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# Book reviews: Journal of Tourism Consumption and Practice Volume 1 No.1 2009

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## **Book reviews**

### **Cruising in the Global Economy: Profits, Pleasure and Work at Sea**

**Author: Chin, C. B. N.**

**Ashgate Publishing Company**

**2008, xii + 184 pp.**

**ISBN 978-0-7546-7242-5**

Cruising in the Global Economy is an interesting and thought provoking addition to the limited literature available that addresses the Cruise Industry. Christine Chin's study comes from her interest in political economy of transnational migration and she uses that knowledge and understanding to good effect to examine the complex realities that underpin the cruise phenomena. In chapter one Chin sets the scene and provides a context for the discussion that is to follow. She also describes how she collected the data which informed her work, revealing a method that incorporated interviews with recruitment agents, former cruise crewmembers, representatives of seafarers' missions and unions and snatched opportunities for undertaking brief interviews with cruise crewmembers. However, Chin's research did not appear to involve managers of cruise companies and this omission creates a sizable gap in her search for a global truth. In addition, Chin makes use of online review websites to analyse a sample of cruise tourists' perceptions.

In chapter two, the practice known as 'flags of convenience' is discussed. This section of the book is interesting and relevant for students seeking to understand the dynamics of cruise tourism from an organisational and economical perspective. Flags of convenience, or open registries, are important features for cruise businesses, because this practice establishes the global setting for the way that cruise businesses operate and compete. Chapter three provides a description of how cruise tourism has developed, together with a critique on the way cruise companies have moved into mass market cruising. In contrast, chapter four considers cruise tourists and their perceptions about the way cruise businesses strategise and, more

importantly, how their operations impact on the lowest paid employees. The author then addresses the multinational work environment before concluding in chapter six with a short essay addressing the morality of free market practices at sea.

Undoubtedly, this book offers a vivid portrait of cruise tourism. It challenges the reader to look into the world of cruising, as it is described, and to see a different side to that which is presented in the cruise brochure. Unfortunately, because the voice of the cruise employer is missing, the argument that is presented lacks balance and, for this reason, the reader may be left unsure what the cruise industry's perspective is on these important matters. The research focus and research sample are also constrained and it would appear unwise to make generalisations from the data on the basis of these limitations. Additionally, some statements, such as the claim that service jobs possess a feminine trait (p138), appear to say more about the author's worldview than they do about the realities of the world of work. For these reasons the reader should be cautious in accepting the underlying implication in this text that all cruise brands are the same. However, Chin is talking about important matters in her work and the book is worth further examination in order to capture this opinion and to reflect on her polemic. In many respects, a key outcome achieved by the book is to confirm the importance of engaging with cruise companies in order to seek to develop research for this sector in a more overt manner. As a final comment, the book is not an especially 'easy' read and as such it is probably best suited for more advanced students.

**Reviewed by Philip Gibson, University of Plymouth**

**Contemporary Hospitality & Tourism: Management issues in China and India**

**Authors: Ball, S., Horner, S. and Nield, K.**

**Butterworth-Heinemann**

**2007, 195pp**

**ISBN 978-0-7506-6856-9**

China and India are two countries with ancient civilisations, the influences of which can still be found whenever one looks below the modern exterior that is now presented to the world. Between them live over one third of the world's population, with economies that are expanding at a great pace. Yet despite these great similarities there are also differences between China and India. This book is therefore timely and potentially useful particularly as I am not aware of a similar textbook that explores, from tourism and hospitality perspective, the economic, cultural, social and demographic dimensions of these two great nations.

The book is organised into three distinct parts, the first consists of four chapters, and is intended to acquaint the reader with contemporary Chinese and Indian contexts. To achieve this it deals with the economic environments of China and India. The book then considers cultural theory and backgrounds, and the immense cultural diversity within India and China. It examines the social and demographic perspectives of the countries; before finally surveying tourism trends in the two countries. The three chapters in the second part are devoted to China; giving an analysis and overview of hospitality and tourism development in China. Mirroring the details about China contained within in the second part, the three chapters in the third part of this book are solely devoted to hospitality and tourism development in India. A unique pedagogic feature of this book is that case studies are used both within the chapters and also at the end of the book, to illustrate or extend some of the points raised.

The book was co-authored by three eminent academic researchers. These authors are very experienced, yet the text is written in an approachable and accessible style,

drawing on the authors' wealth of educational, industrial and travel experience within a Chinese and Indian context. This authors clearly state in page xvii that the book is aimed at second and third-year undergraduate university students as well as postgraduate students who are registered within the fields of hospitality management, hospitality studies, tourism management and tourism studies and other related courses. Therefore the book should be of particular value to those student studying international versions of courses in these fields.

Although I was born and initially educated in China, for the last nine years I have been in Britain, firstly as a PhD student in Tourism Management and now as a Senior Lecturer in Tourism Marketing. I have always paid special attention to research about tourism issues affecting China and its people; hence the main content of this review will focus on the book's discussion of tourism development in China.

Since the late 1970's, tourism in China has been actively encouraged by the Central Government of China because they saw it as a platform from which to boost the general economy and to inculcate Western ideas and technology into Chinese society (Zhang, 1997). Travel and tourism in China has undergone many stages of development (Hall and Page, 2000; Lam and Mao, 2001; Hall, 2004; Lew, Yu, Ap and Zhang, 2003), all of which have arguably contributed to current success for its tourism industry. China's outstanding economic growth over the last twenty years has been accompanied by stable increase in inbound tourism (Shan, 2001), developing differently to other countries due to China's unique political systems (Zhang, Pine and Lam, 2005).

The authors for 'contemporary hospitality & tourism: management issues in China and India' aim to provide an authoritative, comprehensive and up-to-date source of knowledge about those countries fast growing hospitality and tourism industries' (p xviii). Laudable though that the aim is, I feel that the finished result is partially let

down by the quality of some of the referencing, the use of outdated information, a few typographical errors and the occasional basic fact being plain incorrect. .

First is the quality of the references, many of which are taken from newspapers or magazines rather than authoritative academic journals. Given the rapid development of the Chinese tourism industry, much attention has been shown by academic researchers (for example: Huang, Wall and Mitchell, 2007; Bowden, 2003; Gu and Wong, 2006; Zhang and Lam, 1999; Hsu, Cai and Wong, 2007; Jackson, 2006). This academic trend was started by Schuchat (1979) when an article entitled 'State tourism in China and USA' was published in 'Annals of Tourism Research'. Since then, at least 70 articles, related to Chinese tourism, have been published in the top three tourism journals namely 'Annals of Tourism Research', 'Tourism Management' and 'Tourism Geographies'. Other tourism-related journals have also reflected the growing interest in issues related to Chinese tourism. For academics such journals are easily accessible via their university libraries, and so it is surprising that the authors did not make more extensive use of these authoritative information sources when writing this book. A specific concern about the referencing can be exemplified by the use of 'Wikipedia' for a reference on page 169. Wikipedia is an online encyclopaedia that anyone can edit; is such an uncontrolled medium really an appropriate source of reference material for an 'authoritative' text book?

Secondly I am concerned with the use of outdated information. This book was published in 2008, and readers searching for 'up to date' statistical data of Chinese hotels by ownership type or star rating can look at Table 5.1 or Table 5.5; unfortunately the information given only goes up to the year 2002, and was accessed by the authors in 2003. As the authors note China is a country that is undergoing very rapid development, combining this rapid development with the influence of the 2008 Beijing Olympic Games, and it is clear that an authoritative book published in 2008 requires more recent information. The authors' discussions about the hospitality and tourism industry in China are also, in places, rather outdated. Some of the tourism policies of the Chinese Government are laid out in Table 4.2 (page 41)

and Table 7.1 (page 99); on both occasions, the authors only mentioned tourism policies up to the year 1996. A quick review of the website of the China National Tourism Administration makes it apparent that many tourism policies were published and implemented by the Chinese government after 1996, unfortunately these policy changes and updates over the last 12 years have neither been noted, nor commented upon, by the authors of this book.

Before leaving the subject of referencing I feel that it is important to mention references that I would have expected to be given, but which nonetheless have either not been stated or they are wrongly referenced. There appear to be a number of statements without any source; for example on page 7 the authors mention the main reforms of China's economic policy but do not give a source of the information. In a number of places the book entitled 'The Rise of the Chinese Consumer' by Gardner (2005) is given as a reference source for both Gardner's arguments and also his data sources. In Gardner (2005), use is made of research by Credit Suisse, and Gardner correctly references that research to Credit Suisse. Yet on page 86 when Ball et al quote from Gardner (2005) and use the Credit Suisse data, they do not reference that data to Credit Suisse.

Readers who enjoy looking at statistical data will find a number of errors that should not have got through to the published version, e.g. the figure of \$36billion in Table 1.4 on page 10 then becomes \$36million in the text on page 11. Turning now to Table 4.1 (page 39) it can be seen that all the given percentages when totalled up do not come to the printed 100%, somehow 20% has been left off the figures in the second line of data. Further examples of such errors can be found in Tables 4.5 and 4.6

My final observation about the details within the book must mention a glaring error. On page 103 the authors state that the Terracotta Army is 600 years old. If the Terracotta Army was an insignificant piece of indigenous art then making such an error may be understandable if not excusable; but the fact is that the Terracotta

Army is more than 2000 years old (Portal and Duan, 2007) and is possibly China's single most significant tourist icon. What would the authors' reactions be if a student submitted such a simple mistake as part of an authoritative document?

Although the authors are aiming at a readership of stage 2 students and above, I feel that the book is more suitable for Stage 1 students due to the depth of its discussion as a limited range of literature sources used. However I hesitate to recommend this book because of errors such as the poor referencing. This book deals with management issues in the field of Chinese and Indian contemporary hospitality and tourism in a logical and easy to follow style. For new students the book is a reasonable introduction to that field of study, however the authors have been let down by poor proof-reading, and the more studious reader will be let down by the real content of the book.

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**Reviewed by Rong Huang, University of Plymouth**

### **The Literary Tourist**

**Author: N. Watson**

**Palgrave Macmillan, Basingstoke,**

**2008 pp 256**

**ISBN 13 9780 230 21092 9 (Pbk)**

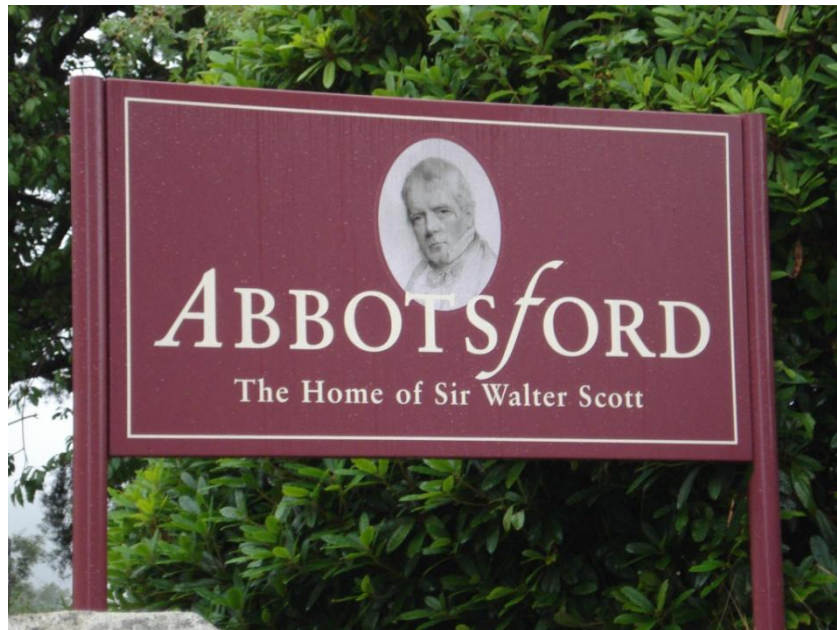
Nicola Watson has, as she states, produced 'the first history of literary tourism in Britain' (p.8); this includes a study of the 'literary and sub-literary genres associated with literary tourism' (p.8). The book is divided into Part I – Placing the Author – and Part II – Locating the Fictive, drawing on both well-known authors and some who, today, are probably lesser-known. Intriguingly, Watson suggests that visiting places

with literary connections 'is essentially an adult vice' (p.2); this reviewer begs to differ – the fiction of authors such as Malcolm Saville (with the eponymous Society and the Malcolm Saville Archive at the University of Worcester) does influence children to visit the locations, or rather influences the parents to please the offspring by taking them. Childrens' consumption of the literary, both textually and geographically, is as pertinent as that of adults.

What clearly changes is fashion for whereas Malcolm Saville may have been popular from the 1940s through to the late 1970s, he could be said to be following in the footsteps of Arthur Ransome – and pre-dating J.K. Rowling. This links to Watson's argument that whilst some areas are 'evergreen' for the visitor and consumption, such as *Shakespeare Country*, *Hardy's Wessex*, *Daphne du Maurier's Cornwall* and *Wordsworth's Lake District*, others simply disappear; as she observes, 'who now could pinpoint on the map 'Aylwin-land'? Yet you could have visited it, had you so wished, in 1904' (p.5). Watson argues that publishers' editions of novels with photographs of the actual location – such as the 1908 'Doone-land' edition of *Lorna Doone* – established the concept of a 'literary geography'; incidentally, with reference to this particular novel, Simon Trezise (2000) has discussed the various dimensions in some detail.

As might be expected, some – seminal – figures are discussed in detail, viz. William Shakespeare, Robert Burns, Walter Scott, the Brontës, and Thomas Hardy. To focus on just one, Sir Walter Scott, there is an excellent discussion of how his home – Abbotsford – 'invented the genre of the writer's house in Britain' (p.93). Indeed, Washington Irving's account of his visit, in the *Sketch Book* (1832), acted as an imprimatur. Nathaniel Hawthorne, visiting in 1856, did not take to the house but, importantly, these are not examples of just a few visitors; Nicola Watson reports 1,500 visitors in 1833 alone and McCrone *et al* (1995, p.60) refer to 'over 5,000 visitors...often from Europe and America'. Coming through in the 1920s, that doyen of travel writers H.V. Morton commented that the house was 'the rough material of the romantic novel' (p.101). Perhaps, Scott is not so well-known in Britain as he once

was; however, a glance at the Visitors' Book for the few hours before this reviewer made his entry on 6<sup>th</sup> August 2008, shows 'consumers' of the Abbotsford experience from South Africa, Canada, Tasmania and Germany – in fact, more from overseas than the UK. Clearly, there is material here for a study of the forms of literary tourism to be found at Abbotsford (see Butler 1986; Busby & Klug 2001; Busby & O'Neill 2006). As an adjunct, Scott, himself, wrote in 1825, that Abbotsford 'begins to be haunted by too much company of every kind. But especially foreigners. I do not like them' (Foster 2007, p. 26); of course, Foster's publication only increases the numbers! Paul Scott (1994) argues that no other writer since Sir Walter Scott has had such an influence on the image of Scotland and it is right, therefore, that Watson gives him such detailed examination.



**Plate One:** The principal sign for Abbotsford (near Melrose in the Scottish Borders),  
August 2008  
(Photo: The Author)



**Plate Two:** Abbotsford – from the River Tweed in August 2008

(Photo: The Author)

The second part of the book is about ‘tracing the origin of the practice of visiting sites associated principally with the fictive’ (p.131); nowhere is this better illustrated than by the now-forgotten novel by Rousseau *Julie: ou, La Nouvelle H el oise* (1761). This work, one of the most read of the late eighteenth century, resulted in the area around Lake Geneva becoming a site of literary pilgrimage; Watson argues that from soon after publication, ‘tourists carried the many volumes of this very fat novel with them in their carriages’ (p.140) – Shelley, being one of them, described his experiences in *History of a Six Weeks’ Tour* (1817). Ultimately, John Murray III ‘packaged’ Rousseau, Byron, Voltaire, Gibbon and Madame de Sta el into a handy guidebook: the authors could be consumed by the tourist whilst viewing the sites – 50,000 copies were sold over seventy years. It is not quite so easy to imagine Paulo Coelho’s *Eleven Minutes*, first published in 2003, which also emphasises the area, having the same sort of tourist impact; *Julie: ou, La Nouvelle H el oise* might be a case of ‘comes the time, comes the novel’.

Literary countries are reviewed in Chapter 5, following on from Scotland, there is discussion of Hardy's Wessex – all very literary as opposed to *Agatha Christie Country* which occupies much of the same area (Busby, Brunt & Lund 2003). After finishing the book, this reviewer was reminded of David Herbert's assertion that literary places 'have the ability to touch human emotions and to evoke memories in powerful ways' (Herbert 2003:61): there are plenty of examples contained within this volume. In summary, Nicola Watson has produced an excellent discussion of the history of literary tourism in Britain. Perhaps, a second edition will expand on the material, bringing the twentieth century into detailed consideration, even utilising the internet as Amy Lavender Harris (York University, Toronto) is with her 'Imagining Toronto' project – see <http://www.imaginingtoronto.com>.



**Plate Three:** The castle of Chillon in October 2008

(Photo: The Author)



**Plate Four:** The view from the keep, Chillon, in October 2008  
(Photo: The Author)



**Plate Five:** Byron was here...Chillon  
(Photo: The Author)

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**Reviewed by Graham Busby, University of Plymouth**

**Post-Conflict Heritage, Postcolonial Tourism – Culture, Politics and Development at Angkor.**

**Author: Tim Winter**

**Routledge.**

**2007 pp 200**

**ISBN978-0-415-43095-1**

'Its only a slim book' wrote the Book Reviews Editor in an email inviting me to review Tim Winter's book, implying that it wouldn't take me long to read it and complete the review. Comprising 149 pages of narrative in seven chapters and set at 10pt., Routledge have produced a slim volume but within just a few pages of the first

chapter the description 'slim' proves wholly inadequate. By page 2 Tim Winter tells us that,

'(the book) explores conceptions of culture and development, the politics of space, and the relationship between consumption, memory and identity to illustrate the intense battleground which has formed around Angkor since it became a World Heritage Site in 1992. I locate heritage and tourism within their broader political and social-economic contexts, both historical and contemporary, to reveal the aspirations and tensions, anxieties and paradoxical agendas, which have emerged due to the lure of the tourist dollar and the need for the rampant destruction that the dollar and its bearers might bring.'

And, just a paragraph later,

'By addressing such issues at Angkor the book sets out to place cultural heritage and tourism in the foreground of debates concerning post-conflict nation building, postcolonial cultural politics, and the socio-spatial changes brought about by contemporary globalisation. The immense scale and complexity of the Angkor region also brings into sharp focus the challenges facing countless heritage landscapes around the world today as they attempt to marry a series of interconnected agendas: development with conservation; national sovereignty with global patrimony; modernization with tradition; responsible governance with democratic ownership; and cultural values with economic value. A recurrent theme of academic studies of tourism and heritage has been the analytically elusive relationship between the discursive nature of the tourism industry, the ways in which tourists actually encounter landscapes, and how such processes come to shape the development of destinations ... and by exploring consumption in terms of various symbolic economies and the materialities of touristic performance, this book seeks to add clarity to these debates.'

Continuing onto page 3,

'I argue that scholars of tourism and heritage need to pay greater attention to the cultural politics of development and postcolonial theory ... An analysis of Cambodia, I believe, provides valuable insights for countries such as Iraq, Afghanistan or Rwanda which face similar challenges of marrying agendas of



cultural restitution and modernisation in their quest to recover from eras of war and social instability.’ (p.3).

Phew, slim in aspiration and intellectual imagination this book certainly isn't! I read the bulk of it whilst 'holed up' in a caravan park at my favourite heritage landscape – the Pembrokeshire Coast National Park, in West Wales – listening to the lashing rain bouncing on my makeshift office (the car) for two days whilst my partner turned the caravan into a quilting sweat-shop. The intensity of the book requires some light relief and mine was the Radio 4 long wave 'test match special' commentary on the drama of the second test between England and New Zealand being played at Old Trafford (where incredibly it wasn't raining!). The burning question for a book reviewer and one that I had serious doubts about after reading the quoted material above is, 'Does the author 'pull it off?'

Well, yes, I think he does but with, of course, varying levels of success and closure in an immense project such as this. I marvelled at Winter's precise and yet evocative summary of the appalling recent history of the Khmer people and the depth of his research into the accounts of late 19<sup>th</sup> century discoverers of the 'Far East'. His energy and enthusiasm for attacking his subject from so many conceptual viewpoints certainly taxed my energy and capacity for following his arguments as he danced with the intensity of an Argentinian tango around his subject:

- in scale, from specific temples at Angkor to triple country regions of South-East Asia,
- in time, from the historical sureties of Franco-Indochina colonial relations to the post modern eras of nodes and networks, and
- in analysis, from powerful political-economy insight to the ephemeral world of tourist performativity.

At times he was in danger of slipping from a 'Tour de Force' to a 'kitchen sink' of contemporary social theory (he seemed desperate not to offend by omission) but that's probably too harsh and I can forgive Winter the sometimes dense prose and

oft repeated claims he makes for his work not least because through this project he has finally put a nail in the coffin of the critics of the case study method who dismiss the possibility of generalisation. And three cheers to him for so nicely demonstrating how positivism as a philosophy shapes the practice of heritage conservation to the extent of the marginalisation of a social history of place – true too of Pembrokeshire, in my view. It seems miserly, however, to just pull out just a few points of praise because there is so much in this book that is worthy of mention. In each of his seven chapters, Winter captures new layers of his study informed by an impressive mining of very different data sources ranging from secondary sources of travel literature and policy documents to observation and interview. Such refreshing epistemological relativity without slipping into judgemental relativism reminded me of my own Critical Realist leanings. I found his analysis of the 19<sup>th</sup> century colonialist discovery of the ruins and their subsequent encapsulation as symbolic ‘ruins’ where the meaning of place is contested, to be very powerful (Chapter 2 and later in Chapter 6). The discussion of the Framing of Angkor in Chapter 4 beautifully exposes how tourism and heritage industries can detach and de-contextualise key historical sites from their surroundings. The tourists’ own accounts of the perceived dangers of contemporary Cambodia as a place to be avoided contrasts sharply with their enthusiasm for a visit to Angkor (one admitted to not knowing that Angkor was actually in Cambodia). The analysis of contemporary tourism scripts of *Indochine* that locate Angkor as a site of re-discovery and exploration for the Western tourists is particularly poignant. His analysis of the national and trans-national institutions of heritage conservation and their dismissal of tourism rang particularly true for me (Chapter 3) as did his general later arguments of the marginalisation of broader contemporary Cambodia social-economic development by a powerful alliance between the international conservation/ tourism industries and a national government desperate to recover that fails to deliver on any of the promised ‘trickle down’ of economic benefit (Chapter 6).

Scholars of both tourism and heritage should welcome, and read, this book. Too few research monographs exist in the literature that can demonstrate the insights and

outcomes of sustained, thorough and deep analysis of tourism and heritage, perhaps because the research funding agencies are still nervous about studies of tourism. The outcome of Winter's extended engagement with Angkor should encourage them in this respect. Over 30 years there are some books that simply refuse to leave my memory and they are all monographs. Books that have influenced my sociological imagination include; Turner and Ash's *The Golden Hoards* in the 70s, Krippendorf's *The Holidaymakers* and Enloe's *Banana, Beaches and Bases* in the 80s and Urry's *Tourist Gaze* in the 90s. I've a feeling Winter's study will stay with me for some time and he should be congratulated on his achievement but I would caution the use of this text in teaching for all except the most advanced of students. And then in small doses only and as a way of demonstrating a particular aspect of social theory or method where I feel it would work well. Anyway the sun's come out and the surf's up and I'm off to contemplate my local heritage seascape with a bit of late-life crisis tourist performativity on a body board.

**Reviewed by David Botterill, Independent Scholar**

**Tourism Management: Analysis, Behaviour and Strategy**

**Editors: Woodside, A. and Martin, D.**

**CAB International**

**2007 pp 592**

**ISBN: 9781845933234**

Woodside and Martin have compiled a highly readable selection of papers with tourism at their heart. In fact, the scope of this tourism anthology is more narrowly focused on the management of tourism although this is true to varying degrees depending on which chapter one happens to read. Thus, to give the work a sense of purpose the authors have provided a framework in chapter one which mirrors the structure of the book. The framework consists of the five themes: scanning and sense making, planning, implementing, activity and impact assessing, administering.

As such the framework is fairly standard fare barring the use of Weick's (1995) concept of sense making. As this appears to be a central concept within the framework it is disappointing that the editors simply brush aside any discussion, or even description, of it, deciding instead to refer readers to Weick's (1995) work. Chapters are then more or less unequivocally allocated to one of these five themes although of the book's twenty seven chapters only two fall within the rubric of administering (administering is described as creating vision and organisational values, exercising will, crafting missions, coaching, training and co-ordinating). Understandably there is some variation as to the novelty in what is being written in each chapter. Nonetheless, even those chapters that aim to provide a review of knowledge in a particular area as opposed to developing or testing new theory do this in a way that is both informative and critical. Thus the reader will find useful reviews of travel motivation, tourism demand forecasting and market segmentation in tourism alongside reviews into very specific market segments (medical tourism and wine tourism for example). The most cohesive collection of papers relate to the section on impact assessing, with papers here ranging from assessing tourist shopping village success to a discussion of tourism satellite accounts.

In the absence of a concluding chapter the introduction contains a number of normative statements about how tourism, or the tourism organisation, should be managed: 'the trick is demonstrating to people, every day, where you want to take your organization...The only thing that convinces people that you really care, that you take personally your commitment to them, is unflagging consistency. And it is commitment' (Woodside and Martin, 2008:3). This kind of 'management speak' is aimed to support the book's credentials as being something more than an amalgam of academic prose divorced from managerial practice. The editors are keen to stress this point. Indeed, they go so far as to say that while the book provides advances in tourism management theory, these are purely by-products. This does not do justice to the theoretical contributions this book clearly makes. With the exception then of the first chapter, this is less a book on procedural knowledge and more a book on propositional knowledge (Tribe, 1997). It should, as the editors suggest, increase the

reader's knowledge and expertise, whether this leads to 'better' managers remains open to debate.

The introductory chapter aside which so evidently highlights the book's practice relevance, it would be unfair to say that there was not a managerial focus in the text. To strengthen the book's appeal to practitioners a selection of chapters provide useful exercises with sample solutions. These will no doubt appeal not only to the practitioner but also to students who are in more advanced stages of their studies. This is certainly not an introductory text and this is where the book distinguishes itself most from what already exists in terms of generic books on tourism management. As such it was a refreshing read and credit goes to its contributors.

In a book whose subtitle includes the word 'behaviour' and emphasises practice a difficult and yet critical discussion of what may be considered responsible behaviour in tourism would have been welcomed. What is perhaps surprising then is the scant mention of ethical issues in a contemporary book on the management of tourism. Because of this, but also because of its tourist focus, the book does not entirely fulfil its claim to provide an in-depth understanding of executive behaviour. Notwithstanding these critiques, this book has much to offer the tourism practitioner as well as the tourism academic. It is difficult to think of anyone who has an interest in tourism not deriving some satisfaction out of reading it.

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