
Book Review

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Tourism Governance, Critical Perspectives on Governance and Sustainability

by: Bill Bramwell and Bernard Lane (Eds.)

Published 2012

by Routledge

2 Park Square, Milton Park, Abingdon, Oxon, OX14 4RN, UK, 269pp

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This book by Bramwell and Lane (2012) is necessary and timely to create a dialogue regarding the issues, initiatives and influences of tourism governance. Tourism governance has arisen as a critical issue for the growth, development and sustainability of the tourism and hospitality industries. Governance is viewed as not only being the responsibility of government but as the shared responsibility of tourism sector stakeholders. Tourism governance involves an implementation process by which power, politics and influence work hand-in-hand to 'steer' it is hoped a sustainable tourism product. The governance framework involves coordination, group dynamics, span, scale and balance. Thus, governance is a two-tiered process impacted by physical constraints of the destination area (span, scale and balance) as well as the social dynamics of the actors (coordination and group dynamics). Given these views and the importance of sustainable development, tourism governance has come into focus. In particular, the book addresses the important concept of 'sustainability' in relation to the long-term growth and management of the tourism sector.

'Tourism governance' is a compilation of papers from a special issue of the *Journal of Sustainable Tourism*. The editors particularly sought to assess sustainability issues in relation to power and politics in policy making and planning, and the nature of governance relationships. This book comprises thirteen chapters and these chapters were written by seventeen authors. A case study method was generally employed. Cases encompass both developed and developing areas including Africa, Australia, Botswana, China, Germany, Malta, New Zealand, Thailand, Turkey and the UK. Two chapters written by Hall (2012a, 2012b) regarding perspectives on governance typology and policy failure were also included in the collection of papers. Indeed, Bramwell and Lane (2012) created a 'path' towards understanding the tensions within tourism governance structures and suggested a principle of 'adaptive governance'. Adaptive governance moves away from traditional theoretical perspectives of leadership and hierarchical governance structures (global, national, regional and local) to ideas of social and conceptual learning. Within 'adaptive governance' there can be sustainable tourism policy success rather than policy failure.

The book's chapters are organised within four themes:

- 1 theoretical frameworks
- 2 national and regional governance
- 3 local and global-local governance
- 4 evolving and adaptive governance.

Theoretical frameworks include the works of Moscardo, Hall, Bramwell, Dredge and Whitford. Moscardo's chapter regarding the exclusion of hosts from tourism governance in relation to tourism in Africa makes a critical contribution to changing traditional perspectives on tourism development approaches. Community involvement in tourism development is important since exclusion creates a perception that tourism benefits tourists rather than residents and the more sustainable approach is to allow local communities to develop their own social representation of tourism. This is particularly important since residents become hosts of tourism. Hall's contribution suggested that tourism governance has two activities which are state intervention versus self-regulation and two structures, hierarchical and non-hierarchical. A coordination matrix was identified with four governance types, hierarchies, markets, networks and communities (see also Thorelli, 1986). Bearing these types in mind, the question then becomes, which is the best coordination mechanism to provide a sustainable tourism product? For this, Hall suggested the mechanism which creates the balance of power relationships and improves the steering modes. Bramwell's chapter which is entitled 'Governance, the state and sustainable tourism: a political economy approach' brings to the forefront the state as the primary influencer. Nonetheless, governance of sustainable tourism requires the collective action and coordination of both, the public and private sectors, the interactions of actors and eventually the system reproduces itself. These ideas are perhaps the most valuable contribution of this book. Notably, the strategic-relational view of political economy, a social theory, which examines micro-scale agency, macro-scale structures and the relationships between them, is a starting point. Case studies of the German re-unification, Malta, Turkey and the UK provide relevant examples of adjustment, structural pressures and constraints, power and influence, spatial relations and priorities, and partnerships. Dredge and Whitford explored event tourism governance using a framework of group interaction processes (forming, storming, norming and performing) and applying group processes to the debate within the 'public sphere'. The inclusion of event governance makes a particularly important contribution to this book since this type of spatial and temporal tourism product complicates the blurring of self and mutual interests and makes prioritisation difficult, more so within the context of sustainability issues.

Sofield, Li, Zahra, Higgins-Debiolles, Jamal, Watt, Duffy and Moore made contributions to the scale levels of tourism governance (global, national, regional and local). The chapter by Sofield and Li is a comprehensive exposition on the emergence of tourism in China. As suggested by the authors, China has emerged as the fourth most visited destination in the world through a process of 'transformation' rather than 'transition' and that sustainability requires decisive action, particularly in the context of hosting a major international event. Such decisiveness is a role for centralised government. An interesting contribution is made to the tourism literature by their explanation of functional harmony in relation to *feng shui*. *Feng shui* creates a balance between the physical environment and human endeavour and hence a sustainable future. Zahra focused on the regional tourism organisation (RTO) form of governance and

suggests that trust and legitimacy are key attributes of regional structures. Trust may be linked with resourcing which is a major issue for RTOs since the withdrawal of funds has resulted in the demise of RTOs. In principle, regional structures are allocated authority (subsidiarity) and are expected to function without interference and misappropriation of resources. These points require more consideration since while the scale of governance involves regional structures, interference seems inevitable between the interests of local government and central government. Governance at the local level comes with its own unique challenges. Higgins-Desbiolles argued that sustainable development is an oxymoron and shows evidence of the trade-offs involved in this principle. Her case study relates to an eco-tourism project in South Australia in which, based on the stakeholder dynamics, it is evident that the realised project was a compromise between environmental conservation and economic development. In reality, planned 'buffer zones' to restrict access to endangered fauna were not enforced and limits to the number of rooms can be compromised for staff accommodation. Another local governance paper written by Jamal and Watt made reference to a Canadian case study and suggests that new approaches to tourism governance are needed. For them sustainable tourism governance relates to collaboration and participatory co-creation of knowledge. Finally, the transfer of sustainable practices from one country to another country was explored by Duffy and Moore. The concept of global governance was addressed and the role of international agencies as institutions of transnational governance was explored in relation to the elephant trekking and Safaris industries. The main issues under consideration were product branding and diversity, animal welfare, mass tourism, standards, habitat and culture. Duffy and Moore suggested that global standardisation is challenging since standards that are appropriate to the local context are needed.

Wray, Gill, Williams and Hall complete the book based on an assigned theme of evolving and adaptive governance. Wray convinces that sustainable tourism is built on the concept of the organisation as 'enabler'. Enablement is allowed through partnership and consensus building and this ensures effective implementation of tourism plans. Gill and Williams explore path dependency in relation to setting growth limits as a form of governance based on a case study of Whistler, British Columbia. They suggested that path dependency can be self-reinforcing. A structural 'lock-in' means that the governance system does not change and the drive for sustainability requires changes which is 'an alternative governance model'. The final chapter by Hall (2012b) discusses the paradox of sustainable tourism in relation to policy failure. To counter the possibility of sustainable tourism policy failure Hall constructs three orders of policy changes from a first-order which is incremental, a second-order which is strategic and a third-order which involves a paradigm shift. Perhaps these orders of change can be linked with scales of governance.

'Good' tourism governance is essential as poor governance has been associated with a lack of awareness of tourism's negative impacts, political ideological interpretations, and policymaking inflexibility (Dinica, 2008). Issues surrounding tourism governance may also slow tourism development (McLeod and Airey, 2007) and a collaborative approach is needed for sustainable tourism (Richins, 2008). Bramwell and Lane's (2012) book brings the crucial issue of tourism governance into focus and creates a dialogue for re-conceptualising ideas of tourism governance. Although future research into the systemic features of tourism governance and new forms of governance structures (public-private-partnerships) is needed.

This book is highly recommended for use by students, academics and practitioners who have interests in subjects of tourism policy, planning and development in both developed and developing countries. Insights about managing stakeholders' expectations with regard to sustainable tourism initiatives as part of the tourism governance process are useful for tourism professionals.

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Book Review

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Family Tourism: Multidisciplinary Perspectives
by: Heike Schänzel, Ian Yeoman and Elisa Backer
Published 2012
by Channel View Publications
UTP, 2250 Military Road, Tonawanda, NY 14150, USA, 199pp
ISBN: 9781845413262

While the family is a basic tenant of society, it is also changing and these changes are affecting how families travel and share their holiday experiences. *Family Tourism* is a book that gathers researchers from many disciplines together to discuss their different areas of research in family tourism. Although family holidays are commonly experienced by various cultures across the world, there is a surprising lack of research specifically looking at family tourism. This book makes a real contribution by bringing together a broad range of research covering the context, the experiences and the future of the family vacation.

The look and structure of families have changed over the years as the traditional view of a married mother and father with children is out-dated. Multi-generational, single parent, blended families, unmarried partners, same gendered parents and couples without children all contribute to a new understanding of what the word family means. The definition of a family can be hard to pin down, but this book uses the definition of Dumon (1997, p.181) that classifies the family as 'a person serving network' and then further expounds that any concept of a family must include relationships and interaction among the members as crucial.

These changes in the family unit have created new challenges for the tourism industry that caters to families on vacation. Busy schedules and many dual income families means that quality time spent together on a daily basis is limited, so even more pressure is being put on the family vacation as a time to spend together and develop close ties.

This book offers a broad approach to family tourism by showcasing a series of research projects dealing with Western families. The first chapter is an introduction to families in tourism research and talks about the importance of family tourism and the lack of research done in the area. The rest of the book is separated into three parts: the context of family tourism, the experiences of family tourism, and the future of family tourism.

The aim of the first part of the book is to give an understanding of how societal changes are affecting the Western family and how those changes affect tourism. Family lives are busy and stressful, with many families having dual income earners or single parents in the household which equates to limited time spent together. It explains how family time means different things to different members of the family and how these times spent together help develop interpersonal skills that are used throughout life.

Longer life expectancies and smaller families are also changing the way families operate and so family time offers the opportunity to strengthening multi-generational relationships.

Part two focuses on the experiences of family tourism and emphasises the need to hear the opinions of all members of the family and introduces whole family study methodology as a way to gain an understanding and perspective of the group as a whole and the individual feelings of the members of the group. This form of research involves a two-stage approach of interviews. First, the family is brought together and a group interview is conducted to gain an understanding of their collective feelings and then individual interviews are conducted to gain their personal feelings (Schänzel, 2012). Since much of the family research that is conducted only focuses on the normal parental dyad or family group, this methodology allows a richer understanding of the thoughts and feelings of the individuals, which will affect how the group interacts as a whole. This method also allows the voice of the children to be heard which will provide greater understanding of the part they take in vacations.

This section also discusses different kinds of tourism experiences. Visiting friends and relatives is common among families as special events, such as births and weddings, take place. It discusses the importance of this type of travel for families and the tourism industry. Tourism for disadvantaged families is also discussed along with the importance of building family capital, which is the bond that promotes socialisation. These bonds can aid in building the resilience of the family over time. Holiday stress is discussed as families deal with conflicts that occur during their daily life and on vacation. Gay and lesbian family tourism is addressed as a new area needing further research in tourism to understand the complexity and diversity of this group and the negative attention that they sometime receive that can affect their holiday decision-making.

The last section of *Family Tourism* is devoted to the future of family tourism. Marketing to children as consumers is becoming more important every day as children aid in the decision-making for family vacations. This section discusses these young consumers along with the family life cycle and how previous models are now out-dated with the changes in families and individual choices. Couples without children, widowed spouses and those with children who do not holiday with their children all fall outside the traditional model. This section goes on to discuss the future of family tourism and how it represents one of the strongest markets for the tourism industry.

I would recommend this book for those who do research in families and family tourism. A book of this subject has been needed in tourism and makes a real contribution to the phenomenon of family tourism. This segment of the tourism market historically provides tourism operators a steady stream of business and with the decrease in family time in daily life, family time on vacation will become more and more important. This lack of family time puts pressure on family vacation time to be compact and meaningful, so it is important to understand the needs of this group.

This book is very good at providing the theoretical conceptualisation of families and family tourism, so it is probably not suited for early undergraduate students or managers, but is an excellent source for upper level undergraduate, graduate students and researchers. It is written in language that is easily understood with most of the examples coming from the UK, Australia/New Zealand and North America. It provides a succinct compilation of the current research in family tourism and discusses the future issues that need to be addresses quickly to keep up with the ever changing and evolving life of the family. I wish the book had more information on family capital and family balance, as

those topics were mentioned but not explained in depth. I hope that this book can encourage further research in family tourism as structures and new technologies are affecting how family relationships are developing and will also affect how families behave on vacation.

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Book Review

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**Tourism Policy and Planning: Yesterday, Today and Tomorrow,
2nd Edition**

by: David L. Edgell, Sr. and Jason R. Swanson

Published 2013

by Routledge

2 Park Square, Milton Park, Abingdon, Oxford, OX14 4RN, UK, 328pp

ISBN: 978-0-415-53453-6

Tourism Policy and Planning is a well-researched and comprehensive introductory textbook that covers tourism policy and planning from its inception, to its current complexities and into thoughts about the future of this discipline. Edgell and Swanson do an impressive job of describing a variety of policy dimensions in a direct and comprehensible manner that is accessible to all scales of readers interested in these subjects. This text book is a follow-up to the 2011 first edition and is expanded to include three new chapters in addition to the previous, new case studies and reflections on current events in tourism policy issues. The text includes 12 chapters with an introduction, a concluding 'futures' chapter and ten chapters of expected material on many of the policy matters in domestic and international tourism. The authors readily admit to heavily referencing Charles R. Goeldner's and J.R. Brent Ritchie's text *Tourism: Principles, Practices and Philosophies*, a highly regarded work in its own right and now in its 12th edition. A unique quality to *Tourism Policy and Planning* is its approach to peace through tourism. This theme emerges throughout the text and is an interesting and thought provoking component in the authors' tourism policy development descriptions.

The main objective of this book is to outline tourism policy and planning in a broad and accessible way. Beginning with an examination of 'what is tourism?', its positive and negative impacts and considerations for how to begin to frame policy the textbook navigates its way through the extent of local-to-global tourism policy and planning. There is a brief foray into the history of policy extending back to prehistoric 6000 BCE and through the antiquities of Egypt, Greece, Rome and the Middle Ages. The authors then settle into a more modern discussion related to the evolution of the United Nations World Tourism Organization (UNWTO) and the USA and international policy development. There is a particular in-depth focus on the United States' Tourism Act of 1981. Next, the authors look at UNWTO and European Commission frameworks as illustrations of the large and complex nature of policy creation and implementation. Examples of this complexity include product development, demand development and financing. The reader is enriched with descriptions of international tourism as a tool for commercial and economic development. Well known but key concepts such as supply and demand, multiplier effect and cooptation round out the foci on tourism and economic development policies.

The reader will encounter a well-crafted discussion on political and foreign policy. The theme of peace through tourism is especially apparent here. The authors argue that war disrupts trade and that there is an inherent need for political stability for safety in the tourism industry. The authors go on to detail nine of the world's largest and influential tourism organisations such as the World Travel and Tourism Council and the Asia-Pacific Economic Cooperation. The authors do an admirable job of handling the malleable topic of sustainability as it relates to managing tourism. Along with definitions, history and trends the writers tackle sustainability related issues such as ecotourism, green travel, climate change and best practices. Other key areas to highlight in the textbook are examinations of international travel, the policies therein, the impediments to international travel and strategies for tourism planning such as branding and vision and mission statements.

One of the text's strengths is the extensive and interesting case studies embedded throughout the book. These case studies are well crafted and help to move the conceptual materials into 'real-world' application. For example, there is an 11-page case on climate change and the impacts on tourism in the Outer Banks of North Carolina, USA. A thorough examination of this coastal tourist-based economy is given covering wide ranging issues such as coastal vulnerability to climate change and future policy strategies to mitigate these pressures. Altogether there are 12 case studies contained within the book related to content of the 12 book chapters.

Another success of this book is its commitment to emerging ideas and topics that are sometimes marginalised such as peace through tourism, the transformative potentials of tourism and leadership and poverty alleviation. These components of peace, leadership and poverty change are interwoven to create a compelling argument for how tourism and tourism policy may act as an international change agent for creating a more peaceful, harmonious world; one of reduced conflict, equity and societal quality of life. In concluding the book, the authors touch upon some of the most important current issues in tourism policy and planning. These include the emergence of e-tourism, health issues and tourism industry responses to natural disasters. Last, Dr. Edgell is known by many in the industry for distributing his annual 'Ten important world tourism issues for [year]'. As one of the authors of this book the list did not fail to be included. The ten issues for 2013 appear as the 12th and final case study and create an opportunity for deeper thought and consideration on topics such as climate change and security.

This book does a commendable job of continuing to highlight the complex issues surrounding tourism policy and planning. The work builds on the success of the 1st edition and others of its type in this discipline. The strength of this work is its comprehensive nature, the inclusion of case studies and its endeavour to push ideas such as peace through tourism to the forefront of this industry.

Tourism Policy and Planning is likely to appeal to a wide audience of students, practitioners and academics. The book would be a valuable tool in any learning environment focused on these subjects. It would be a solid choice for a textbook in any tourism policy class and will be accessible to students in that regard. Its broad and introductory nature, however, make it a less than ideal candidate for deeper understanding for those readers already experienced in policy development. Written in an authoritative, informative and reachable way this textbook should be considered a success.

Book Review

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Marketing and Managing Tourism Destinations

by: Alastair M. Morrison

Published 2013

by Routledge

2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN, UK, 598pp

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Comprehensive and fundamental. There are rarely books that someone would classify with these two adjectives, but they are fully deserved for this book. The author has prepared a book that encompasses all topics in the field of destination marketing and management and could serve as a handbook for policy makers.

The book is organised into four parts with 16 chapters altogether. The first part consists of eight chapters, developing the theoretical foundations of destination marketing and management. In particular, the author critically evaluates the basic concepts of destination marketing and management, destination planning, marketing planning and research, product development, destination partnerships and team-building, stakeholders, governance and leadership. Very useful for destination analysis is the '10 A's' concept of successful destinations (awareness, attractiveness, availability, access, appearance, activities, assurance, appreciation, action, and accountability) introduced in Chapter 1. In Chapter 2, the '10 A's' concept is enhanced with five more A's (accommodations, actors, agenda for sustainability, allocation, and attainment) and serves successfully as a basis for identifying the content areas of destination tourism plans. In Chapter 3, the author delves deeper into the destination marketing planning process on a strategic and tactical level, with special attention to the 8 P's of the destination marketing mix – product, price, place, promotion, packaging, programming, partnership, and people. Considering that a good managerial decision is always an informed decision, logically, Chapter 4 focuses on destination management research and evaluates the types of primary and secondary research available to policy makers and the stages of the research process. The chapter is supported by a very informative case study about a Shanghai International Visitor survey. Chapter 5 deals with the destination product while Chapters 6 and 7 acknowledge the importance for establishing good relationships with various partners and stakeholders for the successful development of the destination. The final chapter (Chapter 8) in this section is dedicated to the roles, responsibilities, financing and organisational structures of destination management organisations (DMOs).

Part two, consisting of three chapters, is dedicated to destination communications and promotion – destination branding (Chapter 9), integrated marketing communications

(Chapter 10), information and communication technologies (ICTs) in destination marketing (Chapter 11). Chapter 9 covers destination brand management issues comprehensively – destination branding challenges, characteristics of a good destination brand and, naturally, the steps in developing an effective destination branding. The author acknowledges that destination branding is not a responsibility only for DMOs but requires a team effort by all tourism stakeholders in the destination. Considering their importance for destination marketing, a separate chapter is dedicated to ICTs. It discusses destination websites, social media, blogs, traveller review sites, mobile/smart phones, GPS, geo-tagging, Google Maps and Google Earth, podcasts, smart card and other ICTs with great impact on the marketing and management of destinations. As a contribution, we can identify the ‘I AM OUTSTANDING’ model, developed by the author, for effective destination websites.

The focus of part three, consisting of four chapters, is the consumer. It deals with the important and widely researched topics of consumer behaviour and market segmentation, domestic and international pleasure and leisure travel markets, business and events segments. It is praiseworthy that the author dedicated a special chapter to domestic tourism markets which are, especially in small countries and transition economies, often ignored in favour of inbound tourist segments, but in reality they may represent a significant portion of the tourist market.

The final part four, consisting of only one chapter, pays attention to the future of destination marketing and management. The author envisions consolidation of place marketing and branding entities, digitalisation and further development of technology-enabled marketing, more collaboration among DMOs and associations, the rise of new DMO business models, the professionalisation of destination management, and the prioritisation of sustainable tourism development. On the other hand, the author is more sceptical about the funding of DMOs and considers that their financial challenges would continue in the future as well. All developed future trends are well grounded in and follow on naturally from the destination marketing and management issues discussed in the preceding 15 chapters.

Theoretical concepts in the book are supported with relevant practical examples from a wide variety of destinations – from the USA, the UK, Canada and Australia, through United Arab Emirates, South Africa, Sweden and Spain, to China, Malaysia, India and Belize, so that the author could hardly be accused of ethnocentrism. The multitude of practical examples in figures, tables or textboxes increases greatly the readability of the text and creates a global taste of the book. Every chapter is supported by an extensive reference list. However, it would have been beneficial if all references were included at the end as one list. Secondly, we recommend future editions of the book to have a more balanced structure and more even distribution of chapters among sections, i.e. avoiding sections with only one chapter. Furthermore, more countries and destinations from Central and Eastern Europe, Commonwealth of Independent States, South America and Africa could find their way into the book. Due to historical, geopolitical, cultural or environmental reasons tourism development in these countries/destinations has specific characteristics which impact on the process of their destination management and marketing. Finally, the second edition of the book would gain if it included a chapter on the sustainable destination management and its relationships with the marketing of the destination.

The book is very well written in highly comprehensible language which makes it suitable for a variety of readers. The book could be successfully used in undergraduate or graduate courses in destination marketing, management, governance. It could be furthermore used by managers of destination marketing organisations when developing the destination strategy or undertaking particular marketing activities. It is a definite must for every library.

Book Review

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**Event Tourism: Concepts, International Case Studies, and Research
by: Donald Getz
Published 2013
by Cognizant
18 Peekskill Hollow Rd, Putnam Valley, NY 10579, USA
ISBN: 978-1-882345-60-1**

One of the educational curiosities of the early 21st century has been the dramatic expansion of numbers undertaking events studies. Originally, events were an offshoot of tourism. In many degrees, there were perhaps one or two subjects examining events, sometimes core, sometimes elective. Then with a rush, we have experienced a proliferation of specialised events degrees with large enrolments. In many places, the numbers studying events courses now significantly exceed those in the tourism programs that originally spawned them. At my university, for example, there are now double the number of undergraduate students in events compared to tourism and hospitality. Such a growth raises fascinating questions about the relationship between parent and child.

This interesting and detailed book is set against this background of a difficult and constantly evolving family relationship. Is tourism still the senior figure – with events as some sort of side issue potentially adding to visitor demand? Or is events now the major player, a worldwide phenomenon that uses tourism as a means to gain audience, stakeholders and seeding funding? For those who teach and research events – and often have a background in tourism – it is a challenging set of questions.

Much of the attention regarding the tourism-events nexus has focussed on mega events. Costly, glamorous and seductive, they attract the interest of governments as a panacea for a range of economic problems. However, we are now starting to realise that they have their own special issues. Consider the Soccer World Cup, staged every four years. The most recent was in South Africa in 2010. This was the first time this event had been staged in Africa and it generated strong feelings of national pride and identity in a country with a troubled history and high levels of poverty. However, expectations that ordinary people might see matches were quashed as it became apparent that half of all seats had to be sold to international tourists. Behind this was a business model whereby government funding was predicated by significant tourism revenue.

Faced with such complexities, governments and stakeholders have increasingly considered the option of focussing on hallmark events. Unlike mega events – where the brand is the event, irrespective of where it is staged – hallmark events have the strategic aim of branding an individual destination. Going further than this (as Getz details), decision-makers are creating event portfolios; a series or calendar of complementary events that appeal to different market segments and spread the risk of investing in events

to attract tourists. The ultimate aim is the creation of *eventful cities* or *event capitals*; destinations with a strong brand image of festivity and complementary restaurants, bars, theatres and cultural life.

Donald Getz is a highly respected and influential figure in events studies. In this book, he both covers the basics of the events-tourism nexus and seeks to plot out new directions of enquiry in this fast-changing area. The result is not only a solid textbook, but a challenging call for the reader to broaden their horizons; to look beyond events as a mere subset of tourism, but rather to contemplate a wider set of inter-connections and possibilities.

Particularly noteworthy is Getz's approach in identifying 'five big challenges' discussed below. With these, he presents a strong argument for a strategic rather than operational focus. Events studies is not about how to build a stage, run a door or design a poster, but rather what events can be used to achieve. Indeed, taking this to its logical conclusion – events is a medium - little different from other forms of communication and engagement.

The first of Getz's five challenges is that we need to move from a supply-side to demand-side focus. Such an imperative could equally be applied to tourism as it recognises the importance of the consumer, whether rationalised as tourist, audience or participant. The second is to shift from top-down to bottom-up planning. Again, this is an injunction that could be easily applied to most activities related to strategy. The third emphasises the recent movement from single events to portfolios (discussed above). The fourth is entrepreneurial opportunities for new types and ways of delivering events. The fifth concerns sustainability, including both the greening of events and issues of viability and longevity.

A key feature of this substantial book is how Getz weaves other voices throughout. He includes excellent interviews with industry practitioners on topics ranging from new developments through to career advice and job opportunities for students. A range of academic researchers contribute small case studies, which are sprinkled throughout, illustrating the concepts introduced in the various chapters. It is pleasing to see the use that is made of colour in these case studies, with photos, site maps and diagrams that are far more effective than if they were simply in black and white. Finally, Getz regularly inserts useful 'research notes', short summaries of relevant articles that invite the reader to go further.

Book Review

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Tourism and Souvenirs: Glocal Perspectives from the Margins

by: Jenny Cave, Lee Joliffe and Tom Baum (Eds.)

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by Channel View Publications

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Souvenirs are an important aspect of tourism and they have yet to receive attention commensurate with their importance. They commonly provide tangible evidence of interactions between people and places, and may be symbols of cultural interaction. Potentially, their investigation can lead to insights into aspects of production and consumption in tourism; economic, environmental and socio-cultural dimensions of tourism; as well as numerous other topics such as motivations of visitors, and the images and identities of people and places. Thus, it is pleasing to welcome an additional contribution to the somewhat limited literature on souvenirs.

Tourism is ubiquitous in the sense that there are few areas of the terrestrial globe that are not visited by tourists, including the highest latitudes and altitudes, and with space tourism on the horizon, only the depths of the oceans remain essentially unvisited. Thus, few would argue that tourism is not a global phenomenon. At the same time, every place is unique with respect to both site and situation. Thus, local circumstances contribute to, modify and are impinged upon by global processes. A combination of interacting global and local processes, as well as processes occurring at intermediate scales, is encompassed in the idea of glocalisation which is employed as the foundational construct of this book. The concept is introduced by the editors in the introductory chapter and used to varying degrees to inform the eleven substantive chapters, which are mostly case studies, leading to a brief concluding chapter.

Souvenirs, the main subject of this book, would appear to be a subject that encapsulates glocal notions well, for tourists travel from elsewhere, often from afar, to destinations, often returning with tangible momentos and intangible memories, of their experiences in specific places. However, the manifestations and outcomes of this are complex and varied and can only be introduced within the covers of one fairly brief volume. Apparently, to put some bounds on the topic, the work emphasises cases 'from the margins' or peripheral locations, and examples are drawn from destinations in both so-called developed (e.g., Australia, New Zealand and Japan) and developing (e.g., Laos, Thailand, Tanzania and Vietnam), countries, although Europe, and to a lesser extent North America, which still dominate tourism numerically, are given short shrift. This reviewer found this to be a curious choice for the major cities of the world (albeit with their own special characteristics) are the flagships of globalisation, major tourism

destinations, the sources of many tourists and, as such, where many of the souvenirs end up. They are also places where many souvenirs are manufactured. Since peripheries can only be defined with reference to centres, it seems that the focus on the former in this book may have emasculated the potential explanatory power of the glocal perspective.

The main body of the work is divided into three sections: theorising experience and behaviour, theorising place and identity, and glocal case studies in sustainable tourism. However, the differences between the three sections are not clear; for example, case studies are prominent in all three sections. Successive chapters address the changing meaning of souvenirs over time, self-identity, occupational artefacts, types of authenticity, transformation of symbolic meanings, place and identity, souvenirs of green tourism, shopping villages, constraints on souvenir development, handicraft villages and world heritage. The authors are essentially academics approximately half of whom are based in Australasian universities, and most of the studies appear to have been undertaken as academic exercises rather than to inform decision making.

There is great variation in the extent to which authors engage explicitly with the over-riding glocal concept. Indeed, this reviewer found a chapter on chef's uniforms as a moment of employment to be a curious contribution, for although linked to hospitality, the relationship of this occupational artefact to globalisation and tourism seemed to be no more relevant than a train driver's hat to travel or a police helmet, although a law enforcement officer may be called upon to answer tourists' questions or occasionally to arrest tourists.

However, it is easy to be critical. The work is easy to read and it provides pertinent examples. It touches on important concepts such as identity, including ethnic and place identities, commodification, authenticity, stereotyping, green products, the meanings of souvenirs to people and their importance to places, and the like. It provides a useful introduction to the literature on souvenirs although this reviewer would have preferred the references to have been collated at the end of the book for ease of access and because many contributors, perhaps inevitably and appropriately, draw upon identical sources, thereby saving space.

At the same time, there is an opportunity to do more. Can the seemingly attractive glocal perspective be applied with greater consistency to provide more penetrating insights? What are its advantages over other frameworks, such as those rooted in supply – intermediaries – demand relationships or value chains and can it be applied alongside or integrated with these? There is a lack of rigorous economic analysis in the current volume. Having drawn together the work of others, perhaps the next step is to write, rather than edit, a coherent document with consistent use of definitions, a common style, a more global orientation that complements the 'perspectives from the margins', and incorporation of other related items, such as photographs and postcards, airport art and the ownership and protection of cultural property that receive scant attention in this work. For now, however, this book is a useful document that may provide the easiest access to a variety of insights into the production and consumption of souvenirs and their significance to those that make and purchase them.

Book Review

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Tourism, Poverty and Development

by: Andrew Holden

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For the majority of my academic career I have worked on hotel-oriented pro-poor tourism projects with marginalised populations in Central and South America. Examples of these projects have included market-based conservation with the Ese'ejá in Bolivia and Peru, favela tourism in Brazil, and land use plans for Mennonites in the Gran Chaco region of Bolivia and Paraguay. My projects shared similar nuances due to language, culture, and regional issues. I am not insinuating Mennonites and Ese'ejá share a great deal of cultural commonalities, but the political, economic, weather, and many other socio-cultural attributes of their surroundings are similar.

I recently began a project with the Samburu tribe in Kenya. This is my first foray into pro-poor tourism outside of the USA. I am stricken by the similarities between South America and Kenya in regards to poverty alleviation and tourism development strategies. For example, approaches such as market-based conservation, including globalisation, neoliberalism, mobility, wealth discrepancies, gender roles and sexism between the 'haves' and the 'have nots', are common issues within all impoverished groups and situations I have encountered.

In my view and against the background of this wealth of personal experiences with the subject matter, the author of this book, Andrew Holden, evidences a high-level handle on the specificities of global poverty and its correlation with certain aspects of tourism in *Tourism, Poverty and Development*. Holden's approach to deciphering the correlation between poverty and tourism development, including some opportunities for limiting poverty, can be broken into four distinct sections within this book: an introduction to the correlation between tourism development and poverty (e.g., literature review), the role of geography in this correlation, the alignment of neoliberalism with poverty and tourism development, and finally, a futurologists' look into poverty and tourism development in the future.

Holden aptly explains the origins of poverty as they relate to tourism studies using sound research as evidence of poverty trends worldwide to begin the book. This culmination of data and evidence, which is situated as primarily a well-versed literature review, is inter-twined with academic, theoretical, and case study research. For example, sexism in 16th century Europe is visited, globalisation and neoliberalism through the lens of Fiji's relationship with foreign-owned airlines is used as a case study, and illustrations

of geographical terrain-driven poverty in Nepal are provided. Holden's case studies go beyond the theoretical. They are also accessible to readership groups such as undergraduate students. For example, the cases are short in length (most are approximately one page) and written in a well-formulated yet unassuming manner.

Holden then discusses the role of geography in poverty and tourism. It is not possible to rely solely on similarities between universal cases; obviously, poverty created by drought-based famine, such as experienced in Kenya, is not a concern of those living in the Amazon. To bring the role of geography to life for the reader Holden once again focuses his readers on short case studies. For example, Holden uses a case study from Mayan civilisations, one from peasant farmers in historical Europe, and a third to explain Uganda's HIV crisis. These are all tourism-linked and within the narrative of geographical poverty. Using historical cases and explaining what can be learned from them leads to an apt explanation of how historical poverty and modern trends are in alignment.

The third theme of Holden's book is the effects of neoliberalism on tourism-based poverty. Holden builds a discourse around how the globalisation of modern economics has led to increased poverty through power structures that have arisen in developing countries. Much as explained in existing sources (my favourite being the powerful documentary 'Jamaica for Sale'), a great deal of blame is placed on the World Bank, colonisation as a mindset, and globalisation built foundationally on marginalised peoples. Tourism rests at the intersection of mobility and neoliberalism; according to Holden this makes tourism potentially dangerous to develop without proper regulation. Finally, the largest problems facing development with a pro-poor tourism goal is the tautological nature of the aforementioned problematic qualities. For example, Holden uses Mali as a case study. Mali needs to improve health, education, and infrastructure (e.g., water, sanitation, roads, electricity) in order to earn much needed tourists' dollars. Yet, Mali needs tourism in order to improve health, education, and infrastructure.

The final theme of *Tourism, Poverty and Development* is futurology. Futurology, also known as future studies, is a field of research within tourism that seeks to forecast the future of the tourism industry based upon factors such as big data. Holden attempts to identify the future of tourism development and how poverty will be impacted by today's decisions. This is the most academic of the topics in the book. For example, Holden seeks to understand emerging paradigms, potential future narratives in tourism studies, and tourism growth. All of this is approached with academic rigor but is based on evidence that does not exist. Attempting to forecast the future is difficult because the study of something that does not yet exist means there is no data. Only data from another time and place that can be used to signify potential futures is available. Case studies in this section include Sierra Leone (e.g., what could the future of tourism look like after the civil war ends?), Nepal (e.g., how can politicians, NGOs, and local community members work together on poverty alleviation?), India (e.g., what role can community-based ecotourism play in the future?), and more.

I recommend this book for graduate students seeking to understand the basics of the correlations between tourism development and poverty. In particular, students interested in tourism geography and short case studies, in lieu of those more interested in deep analysis, should read this book. Although the book serves its purpose well, which is to reach an audience that is new to the foundations of tourism development and poverty, it should be noted that academics involved in this field of research or those up-to-date with existing publications will not find that the book adds to the existing literature. With that

said, the short case studies in this text stand out as my favourite aspect of reading this book. I do plan to use these short case studies in class when discussing poverty and marginalised populations in my undergraduate courses.