conclude that 'If communities in Canada's Arctic are to be resilient toward tourism, greater attention needs to be placed on the sociocultural context of climate change impacts and on the importance of social and community-based adaptation' (p.50). The focus of Chapter 4 is on the behaviour of Beluga Whales in the presence of whale-watching vessels in Churchill, Manitoba (Christopher Malcolm & Heather Penner). This highly informative chapter discusses the influence of passenger vessels, kayaks, and zodiacs with snorkelers, on the whales. From the resulting information a number of management strategies were proposed for the area in relation to operations, the industry and research which will be of great benefit to the conservation of the whales and the development of the tourism industry in the region. 'Tourism strategies and environmental labelling in Greenland' is the title of Chapter 5 (Berit Kaae & Matilde Råhede). This explores the development of tourism in Greenland through its policy and recent Tourism Strategy 2008 - 2010. A case study of the Ilulissat area of Disko Bay is described and outlines a number of problems and impacts. One issue is the sale and purchase of animal souvenirs

which do not fully comply with the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) requirements. Another interesting proposition explored is the opportunities and barriers to establishing an environmental and quality labelling program in order to achieve a more sustainable tourism industry. The authors propose this as being essential for the future of Greenland tourism as more pressure grows on the region through increased tourism development.

The third part of the book discusses Antarctic Tourism. An introduction by Kim Crosbie and John Spletstoesser (Chapter 6) illustrates the growth in visitor numbers over the past twenty years. It also introduces the formation of the Antarctic Treaty Consultative Meeting (ATCM) in 1961 and its formulation of the Environmental Protocol in 1991, the same year as the establishment of the International Association of Antarctic Tour Operators (IAATO). The underlying premise of both the protocol and IAATO is that Antarctica must not be allowed to be adversely impacted by tourism. Patrick Maher examines the idea of Antarctic tourists becoming 'ambassadors' for the continent (Chapter 7) and Tamara van Polanen Petel describes a case study on the effects of human activity on Weddell Seals (Chapter 8). The final chapter in this part explores a long-term strategy for Antarctic Tourism through the adoption of Resolution 9, ATCM XXXII in 2009 (Kees Bastmeijer). This is a good start to ensuring 'that the values of Antarctica ... will receive proactive and timely protection' (p182).

The Sub-Arctic Region is the focus of the fourth part of the book with three chapters focussing on an introduction to the region and its issues (John Hull, Chapter 10), a case study of the impacts of tourism on Ontario's Far North community the Peawanuck First Nation at Weenusk (Harvey Lemelin and Norman McIntyre, Chapter 11), and climate change and adaptation strategies of the tourism industry in northern Europe, mainly Finland (Kaarina Tervo-Kankare and Jarkko Saarinen, Chapter 12).

Three contributions are made on Sub-Antarctic Tourism in Part 5. They include New Zealand's sub-Antarctic islands – an introduction by Eric Shelton (Chapter 13) and policy and management by Peter McClelland and Mariska Wouters (Chapter 15). These two chapters are interspersed by one on the management of Australia's Macquarie Island by Lorne Kriwoken (14).

The final part of the book comprises a single chapter (16) by Debra Enzenbacher which draws the findings throughout together in an overall conclusion. Her opening sentence is that 'Polar tourism is complex' adding later that it 'faces many challenges and opportunities' (p.279). This well constructed completion of the book explores a number of issues in relation to polar tourism including its sustainability, the effects of climate change, media consumption and marketing. Central to the future of polar tourism is the question of access to these regions. She concludes that change is the underlying constant in the development of polar tourism and that allied to change is a high level of uncertainty. She postulates that regulation which changes in response to new knowledge is critical in providing effective stewardship of the polar regions, and she champions the need for further research based on the empirical studies showcased in this book.

I enjoyed reading this book and recommend it to others. A particular strength of the book is the contributions by international scholars from a range of disciplines combined with those of others who are working directly in the field. The book is well presented with a good balance of diagrams, maps and photos providing illustrative support to the excellent text. The editors have brought together much useful information on this emerging topic and are to be commended for the way in which they have constructed the book into easy to read geographic parts. Polar tourism is at a critical crossroad. If future

destination development is to be tempered by environmental imperatives, then we need to more fully understand and appreciate the topic from its human, environmental and governance dimensions. This book clearly fills the knowledge need in this regard.

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Book Review

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Sonya Graci and Rachel Dodds. 2010
Sustainable Tourism in Island Destinations. Earthscan
London
ISBN: 978-1-8440-7779-3

The growth of tourism in island destinations worldwide has led to a number of issues related to the sustainability of such destinations. This book aims to provide an innovative discussion regarding issues of sustainability focusing on island destinations. It does this through utilising an illustrated case study approach highlighting the challenges island destinations face when developing sustainable tourism on the island. The case studies chosen for the book cover a wide spectrum of island destinations, from developing destinations/countries to developed destinations.

The book is divided into four sections. The first section (three chapters) provides the reader with a comprehensive understanding of the broad issue of achieving sustainability in island destinations. Section Two (five chapters) addresses the many challenges facing island destinations in achieving sustainability. The third section (five chapters) provides examples of island destinations that have successfully achieved sustainability and discusses the strategies used in achieving this success. The final section, part four (two chapters), investigates new initiatives being undertaken to achieve sustainability and discusses the way forward for managing sustainable tourism in island destinations.

The format of this book makes it easy for the reader to understand the issues in developing sustainable tourism in island destinations. The introductory information provided in each section of the book provides the reader with a broad understanding of the issues, whilst the case studies exemplify specific issues related to sustainability. The case studies are varied and represent destinations from many parts of the world including Asia, Africa, Europe, Central America, the Caribbean and North America. The book will be useful for tourism students to understand the implications of developing the tourism industry in island destinations, many of which are located in environmentally fragile locations. The book will also be of use to policy makers involved with the development of tourism in these locations and developers and operators of tourism infrastructure and products.

The first section of the book introduces the topic of sustainability in island destinations. Chapter One discusses the historic growth of tourism worldwide and then introduces the need for tourist destinations to have sustainability plans. This chapter finishes by discussing some definitions related to sustainable tourism and briefly discusses some of the impacts of tourism in island destinations. Chapter Two lays the theoretical base from which the rest of the book is built. This chapter investigates some of the preeminent theories related to sustainable tourism development including stakeholder

theory, sustainable livelihoods and the tourist area life cycle model. Chapter Three introduces the reader to island tourism. This chapter defines islands, investigates the importance of tourism to island destinations, begins the debate about the challenges facing the development of island tourism and finishes with a discussion of the need for islands to adopt a sustainability framework.

Section Two addresses the challenges facing island destinations in achieving sustainability. Chapter Four broadly identifies the challenges to sustainable tourism and briefly discusses the top ten challenges facing island destinations attempting to achieve sustainability. The following chapter (Five) considers issues that have faced Hainan Island, located off the Southwest coast of Guangdong Province in China, in developing tourism in a sustainable manner. This chapter focuses on the lack of stakeholder awareness and education on the development of sustainability on the island. Chapter Six scrutinizes the lack of consideration placed on the needs of the local community whilst developing tourism in Cayos Cochinos Islands in Honduras. Chapter Seven explores the issues behind the unsustainable development of Phi Phi Island in Thailand and Chapter Eight considers the role of long term planning in achieving sustainability by addressing the lack of long term planning in St Kitts.

The next section of the book, Section Three, introduces islands that have achieved sustainable tourism development and the ways in which sustainability was reached. Chapter Nine provides a broad overview of the considerations that must be addressed in order for islands to achieve sustainable tourism development. Chapter Ten describes ways in which tourism planners in Gili Trawangan, Indonesia adopted collaborative partnerships to ensure the benefits of tourism were maximised and the negative impacts were minimised. Chapter Eleven highlights the way tourism planners in Calvia, Majorca in Spain implemented a multi-stakeholder framework to ensure the needs and concerns of all stakeholders were addressed. Chapter Twelve explains how tourism developers in Chumbe Island, Tanzania utilised strong leadership and partnerships to overcome many obstacles facing the sustainable development of tourism on the island. The final chapter in this section highlights the ways in which the residents of Moose Factory Island in Ontario, Canada instigated community-based tourism to ensure the sustainability of their tourism industry.

The last section of the book, Section Four, discusses the way forward for managing sustainable tourism in island destinations. Chapter Fourteen introduces eight key elements for achieving sustainable tourism development taking into account all of the case studies discussed throughout the book. The final chapter (Fifteen) concludes the book by providing ideas for future research in the area of tourism sustainability in island destinations. The book also contains an appendix which lists many resources that interested parties can utilise to gain further information about this topic.

Overall, this book provides a useful understanding of the issues related to sustainable tourism development in general and in island destinations in particular. Students and tourism planners and policy makers will find this book enlightening, allowing them to capitalize on the positive aspects of tourism development, whilst learning from the mistakes highlighted in the various case studies to minimize negative impacts. The book will also be a useful resource for academics teaching sustainable tourism related courses.

Book Review

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Scott, C. (Ed) 2010

Tourism and the implications of climate change: Issues and actions

Emerald Group Publishing

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Climate change adaptation and mitigation are growing concerns for the global tourism industry. This includes the physical impacts of climate change and extreme weather on natural areas and destinations. Tourism enterprises are also reducing their carbon emissions due to regulations, energy costs, and clients. The UK has a departure tax based on distance travelled; aviation will be included in the European Union's ETS from 2012; while Australia will also implement a carbon tax from 1 July 2012 that includes airlines. A recent report on Climate change and tourism policy in OECD countries noted there is 'low awareness of the tourism sector's climate change mitigation and adaptation needs, a lack of knowledge and research regarding the complexities of tourism-climate interrelationships, and a concomitant overall lack of mitigation and adaptation plans and policies' at national and international levels (Gossling et al., 2011, p. 11).

The book, *Tourism and the implications of climate change: Issues and actions* (C. Scott ed., 2010, Emerald), provides a useful overview and assessment of climate change mitigation and adaptation needs in the tourism sector. This book is the third volume in the 'Bridging tourism theory and practice' series. The 18 chapters in this book are presented in four main sections, with contributions from nine developed countries across three continents (i.e. Europe, North America, and Australia/New Zealand). By geographic region, the chapters are global (9); Europe (3); New Zealand: (3), Australia (1), Canada (1), and USA (1). The first chapter explores interrelationships and implications of tourism and climate change (Schott, Reisinger & Milfont) and addresses seven research themes in tourism behaviour change for climate change responses. These key themes are: 1) Diversification of geographical and disciplinary perspectives; 2) The role of regulations and standards versus voluntary actions; 3) The role of social norms in changing behaviour; 3) Lifecycle assessments and green branding; 5) Merging climate change into sustainability and development perspectives; 6) Fostering collaboration and communication; and 7) Toward a differentiated analysis of tourism in the context of climate change. Chapters address these tourism and climate change issues, covering disciplinary perspectives from anthropology, climatology, economics, environmental sustainability, hospitality, policy and planning, psychology, scenario planning, and transport studies. The book includes five case study chapters (i.e. budget accommodation, rental transport, hospitality sector, The Icarus Foundation, and GreenEarth.travel) of carbon mitigation actions 'illustrating the realities of implementing climate-change focused initiatives and strategies in the context of tourism' (p. 313).

Part 1: 'Contextualizing climate change and tourism', reviews the current science of climate change with projected global impacts of higher temperatures, sea level rise, and reduced snow cover on key regions (Rodriguez-Camino), and how the WTO is facing the challenges of climate change such as carbon emissions from global tourism, mitigation initiatives, and post-Kyoto Protocol affects on tourism (Cabrini). Part 2: 'Issues and actions in supplying tourism products in the era of climate change' addresses: carbon emissions from tourism transport, i.e. air, road, rail (Peeters); CSR and carbon reduction by international hotel chains (Zientara & Bohdanowicz); the environmental impacts, pollution and carbon emissions of cruise tourism (Klein); a case study of environmental sustainability in budget accommodation, i.e. New Zealand youth hostels (Haskell & Tunnell); a case study of emissions reduction and carbon offsetting by KEA motorhomes and campervans in New Zealand (Briggs); and a case study of energy efficiency initiatives by European hotels (Staal). These chapters highlight challenges in carbon reduction actions.

Part 3: 'Destinations, tourists, and nongovernmental organizations: Issues and actions' covers climate change responses in New Zealand through collaboration between public and private tourism sectors, such as Green Globe, Qualmark Enviro and CarboNZero certification or ecolabels for tourism products (Pearce & Schott); measuring the carbon footprint of Australian tourism (Dwyer, Forsyth, Hoque & Spurr); online tourist comments about climate change on new social media such as blogs framed as budding green, ironic cynics, reluctant cynics, 'candourants', and rational cynics (Burns, Wrobel & Bibbings); and a case study of climate change responses by the NGO, The Icarus Foundation in Canada (Dodds & Graci).

Part 4: 'Issues and actions in adapting and innovating tourism products and destinations' covers a climate tourism information scheme to assist with adaptation responses in Europe and the Mediterranean region (Matzarikis); the impacts of climate change on tourism in the Eastern Baltic region (Agarin, Jetkowitz & Matzarikis); a climate scenario for Los Angeles, California in 2050 (Yeoman & Wouters); and a case study of carbon clean destinations through the GreenEarth.travel approach to sustainability (DeLacy & Lipman). The final chapter discusses the implications of climate change for global tourism, noting the low levels of concern about climate change by tourists and managers, and the need for collaboration between the tourism industry, governments, NGOs, and communities in responding to climate change impacts (Schott).

The chapters in this book highlight the need for multidisciplinary research into the interrelationships and challenges for tourism and climate change, and the necessity of engaging a wider range of industry stakeholders with 'tourism as a victim and vector in the context of climate change' (p. 314). The book concludes that more trans-disciplinary research, e.g. psychology, meteorology, economics, anthropology, and technology, plus behavioural change (i.e. consumers, employees, businesses) is needed for carbon reduction actions and 'achieving tangible mitigation results' in tourism. It also noted challenges in green washing; tourism ecolabels that focus on greenhouse mitigation; island nations reliant on long haul tourist air travel (e.g. NZ, Australia), and European/UK travel preferences (carbon taxes, concern for emissions). The direct, indirect and induced impacts of climate change on tourism included opportunities, adaptation, technological and destination innovation; along with adequate tools to measure greenhouse emissions from tourism to compare sectors and countries. The carbon costs of travel increase as global tourism expands. The OCED report also highlighted a future research focus on Asia and India, due to global tourism growth, and

about Africa and South America, as under-researched regions on tourism and climate change impacts.

The 18 chapters in the book, *Tourism and the implications of climate change: Issues and actions*, provide a thorough and useful overview of the key challenges and issues for tourism and climate change. These cover the physical impacts of climate change on global regions, and mitigation actions by key tourism sectors. As with tourists, the responses to date by the tourism sector include budding green operators, ironic or reluctant or rational cynics, and ‘candourants’ such as the responses by WTO and GreenEarth.travel. The book’s main contribution is to compile, integrate and synthesise scientific research on climate change related to impacts on tourism destinations/regions and case studies of responses by key industry sectors. While this book included chapters and case studies of coastal/beach/island nation destinations, it did not include any chapters on alpine areas and winter sports that will be affected by climate change. The book covers climate issues for hotels, transport, and regions, but did not have specific chapters about airlines, carbon offsetting, or responses to climate change by events, attractions, or tour operators. Overall, this book is useful for tourism students, researchers, academics, and NGOS interested in climate change issues.

Reference

Gossling, S., *et al.* (2011) ‘Climate change and tourism policy in OECD countries’, *Organisation for Economic Co-operation and Development/United Nations Environment Programme*, Paris.