

Sustainability of Tourism: Cultural and Environmental Perspectives

edited by Metin Kozak and Nazmi Kozak

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In this book, the editors tackle the interesting topic of how to develop a sustainable tourism industry without compromising on core sustainable ideals. Metin Kozak is Professor of Tourism at Mugla University, Turkey, and Nazmi Kozak is Professor of Tourism at Anadolu University, Turkey. Both have extensively written and lectured on the topic and have previously collaborated beforehand in books, conferences and articles.

Tourism sustainability essentially means balancing the impact of tourism on the environment with creating jobs and an economy for the local population, as well as being aware of and respecting culture.

With this in mind, the editors have brought together 15 articles from a variety of scholars around the world. They have looked at how:

The subject of sustainability has become central to the discussion of how to succeed in the stable development of the tourism industry, due to the uncontrollable nature of supply and demand over the past few decades. Thus, this book examines policies and practices associated with the introduction of various methods in order to maintain sustainable tourism development. The list of policies and practices is based on a selection of the most recent topics, providing many real-world examples and cases in relation to culture and nature-based environmental issues, representing both individual businesses and tourist destinations with an international focus. (Cover)

The book is divided into 15 chapters and each starts out with an Abstract, followed by an Introduction, several section headings and finally a Conclusion with References or a Reading list. This consistent, simple style makes it easy to digest what the writers are discussing and it is one of the main strengths of the book.

Chapter One is titled 'Social and Environmental Impacts of Tourism

Development in Turkey' and is a strong introduction to the book. From the prediction of 700 million tourists being expected in Europe by 2020 and the fact that Turkey is a key player in the tourist market the importance of the subject firmly established. The change in character of previously small fishing villages (p11) over the space of 20-30 years into tourist developments with the associated impact of economic, social and environmental issues are mentioned, with these aspects thoroughly researched. The chapter concludes with acknowledging the vital importance of tourism to Turkey, but it also states that there is a price to pay in many other ways, such as an eroding of the basic family structure and a lack of social norms and values in this modern society. There is also a damaging effect on the natural environment, with pollution, over-intensive population growth and a loss of countryside. The chapter closes with a call for a 'national, regional and local Environmental Management Plan' (p13).

Chapter 2 'I want this Ramses' Statue' explores tourists' motives for buying souvenirs whilst away from home. This essay is well researched and footnoted, numbers and charts abound plus sources are clearly stated. It concludes that 'the production of stereotyped souvenirs and tourist trinkets.' continues, and interestingly, even that bartering can be a positive thing too (p37).

Chapter 3 is based back in Turkey, with a look at the fairy chimneys, the cave dwellers of Cappadocia and pigeons. This is a sad tale of how the 'needs' of the tourist have outweighed the culture of the local populace. The author states that 'this unique engagement of the human and non-human shaped the attachment to the place...which is now only a powerful source of memory...soon [to] be lost.' (p63)

We are then taken to South Korea for a look at the historically important 14th Century Gyeongbok Palace. This essay is not only full of sourced data but important conclusions regarding the successful management of the site in terms of historicity, education, convenience and experience (p89).

Following this, the book then looks at the use of alternative energies in tourist developments in two places on opposite sides of the world, Bulgaria and Canada. The installations, pitfalls and conclusions are representative of many places and helpful when considering key issues in sustainable tourism.

Chapter 6 is a somewhat weaker section in the book looking at the representation of Bulgaria in and through tourism. However it is edited in a way that we are shown the place of tradition in Bulgaria and whilst sustainability and tourism

issues are hinted at, they are not developed.

However, the following chapter looks at Portugal and its 'Nationalist Cultural Identity and Tourism' and it is interesting and potentially very challenging too. A political agenda being pushed via stereotyping does not seem like a good idea, but can it be justified in giving tourists what they want? This is a chapter that will undoubtedly provoke much discussion.

Chapter 8 looks at what cities can do in terms of sustainability and tourism and how this has moved from central governmental control to localised agencies. Written specifically using examples from Turkey, these can also be applied elsewhere too.

In the next chapter, the emphasis changes from cities to the great outdoors as we look at three mountain resorts in the Greater Yellowstone ecosystem. Perhaps the most historically important lesson learned here is that the local populace need to be informed and on board for developments to succeed properly in terms of social and ecological measures. Whilst we then move location, the next chapters follow on nicely, with three specific models of partnership looked at and commented on, and then a detailed study of a national Park in Canada. Chapters 9-11 provide a strong middle to the book with their demonstrative examples.

Chapter 12 sees us taking a thought provoking look at the problems caused by second homes and tourism. This is a balanced exploration of at what can be a controversial area in terms of second homes and unaffordable accommodation for locals. Chapter 13 discusses water issues and tourism, and asks just how eco-friendly should accommodation really be?

Chapter 14 is altogether more dryer and perhaps more a source for a literature review than discussion, while chapter 15 finishes off in Britain with a look at the Cold War Tourism and secret nuclear bunkers.

The editors have done an admirable job in bringing together these essays and whilst there are some very specific localised examples, they are also representative of situations around the world, thus, the book meets the objectives on the cover and it would be a good addition to a relevant course reading list.