

Book Review

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Handbook on Tourism Planning

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This book is an essential guide for understanding and planning tourist destinations. This comprehensive manual delves into the growth, development, and transformations within tourism planning over recent decades. It addresses contemporary issues and challenges with contributions from diverse international scholars, offering insights at local, national, and global levels. The book's approach spans conceptual frameworks to practical applications, making it a unique resource in the field.

The handbook's holistic perspective integrates theoretical foundations with real-life examples, giving readers a nuanced understanding of the planning process. It covers destination management, sustainable tourism, and stakeholder engagement, combining clarity and depth to cater to experienced professionals and newcomers. It includes illustrations, tables, and diagrams, further aiding in translating complex theories into practical insights.

The book's first part, titled "Fundamentals of Tourism", begins with a chapter by Michael Fange on Clare Gunn, a pioneer in multidisciplinary approaches to tourism (Chapter 1). Fange emphasises Gunn's advocacy for integrating various disciplines to understand tourism's complex nature. This foundation sets the stage for a holistic understanding of tourism, encompassing social, economic, and environmental factors.

Moscardo's chapter (Chapter 2) explores participatory tourism, highlighting the importance of inclusiveness and collaboration in shaping the future of tourism. This forward-looking approach encourages stakeholders to co-create narratives that extend beyond traditional boundaries, promoting adaptability and resilience.

Walter and Michelle Jamieson (Chapter 3) discuss regions' unique challenges and opportunities in leveraging tourism for economic growth. They highlight the complexities

of infrastructure development, resource allocation, community empowerment, and stakeholder engagement.

Ramos-Tumanan and Dela Santa (Chapter 4) present a fresh perspective on tourism impacts, using heterogeneous constructivism to illustrate how stakeholders perceive and respond to tourism. They explore the interaction between subjective perceptions, socio-cultural dynamics, and power structures, providing a deeper understanding of tourism's socio-cultural, economic, and environmental impacts.

Juliana Vales, Mansour Ghanian, Antonio Azevedo, and Sara Silva (Chapter 5) delve into stakeholder perceptions and networking in tourism planning. A detailed analysis of stakeholder interactions in Portugal reveals the complexities influencing planning processes and outcomes. This chapter emphasises the role of stakeholders in shaping tourism development trajectories, highlighting their diverse perspectives, interests, and power dynamics.

Portia Pearl Siyanda Sifolo and Unathi Sonwabile Henama (Chapter 6) examine the crucial role of governance in tourism planning. They analyse the relationship between governance structures and planning processes, emphasising the need for effective mechanisms to navigate the complexities of the tourism sector. Their insights and recommendations aim to promote more effective, equitable, and sustainable tourism governance worldwide.

Timothy's (Chapter 7) focuses on tourism planning in national peripheries and borderlands, regions characterised by their remote locations or proximity to geopolitical borders. He provides practical guidance for planners operating in these areas, contributing to more sustainable and inclusive tourism development.

Alejziak (Chapter 8) discusses the wide range of risks and challenges facing the tourism industry, from environmental threats to economic crises and global health issues. He emphasises the need for a proactive and adaptive approach to risk management and emergency planning, integrating resilience, sustainability, and flexibility into tourism planning frameworks.

Chhabra's chapter (Chapter 9) merges existentialist philosophy with eco-spiritual tourism planning, proposing a model that fosters deeper connections with nature, self, and spirituality. This unique approach aims to manage destinations in a way that promotes authenticity and sustainability.

Amore (Chapter 10) examines the policies and planning frameworks influencing employment dynamics in the UK tourism sector. Through empirical research and case studies, he highlights challenges related to workforce development, skills training, and flexibility. The chapter underscores the importance of proactive policy and strategic planning to promote a resilient and inclusive tourism workforce.

Fagence (Chapter 11) discusses site-based tourism planning, emphasising the importance of natural landscapes, cultural heritage, built environments, and intangible elements like storytelling. By integrating these unique qualities, planners can create differentiated tourism offerings that resonate with visitors.

Xie's contribution (Chapter 12) explores how urban morphology affects tourist experiences and destination competitiveness. He discusses the role of mixed-use development, pedestrian design, heritage preservation, and public space enhancement in creating vibrant, attractive, and sustainable tourist destinations.

Ribeiro, Vareiro and Monjardino (Chapter 13) investigate the complex dynamics between tourists and residents, exploring how interactions between these groups affect local attitudes towards tourism. Through empirical research and analysis, the authors

reveal the different perceptions, experiences and impacts of tourism development in the Azores.

Through case studies and qualitative research methods, Ribeiro, Vareiro and Monjardino offer

Kassem and Santamaria (Chapter 14) explores the implications of the tourist perception of the risk of fraud on destination choices, travel behaviour and tourism development strategies.

The contribution of Mcloughlin and Maguire (Chapter 15) examines the use of sustainability indicators as tools to assess the effectiveness of tourism planning initiatives in promoting sustainable development. Through the European System of Tourism Indicators (ETIS) objective, the authors demonstrate how indicators can be applied to measure the economic, environmental and socio-cultural impact of tourism in the county of Sligo.

Jamieson (Chapter 16) delves into the intricate dynamics between tourism development and local communities, stressing the importance of adopting an economic lens of visitors to inform planning decisions. The author highlights how tourism affects neighbourhoods and localities by highlighting the opportunities and challenges of integrating tourism into broader urban planning frameworks.

The contribution of Duque and Carvalho (Chapter 17) explores the complex dynamics of cross-border cooperation in tourism development, highlighting the opportunities and challenges inherent in promoting cooperation between neighbouring regions.

Gu and Li (Chapter 18) focus on coastal tourism development, highlighting the need to integrate landscape research into planning processes for sustainable outcomes. They discuss the challenges of disintegrated coastal tourism and advocate for a holistic approach that considers the interconnectedness of coastal landscapes.

Fernandes and Carvalho (Chapter 19) explore the potential of smart cities to transform the tourism landscape through technological solutions. They discuss the benefits and challenges of integrating smart technologies into tourism planning and management, emphasising the importance of balancing innovation with social equity, privacy, and cultural sensitivity.

Farokhi and Pourmoradian (Chapter 20) highlight the use of scenario planning to address the complexities of social tourism development. They stress the importance of considering multiple futures to anticipate uncertainties and develop sound strategies for sustainable tourism.

Tiberghien's chapter (Chapter 21) on Kazakhstan's tourism heritage planning emphasises authenticity, niche tourism development, and diversification. He explores how Kazakhstan leverages its rich cultural heritage to create unique tourist experiences and attract niche markets.

The Wu, Hsu and Horngyu chapter (Chapter 22) explores the strategic planning process in the hospitality and tourism industry, stressing the importance of aligning organisational goals, resources and actions to achieve long-term success.

Yang (Chapter 23) provides a comprehensive overview of ethnic tourism planning, highlighting the importance of cultural heritage, authenticity and community involvement in shaping visitor experiences.

Cerpelloni, Lucifora and Platania (Chapter 24) examine the community approach to the development of cultural tourism, stressing the importance of involving local communities in the planning, managing and promoting cultural heritage. The authors

explore how this approach allows communities to preserve and showcase their cultural heritage, reaping the economic benefits of tourism.

Zhang's chapter (Chapter 25) on planning creative cultural tourist destinations discusses leveraging creativity, authenticity, and collaboration to enhance visitor experiences. He provides branding, product development, marketing, and stakeholder engagement strategies.

Coffey, Coughlan, and Gardiner (Chapter 26), examine underwater tourism in Queensland, Australia. They discuss the demand for underwater experiences, the diving industry's economic contributions, and the environmental impacts on marine ecosystems.

The "Handbook on Tourism Planning" offers an in-depth and multifaceted exploration of tourism planning, combining theoretical insights with practical strategies. It addresses many issues, from stakeholder engagement and governance to global risks and the integration of smart technologies.