

Book Reviews

Quantitative Methods in Tourism: A Handbook

By Rodolfo Baggio and Jane Klobas

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Many social scientists classify research methods as qualitative or quantitative. This intuitively appealing distinction, however, is misguided. The phrase, 'qualitative research', is used to refer to observational techniques, interpretive methods, epistemologies, or even ontologies, sometimes based on a political agenda. While not as imprecise in its connotations, 'quantitative research' still covers a plethora of types of data and methods. Quantitative data may refer to intrinsically numerical data such as distances travelled or trips expenditures. It also refers to the use of numbers as categorical labels, such as assigning a value of '1' to females and a value of '0' to males. And it refers to the use of numbers to code inherently qualitative information such as tourist attitudes or service quality. A more useful distinct is between subjective research, which involves ultimately un-testable interpretations or opinions, and empirical research, which involves falsifiable, usually statistical, tests whose logic generally can be followed by and replicated by independent researchers. However, the phrases qualitative and quantitative are still common in social science research, and it is the latter that provides the title for Baggio's and Klobas' highly readable and useful text, *Quantitative Methods in Tourism*.

Divided into two parts with eight chapters, the book is not a traditional statistics text. It does not provide theoretical or conceptual underpinning of statistical techniques, nor does it generally provide step-by-step procedures for conducting statistical tests. Instead, the book provides thoughtful, insightful introduction into the logic of many well-known statistical methods used in tourism and some that are not as well known but have significant potential for tourism.

The book opens with a discussion of the nature of data in tourism including data quality and the differences between primary and secondary data, as well as the difference between what the authors call quantitative data (variables such as age or trip expenditures) and categorical data (variables such sex or country of destination). Guidelines for evaluating the quality of data as well as sources of and procedures for selecting a secondary data set are also provided.

The authors then move on to a discussion of hypothesis testing. A summary of the more common statistical tests is provided, as well as a discussion of the power of different tests and the effects of sample size. Bootstrapping, a tactic that can allow a researcher to obtain an approximation of the properties of a parameter, such as its mean or variance through re-sampling of a set of observations, is discussed. Meta-analysis, the process of combining and generalizing from numerous studies on the same phenomenon is described. This technique is well-established in medical and pharmaceutical research, but has received very little attention to date in tourism. It involves combining observations from independent studies to draw conclusions that may yield additional details or provide affirmation of tentative findings without the need for original data collection.

Three popular multivariate techniques are described in detail: factor analysis, cluster analysis, and multi-dimensional scaling. The discussion of factor analysis, including details such as how to determine if a data set will yield useful factors, alternative rotational tools, how many factors to extract, the values one would like to see for factor loading and communalities, and many other practical matters are elucidated along with a number of examples. The same is true for the discussion of cluster analysis and multi-dimensional scaling. The discussion of each begins with a simple description of the idea behind the technique, and then gently takes the reader into increasing detail on the use of the method.

Model building is then introduced, beginning with simple regression, then multiple regression, logistic regression, and finally path models and structure equation modelling (SEM). Given the recent rise in interest in SEM, the discussion of SEM is especially useful for someone not yet familiar with the technique but who is interested. The chapter on model building has one of the few omissions from the text: TOBIT regression, which has particular utility in tourism expenditure studies.

The authors move on to time series modelling – in a single chapter that could easily have become an entire book. They note that, because of the large literature on time series method, they focus on basic concepts and a number of technical details that are often overlooked by researchers. This chapter is one of the more challenging ones in the book because of the complexity of econometric concepts. However, the authors make liberal use of graphic examples to help explain the text.

The second part of the book consists of three chapters devoted to methods that are not yet widely used in tourism: maximum likelihood estimation, Monte Carlo methods, and agent-based modelling and simulations. One important

feature these three sets of methods have in common is that all require a computer for application. While computerized statistical packages are the norm now, the methods in the first section could, in principle, be done with paper and pencil. However, the types of analyses described in Part 2 simply are not feasible without computer software. They often involve multiple simulations or iterations of functions – perhaps 1,000 or more – the generation of random numbers, and the use of very large data sets.

Quantitative Methods in Tourism presents fresh and timely information on many of the more important – and some less familiar – techniques useful in tourism research. The book is logically organized and written in an easy, approachable, lucid style. Its intended audience are graduate students, at both the Master and Doctoral levels, and practicing researchers. The scope of the topics covered in the book also mean that the book would be a useful as reference work into which one could periodically dip to check on some technical matter. Unfortunately, the book lacks an index, but the table of contents is reasonably detailed and clear and allows for easy navigating through sometimes foggy seas. The book also features a list of examples which provides further guidance. Figures and tables are used copiously – each has a list locating them in the text. References are provided only at the end of each chapter rather than in a cumulative list at the end. The authors provide frequent suggestions for further reading on topics for the curious reader. And of special note, they provide URLs for access to numerous statistical software and macros.

Although probably not intended by the authors, beyond the technical content, the book amply illustrates the richness and potential in quantitative methods. Many researchers who work with subjective paradigms often denigrate quantitative methods as lacking subtlety (not, though, difficulty) or the potential for yielding deep insights. Baggio and Klobas provide a corrective to that myopic view with this personal, stylish, and informative vista overlooking the broad and powerful landscape of quantitative methods in tourism.

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Island Tourism: Sustainable Perspectives

Edited By Jack Carlsen and Richard Butler

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As the editors of this book observe in their introduction (as, in fact, does most academic writing on the subject of

island tourism), islands have not only long been ‘idyllic tourism destinations’, for a number of well-rehearsed arguments maintaining an important place ‘in the traveller’s psyche’. They have also become, according to various parameters, one of the most significant categories of tourist destinations; it is often stated, for example, that islands are collectively the second most popular tourist destination after historic cities. At the same time, islands generally have also long attracted the attention of academics, and perhaps no more so than in the context of tourism in particular. Indeed, in all likelihood more has been written about islands than any other type of tourism destination – as others have noted (Scheyvens and Momsen 2008), over 20 years ago it was claimed that more than 600 articles related to tourism in islands had been published, since when academic interest in the subject has, if anything, continued to grow.

Island Tourism: Sustainable Perspectives is, then, a recent addition to an already substantial literature on tourism in islands. Therefore, an inevitable first question must be: what is the contribution of this book to our knowledge and understanding of island tourism, particularly given that other books (for example, Briguglio *et al.* 1996; Graci and Dodds 2010; Ioannides *et al.* 2001) have similarly focused on sustainability / sustainable development. Indeed, the enduring fascination of tourism academics (including this reviewer) in islands more generally demands scrutiny. Are islands distinctive as tourist destinations? Are the challenges they face different from those in mainland destinations? Are these challenges (and potential responses) common and applicable to all islands, or are islands as physical, political, economic and socio-cultural entities so diverse as to render any comparison meaningless? Or, are islands simply attractive and manageable ‘laboratories’ for social scientific research? These and other questions are, of course, beyond the scope of this review (though, perhaps, the focus of a potential ‘research probe’ in this journal!). Nevertheless, they should be borne in mind when considering the focus and purpose of research into island tourism.

As its title suggests, this book sets out to explore the responses of a number of islands to specific tourism-related challenges, claiming in the introductory chapter to offer an ‘optimistic view’ (p.3) by highlighting ways in which they are moving ‘on a path to sustainability’. Interestingly and, perhaps, implicitly acknowledging some of the questions raised above, following a brief, rather predictable and highly generalized overview of the economic, social and ecological challenges facing the development of tourism in islands, the editors reveal, somewhat ironically, that the book moves ‘away from generalizations... identifying specific cases where islands are not only confronting the challenges of tourism

development but also responding.' (p.3). In other words, they appear to be accepting tacitly that island destinations can only be considered on a case-by-case basis, that the 'path to sustainability' is varied and place-specific and that, consequently, broader implications are difficult to draw from a collection such as this.

Nevertheless, the fifteen case studies that comprise the majority of the book (Chapters 2 to 16) are structured into three thematic sections: ecologically sustainable perspectives, socially sustainable perspectives, and economically sustainable perspectives. Whilst the five chapters in each section to a lesser or greater extent reflect these themes, this structure is, for this reviewer at least, somewhat curious. In some cases, such as (uninhabited) Macquarie Island (Chapter 2) where a very limited level of tourism activity plays no significant economic role – indeed, it would be difficult to describe Macquarie Island as a tourist destination – the specific focus on sustaining the ecology of the island is understandable. In most of the other islands presented in this book, however, tourism (and, indeed, sustainable development) is intimately and collectively linked with the local economy, society and environment. Therefore, to highlight one particular aspect appears to contradict what are generally understood to be the fundamental tenets of sustainability or sustainable development. Chapter 12, for example, which very oddly describes Mauritius as facing a 'looming decline stage' (p.161) in the period 2001–2006, despite the island achieving annual growth in arrivals of around 4%, focuses on economic sustainability. In fact, social (combating poverty and social exclusion) and environmental sustainability are key government objectives in current tourism policy in Mauritius, whilst economic sustainability is being sought through diversifying the economy to reduce dependence on tourism.

Despite this rather artificial thematic structure, the case studies represent an interesting, informative and largely new collection of studies on island tourism – although one or two 'predictable' destinations are included, particularly the Maldives, which are the subject of two chapters, most of the islands have not benefited from much previous exposure within the literature. Indeed, one of the strengths of this book is the diversity and originality of many of the cases. Part One of the book (ecologically sustainable perspectives), includes studies on: Macquarie Island, referred to above; Queensland's Fraser Island, where the principal problem appears to be irresponsible behaviour on the part of tourists; regulatory controls on Green Island in the Great Barrier Reef Marine Park; sustaining the ecology and society of the Lakshadweep Islands off South-West India; and the potential challenges of climate change facing the Maldives.

Part Two (socially sustainable perspectives) commences with a potentially interesting but ultimately unconvincing cross-cultural study (Chapter 7) of host and guest perceptions of tourism in three Malaysian islands. The principal claim here is that, unsurprisingly, English-speaking tourists are more concerned about tourism's environmental impacts than either Malay or Chinese tourists (though no explanation is provided). In fact, this chapter suffers a weakness evident to varying degrees in many other chapters in this book; that is, whilst it tells an interesting though descriptive story of the islands as tourist destinations, it is difficult to identify any meaningful contribution to the literature in terms of the sustainable development and management of island tourism. Chapter 8, comparing the experiences of St Croix in the Caribbean and the remote Christmas Island in the Indian Ocean, highlights the potential problems associated with the development of casinos to promote tourism, though again the specificity of the cases limits the extent to which broader lessons can be identified. This is followed (Chapter 9) by the case of the Trinidad Carnival – here, the discussion is more concerned with the carnival as the focus of socio-cultural disharmony within Trinidad's communities rather than on tourism – but, in comparison, Chapter 10 explores, albeit somewhat superficially, host-guest interactions on Australia's Bruny and Magnetic Islands. Part Two concludes with a chapter that describes the history of tourism in the Shetland Islands. Very much a story of 'boom-and-bust' as the fortunes of the local tourism sector followed the growth of the North Sea oil industry, the central message is that strong local government leadership may be a significant factor in social sustainability.

The final part of the book is the least satisfying. Commencing with the curious chapter on Mauritius mentioned above, it then presents a study of tourism on Okinawa, followed by a comparative analysis of tourism in Mediterranean islands (Chapter 14) which, in the space of just nine pages, attempts (unsuccessfully) to draw meaningful conclusions from a brief analysis of just three variables: the size of islands, the number of available bedspaces and levels of occupancy achieved. Chapter 15 then presents a tale of attempts to develop sustainable inter- and intra-island transport in Hawaii which, though interesting, is of limited wider relevance, whilst Chapter 16 returns to the Maldives, describing the development of tourism and national tourism planning processes for the islands. Finally, in Chapter 17, the editors attempt to draw some conclusions and implications from the preceding case studies, as well as posing a number of research questions that emerge from each chapter. Though they highlight some key issues, such as the need for restrictions on growth, the desirability of both community input and strong political

commitment to tourism and so on, these conclusions are neither new nor surprising; moreover, the editors accept that, given the diversity of islands discussed in the case studies, 'the situation is confusing and complicated, not least because there are no simple solutions where sustainability is concerned' (p.228).

Overall, then, the editors have made a brave attempt to collate a diverse collection of case studies of island tourism as a means of revealing the ways in which positive attempts can be made to move towards a position of sustainability. These case studies are, by and large, interesting in their own right and, as descriptive stories of tourism development in a variety of island contexts, add considerably to the current 'bank' of such knowledge. In so doing, they also serve to confirm the enormous diversity of islands both as entities and as tourist destinations, a diversity that militates against the potential for identifying policies and processes appropriate to sustainable development in all island destinations

However, in answer to the first question posed at the beginning of this review, beyond its descriptive 'portraits' of the case study islands this book adds relatively little to knowledge and understanding of island tourism development. Not only does each case study lack theoretical underpinning, but their brevity precludes in-depth explanation and analysis. Indeed, it may have been more appropriate to have based the book on fewer but longer, theoretically informed chapters. Moreover, the book as a whole would have benefited from being located within a more evident conceptual framework; as it is, it lacks overall cohesion and depth, and is most likely to appeal to those who wish to dip in to read particular case studies.

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Culture, Heritage and Representation

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The publication of another eclectic mix of contributions to a volume of themed papers can be welcome or worrisome. An explanation of this point of view may be useful here before commenting on this particular volume, especially so as to avoid the reader making assumption that the flavours of either of these descriptive terms has relevance to this collection of papers – which it may not. Firstly, a volume such as this can be welcome if, as is often the case, one or more contributions (if not the entire range) points the reader into new directions of thinking about a mainstream topic, or more usually in recent times, a topic which is just beginning to make its mark in a particular area of discourse. Alternatively, such a range of contributions can be frustrating and worrisome if they are of such uneven quality and focus, and if they tease the reader into thinking that the volume might be indicative of a major area of discourse which has previously escaped or gained less attention than might be its due. In this reviewer's mind, the second of these interpretations can be directed to at least one other volume in the series to which this edited collection contributes; however, the editors to this volume have gone to great lengths in their introductory chapter to point out the legacy which precedes this volume, and the inspiration of that legacy from which it has benefited and which it sets out to extend. Coupling this with editorial acknowledgement of the flow of iterations of the various contributions and the generally good quality of the text, this volume is closer to the welcome end of the spectrum.

This is an interesting work in so far as it sets out to strengthen what is still an emerging field of study, particularly as one of its aims seems to be to draw together contributions from across a range of social science disciplines. In their introduction the editors (Watson and Waterton) declare that they have positioned this volume 'within the context of a long-established history in sociology that takes representation as a key moment of meaning-making ... [with that history having] wended its way through cultural studies, tourism studies, cultural geography, art history, communication studies, archaeology and anthropology amongst others.' (p.1). Their contention seems to be that as 'representation' has begun to permeate heritage studies it is time to invest serious intellectual effort into understanding and communicating the nature, scope and impact of visual culture as one mode of it. Whilst some of the arguments and discussions will be known to some readers, others, including

this reviewer, are treated to exposure to new sources, new ideas and new interpretations, even if some of those can be considered contentious from a particular disciplinary position. The task undertaken by the contributors to this volume is an almost unbelievable challenge – ‘using the visual to explore both representation and response’ (p.4) – in a situation in which that challenge has to negotiate matters of contestation, dissonance, identity formulation, memory, performance, ‘sense of place’, and others, and a range of author and reader disciplinary prejudices. A structure of four parts is used to address these various matters with theoretical, speculative, and descriptive studies, and sometimes a mix of all three.

In the first Part – Relocating the Visual – the purpose is to canvass a number of basic issues for both novice and experienced scholars. The three chapters in this Part examine, for example, the ramifications of the challenge to the human capacity to see and make sense of what is seen in an objective manner (Shirato and Webb), the challenge to adopt a ‘more holistic conceptualization of the experience of cultural heritage’ engaging with the processes of phenomenology (Selby), and the interactivities of the ‘leitmotifs’ of heritage with companion non-heritage pursuits (referred to as ‘commingling energies’ by Crouch). The editors have referred to the contributions to the second Part – Representation and Substitution – as a ‘critical unpacking’ of such matters as identity, memory, reality and substitution. Wilson, in his case study of the popular memory of the battlefields of the European Western Front has focused on the visual and sensual frames of what he refers to as the duality of the ‘bleak images of trench warfare and the contrasting tranquillity of the war cemeteries’, drawing attention to the influence on still-evolving heritage stories by ongoing archaeological discoveries. The issue of substitution is raised in de Groot’s examination of the application of digital technologies to museum exhibitions; for him, this facilitates a new form of performance, with the visitor/user engaging in activities which become a substitute for ‘the real thing’, introducing a new capacity for and indulgence with interpretation. Voase takes this matter further and, in focusing on the cinema, discusses the different forms of reality which can flow from the cinematic portrayals of historic events, places and settings, possibly compromising what ‘really happened’.

The inter-linkages of visual culture, heritage and heritage-based tourism underpin the dominant theme of Part 3; there are five contributions. In other edited collections, the point is made that tourism is implicated in these various inter-linkages in both the production and consumption of visual culture (see, for example Crouch and Lubben 2003).

Here, in this Part, these inter-linkages and the production/consumption implications are considered in a diversity of case studies each emphasizing a particular perspective whilst attempting to bring into balance theoretical issues and empirical evidence. For example, Pritchard and Morgan examine the ‘visual rhetoric’ of the beach holiday and extend the implications of the attention given to the ‘body beautiful’ to issues of gender, politics and power. Jones takes for his target various media (film, television, internet) representations of Robin Hood and Brother Cadfael, concluding that authenticity and accuracy are sacrificed by the ‘oscillations’ in the respective stories which are the inevitable outcome of the perceived need to construct a noteworthy tourism attraction. In a study which has links with earlier work by Smith (2006), Waterton refers to the impact of what she has termed ‘ideological discursive formation’ (IDF) in which the presentation of the objects of heritage is influenced significantly by an elitist interpretation of symbols which is expressed through, for example, a focus on commemoration, memorialization and monumentalism, national identity, and remembrance, with the presentation endowed with a singular and uncontested meaning. In similar vein – but not in this volume – Palmer (1999, 2005) has referred to the issues of national identity and ‘Englishness’ in the adoption of heritage resources for tourism resources. Mordue, as did Jones earlier in this Part, has a particular geographical target; his concern is with the conversion of the City of York into a ‘spectacularized attraction’, attuned more to its potential as a commodified heritage-based tourism attraction than to its fundamental role of being a ‘home’ to a resident population. To conclude this Part, Selwyn examines the promotional images in tourist brochures, concluding that they are ‘vehicles for journeys of untrammelled imagination’ (p. 212) which remove the viewer from the confines of their usual existence.

The three contributions to Part 4 – Constructing Place – reconnect the discussions with the reality that ‘Sites are never simply locations... they are sites for someone and of something’ (Shields 1991: 6). Poria confirms that heritage is, in fact, an abstraction which is based upon perceptions rather than inherent value. As a consequence of this he considers that heritage-based tourism is a response to the expectations, motivations and experience-seeking of the tourists; the outcome of this might well be that the tourist is attracted to historic objects which have little if any heritage significance, and that heritage-attributed tourism attractions have little, if any, historical significance. Of course, this interpretation overlooks the significance of some of the forces at work referred to in some of the contributions to Part 3. Copeland, in using the example of the Roman occupation of Britain, draws attention to the presentation of ‘evidence’

which is a mix of image, landscape change, material culture, myth, and text, and the dominance which visuality has as a determinant of what is incorporated into a tourism attraction. In the final chapter, Watson uses a study of Rhodes to demonstrate that 'visuality assumes the status of metaphor' in revealing what may be loosely referred to as 'Greekness' (which might be compared with Palmer's interpretation of 'Englishness').

Is this book a welcome or worrisome addition to the scope of literature about heritage matters? Does it lead to an extension and intensification of understanding and does it generate new insights? This reviewer is persuaded that this is a welcome addition, not only to the series to which it contributes, but also to lines of enquiry which are emerging, albeit unevenly, from a range of social science perspectives and especially those which have potential to inform public debate. There is some unevenness in the theoretical underpinnings between the contributions, but in those cases, the empirical evidence is sufficiently illuminating to provide a degree of compensation. In composing collections of this kind, editors are faced with two administrative dilemmas; firstly, whether each contribution should have its own bibliography, or whether there should be a consolidated bibliography – the decision here has been for each chapter to boast its own listing of sources, with the inevitability of repetition and duplication across the various chapters; secondly, whether the Index should be compendious or brief – here the Index is helpful but not particularly as useful as it could have been. The responses in this volume to these two dilemmas have impeded for this reviewer what otherwise was an enlightening experience. Overall, however, this reviewer has been encouraged to explore some of these matters further, and he doubts whether he will be the only one to respond in that way.

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Tourism, Power and Culture: Anthropological Insights

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It is always a pleasure to review a tourism text written or edited by anthropologists, as it is inevitably fascinating and deals with some of the most poignant issues in tourism studies. The work also tends to be thoroughly researched and well-written. This book is no exception and provides a very enjoyable but challenging read, as it deals with some difficult and disturbing issues relating to the subject of power. The editors are right to adopt this focus in the context of anthropology, as power has probably not been dealt with as thoroughly as in other areas of tourism studies. Anthropology has sometimes (rightly) had the image of being dominated by white, wealthy, male Europeans who often cast a somewhat distant and condescending eye over the subjects of their investigations. However, times have changed, and not only has the profile of researchers changed, but there has also been a shift from largely negative ethnographic critiques of the cultural impacts of tourism to a more balanced discussion of travel and tourism as a social and cultural phenomenon. It is, therefore, refreshing in this book to read several accounts of the positive benefits of tourism and the growing empowerment of local communities.

However, it would be a bit over-stated to say that the subject of power has not been dealt with in detail in other fields of tourism studies (e.g., political economy, sociology, cultural tourism studies, post-colonial studies, etc.), and one criticism of this work might be that it is a bit too firmly entrenched in the discipline of anthropology (literature reviews, methodologies, themes). Other disciplinary areas of research are not referred to adequately, except for a couple of pages in Chapter One and in the Epilogue, which comes as a bit of surprise given the purely anthropological focus of the rest of the book. Having said all of this, it may be considered a strength of the book to many readers, especially anthropologists, to read a text which does not purport to be 'all things to all people' using a multi- or inter-disciplinary approach.

Like all edited works, the challenge for the editors is to weave a coherent narrative through an often eclectic set of papers (especially in the case of conference or meeting procedures). The editors succeed really well on the whole, perhaps with the exception of a couple of papers which do not sit quite as comfortably as the rest. On the other hand, the quality of those chapters is such that it would probably have been a mistake not to include them. The geographical spread of the papers is fairly wide including Europe, Asia,

Africa, Australia, and the Americas. The latter region receives the most attention and there is a slight bias overall in the book towards Spanish-speaking countries, but this is not a distracting or deliberate emphasis.

Chapter One provides an excellent overview of the key issues in tourism and anthropology and is especially useful for readers or students who may be new to the subject area. One of the main strengths is the editors' ability to remain erudite whilst providing accessible content and style to a wide readership. The book is divided into two parts (Tourism and the Power Struggle for Resources, and Tourism and Culture: Presentation, Promotion and the Manipulation of Image). The chosen papers fit reasonably well into these two chosen themes, especially Part Two, where the thematic links seem to be tighter. The inclusion of section introductions in addition to the introductory Chapter One helps to shape the book's overall coherence even further. Both of the section introductions provide detailed summaries and a critical discussion of each of the chapters. They are concise and considered pieces which again provide a useful overview of the main themes of the book, and the field of tourism anthropology more generally.

The individual chapters are all of high quality in terms of their content, methodology, research, style and accessibility to both students of anthropology and general students of tourism. Section One focuses on the struggle for resources in tourism destinations and the tensions this can create between different user groups. Chapter Two about conflicts over water resources might seem to have more of a focus on environmental management and sustainability, but it serves as an interesting introduction to environmental anthropology. It also indicates how the subject of power transcends disciplinary boundaries. Chapter Three about Mali discusses the conflicts between residents' needs and those of heritage conservation which are sometimes prioritized because of tourists' perceived expectations. Chapter Four contrasts three equally interesting case studies of La Gomera, the Dominican Republic and Scotland. Examples are given of the complexity of representing grassroots versus national or 'official' heritage. The final chapter in this section looks at the subject of tourism and terrorism in Bali. This is the chapter which arguably fits the section theme the least comfortably, and sometimes the anthropological dimension is not altogether clear except for the methodology as pointed out by the section editor. It is nonetheless a fascinating piece of research.

Section Two explores debates which are now central to the anthropology of tourism and even more critical when discussing power. These are image creation, representation,

the construction of social identities, and stereotyping. The issues of cultural diversity, ethnicity and race play a central role in this analysis. The authors in many cases provide a very balanced assessment of both the positive and negative aspects of representation, and the first Chapter is extremely positive about the development of tourism, which local people claim to find 'easier' than traditional activities like fishing, hunting and cultivation. Tourism also leads to public acknowledgement and support of their traditional culture. However, some of the more remote communities cannot share in these benefits, therefore power proves to be unequally distributed. Chapter Seven provides a fascinating analysis of race versus identity in Bahian culture in Brazil and the complex connections to authenticity. Chapter Eight looks at ethnic groups in Belize, whose traditions are often treated as being part of heritage instead of a living contemporary culture. Questions are asked about how to 'live' ethnicity in the context of tourism. Chapter Nine considers negative constructions and stereotypes of Jamaicans in Negril, which are perpetuated by the tourism industry with the result of tourist interactions with local people being severely limited because of fear and ignorance.

Unfortunately, there is no final Conclusion which would have been an interesting way of drawing together the two sections of the book, which are fairly different to each other. The Epilogue as mentioned earlier tends to stand alone as an interesting observation on tourism studies and power in a more general context, but which does not shed much light on the field of anthropology, the major focus of this book. Although the overall Introduction and section introductions are extremely thorough, the reader is left wondering what the future of anthropological studies in tourism may hold.

In summary, this is a very interesting and readable book. As with all edited books, there is no need to read it from cover to cover in one sitting. It is possible to gain much from the reading of one chapter which is relevant to a reader's interests or research and to take away new insights and knowledge. However, for those hoping to gain a more in-depth understanding of the anthropology of tourism, the reading of the editors' work (Chapter One and Section Introductions) is highly recommended as they do a fine job of presenting the field to both initiated and new audiences.

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