

# Book review : Routledge Handbook of Tourism Cities, Edited by Alastair M. Morrison and J. Andres Coca- Stefaniak

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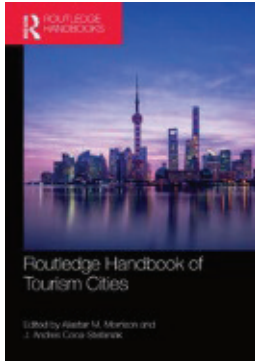
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## BOOK REVIEW



### ROUTLEDGE HANDBOOK OF TOURISM CITIES

Edited by Alastair M. Morrison and J. Andres Coca-Stefaniak

(2021), published by Routledge, London, UK, New York, USA  
ISBN 978-0-367-19999-9 (hbk)  
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The *Routledge Handbook of Tourism Cities* presents a review of contemporary issues, challenges and trends in the field of urban tourism and tourism cities. The book combines the latest academic research with insights drawn from practice in urban destinations to provide recommendations for tourism management professionals and researchers. A range of topics are explored, including sustainable urban tourism, over-tourism and urbanisation, the impact of terrorism, visitor–host interactions, as well as reflections on current and future challenges for tourism cities.

It is written in the English and contains 586 pages, excluding the preface, table of contents and index. Organized into four parts, the handbook begins with an introductory section that sets out the main objectives and defines urban (city) tourism and the tourism city.

The first part of the book, “**Contemporary Issues, Challenges and Trends in Urban Tourism**”, includes eight chapters. The first chapter, “Challenges of World Tourism Cities: London, Singapore and Dubai”, written by Maxim, outlines some of the main challenges that world tourism cities face today in their capacity. Based on an analysis of examples drawn from London, Singapore and Dubai, recommendations are made for policy makers. The second chapter, “Global Terrorism in Tourism Cities: The Case of World Heritage Sites”, written by Seabra and Paiva, considers the tragically growing threat of terrorism to tourism cities that affects not only tourists but also the local population, as well as the global image of a destination. World Heritage Sites have become prime targets in this context. “Sustainable Tourism in Cities” is the third chapter, written by Day, and it discusses the important intersection of urban tourism and sustainable development. A system-thinking approach is applied to addressing the issues facing sustainable tourism in cities. The next chapter, written by Belarmino, examines the effects of the sharing economy on cities. Author concludes that the sharing economy is providing increased access to tourism and is increasing income for city residents. In the fifth chapter, “Urbanization and Its Effects on City Tourism in China”, Ming Luo and Fung Lam explore the relationship between urbanisation and tourism development and the impacts of urbanisation on sustainable development. Integrated long-term urban planning is proposed. Gravari-Barbas and Guinand wrote the sixth chapter, “Tourism and Gentrification”, which analyses the effects of gentrification processes and their impacts on tourism and local economies. The seventh chapter, “Urbanism and Overtourism: Impacts and Implications for the City of Hyderabad”, written by Gowreesunkar and Gavinolla, investigates the relationship between urbanism and overtourism using Hyderabad in India as an example. The last chapter, “Micro Shocks and Public Outrage: City Tourism in a Turbulent World”, by Webster and Hji-Avgoustis, discusses political shocks and their impact on tourist flows in cities. The authors conclude that tourism managers can work to reduce the negative impacts of shocks.

“**Marketing, Branding and Markets for Tourism Cities**” is the title of the second part of the book, which consists of nine chapters. The main purpose of the first chapter, “Marketing and Managing City Tourism Destinations”, written by Morrison, is to situate tourism marketing, branding and product development within the context of destination marketing and management. The second chapter, “The Emergence of the Business Tourism City”, written by Davidson, examines the emergence of the global market for business tourism in urban areas. It discusses the use of the business tourism market as a tool of urban development and examines the present and future roles of DMOs in the city. “An Eventful Tourism City” is the title of the third chapter (Grochakova and Antchack) and provides an excellent case study on Melbourne and how cultural exhibitions have contributed to the development of city eventfulness. The authors emphasise the importance of storytelling and creativity to success in city branding. In the chapter “How Credible is Vancouver’s New Destination Brand?”, Isaac and Wichnewski try to explain the relationship between an established destination brand and the brand experience perceived by tourists. Letho, Chen and Le wrote the fifth chapter, “Family Tourism: Past, Present and Opportunities”, which provides a comprehensive literature review of 159 studies related to family tourism. Written by Kim and Lee, “The Impact of Millennials on Urban Tourism” is the sixth chapter and it explores the patterns of Millennial travelers, how they search for travel information, how they behave on trips and what are their activities. On the other hand, Elisa Backer in the chapter “Visiting Older Friends and Relatives: Opportunities for Tourism Cities” explores the importance of VFR for tourism cities. This chapter also discusses housing and transport trends, as well as the quality of life and infrastructure in cities. “Dark Tourism and Cities” and “Green Cities” are the last two chapters in this part. Lennon, one of the creators of the dark tourism concept, analyses dark tourism at two tragic historical events and concludes that this type of heritage, which tends to be neglected, should be preserved in order to provide a learning experience

for tourists and visitors as well as the local population. Newsome and Simpson explore green spaces that cities provide and link the presence of birds not only to sustainable and healthy urban spaces but also to the well-being and attractiveness of the city. The third part, **“Product and Technology Developments for Tourism Cities”**, comprises eleven chapters. The first chapter, “Cultural and Heritage Tourism in Contemporary Cities, written by Boyd, provides a comprehensive literature review on cultural and heritage tourism. The second chapter, written by Henderson, discusses the characteristics and roles of markets (open air and covered) in urban destinations. In the chapter “Something for Everyone? The Challenge of Touristic Urban Spaces”, Kaya and Edwards explore how coastal cities with waterfronts can provide a great opportunity for public enjoyment and added value to city development. The next chapter, written by Nethbe and Swart, outlines the perspectives of tourist attractions in terms of how they shape urban destination development. “Le vieux and le nouveau: The Ambidextrous Model of French Tourism Cities”, written by Seraphin, focuses on France and shows that the ambidextrous model of tourism contributes to the good performance of these destinations. Cities consist of two parts – one old and historical, and one new and modern – are better suited for the tourism industry. Van Zyl wrote the chapter “The Transition of a Coastal Industrial City into a World-Class Tourism and Maritime City: The Case of Port Elizabeth”, which presents a practical approach and solution to tourism marketing and branding. It illustrates how a coastal city with incredible natural resources and tourism assets has diversified its economic base and reduced its dependence on the motor industry. The next two chapters are related to smart tourism and eTourism in urban destinations. In one, Coca-Stefaniak and Seisdodos discuss smart cities and smart tourism destinations and propose a new typology for the management of smart urban destinations. In the other, Molinillo, Anaya-Sanchez and Guevara-Plaza focus on e-tourism and new technologies. “The Growing Role of Social Media in City Tourism” is the next chapter written by Gretzel where she analyses the ways in which social media shape the city tourism experience. She argues that social media enable new forms of urban tourism but also can lead to overtourism and negative impacts on the city and its residents. The next chapter, “Transport in Tourism Cities”, written by Papaix and Coca-Stefaniak, explores the links between urban transport provision, tourism and wellness. The authors suggest that the local economy and tourism sector can benefit from innovative transport solutions. The final chapter written by Morris discusses three different modes of artistic walking practices including audio-walks, psycho-geographic drifts and mass participation walks.

**“Worldwide Tourism Cities and Urban Tourism”** is the title of the fourth, final part of the book, which includes 12 chapters. This part provides examples of how urban tourism is developing in different parts of the world and how worldwide tourism cities are adapting to the challenges ahead. It includes examples from Europe, North America, Latin America, Africa and Asia. Önder and Zekan begin this section by discussing the development of tourism cities in Europe in terms of global competitiveness, socio-economic and environmental challenges, and overtourism. They argue that overtourism is a complex issue that requires consideration of all stakeholders in a destination. The next chapter, written by Spirou, investigates the emergence of urban tourism in North America as a central aspect of cultural policy. Camargo, Chavez and Ginocchio review the growth of urban tourism in Latin America by examining three case studies of innovative tourism products in Mexico, Colombia and Peru. Oktadiana and Pearce provide a review of urban tourism in four ASEAN capital cities. The authors discuss the key characteristics of tourism in each location, review the challenges and make recommendations related to transport and the environment. The next chapter considers socialist cities and heritage. Iankova and Mileva identify the main traits of socialist cities, propose a conceptual typology and analyse the main tourism development challenges. Further, Smith and Klicek examine tourism in post-communist countries with specific reference to tourism in capital cities such as Budapest, Prague, Warsaw, Bucharest, Belgrade, Bratislava, Tallinn and Krakow. The next chapter, written by Wu, Li, Ma and Wang, considers the evolution of tourism cities in China, while Richards, Simpson and Newsome review geotourism in the context of the urban environment and urban tourism. Simpson, Patroni, Kerr, Verduin and Newsome explore dolphin tourism and how the Dolphin Discovery Centre in Western Australia functions as a tourist attraction. Wang, Lin and Liu investigate cities along the Grand Canal in China and identify the main factors influencing tourism and urban development. The next chapter focuses on gastronomy as a tourism product. Loi, Kong and Badeira discuss Macao cuisine as a cultural identity symbol and as part of a holistic tourism experience. The last chapter, written by Mao, presents a case study on tourism development in the city of Wuhan in China.

The value of the book lies primarily in its comprehensive overview of many concepts and applications related to tourism. The book covers topics such as urban tourism and the tourism city which have been the focus of attention of many researchers and scholars in recent years. In particular, it covers the main issues regarding urbanisation, urban spaces, sustainability, overtourism, destination management and marketing, urban branding, attractions, culture and heritage, coastal development, smart development, e-tourism, social media and transport. In addition, the book adopts a multidisciplinary approach to tourism, drawing on fields such as sociology, psychology, urban management, business and critical management. Given its systematic approach, clear writing style and many examples, this book is an appropriate and accessible text for students, researchers and practitioners in tourism.

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