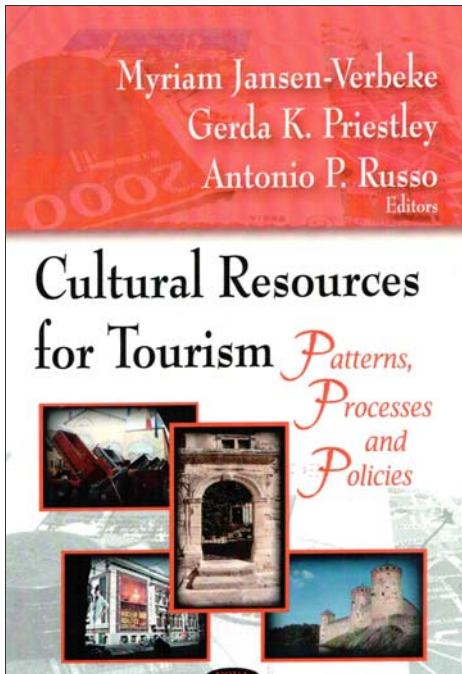


REVIEW

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CULTURAL RESOURCES FOR TOURISM. PATTERNS, PROCESSES AND POLICIES
M. JANSEN-VERBEKE, G.K. PRIESTLEY, A.P. RUSSO (EDS.)
NOVA SCIENCE PUBLISHERS
NEW YORK 2008, pp. 298

The book entitled *Cultural Resources for Tourism: Patterns, Processes and Policies*, published by Nova Science Publishers in New York in 2008, is a response to the ESPON 1.3.3 European project (*The Role and Spatial Effects of Cultural Heritage and Identity*), launched in 2004 and completed in 2006. Among other things, the project included the creation of a European map of tangible and intangible cultural heritage components. The editors - M. Jansen-Verbeke, G. K. Priestley and A. P. Russo - point out that the problems which became evident then, such as the lack of proper definitions, insufficient data bases (regional and local), and national and regional differences in understanding and approaching culture as a resource, encouraged them to undertake further studies of the cultural heritage. This book is an outcome of those studies. It has 298 pages, consists of 15 chapters, and is devoted to three groups of issues, each briefly commented on by the editor of a given section. The whole publication begins with a preface and an introduction by X. Greffe, and ends with a bibliography, brief academic biographies of the authors and an index. The work, written in English, presents the viewpoints of 21 researchers from different countries, and the varied cases make the dynamics and

consequences of touristification more comprehensible, as well as presenting some suggestions for a common policy based on empirical knowledge.

In the first section, *Spatial Patterns: Factors and Consequences*, we find examples of analyses of cultural heritage resource distribution. The authors highlight the methodological aspects of mapping these phenomena, the evaluation of tourism potential, and behavioural patterns at different destinations. The second part, *Processes: Cultural Resources and Tourism Dynamics*, presents changes generated by tourism. The authors describe the transformation of cultural resources into tourism products, as well as presenting the parameters and effects of these changes on the structure and functioning of local or regional economies and communities. Particularly interesting issues are those regarding the transformation of cultural landscapes under the influence of tourism, as well as examples of cultural clusters. The third part, *Policy Issues in Cultural Tourism Planning and Management*, shows a range of experience, including examples of good practice and wrong policies. As a result, the book is a critical analysis of a set of patterns and interdependent processes, which is the basis of modern policy.

The book offers a wide selection of case studies (mostly exploratory), mainly European, though there are also examples from Israel, India and Egypt with the selection of destinations based on the type of heritage. In the case of tangible cultural heritage, the examples mainly include historical sites and towns (Acre, Venice, Ghent), individual monuments (the Olavinlinna Castle in Savonlinna), museums, etc. The cultural heritage which is an inherent part of modern urban landscape is discussed using the examples of four traditional European spas, as well as Brussels, Barcelona, Manchester and Rotterdam. The intangible heritage is shown in the context of urban culture districts (Cairo) or cultural events (Marcillac, Salento, Ghent). Music and dance are presented here as particularly important, though the most powerful agent in the formation of cultural tourism in Europe is religion. Therefore, the book includes two chapters devoted to this particular aspect (chapter IX regards the trends in religious tourism in the European Union, and chapter IV discusses the Jewish heritage in Spain).

The results of the studies are presented at different scales. The local level includes examples from Ghent in Belgium, the Old Town in Acre in Israel, and some spas - Karlovy Vary, Mariánské Lázně (the Czech Republic), Abano Terme (Italy), and Spa (Belgium). The large regional or national level is represented by Barcelona, Manchester, Rotterdam, Brussels and Cairo. Regional situations are illustrated using the examples of the Venice region, Romania, cultural trails in Spain and India, as well as the eastern countries of the European Union.

The concept of the book is based on the assumption that the study of cultural resources for tourism requires an interdisciplinary approach and methodological innovations. The publication focuses on spatial dynamics, presents a variety of ideas, experiences and research possibilities, such as using GPS or innovative methods of spatial analysis. The various study options are indicated as particularly significant for further tourism planning and management.

The book also contains clues for the better understanding of the conditions in which culture and tourism combined generate development. It shows that the synergy between culture and tourism should be considered in different ways, depending on the size and character of the area which they concern. The

authors themselves say that this is not a new idea at all and that numerous analyses (especially examples of small areas which lose many of the potentially positive results of tourism development) prove it is true. The text contains many examples of research and a variety of approaches, and shows that cultural tourism is neither a panacea nor a burden, and the result depends on the way tourism is organized. The authors claim that the synergy between culture and tourism should also be viewed in the light of the style of tourism management. It also becomes clear that the organization of permanent and sustainable cultural tourism should combine both hard and soft dimensions.

According to the editors' own words in the preface, "the cultural heritage of regions and communities is presently being rediscovered, given value as a driving force in building cultural identity and as a ubiquitous resource for dynamizing cultural activities. This process can lead to the development of cultural capital with clear territorial links and, as such, a favorable incubation condition for creating sustainable and competitive forms of cultural tourism." The editors aspire to creating a holistic work on the processes of creating, protecting and popularizing cultural heritage, to create an opportunity to develop new perspectives of integrated regional planning, understood as planning models (patterns), in which growing territorial compactness is based mainly on identification and giving value to cultural heritage. These aims have certainly been reached.

The book is an interesting and inspiring collage of colourful and unique cultural landscapes and tourism spaces. By applying different methods and scales, the authors of individual chapters have made references to the currently rising role of cultural activity and tourism in local and regional development. The book is highly recommended for all those practically involved in tourism, its planning and management, for students and lecturers, as well as all those interested in cultural tourism.

Translated by Ewa Mossakowska

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