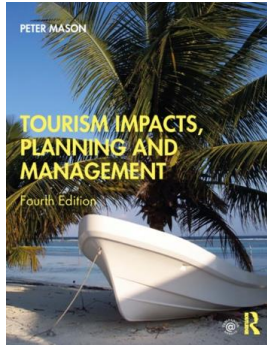


BOOK REVIEW



Tourist Impacts, Planning and Management

Fourth Edition

Peter Mason

(2020), Routledge, Oxon, OX14 4RN, UK. 320 Pages.

Tourism is the global industry that is affecting the lives of millions of people each day. The book *Tourism Impacts, Planning and Management* by professor Peter Mason systematically gives an overview of the industry; from key players to different concepts and models. This book examines both positive and negative impacts linking it to current challenges and issues in planning and management of tourism destinations. This Fourth edition is enriched by updated tourism data and statistics, relevant case studies and new materials on emerging topics such as overtourism, dark tourism and sustainability. Each theoretically defined concept is explained in depth through international examples, followed by suggested activities intended to support critical thinking in students.

PhD Peter Mason, the author of *Tourism Impacts, Planning and Management*, visiting Professor of Tourism at London South Bank University, holds a fractional position at London Metropolitan University and teaches regularly for over forty years. Originally from Norwich in United Kingdom, PhD Mason has been teaching and advising on different levels of the education sector; from primary and secondary to further and higher education. His research interests and publications focus on three crucial areas of tourism; *impacts, planning and management*. Therefore, the fourth edition of this book, published in 2020, represents the synthesis of professor's rich knowledge while providing real-life case studies to encourage readers in truly apprehending the theory.

Incorporating the materials from previous editions, but with updates on current critical issues in the tourism industry, the latest version of this book is an essential reading for all tourism enthusiasts. Written in accessible yet academical English language, economic, social and environmental impacts of tourism as well as recommendations for further development and management are being discussed through 320 pages. The book is structured in four parts with nineteen logically related chapters. At the very beginning of the book, table of contents and list of case studies are presented, featuring preface to the Fourth Edition and Acknowledgements. Each of the four sections are referring to the three concepts; impacts, planning and management.

The first part of this book discusses the growth, development and impacts of tourism in six chapters. To start with, the importance of tourism is empathized, explaining the different categories of motivations to engage in tourism activities and highlighting the most important authors as well as their theories relevant to tourism planning and management. Following the introduction to tourism impacts that are presented in Chapter 3, the last chapters of this section (Chapters 4-6) provide discussion on key types of tourism impacts. Those have been classified under the headings economic, socio-cultural and environmental. Additionally, William's holistic approach as an alternative to traditional tourism has been introduced. Moreover, the author explains in depth the new emerging phenomenon of Overtourism, which has been a major contribution to the fourth edition of this book. Worldwide and up to date case studies are presented at the end of each chapter, illustrating in details positive and negative examples from Australia, New Zealand, Greece, and other.

The second section focuses on tourism planning and management; the main issues, concepts and key players that are involved in the process. Chapter 7, investigates the dynamic relationship between planning and management, policies that regulate them and the idea of sustainable tourism is being introduced. Furthermore, Chapter 8 presents the summary of relationship between visitors and host communities which are directly linked with each other and are shaping the tourism. The last chapters (Chapters 9-14) bring the overview of destination management, the role of partnership between key players, showcasing the complexity of relationships that are being developed between stakeholders on the market. An important matter included in this part of the book is the role of media and non-government organizations in the process. As the first section, case studies are used to enlighten readers about major concepts, themes and issues that have been theoretically examined in the second section of the book. The discussion of various tourism plans and policies about managing urban destination is included through case studies of Birmingham, UK and Barcelona, Spain.

The third part of this book discusses the role of education (Chapter 15), codes of conducts (Chapter 16) and the use of information technology (Chapter 17). In Chapter 18, issues related to the sustainability of the tourism industry are being discussed. The author points out the contradictory that is often overlooked in this industry; the competitiveness of tourism and the desired sustainability. Moreover, the importance of finding the much-needed balance between those two main factors for the further development are highlighted. This section provides an outline of concepts related to sustainability, such as green tourism and eco-tourism followed by an interesting case study about problems in achieving sustainable tourism. The author concludes this chapter quoting Holden (2008) who argues that sustainability should be "looked at as a process, a guiding philosophy rather than a desired end point".

The core subject of the final section is the future of tourism as well as the factors that may shape it. Chapter 19, provides an overview of factors that may affect development of tourism; as climate change, terrorism and changes in demand for different tourism experiences. The very last case study analyses the controversial topic of dark tourism. The fourth section concludes with the author's ideas about possible future directions for tourism industry.

This fourth edition of the book *Tourism Impacts, Planning and Managements* is a ‘must read’ for all tourism and hospitality students, academics and practitioners. The value of the book lies in its addressing of relevant issues in tourism that are currently present while examining the past events and providing the author’s views on possible future development of the industry. The uniqueness of this book is an extensive review of literature that is organized in systematical and logical order linking three crucial areas of tourism; impacts, planning and management. Moreover, each chapter is enriched by multiple case studies from all over the world that might serve as a guideline for practitioners, and every unit concludes with suggested student activities that might encourage students to investigate more on different topics. Additionally, the great advantage of the book is its simple writing style, making the text easy to follow while discussing complex topics, which keeps readers learning the theory quickly and through real life examples.

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