
Book Review

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Tourism and Water

by: Stefan Gössling, C. Michael Hall and Daniel Scott

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Water has been turned into dissonant actions and even in heated disputes because of its natural scarcity in some regions of the planet. In addition to the relative scarcity, consumption patterns based on a model that considers natural resources as infinite or inexhaustible in the capitalist mode of production, end up generating waste and inequality, contributing to the intensification of conflicts. Tourism cannot be averse to these problems and needs to contribute with strategies to address shortages and conflicts in water use. In this sense, the book *Tourism and Water*, by Gössling, Hall and Scott addresses this issue in depth and presents itself as an important reference for tourism professionals who want to research and work on this issue.

The book is divided into five parts:

- 1 'Water for life: a global overview'
- 2 'Interrelations of tourism and water'
- 3 'Measuring water use in tourism'
- 4 'Measuring water in tourism: effective business and destination'
- 5 'The future: water security and tourism development'.

The 'text boxes', presented throughout the book, are important case studies that exemplify and reinforce the arguments presented.

The approach of the authors is to present the use of water from the 'general to the particular', the 'general' being the various uses that society makes of water resources and 'particular' especially those related to tourism and hospitality. They also present a 'past to present' approach, discussing throughout history the uses that societies have made of the water element.

Thus, the first chapter is the broadest, bringing a rather comprehensive and dense view on the uses that society, especially Western, has made of water since Antiquity. In this part, the authors present the relationships with tourism. The aim is to present how throughout the history the resource water has been treated by society, due to the relative scarcity and the constructive techniques for capturing and distributing this resource. The use of water by the various productive sectors, such as industry, agriculture and energy is also discussed, indicating already the latent conflicts over water use. There is a very interesting discussion about the symbolic and material aspects of water use and how this relates to leisure and tourism, such as its use in Roman thermal baths or the scenic value they attach to landscapes.

The second chapter brings a more intense approach to the tourism sector and constitutes an important diagnosis of the sector in relation to the use of water. From a spatial and seasonal approach, the authors discuss how tourist flows are reflected in water consumption. It is pointed out how these variables of the use of water generate the forms of consumption and the conflicts between the sectors. The spatiality, flows and seasonality of tourism are correlated with production in quantity and quality of water. This is a holistic view, and this is a high point of the book, because the authors do not treat tourism disconnected from the natural system. On the contrary, they seek to relate the use of water by the tourism sector into the production of water in quantity and quality by nature. The example of Rhodes Island in Greece is emblematic, as the greater flow of tourists coincides with lower rainfall periods in the region, requiring the authorities to better manage water.

The third chapter presents ways of measuring/monitoring water by the tourism sector, mainly by the hotel sector. Here, the authors do not discuss the use of water by tourism in a broader sense, as in second homes, but in tourist destinations as a 'whole.' But the focus on hotels ends up being an important analytical resource because it allows a discussion of how water is used in this sector. In an analysis from the general to the particular, the authors present and distinguish between systemic, indirect and direct uses of water. The direct uses are those in which water is used at the hotel's site, such as: irrigation of gardens, golf courses; facilities in the rooms such as bathrooms and showers; cleaning and laundry; and pools. Indirect uses refer to 'built-in' water for tourism, such as energy, food and beverages and hotel infrastructure. And the systemic is the most comprehensive, where water enters the production process, as in the construction and maintenance of roads and marinas. Within this framework, the authors discuss the ways of water usage in various areas of a hotel: kitchen, bedrooms, laundry and also its indirect water usage. The example of the Seychelles Islands is representative for tourism destinations which have become unsustainable in relation to the use of water. This chapter focuses on hotel 'eco-efficiency', that is, the various forms and techniques used to reduce consumption and waste of water resources.

From chapter four and based on the discussions of the previous chapters, the authors present proposals to face the crisis of consumption and water supply by the tourism sector. Using traditional planning criteria, the authors apply them to water management: data collection, cost-benefit analysis, definition of an action plan, monitoring, training of employees and awareness of guests. Again, the focus is on the hotel sector and its various areas, presenting successful cases of eco-efficient equipment and, based on the technologies presented positive moves, to sensitise guests about sustainable water consumption.

Finally, chapter five discusses the trends and perspectives of water use by tourism. Facing the principles of sustainability, questions are presented concerning the water safety in the use of tourism equipment. There is an important discussion about the risks of water use, related to the various stakeholders. It is an approach for future work, as the issue of 'good' water governance, not addressed in the book, is one of the gaps to be explored in the future as a line of research. In this sense, the more technical information presented throughout the book deserves, in the future, to be considered by the principles of governance in order to have a more rational use, from a technical point of view, but at the same time, without environmental injustices in access to this vital resource. And this must be addressed with management strategies and good governance of water in touristic facilities.

Undoubtedly, the book *Tourism and Water* is a rigorous work, highlighted by its clever and honest approaches to water usage issues. The book sensitises readers about the macro problems in water use by tourism, and makes them reflect on changes in attitude and behaviour. This is a reference work for those who research the planning and management of water applied to activities and facilities on leisure and tourism.

Book Review

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Tourism and Oil: Preparing for the Challenge

by: Susanne Becken

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One of the first important social and political issues that I encountered when I began my education in Political Science at St. Lawrence University in 1986 was the issue of petroleum depletion. I remember reflecting for the first time in my life that the entire modern capitalist world is based upon a foundation of petroleum, something in limited supply. Malcolm Caldwell's *The Wealth of Some Nations* explained that our food is largely based upon food systems that use petroleum-based fertilisers and petroleum-based insecticides with almost everything shipped using petroleum-based fuels. While Malcolm Caldwell was killed under mysterious circumstances after meeting Pol Pot several decades ago (in 1978), the issue of petroleum depletion and the question of what will replace it is still alive and people are still writing about it. It was a pleasure for me to see that Susanne Becken's book on the relationship between tourism and oil is part of the movement to write about the very relevant issue of energy. As a reader, you are led to question how humans can function when conventional modern energy supplies dwindle. This book is interesting, insightful, and sobering, giving a thorough insight into the issue of how the tourism industry can and will literally fuel itself in the future.

The book is composed of eight chapters. Chapter 1 is the introduction, explaining the context, purpose, and structure of the book. Chapter 2 is an exploration of tourism and its requirements for oil. Chapter 3 is an analysis of the expectations of growth for the tourism industry, with sections dealing with aviation forecasts, discussions of China, and cruise ship tourism. Chapter 4 deals with the physical constraints of oil, including projections of petroleum supplies and other energy sources that could supplant petroleum as an energy source. Chapter 5 is a political chapter, focusing upon social and political aspects of the questions of the concept of peak oil what it entails for economies and societies. Chapter 6 focuses upon the impact that oil makes on tourism and the tourism industry. Chapter 7 looks into what future tourism will look like in a post oil peak world. Chapter 8 is the concluding chapter, reflecting upon the relationship between oil and tourism and the sobering future tourism and humanity faces.

There are some features in the book, most of which are common or standard. The book has the requisite table of contents, index, and 20 pages of references. In addition, there are a staggering 66 figures, 23 tables, and five text boxes, adding to the visual

appeal of the book. For a book of only 164 pages of text with the important content of the book, it is pleasant that so much visual information is passed along to the reader, giving a reader a break from reading prose. This is a strength of the book, as much of the information of the book can be communicated to a reader using visual data, especially in tables and graphs. In addition, the cover is attractive with a pleasant bluish colour and picture that fits well with the theme of the book. In short, the cover looks classy.

There are some definitive strengths to the book. First, the topic is so interesting that it is hard for me to imagine that many people would find the book 'boring' or 'irrelevant'. In addition, the chapters are set up in such a way that a person uninterested in the tourism sector would find something of value in some chapters and could avoid others. For example, chapters 4 and 5 have little to do with tourism but would be of interest to anyone interested in the physical constraints of petroleum production, the possibilities of alternative sources of fuels, and social and political issues surrounding energy issues. This is a key strength to the book, that those who are interested in energy-related issues can use those chapters and enjoy them, while those only interested in tourism-relevant issues can use and enjoy the other chapters. This also means that reading chapters consecutively is not necessary for the most part for most readers.

Another strength of the book is that it is filled with many visual depictions of data. This allows readers to look at the figures and the information that is communicated in a summarised and clear way. Many of the figures would be great to discuss in classes or with others, as they make us think about important issues linked with the sustainability of our lifestyles in the modern world, as well as the sustainability of the current types of tourism experienced by modern travellers. Another strength is the accessibility of the language. It is written in accessible language that is neither too technical nor too basic. Second year university students and up should be able to understand the language of the text. I also like that it is not an edited book and does not suffer from the common syndrome of edited books with vast differences in writing styles and language from one chapter to the next.

For me, the best chapters are chapters 4, 6, and 7. Chapter 4 is sobering, as it is 25 pages of the exploration of something that many of us do not reflect upon very often, whether oil is running out. Figures and text really show us that there is reason to believe that oil is running out and that unconventional sources are inadequate. Chapter 4 enables readers to reflect back upon things that they take for granted. I would love to discuss some of the figures in my classes and reflect upon the implication for the tourism industry and other industries. Chapter 5 deals with the social and political issues of oil and makes us reflect further upon what chapter 4 demonstrated. However, what I like the most is chapter 7, concentrating upon post-peak tourism. I like this as it demonstrates what the future of tourism will likely be given a reduction in petroleum availability. This chapter truly gives the reader the chance to step out of scenarios of typical futures thinking that assumes better technology and abundant energy, enabling the reader to imagine a much less pleasant reality.

I have few or no meaningful weaknesses to highlight in the book. There are some figures that may have been unnecessary, such as some commercial billboards/advertisements highlighting concerns for sustainability. However, I realise that this does improve the visual aspects of the book. The analysis of the politics of energy is a bit superficial; but this is nitpicking.

I recommend the book because it is a well-written book that needed to be written and it is useful for teaching and as a primer for those of us who are uninformed about energy

depletion issues. I would recommend this book for many people. While the topic of the book is a bit depressing and is not the type of book a person wants to read before going to bed, it is useful for us in universities teaching and as a reference for scholarly work. It is well-written and easy to read, which is needed given that it is an important topic for almost every citizen and is linked to tourism. Used in the classroom, it would be a good book to read for second year students up to post-graduate students. Although I could not imagine the book being used as a textbook, it would be a good book to inform projects and assignments, especially for upper-level students (third and fourth year). It is also a good book to help to encourage discussions in seminars, as it has figures that are thought-provoking and includes discussions of topics that are uncomfortable for many to discuss.

Book Review

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Volunteer Tourism: The Lifestyle Politics of International Development
by: J. Butcher and P. Smith
Published 2015
by Routledge
2 Park Square, Milton Park Abingdon Oxon OX14 4RN,
711 Third Avenue, New York, NY 10017, 147pp.
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The book *Volunteer Tourism: The Lifestyle Politics of International Development* by Jim Butcher and Peter Smith offers a unique perspective on the phenomenon of volunteering for tourism. It outlines a trajectory of international volunteering, from the Peace Corps to modern day volunteering for tourism and makes crucial links to the broader political and historical context of development agendas and policies. Butcher and Smith make some interesting and thoughtful reflections on the different motivations for volunteering. In the context of the cold war, volunteering for Peace Corps was part and parcel of post-Second World War American identity making. Whereas, the individualistic nature of modern day volunteering is linked to identity politics and personal characteristics such as 'altruism'.

The book is comprised of a series of essays, shedding light on what volunteering tells us about the public face of development, which according to the thesis of the book is now bound up within "personal lifestyle interventions in major social and political issues" (:12). For Butcher and Smith, linking "the everyday and the intimate" to the "macroeconomic project of development" is problematic, as it says nothing about political outlooks or positions. Private charity is conflated with political strategy and "individual initiative with political action" (:15). Butcher and Smith aptly point out that "trends in tourism reflect wider social and political trends", and make the claim that volunteer tourism is representative of a wider retreat from politics towards an individual trend towards ethical consumption. For Butcher and Smith, the debates in much of the academic work on volunteer tourism to make the industry more ethical, miss an important point. The point, for Butcher and Smith, is that politics is now framed within the realms of 'consumption' and 'personal behaviour'. Volunteer tourism as 'lifestyle politics' tells us much about how volunteers position themselves and their political agency within modern day global political and economic systems.

Considering that volunteer tourism is so often framed within a development aid model (that is neo-colonial) by the media, volunteer organisations and academics themselves, this book offers a refreshing reframing of how we understand this particular kind of tourism. Volunteer tourism should not be framed as 'development' and does little to address the broader structural causes of poverty. Butcher and Smith raise some

interesting questions, particularly around whether we can or even should frame holidays as moral pursuits. There are implications that this shift towards lifestyle politics has on the broader goals of structural equality. This is a pertinent discussion to have and I urge volunteer tourism academics to more fully consider the global and political context of volunteer tourism, and the ramifications of continuing to measure volunteer tourism within a development aid context.

The conclusions that Butcher and Smith draw from their attempts to reframe volunteer tourism away from development aid, however, are conceptually and methodologically problematic. The book is a conceptual piece and therefore draws on no case studies or fieldwork data. I do not raise this issue to undermine the importance of conceptual research, however, there needs to be more methodological clarity around why they have chosen to draw on quotes taken from an extremely selective field of work on volunteer tourism. This results not only in a silencing of both volunteers and hosts voices, but also washes over the diversity of research, volunteer organisations, volunteers and local communities involved in these programs. The overall analysis presented in the book seems to be drawn from an 'a priori' premise that volunteer tourism is no more ethical than mainstream mass tourism and lifestyle politics can never lead to broader structural change (see earlier work by Butcher, 2005, 2011; Butcher and Smith, 2010). The conclusions drawn throughout the book are overwhelmingly negative. Drawing on Lasch, Butcher and Smith present volunteers as "diminished subjects", while volunteering is linked to a "culture of narcissism", more about "self-realisation rather than social change" (:29).

Framing volunteer tourism within such binary either/or is a simplistic approach. Binaries also prevail within their limited conception of politics. While Butcher and Smith (:62) do acknowledge (in a few sentences) feminist critiques of the public/private sphere divide, and the work by radical geographers in expanding how we think about the political to include notions of 'affect' and 'care', they obviously do not give much credence to these perspectives. Instead, there is a structuralist and modernist attachment to the public sphere as being the only site where social change can really occur. This not only perpetuates masculinist dualisms but it is also Eurocentric.

There is an underlying faith in the project of modernity in Bucher and Smith's work. They still believe in linear growth narratives; the catch up development model is still possible. While I certainly agree with Butcher and Smith that links to volunteer tourism and 'development' are spurious (:133), I disagree with their position that 'development' within the structural realms is the only solution to the world's current global problems. Butcher and Smith give a lot of credence to the influence post development has on volunteers' approaches to development. Apparently it is because of the (negative) influence of post-development that volunteers have taken a shine to local, grassroots participatory development. Like the studies cited throughout the book, my fieldwork also demonstrates that there are certainly some volunteers who are aware of the important critiques post development thinking has had on how development is conceptualised and practiced (see Everingham, 2015, 2016). However, if Butcher and Smith had been more methodologically mindful with their limited snapshot of the vast ethnographic research on this topic, they would also see that the Eurocentric neo-colonial development model is also hugely influential in shaping how the industry frames these programs and the motivations of volunteers (see Crossley, 2012; Devreux, 2008; Higgins-Desbiolles and Mundine, 2008; Mostafanezhad, 2013, 2014; Simpson, 2004; Palacios, 2010). If only

volunteers were as cognisant of the expertise and traditional knowledge of local communities as Butcher and Smith suggest. This would go a long way towards decolonising the minds of volunteers and perhaps even the industry.

While Butcher and Smith are sensitive to the humanitarian motivations of volunteers, the conclusions drawn throughout the book are dismissive of any positive possibilities in volunteer tourism. The opening that this research gives volunteer tourism academics to think through the implications of current day global politics and social change is a useful one. However, the binary, masculinist and Eurocentric assumptions inherent throughout the book tend to close down discussion rather than open it up. Volunteer tourism is far more ambivalent and nuanced than this book suggests. Perhaps if Butcher and Smith had been into the field to research the phenomenon of volunteer tourism, they may have been 'affected' in a different and perhaps more positive way. At the very least, they surely would have sensed the complex and ambivalent nature of volunteer tourism. In their conclusion, Butcher and Smith (:135) state "Linking travel experience to particular ethical agendas could serve to limit its moral potential". However, Butcher and Smith do not propose any alternatives, nor do they give credence to any alternative readings of these volunteer tourism spaces. Volunteers may as well spend their next holiday in all-inclusive resort, where the profits go offshore, with none of the money trickling into the local community. By "deproblematising leisure travel", Butcher and Smith (:140) give you the green light to spend your next holiday as unethically as you wish.

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Book Review

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**Destination Competitiveness, the Environment and Sustainability:
Challenges and Cases (CABI Series in Tourism Management Research)**
by: **Andres Artal-Tur and Metin Kozak (Eds.)**
Published 2016
by **CABI**
Nosworthy Way, Wallingford, Oxfordshire, OX10 8DE, UK, 232pp
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Tourism destinations welcome and seek to register growth in activity: that much seems self-evident. Yet, growth, whether within a mature destination or within an upcoming one, poses serious challenges, if unmanaged. This book focuses on three key and interrelated challenges destinations face – and will continue to face – namely competitiveness, environmental impact and sustainability.

Destination Competitiveness, the Environment and Sustainability is an edited collection arranged in three parts, each dealing with one of the challenges. A few of the chapters bring out the interdependence between at least two of the challenges, but it is primarily the editors, Andrés Artal-Tur and Metin Kozak, through their introductory and concluding chapters, who address the interconnectedness of these three dimensions.

One particular value of this book is that each case study provides an opportunity for comparative research, which will be appealing to scholars working within that mode. Whilst one-third of the case studies focus on destinations within Spain, other destinations within South America, South Africa and central Europe are discussed. A number of parallels and comparisons can be drawn on the basis of these case studies and inviting perspectives open up on the potential for further research on related destinations, on stakeholders' behaviour in different geo-economic contexts, and on the various issues arising there. Collectively, the chapters bring to bear a variety of theoretical foundations, contributing to a rounded understanding of the diverse aspects influencing tourism and its effects.

Part 1 of the book presents four distinct chapters on managing destination competitiveness, a prevalent theme in the tourism literature, yet with much still to be explored. Here, competitiveness is examined not solely from the oft-researched perspective of what influences destination competitiveness, but also in terms of marketing considerations.

The first case study relates to Spain's Mediterranean coastal provinces. Antonio García Sánchez and David Siles López group 57 independent variables to reflect the competitiveness frameworks of Dwyer and Kim (2003) and Crouch and Ritchie (1999), ending with 31 variables which significantly explain competitiveness, which is

measured through the highly debatable indicator of tourist arrivals. Sustainability or environment quality variables are, however, excluded from the model.

The relative importance of competitiveness pillars, as perceived by selected representatives of public organisations and industry associations in Brazil, is examined in chapter 3 by Jose Manoel Gândara and Adriana Fumi Chim-Miki using the GUT (gravity-urgency-tendency) matrix. One noteworthy finding is the high priority that stakeholders attach to destination management aspects (such as public policy, monitoring and destination marketing) led by public organisations. Destination marketing links up to the role imagery and specifically visual semantics play in achieving destination competitiveness, a theme explored in chapter 5 by Gerardo Novo Espinosa de los Monteros and Maribel Osorio Garcia, who emphasise the differentiating attributes which allow Mexico to position itself as a unique destination for weddings. Repositioning Valencia in Spain for creativity and city tourism is José María Nacher Escriche and Paula Simó Tomás' focus in chapter 4 as they seek to understand the requirements of this potential market through identifying the variables the creative professional uses when choosing a city as a tourism destination or for residential or professional practice.

Part 1, in this way, examines factors that impact destination competitiveness. Environmental aspects are recognised as influencing competitiveness but, as some case studies show, are not allotted high priority.

Part 2 of the book accordingly deals with the theme 'Environmental and climate change issues at destinations'. Chapter 6 examines Turkish hotel managers' perceptions on the effects of climate change on the tourism industry. Research participants do express a concern about the potential consequences for hotels and the potential negative effects. Interestingly, older managers are more concerned about potential consequences for hotels. Musa Pinar, Ibrahim Birkan, Gamze Tanil and Muzaffer Uysal's research prompts reflection on how such concerns can motivate climate change action, which is the theme of Chapter 7. Based on an examination of existing studies (dated pre-2012) on Caribbean tourism and climate change, a number of recommendations for adaptation and mitigation are outlined by Kimberley Blackwood, Juley Wynter-Robertson and Nadine Valentine. This leads onto a framework for an adaptation strategy, consisting of eight elements, including the importance and use of scientific evidence to inform decisions and cross-sectorial approaches.

Chapter 8 examines what tourism establishment owners and managers in Limpopo province in South Africa understand by the green economy concept, what green practices are implemented within the corporate sector and the opportunities and barriers perceived. Charles Nhemachena, Siyanda Jonas and Selma Karuaihe report that in spite of South Africa's efforts to promote green growth, the industry's understanding of the concept of the green economy is limited. Green practices in hotels are restricted to mainly water- and energy-aware initiatives, practices adopted to save costs. Certainly, there is more tourism establishments could do: by way of example, choice of location, design and purchasing practices.

Environmental resources and environmental quality are recognised as influential on destination competitiveness. In chapter 9, Tanja Mihalič explores whether this is also true for hotels. Within Slovenia, hotel managers recognise environmental management as a contributor to their firm's competitiveness, but they prioritise quality and image over environmental management.

Chapter 10 calls for a reconsideration of environmental education policies and actions by educational institutions, tourism organisations and authorities to ensure future competitiveness and sustainability. The underpinning framework of the research presented in this chapter by Habib Alipour and Hossein G.T. Olya is the convergence of the theory of ecological modernisation and the theory of planned behaviour. Though the findings indicate that students of the Eastern Mediterranean University in the Turkish Republic of North Cyprus lacked environmental knowledge and awareness, it is noteworthy that tourism students had a stronger environmental attitude than engineering students.

Part 2, through chapters 6, 8, 9 and 10, throws a spotlight on the level of knowledge that current and future tourism practitioners have on environmental issues and management. Evidently, there is scope for further environmental education, essential not only for environmental reasons but also because, as argued by Blackwood et al. in chapter 8, environmental and tourism strategies require intersectoral cooperation for effective implementation. Ultimately, it is also about ensuring the competitiveness and sustainability of tourism.

Part 3 addresses the theme 'Improving tourism destination sustainability'. Four out of six chapters in this part of the book examine aspects related to economic sustainability, namely seasonality and tourist expenditure, betraying the increased weighting economic sustainability often attracts over socio-cultural or environmental sustainability, in spite of the pursuit for a balanced approach. Chapters 11 and 12 measure seasonality by applying the Gini coefficient, a statistical tool, to measure the inequality of distribution of monthly tourist arrivals for Andalucia and the Balearics, respectively. José David Cisneros-Martínez and Antonio Fernández-Morales identify market segments (domestic and international, by origin and by airport) that contribute more to addressing seasonality in Andalucia. Margarita Alemany, Maria Antonia García and Ángela Aguilo attempt to establish a direct relationship between the emerging cyclical patterns of seasonality of international and domestic demand and the Balearic Islands' marketing plans. This however does not emerge, putting into question the implementation and effectiveness of marketing plans.

The next two chapters examine what influences tourists' expenditure patterns. Andrés Artal-Tur and Antonio Juan Briones-Peñalver, in chapter 13, highlight the relationship between length of stay and daily expenditure patterns for those visiting Costa Rica. Complementarily, socioeconomic characteristics and expenditure patterns of, what Pablo Juan Cárdenas-García and Juan Ignacio Pulido-Fernández term as 'sustainable tourists' visiting Andalucia, Spain are assessed in chapter 14, adding usefully to the competently reviewed literature.

Next, Ivana Stević and Zélia Breda review literature on the value of networking. They explore whether a network of stakeholders exists for Oporto's cultural heritage tourism, leading to a discussion about the challenges of managing cultural heritage for long term sustainability.

Chapter 16 considers the three dimensions of sustainability, yet once again emphasises the economic dimension. Through an analysis of the historical performance of tourism in Bulgaria and references to the country's tourism policies, Mariya Stankova examines the destination's challenges for sustainable tourism development. Arguing for a cluster approach requiring geographic concentration of firms and institutions related to ski tourism, she presents a model of public-private partnerships, a model which may need to be extended to reflect international trends and additional actors on the tourism stage.

Undergraduate and graduate tourism students, as well as scholars, will find in this volume a range of case studies exhibiting theoretical frameworks and methodologies that can help in the understanding of destination competitiveness, environmental impacts and sustainability. Tourism practitioners and policymakers who may want to obtain further insights into the commonalities among destinations will find this book useful.

This collection of case studies draws attention to the importance of studying local realities, of understanding the public and private tourism stakeholders' role in destination management and of reflecting on the global considerations of sustainability, environmental impacts and destination competitiveness. The editors achieve their declared aim of putting together a volume contributing to a better understanding of pivotal destination management issues, making this a timely publication, especially since studies that bring together the three challenges of destination competitiveness, the environment and sustainability are less than common.

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Book Review

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Challenges in Tourism Research
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Challenges in Tourism Research consists of 11 chapters, each presented as a collection of responses to research probes. It is the second book of its kind edited by Tej Vir Singh after *Critical Debates in Tourism* (Singh, 2012). Singh has again gathered leading scholars of tourism to discuss important paradoxes in the field. Similarly to its predecessor, the aim of the book is not to provide final answers to contested topics in tourism research. It rather aspires to generate discussion in order to encourage the re-examination of aspects central to the study of tourism. In each chapter, one scholar opens the discussion with a probe, often presented with a provocative title formulated as a question. Following are discussions by two or three other scholars where they question and contest each other's moral, theoretical and methodological grounds. The editor presents this concept as peer-review which embraces disagreement. Chapter 7 exemplifies well the provocation and debate sought with this approach as Richard Sharpley (chapter 7.1) openly plays devil's advocate in defence of tourism. The reply by Noel Scott (chapter 7.2) is swift in calling this a naïve and unworldly statement. It is convenient that every chapter is preceded by a paragraph giving context, and is summarised with a concluding remark by its lead author, helping the reader process the nuances explored through each probe. At the end of each chapter follow questions suited for classroom discussion, and a list of future readings.

The topics explored centre on tourist typologies, volunteerism, knowledge transfer, carrying capacity and tourism's vulnerability and sustainability. These topics are not meant to represent every challenge in the field. Singh explains in the introduction that he selected these themes through the analysis of various research agendas and expert consultation. The scholars involved in the book propose a number of notable approaches to study and understand the selected challenges. In chapter 1, where the authors debate the meaning of tourist and post-tourist in terms of impacts and experiences, David Dunn (chapter 1.2) proposes seeing the post-tourist in relation to the diffusion of travel narratives in the media. Stimulated by a probe from Stephen Wearing, Simone Grabowski and Jennie Small (chapter 4.1), scholars of volunteer tourism argue for more extensive research on the long-term effect of volunteering on youth travellers, but also on the impacts volunteer tourism has on host-communities. Kevin Lyons (chapter 4.2) proposes

time banking and Alexandra Coghlan (chapter 4.4) charity challenges to resolve issues of hedonism, and promote cultural understanding and community development. In chapter 5, to discuss the vulnerability of the tourist industry, Julio Aramberri, Richard Sharpley and Carson L. Jenkins critically assess the reliability of tourism statistics and its measurement as a global industry. All three agree that the industry has shown great resilience and that the matter must be seen at a destination-level.

Throughout the book, various authors engage in self-reflection as they question the role of tourism scholarship in forming its own realities and fields of interest. Gianna Moscardo (chapter 3.1) claims, for instance, that researchers assume that tourism is used to meet basic needs, and deplores that not enough research goes into testing this proposition by studying people who willingly do not travel. Jim Macbeth's (chapter 7.3) response to Richard Sharpley's (chapter 7.1) probe *In Defence of Tourism* is used to reflect on how scholars themselves adopt a rhetoric of tourism which places it as sinner or saviour. Several of the authors recognise their position and the nature of tourism research as eurocentric throughout the book. Though the book is introduced as bringing together a wide array of scholars, it is apparent that the majority of the authors are from Anglo-Saxon institutions and/or backgrounds. Nonetheless, for instance, David Weaver (chapter 6.3) tells an anecdote of his participation at a conference in China where his spatial analysis of regional dynamics was contested by the Chinese audience. Noel Scott (chapter 7.2) reminds us that from an Islamic perspective tourism is done for developing awareness of one's rights and responsibilities towards God. Criticising the state of tourism academics was the focus of David Weaver's (chapter 8.4) answer to Stephen McCool's lead probe on sustainable tourism. Weaver accuses tourism scholars of valuing their research in terms of numbers of publications rather than social impact. This response could have been made into a lead probe in itself to spark debate over the intrinsic value of knowledge and the capitalist nature of academia. It would have maybe been better to incorporate Weaver's arguments to chapter 10, where Chris Cooper, Lisa Ruhanen and Noel Scott discussed issues of knowledge transfer in tourism research, agreeing that too little research benefits, or even reaches, the industry. Their discussion leads them to take on these delicate topics Weaver overlooked.

The proposition of new research methods is not highly developed in any chapter, though it is mentioned in the introduction that methods would be discussed. Notably, Daniel Guttentag (chapter 4.3) suggests using random-sized control experiments to compare English learned by students with a local teacher with English learned by a volunteer to assess the benefits of volunteer tourism. A number of authors propose more phenomenological approaches. For instance, Natan Uriely (chapter 1.3) calls for the study of experiences in tourism, rather than the tourist experience. David Harrison (chapter 6.2) in response to C. Michael Hall's (chapter 6.1) rather structural conceptualisation of core-periphery relations, suggests more phenomenological research to understand how people give meaning to place. However, none of these authors elaborate on what this would imply concretely for researchers. Stephen McCool (chapter 8.1) and Richard Butler (chapter 8.2) agree that sustainable tourism implies intervention on a global scale, rather than solely at the case study-level, but neither suggests any methodology to pursue research in that direction. Sagar Singh (chapter 9.2), Gene Brothers (chapter 9.3) and Simon McArthur (chapter 9.4) all propose models and equations to measure carrying capacity more effectively, but do not detail how to collect the data to operationalise these models.

In chapter 11, Richard Butler, C. Michael Hall, Geoffrey Wall and John Swarbrooke discuss the academic position and societal contribution of tourism research as all four ponder on the question: what has tourism ever done for us? There is acknowledgement that all the participants in this probe are British, male, Caucasian and of mature age. The matter is not further examined in the scholars' debate, and comical allusions to Anglo-Saxon pop-culture and politics occasionally arise. One can wonder why the prominence of Anglo-Saxon male scholars is not a critical matter to be discussed in tourism scholarship. Some arguments within this Chapter are very similar to arguments made in previous chapters, such as chapter 7 where tourism is debated as good or bad, though there is very little reference to these previous Chapters. C. Michael Hall (chapter 11.2) reminds us of the situatedness of researchers, meaning the role of interests, ideologies and institutions should not be minimised. Overall, this chapter works well as a conclusion as it conveys final thoughts on the development of the field of tourism from the perspective of scholars who have long been involved in it.

Some of the challenges addressed in *Challenges in Tourism Research* are similar to those examined in *Critical Debates in Tourism* (Singh, 2012). Namely, volunteer tourism, authenticity and sustainable tourism are debated again, though concealed under different rubrics and approaches. This surely means that these are fundamental and relevant topics in tourism research. However, it must be kept in mind that the list of scholars shows similarities with the earlier collection of probes, and, that again, some authors, are allocated more space to articulate their ideas. C. Michael Hall, Richard Butler, Geoffrey Wall, David Weaver, Noel Scott, and Ralf Buckley, each figure twice. As leading scholars in the field their ideas are certainly of interest, but are they the only ones with good ideas? Seniority? Who self-reflect and criticise? Have we not read and re-read their ideas elsewhere already? In this regard, the contribution of Simon McArthur (chapter 9.4), who claims to provide a practitioner's viewpoint, and of David Dunn (chapter 1.2) from the field of drama and creative industries bring some novelty to the table.

Overall, the strength of this book is in its constant formulation of critical questions. It is a great expression of self-reflection within and beyond the scholarly field of tourism by intellectuals who have long been involved with tourism in different ways. The lists of further readings and discussions questions after every chapter make it an insightful textbook. Hopefully, more books of this kind will be published, probing at the increasing amount of new challenging topics flourishing in tourism research and development. Surely, these will be taking on-board more and more new scholars from around the world.

Reference

Singh, T.V. (Ed.) (2012) *Critical Debates in Tourism*, Channel View Publications, Bristol.