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BOOK REVIEW

Event Tourism and Cultural Tourism: Issues and Debates

Larry Dwyer and Eugenia Wickens (Editors) (Abingdon, Oxon, United Kingdom: Routledge, 2013: 274pp; Hardcover, £90.00; ISBN 978-0-415-62368-1

Event Tourism and Cultural Tourism: Issues and Debates is an edited book aimed at academic and practitioners with research interests in event tourism and cultural tourism. The book is a special double-issue of the *Journal of Hospitality Marketing & Management*, Volume 20 (3-4) and includes 13 chapters related to current issues associated with the management and marketing of events and cultural attractions. As suggested in the title, the volume is divided into two sections: event tourism and cultural tourism, each one comprised of theoretical and empirical analysis on a number of themes including tourism impacts, destination image and branding, tourist motivations, festival experiences and event management.

The event tourism section covers eight chapters and includes empirical case studies from Italy, Germany, Sweden, New Zealand, Portugal, and South Africa. This section provides rich and diverse data about various aspects of event tourism such as stakeholders' collaboration, event management and destination-event image. Despite the great portion of empirical data, however, most articles in this part are conceptual and draw upon preliminary models and frameworks. For instance, Capriello and Rotherham provide a model emphasizing event managers' skills drawing on empirical findings from Orta and Maggiore Lakes in Italy, whereas Soteriades and Dimou suggest a conceptual framework for efficient event management. Both studies take an integrated stakeholder approach which highlights the importance of having a good relationship between actors involved in management and planning of various events. The same approach is adopted by Buch, Milne, and Dickson in their study focused on Pasifika Festival in Auckland, New Zealand. The study adds to the academic literature by providing both theoretical and methodological contribution. Firstly, the research methodology involves paper and online survey instruments combined with interviews, which, as proven in the study, is a relevant and cost-effective method for gathering data from large audiences. The paper is organised at a very high level and may serve as an example of those interested in using a similar methodology. In addition, the study reports that cultural festivals have an important social dimension in terms of increased sense of pride and cultural identity. The destination image is also a leading theme in this part of the book. Florek

and Insh develop a framework exploring the relationship between destination and event image based on a case study of FIFA 2006 World Cup held in Germany. The study findings reveal that the event has definitely improved the image of the country and has successfully demonstrated the friendliness and approachability of Germans. However, the authors argue that the destination-event image fit matrix is not “a stand-alone tool” (p.44) and substantial resources and efforts are needed in selecting appropriate tools to measure these effects. Mendes, Oom do Valle and Guerreiro also concern the topic of destination image drawing on a case study of Algarve, Portugal. As a premier sun and beach destination, the resort is an attractive place for recreational visitors and leisure experiences have strongly influenced the image of the destination. The study examines *Allgarve*, a new tourism strategy based on cultural, artistic and sports events, which is aimed at repositioning the destination as a place which “appeals to a wide range of experiences in one place” (p.129). Adopting a quantitative approach, the research explores how the new strategy contributes to the image of the destination as a whole. The paper provides a great portion of relevant academic literature and can appeal to students and practitioners interested in the topic of destination image. Although the limitations identified by the authors, the study contains a great portion of empirical data. The findings suggest that the program has had a strong influence on the destination image. The remaining three articles concern innovations and creativity, sustainability and territorial marketing of festivals. Mia Larson contributes to the volume by exploring the renewal processes of three festivals in Sweden. Her research concludes with identifying distinctive factors which contribute to innovations and creativity – the demands of visitors, the perspectives of renewal of both management and team members as well as organisational culture and change of managers and staff. Van Niekerk and Coetzee focus their paper on sustainable development of the Innibos Arts Festival in South Africa. The study utilizes the VICE model (visitors, industry, community and environment) in order to identify the various characteristics and needs of visitors, the impacts of the festival for the local industry, community, and environment and how these aspects contribute to the sustainability of the festival. Based on quantitative approach, the analysis suggests that the model is a useful tool for measuring the level of sustainability, but more empirical research is needed to determine the effectiveness of the model. In the final chapter of the section Simeon and Buonincontri explore the territorial marketing policies of Ravello Festival in Italy. The festival is regarded as a key part of the tourism development in Amalfi Coast and Ravello and it is widely recognized as a symbol the main instrument of territorial marketing. The research reports a variety of positive impacts including job creation, strong integration with local community attachment, revitalization of local crafts and traditions and improved infrastructure.

The second part of the book examines the cultural tourism theme. Comprising of five chapters, the section covers various impacts of tourism development, tourist motivations, religious tourism, and heritage tourism based on case studies from United Kingdom, Turkey, Malaysia and South Africa. Unlike the previous section, this part of the volume is entirely based on empirical case study analyses. The section begins with a case study of Legoland Windsor Theme Park in United Kingdom. Bakir and Baxter examine the concept of “touristic fun” by exploring tourists’ motivational factors. The paper adopts a qualitative methodology including semi-structured interviews and non-participant observation and employs grounded

theory approach. The study results are particularly vital in both academic and practitioners. Firstly, the research contributes to the literature of tourist motivation and visitor management and particularly the motivation of visiting family theme parks. Secondly, the results also inform marketing managers and offer a perspective for future advertising and promotional strategies. The section continues with Alvarez and Korzay who examine the role of culture and history in creating an image for a destination. Using Turkey as a key study, they argue that knowledge and awareness are critical instruments of destination image and can influence the overall perceptions regarding the destination. The paper is very well presented and the findings can contribute for the marketing of heritage tourism destinations. Additionally, they emphasize that the level of knowledge affects tourist motivation and travel patterns. Drawing on a data collected from Spanish visitors, the authors argue that Turkey is still suffering from previously created image as a cheap mass tourism destination and more efforts are needed to promote and advertise cultural and heritage based tourism products, such as ancient civilizations and history outside Istanbul. Religious tourism and religious experiences are also presented in the section. Kasim explores the implications of religious experiences and their relation with tourism. Drawing on qualitative analysis, the article presents Hindu parents' perspectives on Thaipusam, a popular religious festival in Malaysia. The analysis suggests that the festival is a significant event for the local devotees and tourism only exist as a complementary activity. The author stresses the importance about the negative impacts such as commodification and overcrowding and suggests a need of developing a niche market for religious tourism to avoid, or at least to minimize the negative impacts caused by disrespectful tourists. However, Kasim highlights that uniqueness and authenticity of the festival should be preserved and suggests that sustainability of the event can be reached through a strategy aimed at preserving the authenticity of the rituals, educating visitors about their behaviour and encouraging donations to support the continuity of the rituals. Simone-Charteris and Boyd further analyze the theme of religious tourism in their case study of Northern Ireland. However, their main theme is related with politico-religious tourism and concerns the perceptions of public and private tourist sector organizations. The results suggest that religious and political tourism have a mutual relationship and share similar contexts. According to the study findings, tourists interested in political and religious sites often have similar motivations and visit same attractions. In relation to public-private sector relationship, the authors share the idea about some issues which still prevent a good level of cooperation between them, such as lack of trust and major differences in interests and priorities. The final chapter of the book focuses on the Shangana Cultural Village in South Africa. Jennifer Briedenhann's article discusses the role of small operators in promoting pro-poor tourism and explores Shangana –a project built upon cultural and natural aspects of a local community.. The author argues that pro-poor tourism literature is limited only at large tourism actors and neglects the potential of small operators which actually dominate the South African tourism market. The study reports positive economic and livelihood impacts, but the most notable effects are related to the opportunities given to local people. Improved skills, training, empowerment as well as enhanced pride and identity are effects which have largely improved local facilities and way of life. The article strongly argues that small tourism operators have an important role for poverty alleviation, especially in rural areas.

The organization of the book and the articles presented are at a very high-level. The volume is comprised of empirical and theoretical studies from different parts of the world which provides an international perspective about the themes explored. The book is definitely relevant for undergraduate and post-graduate student interested in event and cultural tourism, but also can appeal to academics and practitioners as it offers useful insights and examples which can be easily adjusted to one's practice or business.

In conclusion, the book is a well-organized, easy to read volume suitable to any private or university collection. I would highly recommend for all individuals looking to enhance their knowledge about cultural festivals and events.

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