

and international forces, ecotourism is a product of people and organizations throughout the public and private sectors ranging from international to local levels. Honey provides rich illustration of this phenomenon through her detailed analyses of ecotourism development in countries where she has worked during 19 years of living overseas. The seven case studies demonstrate an immense amount of research via interviews and reading a variety of documents, all of which are helpfully footnoted. This coverage of tourism and other economic policies and practices, development and conservation initiatives, ecotourism offerings, etc., for each country can provide valuable lessons to professionals in many disciplines. For readers who do not have the time and patience to wade through the long, though provocative, analyses, the findings are summarized. Each chapter ends with an ecotourism scorecard—an evaluation of how the country stacks up in regard to the seven characteristics of genuine ecotourism.

Honey's conclusion is that while ecotourism has had positive impacts in specific places by supporting equitable and sustainable community development and has enhanced protection of natural areas, it has not yet progressed beyond a niche market. To date, the private sector has been most effective in promoting and implementing authentic ecotourism programs. However, if ecotourism is to serve as a development tool it must be efficient and effective on the level of community. Governments, responsible for developing and implementing policies for environmental protection, trade, tourism, financial investment, and general well-being of the citizenry, must play more active roles. Honey also believes that ecotourism carries much potential to influence the entire industry by instilling responsible principles and practices, and she invites readers and all tourists to help make this potential a reality. ■

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Assigned 22 June 1999. Submitted 8 August 1999. Accepted 9 September 1999.

PII: S0160-7383(99)00121-8

Annals of Tourism Research, Vol. 27, No. 4, pp. 1071–1074, 2000
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Printed in Great Britain
0160-7383/00/\$20.00

Contemporary Issues in Heritage and Environmental Interpretation

Edited by David Uzzell and Roy Ballantyne. The Stationary Office (PO Box 276, London SW8 5DT, UK) 1998, xi + 260 pp (plates, figures, tables, index) £45.00 Hbk. ISBN 0-11-290572-2.

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With the major social, political, and economic changes over the past decade, public awareness of the need for environmental protection has grown. According to Poon (1993), these changes have also created a new generation of tourists that is more sophisticated, educated, and experienced than tourists in previous ones. The leisure ethic, now more powerful than the work ethic (Butler 1991), has resulted in a trend away from the classic beach recreation as a respite from work, in favor of holidays with a component of learning about the host country. Hence, the demand for heritage and environmental interpretation has also grown, especially among international tourists. Greater interest in interpretation has drawn attention to the “why” and “what” questions in this field than ever before. This book, *Contemporary Issues in Heritage and Environmental Interpretation: Problems and Prospects*, has been compiled to provide insights into these questions for anyone involved in interpretation. It contains 14 chapters in five sections. The introductory chapter is unusually extensive and detailed, and Ballantyne provides a comprehensive abstract of every section and its chapters.

The first section deals with theoretical issues in interpretation. Uzzell reviews Tilden's (1957) classic model of interpretation, paying special attention to the problems of place and time, personal memories, and interpretation as a social experience. It is argued that interpretation can be a force for change, concluding that it can do so only when interpretation is built upon theoretical and research-based foundations. Lowenthal, in Chapter 3, investigates the role of stewardship and selfishness in heritage. The former is seen as necessary to preserve heritage and can be a counterforce to shortsighted selfishness that often threatens heritage resources. In the next chapter, Holcomb explains the role of gender in heritage and interpretation. Heritage describes a mostly “man-made” world through case studies from New York City and La Valletta (Malta). Dierking then looks at how other people, including staff and volunteers at the site, affect the visitor's experience. This contributor reviews major relevant social science theories and concludes with an argument for improving visitor experiences through better exhibit design and more carefully prepared collateral print material.

The second section illustrates environmental issues in interpretation. Ballantyne draws links between environmental education and interpretation. He pleads for a conception of a constructive integration of knowledge, attitudes/values, and behavioral orientations. The challenge is the collaborative promotion of a sustainable future and the development of materials and activities to be used before, during, and after visits to interpretive sites. In Chapter 7, Markwell and Weiler explain the concept of ecotourism and its characteristics by exploring its beginnings and current concepts. The role of interpreters is discussed and they insist that high quality interpretation is essential in ecotourism.

The sense of place is covered in the third section. Ashworth focuses his chapter on the challenge of interpreting European heritage with its overlapping layers of identity and physical, political, and cultural differences. The author is convinced that it is possible to create a pan-European dimension in heritage interpretation rather than being limited to just a series of independent local or regional dimensions. In Chapter 9, Goodey discusses urban interpretation and supports his argument with various case studies of London. He suggests that interpretive programs and facilities can add value to touristic visits to cities.

The potentially most sensitive aspect of interpretation—"hot" interpretation—is discussed in section four by Uzzell and Ballantyne. This interpretation involves such cases as wars and conflicts that often stir up strong and conflicting emotions. They see two primary uses of "hot" interpretation: a tourism function and a political function. Due to the sensitivity of the contents covered, this task has to be undertaken responsibly rather than merely as a pandering to the emotional. Anterić critically discusses "hot" interpretation using the example of Yugoslavia. He reviews its history and shows clearly how both natural and man-made heritage has suffered, and how interpretation of such resources can be intentionally misused for propaganda purposes.

The final section of the book covers the practical parts of design and evaluation issues in interpretation. In Chapter 12, Uzzell states that "we are still designing exhibitions and spending millions of pounds on interpretations without any clear idea as to whether they work" (p. 185). Hence, Uzzell explores the evaluation of interpretation, including types of evaluation; validity, reliability, and bias in evaluation; and specific evaluation techniques. In Chapter 13, Lee suggests that evaluation should play a major role in designing and improving exhibitions and visitor centers. Illustrating with behavior mappings, he addresses key factors like enjoyment, knowledge gain, knowledge restructuring, as well as attitude changes.

In the concluding chapter, Uzzell emphasizes the importance of key words expressing the visitor's values. Referring again to Tilden (1957), he argues that the visitor shall experience the "Thing Itself" and introduces the themes—markets—resources model in order to provide a "coherent, educationally stimulating, and beneficial experience of heritage" (p. 9). According to Moscardo and Pearce, interpretation is a major part of the tourist experience. "It is important to note that interpretation has both an entertainment and a pedagogic role" (Moscardo and Pearce 1986:89). *Contemporary Issues in Heritage and Environmental Interpretation* successfully focuses on the educational role of interpretation. A wide variety of topics within this field is covered and discussed in depth. The thoughtful selection of authors contributes to the strength of this publication.

The book confirms the view that little research has been conducted into environmental education and interpretation (Schänzel 1998). While addressing heritage *and* environmental issues in the title of the book, only two (out of 14) cover environmental themes. The focus of this book certainly lies on heritage interpretation. Its structure is clear and logical with a complete reference list after every chapter. The excellent layout makes the book user-friendly, and there is an excellent index (one of the rare weaknesses is the quality of some photographs). This volume will be valuable for researchers and students and, although it is not a handbook or manual, the text is an excellent source for in-depth information. Anyone involved in heritage issues will find valuable points as a background for their work. ■

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Assigned 22 June 1999. Submitted 10 August 1999. Submitted 23 September 1999. Accepted 19 October 1999.

PII: S0160-7383(99)00121-8

Annals of Tourism Research, Vol. 27, No. 4, pp. 1074–1076, 2000
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 Printed in Great Britain
 0160-7383/00/\$20.00

Battlefield Tourism: Pilgrimage and Commemoration of the Great War in Britain, Australia, and Canada—1919–1939

By David W. Lloyd. Berg (150 Cowley Road, Oxford OX4 1JJ, UK) 1998, 251 pp (illustrations, index, bibliography) \$16.50 Pbk. ISBN 1-85973-179-1.

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War is presently among the most popular historical tourism resources. Stories about war heroes, battlefields, fortresses, weapons, and many other aspects, fact and fiction, can all be turned into tourism attractions. Lloyd has written a highly interesting study on forms of travel related to the First World War with a focus on British participation. The Great War was supposed to be the final war, claiming more than 700,000 British casualties, primarily in France and Belgium.

The British effort was not limited to soldiers from the British Isles, but also drew in troops from throughout the British Empire, including Canada and Australia. The experiences of these two nations provide a point of contrast and comparison with British experiences in this study of the mental consequences of the war, as revealed through tourism in the post-War years. The book is also a study on the development of the public and private opinion, local and state reactions, and commentaries on the sacrifices of the war. It is thus a study on the collective memory of humankind.