**Book Reviews**

**Adventure Tourism**  
By Ralf Buckley  
CABI, Oxfordshire, UK, 2006  
Pp. 515; Price: £37.50 (Pbk); ISBN: 1-84593-122-X

The title of this book requires some definitions, which the author does in some detail on page 1. He uses the term 'adventure tourism to mean guided commercial tours where the principal attraction is an outdoor activity that relies on features of the natural terrain, generally requires specialized sporting or similar equipment, and is exciting for the tour clients'. That said, he goes into a large variety of examples of adventure tourism with the aid of six contributors (noted below with their respective chapter titles) who are specialists in their own type of a particular tourism activity. Most of the 27 chapters go into some detail, with the chapter titles revealing what adventurers are all about in seeking this type of tourism, in most cases including particular areas where these adventures are conducted.

The chapter headings include River Journeys; Whitewater Kayaking; Whitewater Rafting; Sea Kayaking; Sailing; Expedition Cruises; Diving; Surfing; Heliskiing and Snowboarding; Cross-country Skiing; Ice Climbing (Jerry Johnson and Ian Godwin); Mountaineering (Robert Hales); Hiking and Bushwalking; Horse Riding (Claudia Ollenburg); Mountain Biking (Julie Schaefer); Off-road Safaris; Wildlife; and Aerial Adventures. It is interesting that some of the above activities are conducted in Antarctica, and have been for many years, but the term 'adventure tourism' has been a conundrum for Antarctic Treaty Consultative Parties at their Consultative Meetings (ATCMs).

The cause for discussion is the difficulty to actually define the term as to whether some kinds of regulations should be enacted to deal with a tourism presence that can place a burden on national programmes if and when search and rescue procedures are called for in case of accidents. Information Paper IP 96, "Adventure Tourism in Antarctica," tabled by the International Association of Antarctica Tour Operators at the ATCM XXVI in Madrid in 2003, raises this point (see IAATO website at www.iaato.org Information Papers for details). The author has not neglected the issue of liability and insurance, for the index has some 25 pages listed for references to insurance in the chapters.

There is insufficient space in a review to go into detail on the variety of adventure tourism covered in the above chapters. Instead, I will provide an example of a particular area with much to offer on a variety of adventure pursuits, one that I am familiar with, Queenstown, New Zealand, which has achieved a world-renowned status as an 'adrenalin capital.' The details are in a chapter on "World Adventure Capital," by Carl Cater, where whitewater rafting, jetboating on the Shotover River, and bungee jumping are the attractions, among others, all within a short range of the very scenic city. Of those three activities, I have experienced one of them (jetboating, in Queenstown and also Alaska), and watched (with awe and adrenalin pumping) the other two. I also found that sightseeing by chartered helicopter from Queenstown to be part of my definition of adventure tourism. Jetboating is indeed exciting and fascinating as long as passengers listen to the instructions given by the driver. I watched bungee jumping from two different bridges, and decided observing was better than doing. Because of the potential risks involved in activities approaching what might be called 'the edge,' they are not without mishaps, as evidenced by a few case accounts in this chapter of drowning, and a bungee-jumping accident, the latter an apparent miscalculation in estimating the proper bungee cord and its length.

This is not to say that all adventure tourism is hazardous, for many activities covered in this book are simply fun and satisfy interests of many people. The activities described also include geographic areas where they occur, with details in some cases similar to information provided in the Planet Earth series of books for travellers, although it is not intended as a tourist guidebook.

The author has several decades' experience in various forms of adventure recreation, and has participated in many of the activities covered in this book. An indication of his experience is shown in the 23 pages of references, which include 21 authored by him. Buckley's book provides analyses of more than 100 real, retail-level individual adventure tour products featuring a range of activities in various parts of the world. The book is intended for researchers, teachers and students engaged in the academic analysis of adventure tourism. The index of five pages directs the reader to selected subjects of tourism, but none of the destinations, which are listed instead in the subheadings of each chapter in the Contents pages.

I recommend the book for anyone interested in Adventure Tourism, either as a guide searching for exciting pastimes, or simply adventurous reading.

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Subscribe Online at www.trrworld.org
The 2008 Travel and Tourism Market Research Handbook
By Richard Miller and Kelli Washington
Richard K. Miller and Associates, Loganville, USA, 2008
Pp. 307+; Price: US$ 285.00 (e-version); ISBN: 1-57783-121-7

The term handbook is a bit misleading if you think of handbooks as slim volumes that one can dip into quickly to find a useful bit of information. The ninth edition of this US-focused handbook, now at 300 pages, certainly has quite a few bits of information but the scope of coverage (over 55 chapters) means that the user may need to spend more than a moment or two to find the section relevant to her or him. The search will likely be worth the effort, though.

The book opens with a look at top-line data on a variety of phenomena, including spending by domestic and international visitors travelling in the US, and the importance of tourism as a job-generator. The data presented in these initial chapters move, in quick succession, through modes of transportation, trip activities, trip duration, season of travel, and more. An overview of arrivals of visitors by state, estimated expenditures, and for most states, an estimate of the percentage of expenditures derived from business or convention visitors is provided. The initial section concludes with similar profiles (visitors, expenditures, and business tourism expenditures) provided for key cities in each of the 50 states and District of Columbia.

The text notes that many of these data were derived from surveys conducted by Richard K. Miller and Associates - an undertaking necessitated by the lack of any integrated tourism statistical system in the US. Unfortunately, the handbook does not provide any insights into how questions related to visitor numbers or expenditures were actually defined or collected, other than to note that states and visitor and convention bureaux use idiosyncratic methods, and may not collect data every year. The authors appropriately caution against assuming that all data are comparable in these sections. Another issue that is unfortunately left unaddressed in the introduction is how the authors define 'tourism' and 'travel'. They are not synonyms because both terms appear in the title of the book, but there is no discussion of the scope of each term. For example, does 'travel' include routine short-distance trips such as commuting to work or school? Whether or not these types of trips, which are quite distinct from what is normally understood to be tourism trips (trips outside one's usual environment for a period of not more than one year and for many purposes except commuting to work), would profoundly affect the correct interpretation of the data presented.

Ironically, the first three chapters, which have commanded about half of this review's comments, represent only one-eighth of the book. The greatest contribution of the book is in the remaining seven-eights, not surprisingly. Chapters 4 through 7 explore what the authors describe as 'destinations': large cities, small town and rural communities, state and national parks, and cruise ships. The coverage of these destinations includes descriptions of various aspects of these destinations, such as airports, convention centres, entertainment districts, and 'bicycle-friendly towns'. The descriptions and lists are not critical or analytical studies of these aspects of tourism, but rather handy compilations of facts (such as attendance at national parks), supplemented by occasional quotations from the media or industry leaders.

Part 2 constitutes the bulk of the handbook, filling nearly half of the pages of this volume. These chapters include a mix of mass market attractions such as beaches and sightseeing, and niche attractions such as birding and butteflying tours, spa vacations, and marathons. Each chapter provides a brief description of the activity, and its various forms or divisions as well as general statistics related to participation and/or expenditures by visitors engaged in these activities. While some of the chapters address activity segments that are probably self-explanatory, such as visits to botanical gardens, other product segments represent significant definitional challenges, such as culinary tourism or ecotourism. The lack of any critical commentary on the definition of these forms of tourism can also be seen in the chapter on 'geotourism'. In this case, the authors use the term in the sense used by The National Geographic Society, without acknowledging that the same term, 'geotourism', also refers to travel to observe and appreciate geological processes such as volcanoes or glacial valleys.

Attempting to compile profiles of various product segments is a risky undertaking because of the topics or possibilities that will inevitably be excluded. A chapter on gender-focused getaways looks at 'all-girl getaways' and 'mancations', but in both cases the tourism experiences are positioned as those of heterosexuals. The omission of any reference in this section to the large and growing phenomenon of gay and lesbian travel is striking (gay and lesbian travel is touched on in a later chapter on traveller diversity that also includes baby boomers, seniors, travellers with disabilities, and ethnic minorities). Other curious omissions include gaming, aboriginal (or indigenous) tourism, and thanatourism - travel to sites associated with or commemorating historical sites associated with suffering or tragedies (such as battlefields). Voluntourism - the combination of tourism trips with service in volunteer capacities - is also rapidly growing and missing from the book. Film-based tourism - tourism trips to see places either
featured in a movie (or a television show) or where a show was produced is also popular but missing from this book. However, these are just cavils. The authors could have devoted the entire book to different segments and one could still find an omission or two!

Part 3 is entitled ‘Travel Analyses’ although the material continues to be more of a compilation of previously published quotations and statistics rather than original analyses. Still, this section, too, provides a rich collection of insights and numbers related to topics as diverse as adventure travel, air travel, leisure travel, and sport travel. Again, it is probably always possible to identify topics that could have been covered. Luxury travel and backpacking are only two that could have been included (given sufficient time and pages to expand what is already a large collection).

The book concludes with several chapters that examine local and state promotional activities in the US, the Internet, and socially responsible travel. The final chapter is an overview of how destinations are attempting to attract retirees as new migrants (either permanently or seasonally), a topic of increasing interest to many local and state governments in the US.

In sum, this book is a useful reference for tourism marketers interested in getting a quick fix on key trends and patterns in the US tourism. It not only provides a very broad (albeit shallow) collection of statistics on visitation levels, expenditures, and tourism marketing expenditures, but it also raises awareness of the rich and diverse phenomenon that tourism in the US has become over the last half century. VCBs, state tourism offices, and industry associations will find this 2008 edition to be a useful reference.

The book contains URLs useful for further pursuing information or contacts presented in the text. The on-line version provides hyperlinks, which make this feature even more helpful. The book contains a list of references (typically two or three per chapter) but no index. A list of ‘market resources’ such as contact details for market consultants and industry associations is a helpful mini-directory. Tourism academics will not likely find the book to be useful for research, but, to be fair, they are not the intended market. But they, too, may find the book to be a useful source of insights, general information on aspects of the US tourism market, as well as a source of links to industry associations, state tourism offices, and VCBs.

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Mobilizing Hospitality: Ethics of Social Relations in a Mobile World
Edited by Jennie German Molz and Sarah Gibson
Ashgate Publishing, Aldershot, Hampshire, UK, 2007
Pp. 295; Price: £59 (Hbk); ISBN: 978-0-7546-7015-5

Through a series of ‘diverse empirical accounts’ this book draws together a potent mix of mobility, performance and power that raises important issues for a more specific version of the ‘host’ than that generalized version proposed in the 1970s by Valene Smith. The paucity of academic research into hospitality as a theme for sociological enquiry is quite marked with only Lashley and Morrison’s edited book of 2006 making any serious attempt to contribute to an otherwise bleak intellectual landscape (notwithstanding various anthropological works on food such as those by Mary Douglas on the meaning of meals etc.). Linking hospitality to the shifting patterns of an increasingly mobile world, as Molz and Gibson have attempted to do, is a clever move with great potential.

Matters of hospitality deserve a far more nuanced treatment than is currently doled out by hospitality journals, which seem forever stuck in a positivistic mode. Commercial hospitality in modern society is simply too important and valuable to be so treated.

The main theme of the book is the encounter of strangers in a mobile world and ways in which ‘hospitality promotes and polices encounters, questions how such relations are marked by exclusion as well as inclusion, and by violence as well as kindness’ (back cover). The introductory chapter ‘makes implicit what is explicit about hospitality – its predication on mobility’ (p.3) and in doing so throws down a challenge for many of the assumptions and paradigms that frame it as a theme for study. The editors and contributors choose to take the broadest possible view of hospitality, and the empirical work upon which the book draws ranges from migrants, through drifters and on to ‘nomads and sybarites’ (Judith Stili’s chapter).

Potential readers should, however, not be fooled by the title. Make no mistake: this book firmly locates hospitality in cultural studies (and nothing wrong with that) so readers from hospitality schools hoping to gain insight for their business and industry partners will, perhaps, be perplexed by some of the chapters. But to be fair, the tendency of cultural studies writers to obsfuscate where possible has been largely avoided and while many of the texts are undeniably dense, careful reading can uncover a whole range of carefully thought-out theoretical positions on hospitality. See, for example, Adi Kuntsman’s chapter on ‘...Queer
Immigrants... and the linking of hospitality with aspects of race and postcoloniality in Karima Laachir’s chapter on ‘...Limitations of the National.’

Those trying to reach beyond Lashley et al.’s (2006) ‘Hospitality: A Social Lens Approach’ could do well to look at Viv Cuthill’s chapter on ‘...eating and drinking out in Harrogate and Whitehaven’ which provides an analysis of hospitality through the emerging concept of tourism as performance... an attempt made all the richer for the contrasting field locations she has chosen for her observations. Lynch et al.’s empirical investigation into the ‘topography of the commercial home’ does a worthy job of placing the mundane into high theories (Auge, Simmel, Derrida etc.).

We owe a lot to John Urry and the Centre for Mobilities Research at Lancaster, and this book adds to our indebtedness. I suppose one way we could repay is to explore how we can utilize such theoretical treatises in our practice-based research: applying theory to the commercial world of hospitality in ways that helps those businesses to understand the cultural environment in which they live.

One final note of warning though, while we indeed suffer from a paucity of theories of commercial hospitality, we also need intelligent and reflective analysis of hospitality as an industry in ways that will help innovation and management of this complex sector: now that’s a book worth writing!

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Music and Tourism: On the Road Again
By Chris Gibson and John Connell
Channel View Publications, Clevedon, UK, 2005
Pp.301; Price: £24.95 (Pbk); ISBN: 1-873150-92-X

This pioneering text, Music and Tourism: On the Road Again, by Chris Gibson and John Connell covers a specialist topic in tourism, notably music tourism. In recent times, cultural tourism has rapidly expanded with art, literature, food, wine and music gaining niche market status. As the authors point out, such a book would not have been possible 20 years ago; even a decade ago research on music tourism was limited. Gibson and Connell cast a wide net in their definition of music tourism and include all genres of music, places, people, activities, festivals, workshops, musical trails, museums and tours as well as the sale of music recordings, souvenirs and instruments. This is one of the many virtues of the book. The authors argue that music tourism is far more complex than any simple ‘high’ culture versus ‘popular’ culture binary. The text is well researched, well written and well organized, with a breadth of real life, international and up-to-date examples. This is a book that documents the rise of music tourism, in all forms, without shunning its scholarship.

The text melds theory with a practical viewpoint in an engaging yet challenging way. There is a lot of interesting material: the first chapter traces the history of tourism and growth of music tourism as an element of cultural tourism. The second chapter on ‘virtual tourism’ highlights the role of music, in particular recorded music, in evoking nostalgia, a sense of the ‘other’ and a sense of place, vicariously transporting the armchair listener to idyllic holiday destinations. The text offers an in-depth analysis of places with a long musical heritage including Liverpool (pop music, the Beatles), New Orleans (jazz), Memphis (blues, soul, rock ‘n’ roll) and Nashville (country) as well as those with no overt links to a past scene, such as the show-bands of Las Vegas and the clubbing scene in Ibiza, Goa, and Koh Samui. By presenting successful (and sometimes unsuccessful) case studies of music tourism, the business space comes alive for the reader.

Chapter 6, On the Road Again: Nostalgia and Pleasure examines the rationale for music tourism, who the tourists are and why they are willing to travel to experience music. In this chapter, the authors highlight the appeal of nostalgia and quest for authenticity on music tourism, and they include profiles of Route 66, the ‘grey nomads’ or ‘neo-tribal’ segments in the US, Australia and Canada, the rise of Irish Diaspora, the highly regulated tourism experience at Graceland and the quest for hedonism in the rave scene in Ibiza. The diverse nature of the experience is emphasized: some tourists are motivated to participate in workshops and master classes and tourist numbers remain relatively small, ‘a handful of individuals in search of a means of learning and contextualizing distinctive musical styles’ (p. 176).

There is strong coverage of music’s economic impact and the cultural politics of authenticity and identity. It is clear that the academic debate of ‘authenticity’ - the cultural meanings attached to an event - will continue. There is a penultimate chapter on festivals, and the central argument is that there is a symbiotic relationship between tourism and music, which often gives rise to debates and conflicts that are inherently cultural. In this chapter, the authors present an interesting case study on Tamworth’s country music festival in Australia. The case demonstrates that music can be a means to generating a year-round tourism economy and the authors present it as a model, in some respects, for other...
locations to follow. Landscape repackaging is particularly important as music is inherently invisible and highly seasonal. Concrete reminders in the built environment – for instance, country music venues, museums, special walks, parks, statues and logos – play an important role in place marketing. However, the story of the festival is also a story of race, class, gender, the fabrication of identity, and conflicts about the validity of images and marketing campaigns. This chapter examines the proliferation of festivals, their benefits, drawbacks and challenges faced by festival organizers. For instance, they show how legal considerations, such as the need for public liability insurance, affect the planning of festivals. Here, the authors make a distinction between major and minor festivals, stressing that many festivals stand apart from commercial concerns and offer excluded and minority groups the opportunity to promote their own sense of identity.

In order to push the boundaries of the subject forward, a multi-disciplinary orientation is required. The authors strive to adopt a pluralistic view of the topic and this is shown by the wide-ranging bibliography. The text draws on the foundation discipline of economics illustrating the role of music in the cultural economy; however, the authors are keen to emphasize the contribution of sociology and anthropology to music tourism with references to social behaviour at festivals, notions of community, cultural meaning of festivals and conflict theory. Political science and law have so far made minor contributions to the field of event studies, but they are important foundation disciplines, nevertheless. The authors adopt a stakeholder perspective on music tourism and discuss relations of power, racial and cultural tensions that often underlie music tourism.

One criticism of the text is that a few seminal references are missing. While the authors make references to clustering, they do not cite a seminal work (Porter 1998) in their explanations for music tourism being placed on the political agenda and nurtured over time. Porter’s work has attracted the attention of tourism researchers (see Brown and Geddes 2007). Within sociology, network analysis (Burt 1992; Baerenholdt and Haldrup 2006; Granovetter 1973, Pavlovich 2003) has the potential to explain the evolution of festivals and changes in festival programming, but the authors do not concern themselves with social network theory, apart from noting that festivals are part of wider musical networks. A seminal reference on social capital and the rise and fall of volunteerism (Putnam 2000) is absent from the chapter on Festivals, Community and Capital, although the authors note that the staging of music festivals benefits a community and contributes to social capital.

Despite the ambitious task facing the authors, their goal – to document music tourism in a comprehensive form and provide a global perspective – has been achieved. In conclusion, this book, Music and Tourism: On the Road Again, has made an important contribution to the growing literature on special interest tourism. It should be of interest to researchers, teachers and students of tourism, as well as policy makers who wish to develop better empathy with this area.

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Christian Tourism to the Holy Land: Pilgrimage During Security Crisis
By Noga Collins-Kreiner, Nurit Kilot, Yoel Mansfeld and Keren Sagi
Ashgate Publishing, Aldershot, Hampshire, UK, 2006
Pp. 200; Price: £47.50 (Hbk); ISBN: 0-7546-4703-X

Christian Tourism to the Holy Land is ‘a study about religiosity and fear as motivating factors in the behaviour of Christian pilgrims who are visiting Israel – the Holy Land – at a time of security crisis.’ The research is innovative and addresses three inter-related topics: the sects and nationality of the tourist-pilgrims; the impact of a security crisis on the tourism industry; and crisis management strategies. The literature review reflects academic discussion differentiating pilgrims and tourists but names no other on-site empirical study including self-evaluation by participants.

The research was originally designed in 1999 to study the modern experience of Christian pilgrimage to the Holy Land by 10 large groups of Catholic pilgrim-tourists expected to arrive in the Jubilee year of 2000, an important Christian
calendar date. However, their target groups cancelled their trips due to a violent Palestinian uprising, termed locally as the ‘Second Intifada’, and inbound tour traffic plunged.

The research team then opted to restructure their design and to broaden its scope to address such fundamental and heretofore unasked questions as: Are Catholic and Protestant pilgrimages different, and if so, in what ways? Within sectarian differences, do national variations exist? How far in advance do these disparate groups plan their trips? Does \textit{communitas} exist or develop within each group? What do these visitors know about Holy Land politics and ethnic groups? Given the cancellation by many others, why did these visitors arrive in the face of possible terrorism?

The team developed first and last day interview instruments and supplemental data that asked each person to self-identify as pilgrim, pilgrim-tourist, or tourist. Research continued from September 2000 to 2003, and involved 284 individuals of whom 167 were Catholic (in six groups from Poland, Mexico, Brazil, Chile and two from Germany), and 127 were Protestant (in four groups from Mexico, Spain and two from USA). During the research period, total Israel arrivals dropped by two-thirds, from 2,416,756 in 2000 to 740,772 in 2003. During these years there were 90 suicide bomb attacks that killed 850 Israelis and 2,500 Palestinians. A separate government census in 2002 listed 861,967 arrivals of whom 55% were Jewish, who visited and stayed with family or friends, without need of tourist services.

The book is conveniently organized into eight chapters, each of which ends with a concise, well-written summary of the findings. The extensive tables document answers to the several sectarian and nationality questions that arise. The decline in visitor numbers altered the tourism industry in many negative ways, as the highly trained guides and other personnel left the industry for other jobs, and were replaced by less-qualified individuals. Lack of admission fees and less government funding, and reduced maintenance at many sacred and tourist sites, forced some attractions to either close their itinerary but do not officially visit so-called historical places such as Gethsemane, Massada, the Western Wall (Wailing Wall) or the Garden Tomb. The Protestants seek out even more historical sights. In general, both Catholics and Protestants were conservative and concerned about the protection of the sacred sites, and both felt that the enjoyment of their visit had been impaired by the crisis perception and evidence of insecurity in the area.

Summarizing the typologies for the pilgrim, tourist-pilgrim and tourist categories, the research team recognized that the roles as pilgrim and as tourist are individually ascertained, and correspond to the continuum from Sacred (Holy) to Secular (Smith 1992). In addition, following Cohen (1979) the team defined the typologies as:

1. \textit{Existential Pilgrim}: People whose tourist experiences are characterized by the existential mode. They are Orthodox Catholics who see their pilgrimage as a once-in-a-lifetime experience. The experience of their visit will seldom have recreational, diversionary elements, though they will feel that mentally and spiritually the trip had a restorative effect.

2. \textit{Experiential Existential Pilgrim}: Religious Protestants, in addition to their existential mode of experiences, also have an experiential mode which stresses the quest of meaning outside the confines of one’s own society, motivated by the search for authentic experience.

3. \textit{Tourist-Pilgrim}: Those will be mostly Americans or Europeans with a combination of modes of experience in which the most dominant one is the experiential mode with, perhaps, small doses of diversionary and recreational experience. They will search for the authenticity of the Holy Land and will add elements of tourism which are directly related to secular Israel and Judaism.

The great strength of the book and its almost universal application is well-stated in Chapter 8 as the ‘nine lessons learned’ from terrorism and crisis impacts, and led to the warning: ‘It is imperative to transform the discussions on tourism crisis-management from the inductive level to a broader and general discussion platform’. As their contribution to this stated need, the team explicitly recommends totally integrated planning by both tour operators and government: a pro-active policy and not just instant response; more accurate media coverage; and better human resource management to protect displaced tourism employees.

Overall, the book is very well written, with detailed tables and graphs to support their findings. I enjoyed reading the book and could only observe that the stated plea for pre-
planning for crisis management would have better served New Orleans during their Katrina hurricane crisis, and equally so in Indonesia affected by the tsunami.

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You Can Run: Gay, Glam and Gritty Travels in South America

By Jesse Archer
Harrington Park Press, New York, 2007
Pp. 244; Price $12.95 (Pbk); ISBN: 978-1-56023-654-2

There can be few books whose library classification is given as both 'Gay male literature' and 'Hospitality and tourism'. But, while You Can Run certainly lives up to its promise as a book about (and for?) gay men and their experiences, and while it fits well enough into the travel writing category, it would be stretching a point to see it as an instructive tome for the tourism industry.

Persons of a nervous disposition will not enjoy the book. It is crammed with tales of illegal drug taking, filthy hotels, partner swapping, sex with bananas and the antics of drag queens. In short, its protagonists' activities are far removed from those of the average package holiday taker and do not bear much resemblance to a Paul Theroux-style voyage across the continents either.

At the start, at least, it seems as if the whole book is centred on the author's love-hate, can't live with him, can't live without him, relationship with his partner, Zane. Most of this is pretty tiresome and tiring, especially as exhaustingly - the book is written entirely in the present tense. This is fine if you are Caesar or Livy (the historic present being the most literary of Latin tenses), maybe even Kerouac. Jesse Archer is not in the same league, however. Only on the final page do Archer and Zane appear to manage a definitive split without rancour, though in between both have clocked up several other boyfriends, the most enduring being Walter, an Argentine with whom Archer travels through various countries. In comparison with, say, China, parts of Africa and even Eastern Europe, South American cultures, despite their macho image, come over as pretty tolerant of homosexuality.

Thankfully, the self- and relationships-absorption and the air of being above some other visitors ("I want to go someplace more remote...I'm not a tourist") do gradually give way to some more acute observations about travel, hosts and guests. Archer takes the trouble to learn Spanish to fluency standards and also pays his way teaching English to locals, which gives rise to an amusing episode where he instructs his increasingly enthusiastic male pupils in the kinds of word they are unlikely to pick up from Berlitz. He visits many places not normally to be found on the tourist itinerary, such as Asunción, the capital of Paraguay. When he tells his hotelier that he and his companion are on vacation there, she asks 'Why?'.

While often furious about the low standards of the local food, accommodation and general conditions, Archer comes to realize that complaints, when prices are so low, are beside the point. "I wanted compensation for a hotel that costs $1.80 and held Pancho [bus driver delayed by mud and heavy rain] accountable for the dictates of nature and the poverty of his country...In leaving the Gringo Trail, I savagely attempted to re-create it" (p. 114). He also acknowledges that "unspoilt" territory might look good from afar but can be uncongenial to those who have to inhabit it: "Each time I slip into the wet mud I come closer to understanding why places like Arajuno expose themselves to civilization; and sure enough Vladimir explains that soon the road will continue here...He looks forward to this progress. He plans to study tourism" (p. 204). Although cocaine and hallucinogens never seem difficult to obtain, the author is appalled and chastened at the lack of pharmaceuticals for poor and indigenous people.

Archer's observations on his fellow backpackers - always looking for the lowest price and threatening to boycott companies that won't pander to them - (sadly) contain the ring of truth, as does his suggestion that the urge to travel and tick off the sights may prevent appreciation of the here and now. During a magnificent jungle trek some Danish tourists "can't wait to hike the Inca trail and to see the Nasca lines in Peru. We're here roosting above tropical birds that sail over a rainforest washed in a prehistoric sunset of pumpkin and purple and they're talking about being somewhere else" (p. 101).

His descriptions of the privations and discomforts that evidently still must be undergone on any 'budget' visit to South America did successfully bring back memories of my own trip through the Andes; the conflicting bus departure times, lack of hot water - whatever the hotel signs might say - vertiginous, barrier-bereft mountain 'roads', not to mention typhus, terrible toilets and the tedium of waiting for permission to enter a curfew-bound town. (Lest a completely
jaundiced attitude be assumed, I should say that, most of the
\[\text{time, really enjoyed myself.)}\]

The book also reveals the vast but largely hidden infrastructure of cheap and ultra-basic hotels, restaurants and other facilities which predominate in many developing countries but which rarely receive a mention in texts on tourism development and management. Initially catering to equally under-discussed domestic tourism constituencies, they provide a living of sorts to large numbers of people and have become an essential part of the backpacker experience.

As a window on this world, then, You Can Run may be of interest to the tourism researcher, but it cannot be considered core reading for tourism courses. Nor is it going to rival On the Road as a piece of beat literature. Nevertheless, as Archer's trip and his account of it wear on, it does provide an increasingly astute and entertaining record of the gringo trail.

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Tourism in Turbulent Times: Towards Safe Experiences for Visitors
Edited by Jeff Wilks, Donna Predergast and Peter Leggatt
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Tourist safety and security has always been a concern for the parties involved, but the subject has acquired a new importance in the past decade due to a succession of highly publicised incidents and major crises in which travellers and tourists have faced the gravest of dangers. Tourist demand and the operation of the tourism industry have proved vulnerable to events in the external environment, as well as to internal weaknesses, with damaging consequences for businesses and destination economies. Circumstances have prompted increasing interest amongst academics and practitioners in the origins, dynamics, and management of risk and critical situations, which is evidenced by a growing literature. This book is one of a number of recent publications dealing with such matters and is to be welcomed as a worthy addition to the field of enquiry.

As indicated by the title, the book explores the threats to tourist safety in the modern world and approaches to minimising risks and managing the problems that do occur at assorted levels from local to global. The hazards cited are not only those most closely associated with 'turbulent times', such as terrorism, but incorporate illness and personal accident. The focus of the book is on tourists and the tourism industry in destination and generating countries, rather than resident communities, alongside government and official agencies. There are 26 contributors, including the three editors, who are mainly based in Australia. Most are affiliated to academic institutions, but lawyers, marketers, health and safety officers, consultants, the diplomatic service and medical professionals are all represented.

The 22 chapters are organized into four parts with introductory and concluding chapters written by the managing editor. His opening chapter sets the scene by identifying current issues pertaining to tourist health, safety and security. Attention to these aspects of the visitor experience is seen as a core element of quality service and the imperatives of risk management and partnerships in progress towards improvement are highlighted. Part One covers topics related to health and contains chapters on tourist health and travel medicine, travel insurance, responses to the 2003 SARS (Severe Acute Respiratory Syndrome) epidemic and tourism's impacts on local health services with specific reference to an Australian study. Safety and security is the overall theme of Part Two where chapters are devoted to terrorism, crime, questions of travel and tourism law, coping with natural disasters, food hygiene and tourist injury and adventure tourism.

Certain forms of tourism appear more dangerous than others, exemplified by outdoor adventure tourism which is discussed in Part Three. Chapters examine the management of risk in such cases, programmes for dealing with incidents in National Parks, Australian dive industry safety and safety at surf beaches. Responsibilities of government and industry for tourist safety are addressed in Part Four in which accounts of the activities of the World Tourism Organization, Saudi Arabian authorities and the Pacific Asia Travel Association are presented. Other chapters assess reactions to the Bali bombings by the Australian government, a crisis surrounding public liability insurance in the Australian state of Queensland and the tourism industry and formal travel advisories. The final chapter briefly reviews the book's contents and summarizes the continuing challenges in the area which are deemed to be upgrading service quality, determining and allocating responsibilities and building partnerships. Identifying risk is also listed and hailed as a key to averting crises.

The scope of the book is very broad and embraces many different ways in which tourist well-being can be undermined, from food poisoning through terrorist attacks to natural disasters, with repercussions for the smallest of enterprises as well as multinational businesses and governments. Despite enumeration of the assorted terrors of
travel, the tone of the book is positive. Preparation and planning emerge as critical and, although formidable challenges are evident, it seems that tourism can survive and prosper even in 'turbulent times' if sufficient emphasis and resources are given to policies designed to protect and promote good health, safety, and security.

The book thus yields a wealth of information about sources of risk within a tourism context and the implications of service failure. A reading offers fresh insights into possible strategies and some of the tools and techniques available to anticipate risk and deal with the critical situations that can be engendered when things go wrong. However, the large amount of contributors sometimes leads to unevenness and a degree of duplication and fragmentation. Certain chapters are overly descriptive in parts and perhaps more examples and comparisons from around the world could have been included to balance the Australian perspective of many of the accounts. An extended final chapter would have assisted in synthesizing the individual components and drawing the strands together more firmly. In view of the fact that the volume is published in a series entitled Advances in Tourism Research, further space could have been given to the devising and revising of models, theories and conceptual frameworks taking into account current thinking.

Nevertheless, much interesting and original information is assembled in a single volume for easy reference and the book adds to existing knowledge and understanding. It illuminates the nature and dynamics of risks confronting tourists and the tourism industry and good and bad practices in the processes of management. Tourism scholars are provided with serious food for thought and sections of the book should stimulate lively discussions in class amongst students of various grades and types of courses. Valuable guidelines are also proffered for those at work in the industry in both public and private sectors. Overall, the book is a timely reminder of the vital importance of safety and security to tourism and likely to encourage further research into the many dimensions of the relationship. Such an appreciation is essential in an era of seemingly mounting uncertainties, several of which have the capacity to be extremely detrimental to individual tourists and the business of tourism.

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