

Lake Tourism—An Integrated Approach to Lacustrine Tourism Systems, C.M. Hall, T. Härkönen (Eds.). Channel View Publications, Clevedon, 2006, 235 pp., ISBN: 1845410408

This edited volume is part of the “Aspects of Tourism” series, edited by Cooper, Hall and Timothy. It is a first attempt to put together a book on tourism which selects lakes as foci based on their given geographical settings and special characteristics. The rationale for editing a book on lake-tourism is very well portrayed in the introductory chapter. On the one hand, the editors stress the urgent need to study lakes in a tourism context, since the demand for lake-tourism is growing. This growth might put these often-fragile ecosystems at risk. On the other hand, they criticize the lack of ample research attention to these unique ecosystems as environments that host tourism activities. Apparently, lack and/or incompatibility of data on lakes and lake-tourism, make the challenge of monitoring and studying the affects of this activity extremely difficult. Thus, difficulties in conducting comparative studies make it even harder to reach both theoretical syntheses and practical sustainable planning and management practices on a general (lake-tourism) level. It is, therefore, the stated aim of the introductory chapter to advocate an integrated management approach to the use of lakes as recreational and tourism playgrounds.

The book is divided into four parts. The first and introductory section includes two theoretical backgrounds on the concept of lake-tourism (by M.C. Hall and T. Härkönen) and on lakes as tourism destination resources (by C. Cooper). Both are comprehensive and efficiently cover the multidimensional relationships between lakes and tourism. The second part looks at historical and cultural aspects of the interface between lakes and tourism. Using the case studies of: Crater Lake’s scenic hierarchy (S.T. Mark); the Savolinna lake, Finland (K. Pitkänen and Vepsäläinen); and the lakes scattered around the North and the South islands of New Zealand (A. Carr), this section very interestingly deals with the evolution of lake scenic hierarchy; problems of lakes’ historical representation in a marketing context; and the difficulties in operating lakes as heritage and historical “monuments” when two distinctive groups share different history and heritage over the same lake region.

The third part analyses lakes as tourist destinations, as a tourism product and as recreational space. In chapter 6, A. Tuohino looks at the marketing potential value of Finnish lakes through the notion of ‘spirit of place’. Using the landscape of lakes as an object encapsulated as photographs in promotional brochures, he raises the old question of how such promotional material could generate attractive ‘spirit of place’ that is capable of selling such tourism landscapes more efficiently. In chapter 7 (by M. Goosen), based on a comparative study of boat skippers, boating on The Netherlands’ lakes was examined. The chapter illustrates how boating, as a lake-tourism product, has changed over the period 1993–2002 in those lakes. Chapter 8 (Furgala-Sheleznikow et al.) is dedicated to the

Polish Ostroda-Elblag canal. Using a regional approach and geographical factors, the authors illustrate the potential of this canal as a tourist attraction combined with its importance as a transport route. Also, they portray the crucial role of water tourism on this canal on the socio-economic development of this region. Chapter 9 (Sievänen et al.) focuses on boaters as customers of lake-tourism. Using data from a national boating survey, the authors provide an interesting and comprehensive picture of boaters’ demand patterns in Finland.

The fourth part of this book looks into planning and management issues. Chapter 10 (by W.C. Gartner) uses the case of Lake Gateways in Minnesota to discuss lake-tourism planning and management considerations. One of the most important conclusions that stems from his overview is that planning and management of tourism in lake areas should be based on its regulation and on the kind of tourism activities to be allowed to develop and operate. In chapter 11 (C.M. Hall and M. Stoffels), the issue of sustainable management of lake-tourism is elaborated using the New Zealand example. It is interesting to note that even in a country that enjoys a positive “green” image, the road to successful integration of sustainable lake-tourism management is long, widening and suffers from lack of data and on-going research that can monitor its growth and its environmental consequences. Chapter 12 (D.L. Erkkilä) addresses two main perspectives which are a prerequisite for attaining successful lake-tourism: the first is the sought integrated approach to development and marketing of lake-tourism and the second is the imperative win-win strategy that harmonizes host communities’ needs with tourists’ expectations. And lastly, chapter 13 (C.M. Hall and T. Härkönen) in a very efficient manner, wraps up the main conclusions of this volume with respect to the planning, development, management and operation of lakes as tourist attractions.

In conclusion, this volume on lake-tourism is a major contribution to the knowledge of tourism planning, development and operation in complicated and fragile environmental settings. One of the clear messages of this book is that lakes, being so constrained by physical and human factors, do call for a dedicated and specific research agenda as well as tailor-made sustainable policies. If we disregard this need, an inevitable environmental and tourist degradation will lead to unavoidable and irreversible damage to communities and to nature alike. This strong message must be widely conveyed through this volume to all stakeholders of lake-tourism development. Therefore, this book is a highly recommended source for planners, decision makers, academics and students who wish to take part in controlling lake-tourism development, using a sustainable tourism approach.

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doi: 10.1016/j.tourman.2008.03.001

Risk Management for Meetings and Events, Julia Rutherford Silvers. Butterworth-Heinemann, Oxford (2008). 354pp., (pbk), ISBN: 978-0-7506-8057-8

The event industry gathers people for the purpose of celebration, education, and promotion, with that comes numerous risks. These can be economic, legal, or physical risks that endanger the health, safety, and well-being of participants, organizers, staff, and/or external parties. It is the responsibility of the event

manager to ensure that the proper precautions have been taken to show due diligence in protecting everyone involved. Yet there is a serious gap in risk management training for existing practitioners and students. *Risk Management for Meetings and Events* was written to fill that gap.

Julia Rutherford Silvers is acknowledged as one of the leading experts in risk management research in the event industry. She has been involved in the development of the Event Management Body of Knowledge (EMBOK) Model, which

purports to offer a framework that can drive research for the industry.

This book is written for students and practitioners, with an aim to examine “practices, procedures and safeguards” associated with events, as well as provide a “conceptual foundation based on proven risk management techniques”. Further it will provide tools specifically designed for the industry. It is divided into four parts: Part 1 contains two chapters dealing with understanding risk management; Part 2 examines the scope of risk management; Part 3 introduces organizational safeguards; and Part 4 covers operational safeguards. The chapters are supplemented with key strategies, definitions, and real-world examples, as well as exercises testing comprehension.

The author provides some really good definitions regarding event genres, as well as legal terms. Her use of the word “ethic” as an anagram to describe ethical behaviour is memorable. Each chapter contains real-world examples in a section called “Consider this...”, which illustrates the concepts being relayed. This author takes a dramatic step away from most event industry texts, in that she references countries other than the United States and provides resource information on these. This reflects the truly global nature of the event industry. The online resources and bibliography are well-researched and extensive. They include both scholarly resources and event industry publications. Finally the appendices contain worksheets that are well developed and practical. They are good tools not only for risk management planning, but for event management overall.

This publication suffers from a poor layout and writing style. There are numerous examples of run-on sentences, such as the aim of the book (page xvii). This statement is five lines long, and although it is grammatically correct, the length makes it difficult to read and comprehend. The use of quotes from other experts is a strong point in the publication; however, these quotes are displayed in italics, in a much smaller font. This makes this difficult to read. The use of tables and figures does not add clarity

doi:10.1016/j.tourman.2008.03.006

New Frontiers in Marine Tourism: Diving Experiences, Sustainability, Management, Garrod Brian, Gossling Stefan (Eds.). Elsevier, Oxford, UK (2008), pp. xxi+226 (hbk), ISBN:978-0-08-045357-6

According to the description on the back cover of the book, ‘diving tourism has seen such spectacular growth in its popularity over the past decade that the UN World Tourism Organization suggests that it will soon become as important in economic terms as ski tourism’. According to a UNWTO estimate, there are now five to seven million active certified divers in the world. With this phenomenal growth, a book examining this form of niche tourism was waiting to be written. Fortunately, this initiative was taken up by Brian Garrod, University of Wales, UK, and Stefan Gossling, Lund University, Sweden.

New Frontiers in Marine Tourism represents the first attempt to investigate dive tourism and examine its size, issues and future directions, and as such it is a significant contribution to the field of marine tourism research. The book comprises eleven chapters in four sections. The first is an introductory chapter written by the editors, the second describes the dive tourism experience, the third outlines its impacts, while the fourth relates to its management.

In the first chapter, Garrod and Gossling introduce diving, diving tourism, its development, impacts, and markets. This is an

to the discussion, in fact in most cases these illustrations could be removed without detracting from the point being made. Instead of using real-world examples, the author chooses to use the general terms used within the text.

The book is written to be read sequentially, meaning that it cannot be easily adapted for any event management course that is not solely on risk management. The author refers to information in previous chapters, without giving a summary of that information. This means that in order to fully understand the concept, the student would need to read the entire book. At 310 pages of text, it is too long to expect students to read for a unit on risk management.

The Event Management Body of Knowledge (EMBOK) Model is introduced in Chapter 1, and not mentioned again in the book. This is very unfortunate as this model would have provided an excellent outline in which to frame each chapter’s topic. The author’s description of the Model and its potential uses for research and for developing a risk management plan is very well done. This reviewer is familiar with the Model and feels that it could be an essential tool for students and practitioners. This publication provided an ideal opportunity to illustrate the Model’s usefulness to the event industry.

This book tries to cover too much information and in the end fails. There are some excellent definitions and pieces of advice; however, it is overshadowed by a lack of clarity and focus in writing and format. Students would not find this book useful as it assumes a level of familiarity and experience that they would lack. Neither would it be useful to practitioners who could potentially be overwhelmed by the theoretical discussions.

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excellent summary of the subject that is well written and makes interesting reading. They note that defining diving tourism is not an easy task, but after a discussion of its characteristics they state ‘diving tourism involves individuals travelling from their usual place of residence, spending at least one night away, and actively participating in one or more diving activities, such as scuba diving, snorkelling, snuba or the use of rebreathing apparatus’ (p. 7). They then present the rapid growth of diving by noting the global Professional Association of Diving Instructors (PADI) certifications have risen from 2000 in 1967, when the association was founded, to over 10 million in 2000. A brief account of the environmental, economic, and social aspects of diving is followed by an account of who divers and diving tourists are. The final part of the chapter provides an introduction to the following three sections with a sound review of each chapter being augmented by a brief account of the conclusions drawn from the book. Thus, the chapter sets the scene well for the journey ahead and the reader is drawn into the book through its fascinating introduction.

Section II, The Diving Tourism Experience, comprises two chapters. The first is by Garrod and it describes the ‘Market segments and tourist typologies for diving tourism’. Here the author notes that diving tourists are not to be confused with divers in general. Having made this distinction clear, he then suggests four approaches to help shape their overall