



Book Review

Handbook of Globalization and Tourism, D. Timothy (Ed.). Edward Elgar, Cheltenham (2019). p. 360 pp (Hbk.), £144 ISBN: 978-178643128-8

One of the aspects highlighted by the COVID-19 pandemic is that of globalization and the international travel and tourism industry. Although the Handbook of Globalization and Tourism does not tackle virus outbreaks in the strict sense of the term, this book helps to understand the complex nature of tourism and its intersection in a hyper-globalized world.

The first introductory chapter by the Editor, Dallen Timothy, stresses the importance and contradictions (if not dilemmas) in studying globalization and presents an erudite summary of chapters contributed by well-distinguished invited authors. The first section of the book focus on the economic effects of globalization in the tourism and hospitality industries as well as on society. Dwyer and Cavlek explore the immediate aftermaths of globalization from the perspective of different stakeholders in the tourist system: the host destination, tourism policy, tourism operators and tourists. The key point here is that tourism expansion does not necessarily entail a fairer wealth distribution in society. Wearing et al. call attention to adopting a more sustainable model to mitigate the negative effects of neoliberalism and profit-maximization at any cost. Rogerson highlights the need to implement more sustainable place-based strategies while balancing the economic forces of globalization with local actors.

In contrast, Section 2 is oriented towards globalization as an agent of mobile forces that often constrain human autonomy. In Chapter 5, Hall et al. echo what Deleuzian studies dubbed as the rhizomatic approach to expand the current understanding about the interplay between mobilities and tourism. Over time, different localities are orchestrated through what is more than a form of travelling simply because tourism creates a new form of connectedness. In addition, the deregulation of the financial market which created flows of capital seems to be directly proportional to the technology applied to increase mobilities worldwide. Further, financial deregulation attracts foreign corporations to invest in certain peripheral economies but nation-states are not often in control of the capital. In Chapter 6, Williams brings an interesting reflection on the shared commonalities between tourists and migrants. Although tourists are temporarily dislocated from their homes and migrants live in other contexts for a longer period, both share the same uncertainty of arriving at an unknown destination. The quest of knowledge to reduce uncertainty and support risk perception notably frames mobility-led decisions, as Williams suggests. Somnez et al. analyze the dichotomies of the global network of travel, transport and tourism and the proliferation of diseases and virus outbreaks, an issue of high relevance for the public health in 2020.

Section 3 focuses on security and geopolitical issues. Tucker explores how globalization re-affirms the old colonial dependency between the center and periphery while, Timothy underpins in the controversies and

challenges revolving around supra nationalism, a type of global alliance of different actors in an ever-changing world. Chapter 10, which is written magisterially by Michael Hall, emphasizes the importance of monitoring the introduction of exotic species in new environments. The author coins the term biological invasion to signal to the arrival of non-native flora and fauna posing a serious risk for the public health. The eleventh chapter by Prideaux is, in my view, one of the most solid arguments in the book. Needless to say, terrorism is one of the major threats of the tourism industry, and Prideaux argues convincingly that it is almost impossible to orchestrate efficient counter-terrorism measures without understanding the real impacts of terrorism in the different spheres of society. Further, Suintikul interrogates the intersection of tourism and warfare. War-tourism, like a morbid type of consumption, motivates countless visitors and niches in the tourism market. Gellman offers a deep, innovative insight into the literature that places tourism as a vehicle towards peace.

Demography and the environmental challenges for the next decade are the focus of Section 4. The section deals with some fascinating themes oscillating from climate change (Stovall et al.), overpopulation (Sharpley), natural disasters (Ritchie and Jiang) to the impacts of globalization in eco-systems (Mbaiwa et al.). Section 5 looks at innovation and technology. While Peters and Vellas describe how globalization cultivates innovation in the tourism industry, Duval and Macilree place the critical lens of scrutiny on innovations in transport. Meanwhile, the worlds of augmented reality and tourism well-being are masterfully assessed by tom Dieck and Han (Chapter 20) and Sigala (Chapter 21) respectively. Following on, the final chapter in this section is dedicated to smart cities and tourism from the pen of Kevin Hannam.

Last but not least, Section 6 discusses the cultural nature of globalization and tourism consumers. Olsen presents a more than an interesting thesis that the process of globalization has created a new (religious) cosmology with a focus on the constellations of migration and diasporas. Beeton argues that globalization has ignited a new emerging global entertainment industry. Based on movies and pop-culture, she toys with the belief that spectatorship appears to be dominated by a desire of gazing (appropriating) cultures through digital technologies and virtual reality. Beeton asks to what extent is this a sign that marks the rise of new forms of tourism (without physical displacement) in a risky world? The geopolitics of volunteer tourism is painstakingly assessed by Henry and Mary Mostafanezhad. Connell pays attention to medical tourism and wealthy tourists who travel for treatments. Last chance tourism is reviewed by Lemelin and Whipp.

As Editor, Dallen Timothy presents the final chapter and stresses the goals, justifications, limitations and controversies of the book. In a snapshot, this chapter delves into human mobilities and the concept of a hybridized space. Overall, given the high-quality invited contributions by leading scholars in the field, I strongly believe that this project deserves great recognition and praise, and will surely stand the test of time in the decades to come.

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