

the Netherlands and Germany), Elephanta Island, India, and the cedar forests of Lebanon. The book is rounded out by non-site specific chapters that deal with central theoretical and policy issues on the emerging international legal framework on tourism and heritage; the problem of making space for genuine and effective public participation in the selection and management of World Heritage Sites; and the role of guides in enhancing both tourist experience and the empowerment of local communities.

A consistent theme is the contested and dynamic nature of 'heritage' and 'culture' in regional and local spaces, in tension with the idea of heritage sites as markers of history and 'tradition'. A related theme is 'heritage for whom?': the trend of planning and management of heritage conservation and tourism from the top down, and the problem of excluding those who live adjacent to or removed from a site. This highlights the problem of the power inequalities in management of tourism and (natural or cultural) heritage, as well as the distribution of economic benefits. As Wall and Black point out (with regard to heritage tourism in Indonesia), a variety of agents from UN and government agencies to tourism business and international tourists exert powerful agendas and raise the issues of 'whose culture' or 'heritage' memory or landscapes are given meaning; whose interests are served and what are the rights of local people. This theme occurs in many of the studies, from the Wadden Sea to Mexico's Mundo Maya, to Levuka, Fiji and Tana Toraja, Indonesia. These issues reverberate through other sites in the tensions over conservation of 'heritage' as monumental architecture or ecological zone versus tourism and economic development interests.

The volume would be improved by informing the reader at the outset the intent of its organisation. Readers will move directly from the introduction into case studies, and then into the 'commentaries' without a clear indication of what differentiates these sections. In addition, an index would prove helpful for readers.

Those with serious interests in World Heritage Sites, the UNESCO selection process, heritage management and heritage tourism ought to consider this volume.

Charles R. de Burlo
Department of Geography
The University of Vermont
Burlington, VT, USA

Tourism. Rethinking the Social Science of Mobility

C. Michael Hall. Pearson Education, Harlow: 2005. Pp. 448

If you are looking for a challenging and comprehensive textbook that addresses tourism from a social science perspective, has 85 pages of references, 42 figures, 28 tables, discussion questions, lists of websites and its own companion website, this is for you. But, this is a textbook with a 'sting in its tail' because of Hall's critique of tourism studies as little 'more than . . . an applied business discipline' (p. 353). Many of our students and too many of our fellow academics

are interested in little more than a business approach and so this book will either shake their complacency or be cast aside.

Sadly, those who cast it aside will do their students and themselves a disservice because we can no longer ignore the place of tourism in globalisation, capitalism, all types of mobility, environmental issues and social justice. The graduate who has no understanding of tourism's place in these contexts will be the lesser for it, will have a flawed basis for making decisions in a tourism context, whether business, NGO or government. 'Understanding the environment within which the industry operates is essential for the development of strategy' (p. 353).

Tourism contains 13 chapters organised in four parts. *Part I: The context of tourism and tourism studies: Understanding mobility* has three chapters, an introduction, one on globalisation and the other on mobility, the latter with a heavy dose of systems *theory*; that last word is significant. Hall does not shy away from extensive and informed discussion of theoretical issues, something that makes the book both demanding and valuable. It is here that we are first introduced to what I call *Michael's Beetle*, a diagram of the tourism system that reappears later with new, explanatory appendages.

Part II: Place, governance and management: Competing destinations again utilises globalisation to situate many of the ideas. The phrases 'Destinations are locations of tourist consumption [and are] commodified through . . . place competition and the activities of the state . . . in cooperation with the private sector' (p. 12) nicely encapsulate the underlying meaning of these three chapters. This linking of concepts of commodification with governance and place is a powerful reminder of the political economy of tourism at the global, the state and the regional/local levels.

Part III: When production meets consumption: Understanding development issues deals with, on the one hand, the physical form of the urban, the peripheral and the coast. On the other, and as important, this section is about deindustrialisation and neocolonialism, the power of capital and its political connections and the transformation of image to suit the globalised industry of tourism.

Part IV: Tourism futures: Emerging agendas and issues of mobility has chapters on the 'Future of Tourism' and the 'Future of Tourism Studies' but is also where we see attention to climate change and where *Michael's Beetle* returns to illustrate issues of security and political stability. Hall provides a useful PEST analysis, one logically augmented with the environmental (Table 10.2), followed by a more detailed discussion of each part: political, economic, social, technological and environmental. Not pleasant reading.

Even at this length something had to be omitted and *Tourism* is a bit light on heritage and social capital, while neither indigenous nor ethics are in the index and sustainability is hardly dealt with. For a book of this scope, the index is mediocre and should be at least doubled for the 2nd edition. Heritage is indexed to four pages and is set within the context of the development and commodification of (mostly) urban areas for tourism purposes.

I implied at the start that this is a challenging book. It is, but in more ways than one. It contains difficult and contested social science concepts, many of which are embedded in the text, and so will be a challenge to undergraduate students. It will not hurt them but, rather, will challenge their expectations

about the nature of the study of tourism, especially if they have come to tourism through science or business faculties. Finally, it will challenge tourism academics to (further) address the serious issues extant in concerns about sustainable tourism and tourism's contribution to the more destructive aspects of globalisation. This 'introductory' text, like all others, claims certain territory. In a space-time context, that territory is one that will alter the psychology of the average tourism student by its conceptual demands and by its underlying questioning of our, often simplistic, view of tourism. This is not a book for the faint-hearted teacher.

Jim Macbeth
School of Social Sciences and Humanities
Murdoch University, Murdoch
Western Australia, Australia
(j.macbeth@murdoch.edu.au)