

Book Review

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Tourism Policy and Planning Implementation

by: Konstantinos Andriotis, Dimitrios Stylidis and Adi Weidenfeld

Published 2018

by Routledge

2 Park Square, Milton Park, Abingdon, Oxon OX14-4RN, UK, 196pp

ISBN: 9781138060746

Not all books present new or revolutionary ideas and create a stir among those likely to read them. In this respect, this book is a rather commonplace book, an edited book with all the good and bad that the edited book genre implies. However, this book has a number of chapters that are useful, succinct and interesting. So, while the volume does not present much particularly new nor revolutionary, the book provides a great deal of value to those teaching and researching tourism policy.

This book is composed of ten chapters. The first chapter is an introduction by two of the co-editors (Konstantinos Andriotis and Dimitrios Stylidis) that explains some of the basics of tourism planning and introduces each of the following chapters, explaining the intentions of the authors of each of the following chapters. Chapter 2, by Geoffrey Wall, deals with the rift between the way that academics think about tourism planning and the reality of putting plans into practice. Chapter 3, by Gianna Moscardo, elucidates the role of communities and the role of communities in the shaping of tourism policies. Chapter 4, by Stephen W. Boyd, deals with issues of tourism planning in post-conflict destinations and focuses upon the cases of Sri Lanka and Northern Ireland. Chapter 5, by Chris Cooper, focuses upon failing destinations and how planning and policy can revitalise such destinations. Chapter 6, by Sarah Duffy and Larry Dwyer, delves into the challenges of developing tourism that takes place in protected landscapes. Chapter 7, by César Guala Catalan and Douglas G. Pearce, explains the development of a national framework for the development of tourism in Chile and its evolution. Chapter 8, by Richard W. Butler, describes tourism development in the absence or policies specifically designed to promote tourism. Chapter 9, by Dallen J. Timothy, discusses the borders and their implications for tourism policy, including issues linked with cooperation between entities. Chapter 10, by Adi Weidenfeld (also one of the co-editors), is a conclusion that discusses what the chapters tell us about tourism policy and the very different approaches presented by the various authors in the book.

The book is 196 pages long and consists of many of the features that one would expect from a book from Routledge. There is a table of contents, list of figures, list of tables, list of contributors, preface, and index. There are ten figures and 13 tables in the book. The preface is very short (only a page and a half long). The figures in the book are in black and white. Some niceties of the book are that it is visually attractive with a very

modern looking and colourful cover. The book is not too thick, meaning that it is easy to put into your bag, and some books are simply too big and clunky to carry around or do not look good from the outside.

What is interesting about this book is that there is a general lack of structure to it, apart from the requisite introduction and conclusion. As such, each of the chapters does not really seem to be placed into sections that are meaningful. Instead, each of the chapters seems to be randomly inserted into the 'stuffing' of the book, between the layers of the introduction and conclusion. However, this is not a major issue, since each of the chapters can be enjoyed as independent pieces. As such, the book is an edited book around the very generic concept of tourism planning with each chapter contributed by an author or co-authors delving into their particular specialty.

A pleasant aspect of the book is that the chapters are mostly generic, short, and written by some of the leading experts in the field. The benefit of this is that the chapters are good introductions to some of the major concerns in tourism planning/policy and give readers the opportunity to learn about the topic from the leading researchers in the field. These short and succinct chapters are useful, straightforward, and would be helpful for researchers and teachers who want to access information quickly from some of the most respected people in the field.

A weakness of the book, as is the case of many edited volumes, is the general lack of coherence of the contributions making up the entire book. Not all chapters are written in the same style and some are more theoretical while others delve more into specific case studies. For example, Catalan and Pearce's chapter on the institutional framework in Chile is very much concerned with describing the evolution of the tourism planning system in Chile, although the conclusion does make references to more general issues that may be of interest to those readers who are not particularly drawn to the case study of Chile.

The chapters that I envision having the most universal appeal are the chapters that deal with more general issues: Andriotis and Styliadis' introduction, Boyd's chapter on post-conflict destinations, and Timothy's chapter on the implications of borders for tourism planning. These three chapters are especially useful and could be used as primers for the specific topics that they delve into. The strength of these three chapters, especially, is that they are succinct and give a very quick overview of the topics covered, making them useful for teachers or researchers. For example, Andriotis and Styliadis' introductory chapter is a good overview of tourism planning and the evolution of tourism planning since the 1850s. In 21 pages, the chapter gives a great deal of information about tourism planning, introduces the chapters of the book, and lists all the key references a scholar would need for the topic. All three of these chapters, I imagine, would be accessible to advanced undergraduate and postgraduate students, would be easy to digest, and would bring up a great deal to discuss in a classroom.

In general, the book has a great deal of merit and should be interesting/useful to many students, scholars and practitioners. The language of the books is accessible and does not seem to be so technical that many would find it hard to understand. There also seems to be a decent balance between case studies and theory. While some of the articles have titles that are suggestive that they are more theoretical and general, they tend to be a bit more involved in describing cases, such as Butler's chapter that would seem to be about the absence of tourism policy but mostly is an in-depth discussion of Fair Isle in Scotland and its tourism development. However, it should be understood that many find the case

studies useful and interesting, so these chapters may appeal to many and change the nature of the book from a more general and theoretical book into one that many may see the value in because some chapters delve into specific cases.

In closing, this is a good and useful book for many. The language makes it accessible to most beyond the first two years of university and the use of case studies and more general/theoretical chapters should provide something for everyone. For researchers, some of the chapters are convenient primers on topics that allow for a quick overview of topics, such as tourism planning or the role of borders in tourism planning. For teachers, it may be that some of these chapters can be used as a basis for some lectures on topics that a lecturer is not particularly comfortable speaking about. Many of the chapters, too, would be a good starting point for assignments or discussion in a third-year course on tourism or postgraduate seminars. Since the chapters are short and give an easy-to-read overview of a topic, assignments based upon the topic would be fairly easy to develop. Another real benefit of this volume is that the chapters are written by the big names who are top-notch scholars in the field, making it a useful and easy way for advanced students to learn about topics from some of the best in the field. At any rate, this volume offers a great deal to many would-be readers (students, scholars and practitioners), acts as a useful reference resource, and looks attractive on the desk and shelf as well.