

Book Review

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Tourism and Hospitality in Conflict-ridden Destinations

by: R.K. Isaac, E. Çakmak and R. Butler

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Tourism and hospitality in conflict destinations are questionable for many people because tourism and dangerous destinations have always been irreconcilable. For this reason, the book aims to educate the reader about the various types of the conflict-ridden destinations, as well as the current and post-conflict destinations around the world and the best steps that can be taken to ignite or restore people's interest in visiting them. The main goal for this exciting and well-written book is to illustrate the tourism in conflict and post-conflict destinations and be one of the latest books in the field to tackle deeply this newly emerging sub-field of tourism studies.

This book will provide the reader with an interesting insight into tourism and conflict destinations. The title of the book is up to the point and very well reflects the general keys of the content. The book is united under the umbrella of three theme-based parts in addition to introduction and conclusion, which are discussed and debated across a total of 258 pages. Each part includes a group of chapters. In the introduction, authors bring into focus the importance of investigating the conflict-ridden countries' tourism situation and how to overcome the crisis and be able to attract tourists. Also, the writers gather an important number of studies made previously in this field for different purposes. Yet, the introduction contains the aim of the research as well as details of the book structure; this section gives a general hint about each part and each chapter starting from Chapter 1 up to Chapter 17. The book consists of three conceptual parts, comprising a total of 17 chapters. Part 1 sets the stage for the current issues in tourism and hospitality in conflict-ridden destinations by giving a piece of more detailed information. In the second chapter, Richard Butler presents a framework to investigate tourist's satisfaction versus risk in three deferent durations:

- 1 pre-conflict
- 2 during the conflict
- 3 post-conflict.

He found that one's desire to visit such a destination depends on visit motivations and personal desires. The third chapter serves how tourism is affected by border debates

and territorial claims. This chapter contains two case studies: the Pakistan-India border dispute and the South China Sea. The first case study presents the successful story of tourism and growth despite the conflict. However, the second case study shows that tourism is used as political advocacy. Rami K. Issac, the author of the fourth chapter, explores the concern of how Dutch nationals react to an increase in threat levels for some selected tourist destinations from Europe, Asia and the Middle East. Also, the chapter tackles tour operators and if they have enough information on safety issues linked to tourism destinations. The fifth chapter discusses that destination resilience depends on organisational and community resilience. Yet, the most important objective of resilience-building activities is the solidity of a socio-ecological system. The chapter presents a conceptual model that summarises the connection among three resilience concepts of organisation, community and destination.

The second part of the book contains six chapters that discuss tourism and hospitality in conflict situations. This part studies some destinations in conflict-ridden locations as case studies and analyses and debates how tourism has been developing. Hence, the authors of Chapter 6 illustrate the new forms of dark military tourism generated in the morbid fantasy in Israel and Palestine. This later gives chance to tourists to participate in a camp where they can practice to be Israeli defence force soldier and kill terrorists who look like Arabs Palestinians. This shocking phenomenon urges the writers to address this matter and try to understand why Israel allow such business and why tourists would like to participate in such an activity. Following is the chapter on 'Tourism as a tool for peace? Between lines – Thandaung Gyiin Kayin State, Myanmar', the authors highlight a case study of Myanmar where tourism was used as a tool for peace. The experience of this case study presents a range of lessons with the discussion of tourism and peace. In Chapter 8, the authors discuss a place named Chilas in the province of Khyber Pakhtunkhwa, that has suffered from a mixture of natural and anthropogenic crises and how these crises affected tourism development. In Chapter 9, Joram Ndlovu and Farai Chingora examine the effect of branding on destination image in a crisis-ridden country. Zimbabwe was chosen as a case study to illustrate the importance of media to promote a vibrant destination and improve the brand image. The next chapter, 'Dystopian dark tourism fan sub-culture and the ongoing Nakba in Banksy's walled off heterotopia', presents a case study of one of the well-known tourist destinations in Palestine – Banksy's Walled Off Hotel – in relation to dystopian dark tourism and pop-culture tourism. Chapter 11 discusses the impacts of far-right populism on tourism in Europe, Germany – Dresden – as a case study. Also, it examines how a radical right populist movement, PEGIDA, affects the tourism industry and social life. The findings stated that there is a relationship between social movement and conflicts.

Lastly, the third part of the book consists of six chapters dealing with tourism and hospitality in post-conflict destinations. Chapter 12 brings the reader's attention to the relationship between tourism and dissonant memory in the post-conflict context. The chapter brings into perspective two cases in Colombia and Yugoslavia and explores the relationship between tourism and memory of war. Hence, Chapter 13 focuses on the local residents' perspective on tourism in the post-conflict setting of Moravia. The next chapter about 'Narrating the scars of Sarajevo: reminiscent memories of war and tragedy in a landscape', represents the narrations of Sarajevo landscape and memories of war as presented in newspapers. Interpretation of the content was framed by theories of landscape, memory and representations of destinations post-conflict. In Chapter 15,

Raymond Boland broadened the discussion about the campaign approach to Bangkok street food launched by authorities to understand the deeper conflict about modernisation. Chapter 16 illustrates the sequence of changes a post-conflict destination may experience. Also, it focuses on how tourism develops in a post-conflict context. The last chapter tackles the nature of the encounter between visitors and hosts in conflict-affected countries. Cyprus was used as a case study for the infamous conflict between Greek Cypriot and Turkish Cypriot communities.

Certain drawbacks in the majority of edited books are usually connected to the reader's inability to adapt to each author's style of writing; this is not the case in this book. To sum up, the editor succeeded to gather 22 scholars with their successful articles which are linked and interested in tourism and hospitality in conflict destinations. What makes this book interesting and important to read is that the diversity of content and case studies from all over the world which helps to reader to formulate a clear idea and be attached to the book. In my opinion, this book is very important for students, tourism/hospitality scholars and marketing researchers.