

BOOK REVIEW

David J. Telfer and Richard Sharpley. 2008. *Tourism and Development in the Developing World*. Oxon: Routledge – Taylor & Francis Group. ISBN 13: 978-0-415-37144-5 (hbk).

The central aim of the book is to present an introductory text that explores the relationship between tourism and development in the developing countries against the background that tourism is widely regarded as an effective contributor to socio-economic development in these countries. It is well-known that the relationship between tourism and development is a debatable issue. Starting with this dictum, the book provides an introduction to the tourism-development process. Focusing mostly on developing countries and drawing on contemporary case studies, the authors of the book have raised many questions about the role tourism in development and highlight the dilemmas faced by destinations seeking to achieve development through tourism. “to many developing countries, tourism represents a potentially valuable development option, yet it is associated with a variety of costs or impacts, from environmental degradation to dependency on international corporations. At the same time, adopting a policy of larger scale tourism development may provide greater economic benefits in terms of income and employment though with potentially greater impact; conversely the adoption of smaller scale appropriate tourism may lessen the impact, but may also result in a reduced developmental contribution” (p.28).

The book is divided into eight chapters. Chapter 1 provides an introduction to explore the meaning and objectives of development, highlights on the characteristics of underdevelopment and reviews briefly how development theory (that is, a combination of the ideological ends of development and the strategic means of achieving them) has evolved overtime (p.11). The chapter also reviews theoretical perspectives on the developmental process and assesses the reasons why developing countries are attracted to tourism sector as a development option.

The chapter also highlights on international tourism trends and flows, and four stages or platforms of tourism theory of Jafari (1989).

The concept of sustainable development, as the most widely adopted contemporary model of development is introduced and its links with tourism were critically appraised in Chapter 2. The chapter also examines the evolution, principles and objectives of the concept of sustainable development which has become a much-contested concept focusing not only on the physical environment but also on the economic, social and cultural environment. It also evaluates the key debates surrounding the definition, implementation and measurement of sustainable development, in general and sustainable tourism development (or sustainable development in tourism as some authors prefer to call) in particular, through highlighting the characteristics of conventional mass tourism and sustainable tourism, and the recent approach of pro-poor tourism (Ashley et al. 2000). The chapter also identifies and assesses contemporary approaches to sustainable tourism development by highlighting its weaknesses and challenges. In the end, the chapter examines the links between sustainable development, globalization and political economy.

Chapter 3 examines the relevance and influence of globalization on tourism in developing countries through analyzing the processes of globalization and the power of multinational tourism corporations in tourism development. The chapter also highlights on the economic, political and cultural aspects of tourism and globalization. However, the author raises the caution that “Globalization is a highly complex and multifaceted process; however, stereotypes associated with globalization are often oversimplifications of a very dynamic process. Globalization is not a fair process and there are winners and losers” (p.78). Therefore, if tourism is to be used as agent of development, then there are calls for the implications of globalization for

destinations to be studied less as negative versus positive but more as a process that is dynamic, contingent and contested (Teo 2002). The dilemma for developing countries is whether or not to open their doors to let the multinational tourism companies into their country (p.78).

In Chapter 4, the authors focus on the tourism planning and development process by identifying its complex nature and relating it to form and function, along with an examination of selected strategies of tourism development as potential tools to help meet the development goals of a destination (p.81). The chapter illustrates through diagram the tourism development process which includes values, ideology, goals, priorities, strategies and resources of tourism development agents, policies, destination environment, linkages to local, regional, national and international economies, with the overall development outcomes in terms of the economy, environment and society (p.83). The chapter also identifies the changes occurring in tourism planning and highlights on the pros and cons of various forms of tourism planning, by recognizing the fact that even good plans there are often problems in implementation (Lai et al. 2006).

In chapter 5, the authors explain the nature of communities and how communities and individuals respond to the introduction of tourism development. The chapter also illustrates the links between sustainable development and community involvement in tourism which state “sustainable development of community tourism should aim to improve the residents’ quality of life by optimizing local economic benefits, by protecting the natural and built environment and provide a high quality experience for visitors” (Choi and Sirakaya, 2006). The chapter further highlights on the conceptual and practical implications of UNWTO launched pro-poor tourism which links tourism development directly to poverty reduction. Pro-poor tourism will help to achieve UNMGD goals through affecting the livelihoods of the poor through poverty alleviation. The chapter evaluates

different community-based tourism initiatives in the developing world.

Chapter 6 addresses the factors that influence tourist consumer behavior and the changing nature of tourism demand. The chapter explains the tourism demand process as a sequential set of stages starting problem identification, followed by information search and evaluation, purchase (travel) decision, travel evaluation and lastly, with experience evaluation, being influenced by personal, external, social and socio-cultural factors, respectively (p.149). The authors also focus in the chapter on the issue of green tourism by commenting that the traditional mass package tourist is being replaced by a more experienced, aware, quality-conscious and proactive tourist consumer, following a shift in general consumer attitudes, tourists 'want more leisure and not necessarily more income, more environmentally sustainable tourism and recreation and less wasteful consumption' (Mieczkowski, 1995). This chapter also includes a treatise on domestic tourism.

Chapter 7 analyses the wider social, political and economic contexts within which tourism's impacts occur. The author presents a framework of tourism impact analysis at the level of destination (p.177). Tourism's impacts have been assessed under the broad headings, namely, economic impacts, physical (environmental) impacts and socio-cultural impacts (180). It also explains how local residents react to the impacts of tourism. The chapter also highlights on measures to help minimize the negative impacts of tourism.

Chapter 8 is the concluding chapter which draws together the main issues, presenting tourism-development dilemma framework that illustrates the complexity of often interconnected forces at work in using tourism as a development imperative and a sustainable development imperative. Developing countries face significant challenges; tourism not only generates benefits, it also generates costs and trade-offs are made. These trade-offs occur not only in the destination but also across national boundaries as

well as across time (p.230). It is important to recognize the challenges of implementing the ideals of sustainability in the context of the realities in the tourism industry in developing countries. Finally, the author concludes, the relationship between tourism and development is multifaceted as theories, values, actors, power, strategies, politics, plans, communities and environments all interact in a dynamic global system. Exploring the interaction of these concepts and issues will help us better understand the nature of the tourism development dilemma for developing countries. (p.231).

The book is an essential and a valuable text for students of tourism course. Professionals, researchers and lecturers, also can find the book useful as a learning tool for basic knowledge on the tourism and development nexus. For an academic audience and as a teaching vehicle the book has much to commend it.

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