
Book Review

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Post-Disaster and Post Conflict Tourism: Toward a New Management

Approach

**by: Hugues Seraphin, Maximiliano Korstanje
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Florida 32905 USA, 292pp, w/index; £81.20**

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The book talks about one of the most prevalent issues and often unnoticed matter in the contemporary world. It not only offers a fresh perspective towards destinations that are affected by colonialism, disaster or conflict but further provides possible solutions. Hugues (2018) found that destinations affected by these three factors often find it challenging to attract tourists. In the times of emerging issues like climate change, terrorism, carbon emission and disasters, the tourism industry has also been severely affected, which has pushed policymakers to start working on the conventional paradigm of tourism. This would certainly require looking after sustainable strategies for industrial development and community welfare at a destination through tourism. Considering the constant problems that the destinations face, the authors try to illustrate new perspective on the management and marketing of post-colonial, post-conflict, and post-disaster destinations. With strong literature review, the author introduces all the concepts of marketing and management with valuable examples.

The authors further emphasise on various related aspects like post-disaster consumption of tourism activities, education of tourists during their pre-visit stage, destination image and future of such destinations, the potential of street food and sports tourism products, commoditisation and ethics concerning the consumption of post-disaster destinations. Considering the dark consumption and post-disaster consumption at a destination as valuable resources, the authors have illustrated marketing to assist local communities to come out of the devastation phase. Over recent years, the threats have provoked the third world countries which were subdued under the colonial rule of the Western world. Therefore, the book focuses on the long-dormant predispositions and ideological dialogues that were traditionally enrooted in the West respecting the colonial boundary, as well as the limitations of the development theory to improve the conditions of life in the Third World.

The book states that the destinations need to have a competitive advantage to emerge from the damages caused to them. It further makes a point that quality of life (QOL) or happiness is an essential criterion that can define the strength of the destinations.

The book has used many case studies and practical examples from various destinations which have been successful in marketing destination affected by post-colonialism (such as India) and post-disaster (such as Haiti) which makes it more interesting for the readers. It is an investigating work which introduces various marketing and branding strategies for post-colonial and post-disaster destinations around the world. The authors have also suggested that with the advent of competitiveness amongst destinations, the role of destination marketers is also likely to transform. This demands that destination marketers should not emphasise the perception of outsiders but also how the destination perceived to itself which certainly requires the ambidextrous marketing strategy approach. The book mentions the example of Haiti, a destination in its post-disaster stage, which demonstrates how the destination adopted marketing to improvise it sustainably. However, the questions concerning the influence of marketing in alleviating the effect of disaster at a destination and possible efforts to prevent disasters have been investigated in this piece of work. The authors have also centralised the idea around some unique concepts such as ‘traumascape’, ‘disaster-tourism’, ‘morbid consumption’, and the ‘essentialised other’ to explain the need of education for tourists during the planning or pre-visit stage.

The book starts with an interesting topic which discusses the dual ‘resilient’ characteristic of tourism industry. Tourism has been argued as a financial articulator, and yet it overlooks the real reason for disasters that take place at a destination after some time. The following chapters discuss about the relative political stability and security as factors which are been preferred by tourists while selecting a destination for their travel, pedagogy as an instrument in embracing the host-guest encounters at a destination, education of tourists as a marketing strategy to increase the number of visitors, heritage tourism including both tangible and intangible possessions of a destination and authenticity and challenges in gastronomy tourism in third world economies. The authors also consider the psychological factors that define the destination and talks about several theories and relate them well with tourism and the life of a destination. Their work hints at the chances of tourism being a mechanism of resilience due to the limitations of modern geopolitics.

The chapters of the book have been drawn from the literature on marketing research in corporate ethics, sustainability, tourism, and entrepreneurship. This edited volume has 13 chapters. Most of the chapters are authored by the editors while they have some other co-authors for a few chapters. The chapters scrutinise factors that influence the level and support of sustainable tourism, specifically the ethics of post-disaster consumption and its positive impact on destinations and their sustainable development. Therefore, the book aims at evaluating the possibility of post-disaster tourism in a world where the colonial powers still exert influence over their periphery. This book presents critical insights on dark tourism and its related areas. These insights would be a value-addition for the students and academicians working in this field.

Reference

- Hugues, S. (2018) *Locals' Happiness: The Missing Measurement in Caribbean Tourism Development*, 30 July, Retrieved 17 November, 2019, from Words in The Bucket: <https://www.wordsinthebucket.com/locals-happiness-the-missing-measurement-in-Caribbean-tourism-development>