

as coterminous with sustainable marketing. This move is not justified by any argument in the book. Indeed it raises the status of marketing from a functional activity to that of a philosophical one where an emphasis is placed on ends as well as means. It is difficult to see on what basis marketing is able to discharge this newly appointed role in the determination of corporate and societal values. However given Middleton's definition, this discussion would have made the basis of a useful chapter.

Third, the title suggested a rich cocktail of possible discussion — marketing as a route to sustainability, marketing as a barrier to sustainability and sustainability as a marketing tool. But much of the promise suggested in the title was not delivered. Fourth, whilst the book purports to take a *marketing* perspective, much of it is actually about the more general area of *management* of tourism for sustainability, a perspective which is covered in the existing literature. So in a book of four parts, Part 2 is titled "*Managing* Tourism for Sustainability at Specific Destinations," and Part 3 is titled "The Issues and Cases of Good *Management* Practice in the Main Sectors of Travel and Tourism".

Fifth, the book lacks in theory. For example, there is a list of negative and positive impacts of tourism and the three R's of corporate action are expanded into ten R's in Chapter 11. But lists, and even lists of words which start with same letter, are no substitutes for theories about the causes of impacts or reasoned justifications for certain actions. The book needs to ground itself more securely in theory. Sustainable tourism implies choice and decision making. Decision making in this area needs the support of quantitative disciplines such as economics or philosophical approaches to aesthetics and ethical dilemmas. Sixth, the idea of marketing is limited to that of organisations producing the tourism product. The important role of marketing efforts of NGOs including Greenpeace, Transport 2000 and Tourism Concern in changing the public agenda for tourism and the environment has been overlooked. Seventh, the book is not sufficiently critical of marketing in its relationship to sustainable tourism. For example sustainability is now used as part of the marketing of tourism products. There are eco-tourism packages, and environmental awards such as the Blue Flag beach scheme and the Tourism for Tomorrow Awards. Some evaluation of the effectiveness of these would be expected.

Transport is one of the key issues of sustainability and the environment for tourism. In his analysis of this industry Middleton is blinded by his marketing perspective. We are told that "British Airways (BA) now operate one of the most widely respected and comprehensive environmental programmes in the travel and tourism industry" (p. 181). It is true that BA "supports nature conservation" (p. 181) and has a policy to reduce emissions for its ground vehicles. But this is also a case of marketing setting and subverting the environmental agenda for corporate purposes. It diverts attention from the key issues. In relation to this, I offer the following example as a challenge to the title of this book. At 5.00 a.m. this morning a BA flight from New York prematurely woke me, and dumped a substantial package of emissions on my house. A couple of thousand households around London's Heathrow Airport were similarly affected. Flights arrive at 50 second intervals. I look forward to a marketing-led improvement of my flight-path environment. But I do not think this is in the power of any individual airline. If BA delayed incoming flights until 7.00 a.m. they would haemorrhage custom to their competitors. It is a variation of the problem of the commons. So marketing has an important role to play in environmental improvement, but its place and its limits within the wider framework need to be carefully and critically mapped out. In my case I would sleep more soundly with a bit of well-aimed legislation.

So the book is a mixed bag of strengths and weaknesses. But this is to be expected from a book which in many respects is breaking new ground. Middleton is seeking to liberate marketing from a narrow product/corporate framing and harness its creative powers to address problems of tourism sustainability at a societal level. It will be well received by students, teachers and practitioners. It also stimulates an interesting agenda of research to develop some issues adverted to in this review.

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***The Earthscan Reader in Sustainable Tourism*; Lesley France (Ed.); Earthscan Publications, London, 1997, 259 pages, paperback, ISBN 1-85383-408-4 (£16.95)**

Tourism has become one of the world's largest industries. Due to its nature tourism is directly dependent on

the environment, including natural resources, infrastructure and the local population. Sustaining these resources must therefore be a major concern in tourism planning. It is no surprise that — after the World Commission on Environment and Development (WCED) launched the report 'Our Common Future' (usually referred to as the

‘Brundtland Report’) — sustainable tourism became a major issue throughout the industry and also in government and academic areas.

Lesley France has compiled a reader based on a variety of major articles and book chapters related to this topic, which were published between 1985 and 1995. The editor provides the reader with a brief introduction to every chapter. France starts with an excellent introduction paying attention to the importance of tourism, types and impacts of tourism, then leads to models providing frameworks of tourism. After discussing costs and benefits the author provides an overview covering new forms of tourism, including sustainable tourism and ecotourism. The following two chapters deal with the principles of sustainable tourism and changing consumption patterns. This is achieved by theoretical insights and models as well as by a case study of the Isle of Man. Ecotourism is introduced as the prototype of sustainable tourism, especially in the less developed world. Chapters 4–6 are dedicated to ‘promoting sustainable tourism and combating poverty’ through environmentally sound programmes (Chapter 4), socio-cultural sensitive programmes (Chapter 5), and through empowerment and participation (Chapter 6). Most of the contributions to these chapters provide a theoretical background to the topic or show problems and threats while integrating the goals of sustainable tourism.

The fourth chapter is rather brief with only three sections. However it does show that the success of ecotourism and sustainable tourism depends on the view of the author. The first example is Kenya which receives some 650,000 yearly visitors to its parks. Perez Olindo’s comprehensive text includes a case study and shows sustainable tourism in a positive light. Belize on the other hand, is generally seen as the prototype country for ecotourism. Munt and Higinio however, are less enthusiastic and ask: Old tourism in new clothes? Real environmentally sound programmes, as stated in the chapter’s headline, are missing.

Chapter 5 is a more comprehensive discussion about socio-culturally sensitive programmes. However, it lacks concrete programmes, even though they are announced in the headline of the chapter. Even so, France does present a series of distinguished articles dealing mostly with the social and cultural impacts of tourism, in particular of tourism in the less developed world. Sex-tourism is as much an issue as a loss of local and regional identity. Patullo delivers an outstanding insight into Caribbean cultures, including festivals, music, food and arts. This very illustrative reading not only describes the rich and diverse culture in different parts of the Caribbean, but also refers to actual and successful local

programmes, for example, Jamaica’s Tourism Action Plan (TAP) or the Dows Hill Interpretation Centre in Antigua. When it comes to empowerment and participation in Chapter 6, the emphasis lies on the participation of women in the tourism industry both in developed countries (England) and developing countries (Tanzania). In addition, Bird gives an insight into the often mentioned CAMPFIRE Programme in Zimbabwe as a model for contributing to meaningful conservation, sustainable development, and empowerment of rural communities.

Tourism’s economic perspectives are outlined in chapter seven. The reader finds examples of both developing and developed countries. The economic impacts appear to be the most important aspects for the industry and the host communities, hence France dedicates the largest chapter to these issues. The contributions to this chapter cover a wide spectrum of cost-benefit analysis from alternative tourism in Nepal to the nature and ecotourism, through to the integration of tourism into agricultural development to tourism in difficult urban areas in UK and Germany. Examples of successful tourism planning from a government’s perspective are shown in Chapter 8 without omitting critical aspects. Inskip and Conlin provide concrete examples of tourism planning in Malta, Bhutan and Bermuda. In the conclusion France summarises the trends in tourism and shows the prospects for an increased sustainability. The editor states that increasing benefits through a sustainable development should result in a higher level of satisfaction for all those involved in the industry.

When the reader first scans through the book they will find a few well-known articles as this is the function of a reader. The book is a considerable collection of relevant articles and it is convenient for every researcher finding them compiled in one place. Masterpieces like Wheeler’s ‘Tourism’s troubled times’ are presented, as well as extracts from standard books like Poon’s ‘Tourism, Technology and Competitive Strategies’, ‘The Holiday Makers’ by Krippendorf, and many more. France’s book is not innovative, but the importance of the contributions will make the *Earthscan Reader in Sustainable Tourism* one of the standard books on the shelves of libraries and researchers. Finally one may feel that an acknowledgment to the contributors should have been included.

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