

researchers. Backpackers, too, might find this book informative, if only to raise their awareness that traveling individually does not necessarily imply a better, more socially responsible tourism. **A**

Günter Spreitzhofer: Department of Geography and Regional Research, University of Vienna, Vienna, Austria. E-mail <guenter.spreitzhofer@univie.ac.at>

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Managing Tourism Destinations

Edited by Andreas Papatheodorou. Edward Elgar Publishing 2006, xxvi + 650 pp (figures, tables, name index) Price Hb US\$280.00. ISBN 1-84376-991-3

Marianna Sigala

University of the Aegean, Greece

This anthology of previously published journal articles covers a wide range of topics in destination management. The papers comprising this volume are grouped into four sections by their conceptual or empirical contributions as well as their implications for policy-making. Because the book represents a compilation of papers previously published in academic journals, one should not comment on individual papers, but rather on the methodology used for selecting the papers as well as the adequacy of coverage of topics related to destination management.

The introduction explains the methodology for selecting the articles. Initially, a keyword search in the Leisure, Recreation, and Tourism Abstracts of CABI produced a list of 3,055 journal publications. This was reduced to a “short list” of more than 700 papers using the following criteria: journal publications only (no working papers, book chapters, or conference proceedings), and more narrowly, publications in tourism-specific journals only. Papers using advanced mathematical models and methodologies were excluded in order to ensure the volume would be accessible for a general destination management audience. Only articles published between 1980 and 2003 were considered. Papers that were pure case studies were excluded. The editors also strove to avoid having multiple papers by the same principal author.

This list of 700 potential papers was then reduced to 44 articles on the basis of a balancing of the following subjective criteria: a) perceived ranking of academic journals in tourism and hospitality; b) reputation of the authors as leading thinkers; and c) the inclusion of other tourism scholars with a good potential but limited recognition so far.

Although these steps seem a reasonable approach to produce a compilation of representative papers in the field, it raises several concerns and questions regarding its robustness. Some potentially useful information is not provided, such as what keywords were used for the initial keyword search, what were the operational criteria for filtering the 44 final papers, and how fairness in the selection was guaranteed). Certainly, some criteria, such as the exclusion of articles outside of tourism journals or the exclusion of case studies, caused potentially interesting articles from inclusion. For example, case studies can be an important source of knowledge despite criticism about a perceived lack of rigor by some management scholars (Ellram 1996). However, many other authors cite the strengths of case study methodology as an important and reliable approach for studying “real world” issues (Yin 2003; McCutcheon and Meredith 1993) and management related research (Eisenhardt 1989).

Concerning the representativeness of the coverage of the articles relative to the book’s theme, the value of this volume clearly lies in the variety and breath of topics included. In Part I (“Determinants of Travel Choice”), 10 articles explore: the criteria and factors related to travel choice (traveller characteristics, the market, sources of travel information, and the destination), as well as promotional techniques and methods affecting travellers’ selection of destinations. Part II (“Planning and Policy-making”), includes 20 papers addressing a wide variety of different topics including: partnerships and collaboration; mechanisms for policy decision-making, strategic planning and implementation, quality and human resource management, marketing issues such as positioning, crisis and disaster management, Tourism Satellite Accounts, and technology. Hence, the interpretation of the theme of this part is very broad, more related to management rather than policy and planning. It would have been better if this section were further divided into more sub-themes so that publications better linked to each other.

Part III (“Development and Evolution”) is a more concrete section featuring nine articles dealing with the developmental stages of destinations and the factors that affect the evolution of destinations. In Part IV, “Impacts on Society and the Environment”, the editor included five papers on the social and environmental impacts of tourism (mainly through studies related to eco-tourism). This section could have been enhanced by including articles addressing and measuring tourism economic impacts as well as issues of authenticity, commercialisation of cultural assets, and other cultural impacts not addressed in the included papers.

Overall, any effort to compile a representative selection of articles for any general theme is a very difficult process requiring careful and thorough methodological design. Despite the few concerns raised regarding the selection of the papers included in this book, the book constitutes a good compilation of highly recognised and valuable journal articles related to destination management. The anthology is a valuable source providing a single portal for 44 research studies previously published in widely different sources. Academics and research students having easy access to journal databases may not find this textbook provides them with new studies and material, however, the collection will definitely be useful to tourism professionals and tourism policy makers, as these are the ones that usually do not have direct access to academic journals. **A**

Marianna Sigala: Department of Business Administration, University of the Aegean, Chios, Chios Island, GR 82100, Greece. E-mail <m.sigala@aegean.gr>

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Quality Assurance and Certification in Ecotourism

Edited by Rosemary Black and Alice Crabtree. CABI <<http://www.cabi.org>> 2006 xxxix + 516 pages (figures, tables, bibliography, index) USD \$130 Hb. ISBN: 978 1 8459 32374

Rachel Dodds

Ryerson University, Canada

Ecotourism is often put forth as an alternative to conventional tourism; as such, it faces many challenges in definition, implementation, and monitoring. This book, with contributions from the academic, industry, and non-profit sectors, is a milestone of achievement as it aims to offer perspectives of multiple stakeholders, as well as guidelines for quality assurance in ecotourism. A distinct strength of this book is the global diversity of case studies: Peru, New Zealand, South Africa, Costa Rica, Australia, South Pacific, and Ecuador, among others. These case studies cover implementation practices, certification issues, and lessons learned from many regions of the world.

The book uses a reader-friendly writing style; however, there is considerable confusion in the use of terminology such as responsible, sustainable, fair trade, and ecotourism. These terms are treated as interchangeable, and this book does not adequately address the differences among them. Significant confusion over the concept of ecotourism exists and since the International Year of Ecotourism, multiple governments have positioned ecotourism as a solution to making tourism sustainable. In fact, this confusion led a Canadian representative at Quebec's