Book Reviews

Ecotourism Programme Planning
D.A. Fennell. Oxon, UK: CABI Publishing, 2002. Pp.xii + 275. ISBN 0 85199 610 8 (pbk): £25.00 (US$45.00).

This book introduces the concept of systematic recreation programming to ecotourism. Recreation programming is a process that highlights the relationship between the service providers and tourists, and indicates how service providers can effectively plan and implement their ideas through informative and educational ecotourism programmes. This systems approach is used because it allows a more holistic approach to ecotourism programme planning by integrating what Fennell terms two 'realms', the broad environmental realm and the programme realm. The broad environmental realm addresses issues such as social and ecological systems, ecotourism ethics, and governance (institutions, policy and management). The environmental realm interplays with the programme realm that incorporates the key recreation programme stages, philosophies and values relevant to ecotourism (e.g. sustainability) and marketing and environmental management. The book is aimed at students and academics interested in ecotourism and programming, as well as ecotourism practitioners.

The book adopts the general model of recreation programming progressing from needs assessment through to evaluation. However, it acknowledges that in applying the model to ecotourism, there are differences between recreation and ecotourism. The author suggests that tourism and recreation are similar from an experiential perspective and both share an outdoors nature-based setting, but ecotourism usually involves the facilitation of outdoor experiences in remote settings and over extended periods of time (though this would depend on your definition of ecotourism). This difference has necessitated the development of three programme design steps in the model including structure (Chapter 6), preparations for the field (Chapter 7) and leadership and risk (Chapter 8). Much of the discussion in these three chapters is of an applied nature consistent with the programming focus at this stage of the cycle.

The book comprises 11 chapters. Chapters 1 and 2 respectively introduce the concepts of recreation and tourism, and foundational aspects of ecotourism. Chapter 3 involves discussions of ecotourism supply, including a focus on biodiversity, island biogeography and nature reserve design, as well as a brief look at public and private reserve systems. This is followed by an overview of the extensive resource management issues inherent in ecotourism such as carrying capacity, the precautionary principle and codes of ethics.

Chapter 4 introduces the concepts of planning and programming which together provide the necessary ingredients for the development of well-conceived recreation and tourism experiences. This chapter examines different types of planning, the concept of recreation programming and is followed by an examination of different programming theories and strategies commonly used in the field of recreation programming. The chapter concludes by discussing the programme model development for this book. The model

presented in this book is a systematic approach to programme planning, based on needs and assets, followed by programme design, trip planning, implementation and evaluation.

In Chapter 5 needs assessment is discussed as the key vehicle by which an ecotourism provider can collect important information on the specific needs of ecotourists, such as needs assessment studies. A discussion of the business plan as a key aspect of the programme concludes the chapter. Chapter 6 introduces a number of specific considerations that are central to developing a programme. Often referred to as programme areas (activities) and programme formats (patterns or designs) in the recreation programming literature – Fennell argues the need in ecotourism programming to consider programme settings, transportation and lodging. This chapter discusses the processes by which programme designers make decisions by considering a number of alternatives, brainstorming and the resources inherent in these various options. The importance of interpretation in particular tour guides and interpreters as an integral part of an ecotourism experience is discussed.

Chapter 7 focuses on the practical and logistical components of a programme, including briefing the client, physical and mental preparation, transportation, first aid, trip planning and environmental considerations. The discussion emphasises the notion that taking ecotourists to remote areas requires consideration of a number of precautions to ensure a successful and sustainable venture. This discussion leads into the next chapter that focuses on the importance of leadership and risk management as essential elements of a successful programme. Fennell considers these topics important enough to devote a whole chapter to their discussion. In the chapter the basic aspects of leadership and fellowship are discussed including some leadership theory that emphasises the important relationship between the leader, group and situation (context, environment). The important role of the ecotour guide in facilitating a successful and sustainable ecotourism experience is highlighted even though the author acknowledges the lack of guide training and guide certification programmes. However, reference is made to the newly developed Australian EcoGuide Program that offers a model for other ecotour guide certification programmes.

Chapter 9 considers the key features of programme implementation, including the programme life cycle, marketing, quality, staff training, budgeting and itineraries. Programme evaluation is the focus of Chapter 10. This chapter begins with an overview of evaluation, who should evaluate, what should be evaluated and discusses summative and formative evaluation approaches. Most of the chapter focuses on a number of different evaluation models that provide an overview of the many evaluative options available to the ecotourism service provider. Because of their evaluative bases, the concepts of accreditation and certification together with environmental auditing are also examined.

The final chapter presents a synthesis of the preceding chapters. The author argues that because of the relative infancy of ecotourism as both a field of study and an industry, theory has not caught up to practice and practice has not been subject to critical review. According to the author this has resulted in many ecotourism services being poorly planned. This book seeks to redress this situation by providing a theoretical basis for good practice. The book seeks to show that the recreation programming field has a great deal to offer ecotourism in

terms of theory and practice, but that other fields such as marketing, environmental and resource management and ecology can also contribute theory and practice to improve the planning and provision of successful ecotourism ventures.

The aim of this book is to apply the concept of recreation programming to ecotourism, and this has been successfully achieved. The book presents a comprehensive approach to ecotourism programming, is clearly structured and based on a thorough understanding of the subject. The chapters are well cross-referenced and linked which allows for reinforcement and review of some key ideas and concepts. The book is well written in an accessible style and the text is well suppported with clear diagrams and figures. Although the programming tips presented in boxes provide some useful ideas and are sourced from existing ecotourism operations they appear to be an afterthought and add little to the book. They would have been more useful if they had provided more detail and represented the experience of a wider range of ecotourism providers. For those that wish to dip into the book, the introductions to each chapter provide a good overview of the chapter contents.

The book provides a good blend of the theoretical and practical aspects of ecotourism programming. The book has been well-researched incorporating recent publications and has a comprehensive reference list of 18 pages. In a number of chapters a synthesis of theory is presented and then followed by the practical aspects of ecotourism programming such as first aid, health considerations, personal hygiene and environmental considerations. Many of these practical aspects are well supplemented by checklists, planners and sample forms in the ten appendices. They include examples of medical forms, injury checklist, medical first aid list, and sample waiver and reservation forms.

The book also presents some challenges to a range of potential readers. To researchers and educators the author highlights the dearth of research and literature in the field of ecotourism programming. In particular, research is needed in comparing accredited and non-accredited operations and the need to provide evidence of the value of self-regulation to demonstrate the value of accreditation products compared to non-accredited products, and in a similar way the value of certified and non-certified guides, and the role and value of guides in the ecotourism experience. To ecotourism operators there is, for example, a need to provide ecotourism opportunities for disabled clients in the same way that recreation operators do.

This book is highly recommended to students and practioners in the fields of ecotourism, tourism, recreation, leisure studies, geography and planning and would be a useful addition to the library of ecotourism researchers and educators. However, as one of the main audiences of this book is likely to be students, the inclusion of exercises dispersed through or at the end of each chapter would have provided the opportunity to present some challenging questions to reinforce concepts presented in relevant chapters.

Dr Rosemary Black
School of Environmental and Information Sciences
Charles Sturt University, NSW, Australia
(rblack@csu.edu.au)

War and Tropical Forests: Conservation in Areas of Armed Conflict
S.V. Price (ed.). New York: Food Products Press, 2003. Pp. xx + 219. ISBN 1-56022-098-8 (hbk): $45.95. ISBN 1-56022-099-6 (pbk): $24.95.

Tourism academics are often and rightly accused of ignoring or at least not giving due attention to the influence of external environments on the tourism sector. In the case of ecotourism, it so happens that many of the best venues for nature observation, because of their frontier characteristics, also provide excellent habitat for insurgents, drug dealers, and other individuals whose activities, to say the least, pose a potential threat to local ecotourism operations and the ecotourists they try to attract. This short collection of eight individually authored chapters barely mentions tourism at all, but should be mandatory reading for anyone seriously interested in understanding the potential of tropical forests in the underdeveloped world to accommodate ecotourism. Having their genesis in an international conference on war and tropical forests at the Yale School of Forestry and Environmental Studies in 2000, the contributions in this book include case studies from Nicaragua, Colombia, Rwanda, Congo (DR), and Indonesia. The 'war' reference in the title is liberally applied to encompass topics such as bushmeat poaching and the role of the military in facilitating rampant logging, in addition to the more obvious theme of armed conflict involving government and other forces. To ecotourism researchers, these chapters (and titles such as 'The Chainsaw and the Gun: The Role of the Military in Deforesting Indonesia') make disturbing reading, revealing a realm of chronic violence, violation and disorder that appears to offer little hope for the preservation and sustainable utilisation of the remaining tropical forests.

Yet, hope emerges through this fog in unexpected places. Kaimowitz and Fauné, for example, in their analysis of insurgency movements in the Miskitia region of Nicaragua, point out that several of the groups are fighting for the rights of indigenous people to protect and sustainably manage their own resources, while the mere existence of insecurity in the area has served to dissuade intrusions by commercial ranchers as well as international mining and logging interests. The possibilities for an appropriate form of ecotourism to take hold in such an environment are not far-fetched. Plumptre's poignant study on the motivations of dedicated Rwandan park rangers to continue their work in the face of personal danger and underpayment also has important implications for ecotourism. Of particular interest is his finding that junior field staff play a key leadership role in holding conservation programmes together in such difficult circumstances, and that their dedication is at least in part associated with international NGOs that are reciprocally committed to these same projects. Even the authors of 'The Chainsaw and the Gun' are not entirely depressing, given their openness to the possibility that the Indonesian military's participation in the rapacious exploitation of the forest may eventually give way to a more responsible model of resource utilisation in the emerging era of *reformasi*.

If there is any major weakness in this collection, it has to do with the small number of contributions, which inhibits the formulation of a broader theory of war, tropical forests, and the management implications of this relationship.

A more comprehensive text would have incorporated case studies from the southern Philippines, the Thailand/Burma and Peru/Ecuador border regions, the Terai of Nepal, the Solomon Islands, Sri Lanka, Liberia and Sierra Leone, among other tropical forest hot spots. The 'bookend' preface, introduction and conclusion chapters do provide some level of integration and synthesis to the chapters, but their tangential reference to situations outside of the collection (especially in the final chapter) often serve more to confuse than enlighten the non-expert reader. The book could also be criticised for omitting any discussion of ecotourism, though to do so is really rather self-indulgent given the gravity of the topics that *are* covered. Rather, the onus should now be on ecotourism researchers and practitioners to use the invaluable information in this collection to better inform our own ongoing analysis of ecotourism's opportunities and limitations within the remaining tropical forests. Ideally, the results of such deliberations should be shared with the contributors to this volume and other specialists outside the tourism field, in the interests of a more integrated approach to tropical forest management by ecotourism specialists and other stakeholders.

Dr. David B. Weaver
Health, Fitness & Recreation Resources
George Mason University
(dweaver3@gmu.edu)

A Trip Too Far: Ecotourism, Politics & Exploitation
R. Duffy. London: Earthscan Publications Ltd, 2002. Pp. 210. ISBN 1 85383 759 8
£15.95, AU$46.70.

The bottom line of Duffy's argument is that ecotourism is bad, in the sense that its actual effects are the opposite of those that its exponents set out to achieve. Some of what she says is very interesting, some very irritating. Her argument is weak, but her thesis could still prove correct, and should certainly not be dismissed.

The book is entirely about Belize, though its title gives no warning of this. No doubt this ambiguity was at the insistence of the publisher's marketing department. Its author lectures in politics at an English University. Essentially, she argues that international visitors to beach resorts and dive tours in Belize contribute unwittingly to large-scale organised crime and closely-linked government corruption; and that this reduces the chance of establishing a homeland for the Mayan peoples of Central America, whom ecotourism is intended to benefit.

If this thesis is true, it would certainly merit further investigation, and comparable studies in other countries. Unfortunately, even after reading this book several times I don't feel I can make an informed judgement as to whether it is true or not, for a number of reasons.

Duffy's raw data are derived almost entirely from personal interviews, many of them anonymous, and from articles in local newspapers of dubious provenance. The interviews were informal conversations with anyone willing to talk, as a more formal approach proved fruitless. Indeed, we must

sympathise with the author when she reports that tourists pushed a lemon in her mouth and a camera down her teeshirt – though we may be a little surprised that she decided to tell us about it. The newspaper quotes do not seem to come from any quantitative analysis of topics or content, so we cannot tell if they were selected to support a particular point of view. So Duffy's study is essentially investigative journalism. There's nothing wrong with that: indeed, for the issue under study it is probably the only tool available. Politics lecturer and political journalist, however, are rather different skills; and Duffy seems more familiar with the former, to judge from her heavy use of political jargon and her constant outrage at political commonplaces.

The second difficulty lies with the logic. Duffy seems to assume that just because tour operators market some destinations in Belize as ecotourism, all foreign visitors to Belize should behave as stereotypical ecotourists. This is particularly surprising since she seems to have interviewed people in beach resorts and dive tours, not in the ruins or rainforests. She seems disgruntled (p. 33) to find that her interviewees still want, to paraphrase Wheeler, to get a tan, get drunk, get laid and get back to the hotel. She seems particularly upset that some white female tourists appear to visit Belize unaccompanied, specifically to have sex with local black or Hispanic men, referred to as vacation boyfriends (p. 34). But how is this relevant to ecotourism? It has no consequences for local ecosystems whether bonking humans are married or not. And who says they are ecotourists anyway? Not, apparently, the tourist themselves. Indeed, in Chapter 5, Duffy argues that the Toledo region, which has marketed itself successfully as an ecotourism destination, has done so only because its beaches and reefs don't match up to those in other regions. But if I read correctly, it seems to be the beach and reef tourists in those other regions whom she has interviewed about ecotourism.

The political jargon is particularly dense in the introductory chapters, whose titles include phrases such as 'green greed' and 'misery and self-indulgence.' These chapters seem to be a broad but somewhat shallow literature review of popular themes in the ecopolitics of tourism. The aim of the book, apparently (p. 8), is to prove that ecotourism is a 'blue-green' (capitalist) commercial business with a political context, not a cost-free 'red-green' (neo-Marxist) form of 'radical sustainable development' or a 'deep-green' form of 'ecocentricity.' I hesitate to quote Homer Simpson here. But surely this thesis, in so far as it refers to real-world practicalities rather than definitional semantics, is already very well established. Even if it were not, a single case study from Belize could hardly establish it on its own; particularly if it focuses on mainstream beach and reef tourism sector.

The interesting part of the book starts with descriptions of actual events in Belize. The politics of powerful families, major engineering works for reef resorts, impacts of tourism on reefs and manatees, links between tourism and organised crime, and competition between regions and countries in international markets: these are all familiar messages from many nations worldwide, but case studies such as this are always a welcome addition to the literature.

Internationally known ecotourism destinations such as the Cockscomb Basin Jaguar Sanctuary and the Toledo Ecotourism Association receive a mention, but also receive criticism. Even the role of international

environmental NGOs is criticised (p. 121). According to Duffy, 'community-based ecotourism has become intimately bound up with one of the most politicised issues in Central America' (p. 113) – namely, demands for the establishment of a Mayan homeland. There is an interesting discussion of the politics (pp. 104–125) including logging, highways, land speculation, international borders, illegal immigrants, plant smuggling, Internet casinos, and alleged murders of community activists. Just like most of the world, in fact. The border with Guatemala seems to be particularly critical. Guatemalan poachers in speedboats, for example, kill manatees in Belize. Sounds like a job for the Belizean navy, if there is one.

The story hots up further in Chapter 6, with drug smuggling, money laundering, illegal trafficking of Mayan artefacts (p. 127), and especially the discussion of shadow states on pp. 128 onwards: 'how political elites use information and invisible networks to exercise political and economic power.' Duffy seems somewhat apologetic in applying this concept in Belize; but to me, it seems applicable worldwide, with differences only in degree and means.

Perhaps the critical sentence (p. 132) is: 'ecotourism is part of a wider arena of legitimate business interests that intersects with illicit networks sustained by political corruption and global chains of traffickers.' Arguably, anyone anywhere who uses money at all has some such link; but for most of us (hopefully) the link is remote. Duffy's real thesis, it seems to me, is that in Belize, tourism has closer links to crime than in other countries. She tells the tale of one Michael Ashcroft, Belizean citizen, owner of various banks and Treasurer of the UK Conservative Party. Ashcroft was reported in *The Times* of London as under investigation by the US Drugs Enforcement Agency. He sued *The Times*, but dropped the case after 'direct discussions with Rupert Murdoch, owner of the parent company News International' (p. 136). Now wouldn't that have been an interesting conversation to overhear…

According to Duffy (p. 137) 'tourism is often associated with an increase in crime, prostitution and drugs.' When the US Counter-Narcotics Unit visited Customs at the Port of Belize, their 'sniffer dogs were so overwhelmed by the smell of drugs that they suffered sensory overload and were unable to function' (p. 138). And there are various reports of individuals buying island resorts using cash from drug trafficking. Fishermen near the Mexican border, apparently, not uncommonly encounter floating bodies – or if they are luckier, floating bales of cocaine. This is known locally as 'winning the sea lotto' (p. 141). Presumably, the floating bodies have lost the sea lotto.

The core of Duffy's thesis is developed on pp. 141–153, 'The Impact of the Shadow State on Ecotourism Policy,' which describes a series of dubious development approvals and similar events. Duffy's conclusion (p. 159) is that tourists visit Belize to see reefs, rainforests and ruins, and also to drink, take drugs and have sex; but because of links between tourism and the shadow state, their mere presence creates a spiral of impacts on the social and natural environment of which they are not aware and over which they have no control. Ecotourism in Southern Belize, she says, can only be analysed in the context of international financial institutions, environmental NGOs, logging companies, and illegal traffic in drugs and wildlife.

These are not trivial conclusions, so they are worth considering carefully. First, are these conclusions actually correct; and secondly, if they are true for Belize, are they true elsewhere? Commonly, ecotourism is put forward as a means to reduce illegal logging, overfishing, wildlife poaching, encroachment on protected areas, and exploitation of local cultures. And there do seem to be examples in other countries where it has been successful. Do we need to re- examine every ecotourism success story worldwide in the light of the shadow state?

Possibly: but don't panic, would be my call. For reasons outlined earlier, Duffy's argument is a persuasive story rather than a proven case. It is easy enough to believe the broad arguments about shadow states, because that is basically business as usual worldwide. But if I understand correctly, Duffy seems to be pushing her data to much more detailed and dubious conclusions. Her argument seems to be that environmental and community groups that helped to establish ecotourism operations in the Toledo region, and the tourists who now visit those operations, have inadvertently helped to support a shadow state that is preventing the establishment of a multi-nation Mayan homeland. This is not impossible, but it is certainly unproven. It is not really clear, however, if that is what the book was seriously trying to prove, or more of an afterthought.

After ploughing through the first half of this paperback, I was ready to dismiss it as a rather puerile piece of political polemic. The second half, however, was far more entertaining and makes a very readable story of tourism politics in Central America. Perhaps it does not tell us a great deal about ecotourism; but it does tells us about shadow-state politics in tourism, in a way which might encourage us all to look for parallels from our own countries. So yes, I do think it is worth reading: but you might want to start in the middle somewhere, and skip back to the beginning later on.

Ralf Buckley
Griffith University, Queensland, Australia
(r.buckley@griffith.gu.edu.au)

Tourism in South America
G. Santana (ed.). Haworth Hospitality Press, 2001. ISBN 0-7890-1343-6.

This book is actually a compilation of two issues of the *International Journal of Hospitality and Tourism Administration* (Volume 1, Numbers 3 & 4). They have been converted into a 'book 'or thematic monograph under the editorial guidance of Gui Santana who also adds a piece that gives an overview of tourism in South America. Making a book out of any set of academic journal articles is not an easy task. Without a second round of editing, culling, some re-writing, thematic organising, and a comprehensive introduction that integrates and pre-transitions the articles, it won't really feel like a book – even an anthology. In this case, the book still looks and feels like two journals sandwiched between a new cover. This is not to say there are not some good articles in the

collation, because there are. I will spend the bulk of this review helping JOE readers decide which ones might be of most interest.

It is also only fair to note that one of IJHTA and Haworth Press's reasons for re-packaging this thematic double issue of the journal as a 'Separate' is to make it available to non-subscribers interested in the topic. This is commendable since studies have shown how few people actually read our academic journals. However, such efforts still require the thorough editing described above if we are to engage that wider audience with our repackaging. The publisher and those endorsing the book also suggest that instructors might adopt it for the classroom. As one who has taught courses in ecotourism, I think the book has marginal value as a text but that it is a useful resource for selected readings.

A few comments regarding format and quality are warranted before moving on to the articles themselves. Many tables do not stand alone and the maps and some tables are hard to read without magnification (especially for my 59 year old eyes). I was particularly bothered by the poor quality of the translations from Spanish and Portuguese that were apparently accepted by the original IJHTA reviewers and then transferred to the book without improvement. We absolutely must include more authors from Latin America, Africa and Asia in our journals and academic discussions, which are far too provincial even as we examine events in the developing world. We must be encouraging and generous as we provide a forum for those who have fewer outlets and thereby broaden both our knowledge and our circle of colleagues. One of the potential strengths of this book, is the inclusion of the articles by Latin American scholars and practitioners, but this potential is not fully realised and their messages not fully understood due to the quality of the translations. All of us must mentor this exchange just as we would expect guidance with the standards and translation of our writing as we publish and present in other languages.

This book should probably have been titled *Tourism in Latin America* as it includes articles about Mexico and Jamaica as well as those from South America. Of the nine articles and a research note included in the book, three (Encabo *et al.*; Ingles; Mills) are directly linked to ecotourism and one (van de Berghe) is closely related. Two of the remaining articles (Santana; Costa & Bauer; Schluter) treat tourism in South America, Brazil and Argentina in the most general terms, while two articles (Revilla *et al.*; Meade & Mónaco) look at the greening of the hotel industry in Mexico and Jamaica. One (Bécherel) treats macro-level human resources development using a state in Brazil as a case study. I must admit I learned something from most of these since my own forays into the tourism arena have been narrowly focused on visitor and concessions management in protected areas and on community-based ecotourism models. Being the type of book that it is, it seems appropriate to provide a brief review of each article in the order that they appear.

As mentioned, Gui Santana (Brazil) leads off with 'Tourism in South America: A Brief Overview'. He gives us a nice chronology of modern tourism starting in the 60s along with the distinct political, economic and social changes that greatly influenced its evolution in the 70s, 80s and 90s. Using hard won but sparse data from each country, he provides us with a useful set of tables

summarising tourist arrivals, money generated, visitor origins and destinations as well as the investments made in tourism products, transportation and marketing for each South American country. I have not seen these reported elsewhere. He then discusses a number of visitor security issues and other obstacles to tourism development. Quickly shifting gears, he gives us a detailed account of Brazil's 'new phase of tourism prosperity', which mirrors many of the changes he describes for the rest of South America.

Frank Costa and Thomas Bauer (Australia, China) follow with 'Latin American Tourism: An Australian Perspective'. They hypothesise that Latin America's negative image is to blame for low numbers of Australians travelling there. Latin America being a 'long haul' destination, they interviewed 10 tour operators who took people to Latin America and surveyed 54 travel agents. They report a good bit of data from this group regarding images held and places known, sources of information, and perceived obstacles to Latin American tourism originating in Australia. They conclude that even though concerns about safety do exist, it was neither negative images or security issues that were responsible for low levels of visitation as much as it was a general lack of knowledge of the attractions and conditions – even on the part of those helping to arrange tours to the region.

Matilde Encabo, Gabriela Torre and Ana Bergallo (Argentina) give us our first ecotourism related article with the title of 'Management of Conservation in Spaces of Recreational Use', which effectively illustrates the translation problem that pervades the collation. Being a Spanish speaker, I was able to decode the intent behind the problematic English translation and became encouraged when the authors began by advocating the use of indicators (no mention of standards) and a Limits of Acceptable Change methodology to monitor and address both social and biophysical visitor impacts at sites in the heavily used Lake Gutierrez sector of Argentina's Nahuel Huapi National Park. In their methods section, they also refer to a visitor survey (with no sampling strategy, content or other details) and non-participatory observation as well as the incorporation of the Recreation Opportunity Spectrum (ROS) concept. The latter was presumably used to adjust the standards for the indicators to conform to the physical, social and managerial setting attributes found at Lake Gutierrez. Having helped other Latin American managers adopt these visitor management approaches for their areas, I was initially supportive of their efforts, but later became disappointed when the results section reported only a few findings from the visitor study and no understandable data for any of the other methods alluded to. With little support, the authors conclude that uncontrolled, unmanaged recreation continued to produce impacts, most of which (except for the usual comments about litter) visitors do not perceive. I was really rooting for these authors but in the end I cannot in good conscience suggest that this article will be of much help as written. I think the authors know more than this rendition was able to show us.

This is followed by an assessment of tourism impacts in Argentina at a regional level. Regina Schlüter, (Argentina) in 'The Impact of Tourism on the Patagonian Coast', Argentina, begins with what I found to be a useful review of the history of coastal tourism which started with 'cold beaches' at the end of

the 19th century, progressed to areas proximal to warm water beaches and then on to post WWII sun, sea and sand tourism with its more pronounced land use, cultural and economic impacts. The latter era, Schlüter points out, together with an increase in protected area designations, environmentalism, and nature tourism, triggered an interest in tourism planning and sustainable development in parts of Latin America. To illustrate this, the author focuses on the impact of contemporary tourism on the Puerto Madryn-Valdes Peninsula. After a nicely documented summary of the recreational and recreation development/land use impacts that typically occur to the diversity of coastal ecosystems (dunes, estuaries, marshes, cliffs etc.) wherever coastal tourism is poorly planned, the author turns to a brief description of the impact studies conducted on or near the Valdés Peninsula. The peninsula generally lacks the conditions to be a sun, sea, and sand destination. However, in the decades following a pivotal 1946 IUCN conference, a series of wildlife reserves were designated on the peninsula. These areas have become the destination for both national and international visitors, now including cruise ship excursionists. Study citations provide a few details about impacts to the peninsula's marine birds and mammals, including whales. Anecdotal information is also offered regarding land use impacts produced by poor site analysis and a lack of regulation regarding setbacks, architectural standards, drainage, dune alteration, the lack of proper boat launching sites areas, and the lack of basic infrastructure for treating solid and human waste (terrestrial and marine sources). The author explains how a late 90s regional study of economic and environmental impacts and a World Heritage Site nomination for the Valdés Peninsula motivated local and national government officials and environmental groups to agree upon a series of steps to better protect the area from industrial impacts, to improve solid waste management and docking facilities, and to reduce impacts to whales. Even with these efforts, the author concludes that many forces continue to reduce the effect of conservation and planning efforts, and wishes the article to serve as a forewarning to similar locations now undergoing tourist development. Schlúter closes with several very general recommendations for addressing the problems discussed.

Next is an article by Lionel Bécherel (UK) titled 'A Framework for Human Resources Development Strategy at the Macro-Level: A Situational Analysis of Tourism Human Resources in Bahia Brazil'. He cites the need to use a type of strategic planning and labour market signals used by the corporate world. He later uses the Brazilian State of Bahia as a case study. This seems distantly related to what many of us think about when pondering ecotourism but he strikes a chord when he describes tourism as 'a "hands on" industry requiring employees with well honed vocational skills' and laments that there is little coordination between the tourism industry and those institutions that provide training. My thought was that any good community-based ecotourism programme does pay attention to giving people the skills they will need to work at least part time in tourism and is by nature site-specific and 'bottom up'. Nonetheless, the ecotourist also obviously relies in part on the services provided by taxi drivers, capital city hotel employees and travel agents, and others that serve the larger tourism 'industry'. I am therefore empathetic with Bécherel's argument that manpower planners and trainers

need to work together to produce employees that are efficient and provide quality services with legitimate interest, but I hope that such training would also include the goals related to environmental sustainability. The case study acquaints us with the great diversity of Bahia's destination areas (90% of the visitors are Brazilian) including some protected natural and cultural sites, as well as a summary of recent investments in tourism. He then describes a study where surveys and interviews were used with hotel, restaurant, travel agency and public sector employers to probe a variety of human resource and training issues and closes with recommendations.

Now we come to a very savvy and well-written piece that I thoroughly enjoyed and think many JOE readers will as well – Pierre L. van den Berghe's (USA) 'El Camino Inca: A Profile of Cuzco Tourists'. He gives us rich qualitative data as a result of being a keen participant observer, who over 17 months followed, photographed, observed, and accompanied many individuals and groups in the Cuzco area. His data include interviews with more than 40 tourism entrepreneurs, quantitative information from a standardised survey administered to 75 tourists, and extensive informal conversations. While he admits that ecotourists, nationals and those on expensive private tours may be underrepresented, he has used an interesting sampling strategy, obtained a very high interview consent rate (96%), and offered participants a choice of four languages. His reporting of results includes an excellent typology of tourists (which does not conform to current marketing strategies), and as insightful and complete a description of visitor characteristics as I have read in similar studies. He includes such things as language abilities, how, when and why people took photographs, the types of transportation they used, the precautions they took and other novel characteristics in addition to the more usual variables. The upshot of his findings is that Cuzco, known as a somewhat risky place, attracts a very selective type of tourist with some surprising characteristics and reported experiences. Here are just a couple to whet the appetite: the average Cuzco visitor stays in Peru for 30 days and one third have been either robbed, assaulted, fallen ill or been abused by state or local officials. However, they had few regrets, saying this was compensated for by a heady package of authentic experiences.

Now we come to two articles that assess the greening of the hotel industry in parts of Latin America. Guadalupe Revilla, Tim Dodd, and Linda Hoover (Mexico, USA) look at 'Environmental Tactics used by Hotel Companies in Mexico' while Bill Meade and Antonio del Mónaco (USA) present a chapter titled 'Introducing Environmental Management in the Hotel Industry: A Case Study of Jamaica'. Together the articles refresh our understanding of the issues and the events, organisations and types of projects (environmental audits, development of environmental management systems) that are attempting to make the industry more ecologically sustainable. The issues discussed by both include the reduction, reuse, recycling and safe disposal of energy, water and solid materials. The Mexican study uses a small sample of managers to probe motivations for compliance (both legal and suggested), improvements made, and future plans. They found that managers are still largely extrinsically motivated to undertake environmental management – that is, by legal, social and political pressure (and in some

cases, lower costs) than by consumers themselves, competition from greener hotels or because they thought it is the right thing to do. The Jamaican article reports on a three-year effort to audit, then improve, environmental management. Data from the baseline audits at a sample of 14 hotels reveals that much waste and inefficiency was being caused by simple problems that could be remedied using low-cost (80% $10 per room), rapid payback (50% paid back in 2 months) as well as easy-to-implement changes in equipment (install low-flow shower heads etc.), maintenance and housekeeping practices. Data showing evidence of greening is partially linked to occupancy rates. Some of the practices discussed are applicable to ecotourism operations. In spite of the project's support, half of the 14 hotels involved in the demonstration project failed to provide implementation information or had done nothing. Meade and Mónaco conclude with a good set of lessons learned.

Another well-done article relevant to ecotourism is 'Performing Traditional Dances for Modern Tourists in the Amazon', by Pamala Ingles (USA). The article does a good job of countering the view that offering staged dances and traditional handicrafts that might not otherwise be utilised by an indigenous group is almost always demeaning and has a variety of negative effects on the culture. The author offers a very objective literature review and describes a sound ethnographic methodology that she used in 1999 with four indigenous groups in the Peruvian Amazon. All groups had established mechanisms to control the type, frequency, size and cost of tourist visits – an essential principle and prerequisite in my mind, for real ecotourism. Nearly all members of the families interviewed were involved in and welcomed the opportunity to substitute some of their fishing and farming activities for the production of handicrafts. She observes that some of this was site-specific and due to the distances to productive areas and to markets. Nearly all were benefiting economically to some degree. Those interviewed in the villages using traditional dance to entertain tourists and producing crafts to sell them, felt that these activities not only provided needed income but were helping to revive and maintain traditions and skills. One community had decided to stop both performing for tourists and their own traditional dances. Most of the elders who understood and organised these events had died but some of those interviewed expressed an interest in resuming the performances if the nearby ecolodge could guarantee adequate income, and as a way to rekindle an interest in their culture among the young people (the author comments that this has since transpired but not been evaluated). Ingles helps us see that our knowledge of such issues is almost always site-specific. The study also reveals the importance of giving local people control, options to consider and then respecting their decisions – especially those that allow them to stand in both the modern and traditional world as transitions are made and as they decide how much of each to keep.

The book closes with a Research Note by our friend Alan Mills (USA) entitled 'Recreation Experience Preferences of Hikers in a Colombian National Park'. Showing us that it is never too late to resurrect an interesting data set, he uses 1982 data collected by park administrators in Los Farallones National Park in Colombia. The purpose was to probe the motivations or experience preferences of Colombian hikers and then to compare them with results

obtained from hikers in the eastern US. A secondary purpose was to stimulate discussion about the merits of studying 'the psychological underpinnings' of the experiences of visitors to Latin American parks. Applying the well known and often used Recreation Experience Preference (REP) scales (the theoretical framework used to develop the Recreation Opportunity Spectrum) to a sample of 55 hikers on a one kilometer trail leading to a waterfall in the park, he found that with the exception of experiences allowing privacy and introspection, preferences were similar for both Colombian and US hikers. Although many hikers did not reach the waterfall destination at the end of the trail, most of their preferred psychological outcomes (experiencing nature, family togetherness, exploration etc.) were satisfied by the experience they did have on this trail. He closes with recommendations for future studies of this type.

In summary, while this is not a book most of us would read in one sitting, (reviewers included) it does aggregate some useful material that can be used selectively either by obtaining the book or the journals that spawned it. A number of the articles surpass the book itself in their quality. I hope this review will enable the reader to make those selections more easily and that it might inspire due diligence for the improvement of future 'selects' or monographs that are based on academic journals with international contributions.

George Wallace
Colorado State University, USA
(georgew@cnr.colostate.edu)

Marine Ecotourism: Issues and Experiences
B. Garrod and J.C. Wilson (eds). Clevedon: Channel View Publications, 2003. Pp. xiii + 266. ISBN: 1873150415 (pbk): £19.95. ISBN: 1873150423 (hbk): £49.95.

According to Hall and Page, ocean and coastal tourism is one of the fastest growing tourism sectors. Along with the cruise industry, marine ecotourism, and particularly whale watching, experience high growth rates. Thus, it seems to be just a matter of course that increasing research has been undertaken in the marine ecotourism sector. *Marine Ecotourism: Issues and Experiences* is the result of an international marine tourism workshop at the European Association of Leisure and Tourism Education (ATLAS) 10th anniversary conference in Dublin in 2001. The editors asked the authors to re-work their conference papers, and added additional chapters in order to successfully produce a coherent volume. The edited work comprises of 15 chapters in two sections, plus an introduction and a concluding chapter, written by the editors.

In the introduction, Garrod and Wilson discuss the wider issues of marine ecotourism, including definitions and characteristics of ecotourism products, their relationship with sustainable development, target markets for marine ecotourism, and the attractiveness of ecotourism as a model for development in peripheral areas. In Chapter One, Garrod attempts to define marine ecotourism by applying the Delphi method. A thorough introduction helps

the reader to understand the characteristics of this methodology, before the application and resulting metrics are presented. Cater, in Chapter Two, discusses the contrasting backwash and spread effects marine ecotourism can create. She concludes with the suggestion that more intra- and inter-sectoral collaboration is needed in order to minimise the backwash effects, while maximising the spread effects. Wilson, in the following chapter, describes the problems associated with planning and policy in marine ecotourism and addresses a variety of issues, including conflicts across different sectors, regulation issues, and research and monitoring. Berrow, in Chapter Four, takes this a step further by applying the specific example of legislation and monitoring to sustainable whalewatching. His analysis concludes with a variety of recommendations which, in essence, call for more effective and more controlled licensing. In Chapter Five, Viñals and Associates provide an overview of the widely debated tool of carrying capacity, before they apply the concept of recreational carrying capacity to wetlands. They conclude with the argument that such a model appears to be very complex, but it 'merely means systemising the available information and, if necessary, treating it in a simple manner' (p. 99).

The second section of this volume presents a variety of case studies and addresses marine ecotourism experiences from the perspective of different stakeholders. Halpenny, in Chapter Six, employs six case studies from various countries and organisations, in order to investigate the role of non-governmental organisations in the conservation of natural and cultural resources. In Chapter Seven, Musa illustrates how the small Indonesian island of Sipadan has been developed for scuba diving, and within a fairly short time over-exploited. Management priorities focus on revenue, rather than environmental conservation. Through empirical data analysis of scuba divers in the British Virgin Islands, Townsend provides evidence in Chapter Eight that environmental education is effective and can make a difference. The education of tourists is also the theme of McDonald and Wearing in Chapter Nine. They argue that the community at Avoca Beach Rock, Australia, could benefit from the implementation of an ecotourism framework, with tourist education and interpretation as main features. In Chapter Ten, Hoctor considers the management of tourism development in County Clare, Ireland. She concludes that community participation is an essential feature for successful ecotourism implementation. Chakravarty, in Chapter Eleven, takes the reader to India and examines the lessons learned from the development of a marine park in Malvan, Maharashta. She found similar needs as Berrow did in his contribution about the development of sustainable whalewatching in the Shannon Estuary in Ireland (Chapter Twelve). Both authors call for a comprehensive development plan and stress the importance of community involvement. In particular, they note that often the benefits for the community are not conveyed to the local people. In Chapter Thirteen, Speedie reports on the feasibility of marine ecotourism development in the southwest of England, introducing a number of studies undertaken in Devon and Cornwall. Petreas, in Chapter Fourteen, investigates the potential of scuba diving as a sustainable form of tourism development in Greece. He concludes that if carrying capacities will be closely monitored and not

exceeded, scuba diving can indeed be a beneficial sustainable form of tourism. The final chapter, by Orams, provides an overview of marine tourism in New Zealand, a country that has earned the reputation as a prime and largely unspoiled marine tourism spot. Orams illustrates that despite this reputation there are many management challenges, including the role of the indigenous Maori people. Finally, the book concludes with a chapter by the editors, in which they once again stress the various issues of marine ecotourism, and offer a view into the future.

Garrod and Wilson have managed to compile a volume that is unique and ground- breaking. While over the past two decades research has paid a great deal of attention to ecotourism, the area of marine ecotourism is still not well documented. Generally, there is a lack of texts for marine tourism issues, and this volume fills a large gap in the libraries and bookshelves of students, researchers, and practitioners. It is a well-written book that provides students easy access to the most burning issues in marine ecotourism development around the globe. The workshop in Dublin was an excellent forum, and *Marine Ecotourism: Issues and Experiences* reflects this high level of expertise. The careful selection of contributors adds to this strength, as some of the best-known academics in the field are represented in the text. This makes it a valuable and well founded read. The present volume is very well thought of, logically structured, and easy to follow. A further strength is the division into two sections. While the first section provides a theoretical background, in the second section the reader learns about many challenges from real life case studies. Each section contains an introduction by Garrod and Wilson and summarises the following chapters. The layout is reader friendly and easy to follow; graphs, tables and photographs of good quality. In short, this book is an excellent piece of work, which will be invaluable in many ecotourism, sustainable tourism, and marine tourism classes.

Michael Lück
Department of Recreation & Leisure Studies
Brock University, Ontario, Canada,
(michael.lueck@brocku.ca)

Reference

Hall, C.M. and Page, S. (2002) *The Geography of Tourism and Recreation*. London: Routledge.