

tourism development at the community level, whereas the concluding chapter 11 provides an insight into the attempts by Fiji's national government to provide a framework for the development of village-based tourism.

The chapter by Berno on the Cook Islands provides some cause for optimism about the feasibility of achieving a modicum of self-determination for Pacific tourism destinations. This small island nation has retained a considerable degree of local control over its tourism and is effectively adapting to the pressures of relentless internationalisation. The chapter on Easter Island examines some of the tensions between a sovereign country (in this case Chile), where the island destination plays a subordinate role and is a low priority in the context of the county's overall development. Other chapters provide insights into particular types of tourism activity—trekking in the case of the Solomons and musical entertainment in the Whitsundays. The latter traces the evolution of musical entertainment from the early visitation by Torres Strait Islander musicians, to the subsequent emergence of a Hawaiian/International musical style. It is an instructive tale about the progressive elimination of indigenous participation and its replacement by an international and commercial resort style of entertainment. It also provides an example of the borrowing that has occurred from Hawaii by other islands within the Pacific.

The book has a number of limitations. The time which elapsed between the staging of the conference (1997) and publication (2003) seems surprisingly long. Whilst most of the chapters remain relevant, the Solomons subsequently experienced a period of anarchy which completely destroyed the tourism industry. Though the chapter on the Solomons now appears outdated, the broader lessons of small-scale development exhibited in the book do retain their relevance as the Solomons enter a period of tentative recovery.

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A second issue is the geographic coverage of the text. The introductory chapter provides a broad and helpful overview of tourism trends for islands across the Pacific (including Hawaii and Guam). In practice, all of the case studies (including the Whitsundays and Easter Island) are in the South Pacific. The serendipity of country inclusions is by no means fatal, but the addition of case studies on French Polynesia, PNG and New Caledonia, not to mention Hawaii and the various islands of Micronesia, would perhaps have added an extra dimension.

Gaps aside, *Pacific Island Tourism* displays a striking internal coherence and will be greatly welcomed by readers who are willing to forego some geographical comprehensiveness and timeliness for the sake of capturing the distinct essence of tourism in the Pacific islands, particularly at the community level.

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Sustainable development of tourism: a compilation of good practices

World Tourism Organization (Eds.); World Tourism Organization (WTO), Madrid, 2000, 185pp., Soft Cover, price US\$37.00 ISBN 92-844-0372-3

Since the Rio Earth Summit in 1992, the World Tourism Organization has actively been promoting sustainable tourism development. WTO created a variety of aids for its Member States, including policy documents, methodological guidelines, and planning

and monitoring principles and instruments. *Sustainable Development of Tourism: A Compilation of Good Practices* is one of the means to promote a global network for the exchange of information and views on sustainable tourism development around the globe. WTO asked Member States to submit two examples of tourism projects in their country that would be considered sustainable. The decision as to what projects were selected remained wholly in the hands of the National Tourism Administrations of the Member States. Thirty-one countries submitted 49 case studies, including 20 submitted by 12 European countries, nine reports came from six countries

in the Americas, six cases from four countries in Africa, four from three countries in the Middle East, and 10 cases from six countries in Asia and the Pacific. This volume presents all 49 case studies.

Sustainable Development of Tourism: A Compilation of Good Practices consists of a brief introduction by the Deputy Secretary General of the World Tourism Organization, Dawid de Villiers, a summary, and the 49 cases in alphabetical order. The introduction sets the background of the WTO's commitment to sustainable tourism development, followed by the logistic information of this project in the summary. WTO states that the case studies illustrate that more than 50 per cent of the projects stem from ecotourism projects, which is a reinforcement of the notion that ecotourism can be a driving force for sustainable tourism development. Results also show that the institutional responsibility, funding and/or developing of the cases is fairly evenly spread between central governments, trade associations, and NGOs. According to the WTO (p. 11), the major factors that contributed to the success of the sustainable tourism projects are: local community involvement in the planning, development and management of the projects (40 per cent of cases, irrespective of whether it is a developed or developing country); co-operation among different partners in the pursuit of the project's or initiative's objectives (36 per cent); environmental commitment of the project's promoters (36 per cent); and continuous monitoring of the project's performance (36 per cent).

Every case is presented in the same order, addressing the 12 items set by the WTO. These items include, name of the project, location, responsible organization/s and contact person, description, project initiation and its author/s, objectives and strategies, problems and their solutions, sustainability, project funding, results achieved, lessons learned, and monitoring activities. Depending on the case, the items are addressed with different depth, from just two lines, to a whole page.

Sustainable Development of Tourism: A Compilation of Good Practices is a compilation of case studies that represent successful projects in sustainable tourism development. However, since there has been no uniform standards, assessment, or screening for those cases, they

may vary significantly in their scope and validity. The decision whether the projects are suitable as representative cases was made solely by the National Tourism Administration of the respective Member State.

The content of the separate cases is very limited, and thus cannot provide in-depth information about the projects. Thus, the reader is wondering how useful such a publication might be. It cannot act as a good practice guideline or handbook, and this is certainly not the intent of it. It rather offers a forum for information about some successful examples, and for the relevant contact information. If the reader is interested in a particular case, he or she then can get in touch with the contact person for the respective project and inquire for more in-depth information. In addition, this volume can be an excellent source for faculty and students in tourism studies, especially for the preparation of lectures and assignments that include case studies.

As is common practice with WTO publications, this volume presents a table of contents, the introduction, and the summary in English, Spanish, and in French. The cases are presented in the language of choice of the participating Member States, and thus the compilation contains 35 cases in English, 10 cases in Spanish, and four cases in French. Thus, unless the reader is trilingual, some cases reported are of limited use.

Overall, the design of the publication is very reader friendly, with each of the above mentioned headings in the same visually well-presented order, so that navigation, a comparison of the cases, as well as finding specific aspects of the projects is made easy. For a quick overview, the map on the front cover indicates all countries represented in this volume. The main weaknesses of this publication are the mix of languages, and the possible lack of credibility of the respective projects. The strengths are in the case study format, and the reader friendly layout.

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Adventure tourism: The new frontier

John Swarbrooke, Colin Beard, Suzanne Leckie and Gill Pomfret; Butterworth-Heinemann, Oxford, 2003, 351pp., price £24.99, ISBN 0750651865

Adventure tourism: The new frontier is an essential introduction to the adventure tourism sector for both

tertiary students of tourism and professionals working in the tourism industry, as it offers a unique analysis of this fast expanding niche sector. The book does not have an overly academic focus. Indeed, much of its content is unsupported by empirical data, reflecting the lack of research attention in this field rather than any short-coming of the authors. Having said this, the book does draw upon a wide range of literature from related areas