

# Heritage Tourism Destinations: Preservation, Communication, and Development

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The complex relationships between tourism and heritage are revealed in the tensions between tradition and modernity (Nuryanti, 1996). Heritage tourism has been studied by numerous scholars and practitioners over the past decades from different disciplines. In 21<sup>st</sup> century heritage destinations are in various forms and functions such as townscapes, rural village or traditional agricultural landscape, leisure landscape, historical trails and routes and have different roles to play for different stakeholders and provides opportunities for visiting individuals, who are privileged to breathe past, present and future at once.

Heritage Tourism Destinations book is a remarkable volume with an interesting combination of research, hypotheses, and literature reviews plus a healthy dose of “how-to” practices for practitioners to illustrate depth of heritage tourism and values. It is compact 200 pages with 11 chapters (excluding an introduction and conclusion written by the editors) and 28 contributors from 7 countries. The book is divided into 3 parts based on the scientific debates around heritage tourism; 1) conservation, revitalization and community involvement (chapter 1-3); 2) product development and communication (chapter 4-6); 3) planning and institutionalization. The chapters analyses heterogeneous situations, different actors and different viewpoints (chapter 7- 11).

Part 1 (Chapter 1-3) examines capacities for managing the presentation and preservation of culture heritage sites and destinations. The first chapter focuses on Italian Alpine city of Trento as the case study and argues how the culture of content affects the nature and scale of culture-led regeneration. The second chapter by using Tophane, Istanbul (Turkey) as the case study focuses on the complex relationship between heritage, urban renewals and tourism. The author, in particular, looks into how different local economic, social, and ethnic groups have altered their attitude in regard to the use of the heritage as well as how the heritage is dealt with by the authorities in the neo-liberal context, including real estate development, entertainment, and tourism. Third chapter using Küçükyalı Arkeo Park in Istanbul (Turkey) as the case study from archaeological site project management perspectives addresses the issue of poverty and lower level of education among the socio-economically disadvantaged communities in archaeological work beyond the use of labour in response to theses.

Part 2 (Chapter 4-6) explains how the managers of heritage sites have become more interested in tourism as a means to attract visitors and increase the attractiveness of related destinations and businesses. Chapter 4 illustrates the importance of collaborations with different stakeholders in developing heritage tourism strategies. In this paper the authors used the town of Foça, Izmir (Turkey) as the case study and with the help of 50 interviews explained the Slow Food movement and its catalyst role to inspire consumers' demand which in return encourages a coalition of farmers and food producers to preserve their gastronomic traditions and heritage food by establishing Turkey's first Earth Market. Chapter 5 analyses the relation between heritage and sports events. Chapter 6 focused on role and importance of social media and electronic word of mouth in heritage destinations case of Istanbul (Turkey). Drawing on reviews from the largest online network of consumers (Trip advisor) the authors tries to shed light on the importance of Istanbul image as a destination from the actual visitors' perspectives.

Part 3 (Chapter 7- 11) examines the relationship and integration between different organizations in heritages sites to achieve some form of cooperative stockholder relationship. In chapter 7 the author by focusing on the multiply owned UK World Heritage Sites argues that management of historic sites should aim to preserve them for future generations. The chapter offers a theoretical foundation namely 'Heritage Custodianship theory' through which managers of UNESCO's World Heritage Sites can become custodians, integrating conservation of collective resource with the interest of stockholders. Relying on the importance of 'Territorial Vocation' concept in different literatures, chapter 8 contribute to the debate on territorial vocation and governance processes by giving an

alternative vision, called *situations*, compared to the prevailing one, defined as the *unified* or *systemic approach*. Chapter 9 builds on the relationship between heritage, tourism and development as perceived by the Portuguese State and other institutional stockholders alike. In chapter 10 authors proposed an analysis on the governance dynamics in Italian state museums, starting with reflections on the topic suggested by the scientific and political debate currently underway. The final chapter of the book presented the integral tourism destination planning methodology including the key elements of responsible tourism approach, aimed at enhancing the effective planning of heritage tourism destinations.

There is no doubt that a single book cannot paint the full picture of heritage tourism but undoubtedly this volume achieves what it is set out to accomplish and provides a deep view on heritage tourism and bridge the gap between theory and practice. Majority of the case studies are based on Turkey. This limits the international approach and coverage of the book. In terms of presentation, the book has clear type and comprehensive indices. Looking at the potential readers having some interesting papers and case studies it can be recommended for undergraduate and/or postgraduate students to support students' learning on heritage tourism and topics around it. The book has also a set of contributions for the practitioners and industry stockholders as well.

### **References**

Nuryanti, W. (1996). Heritage and postmodern tourism. *Annals of tourism research*, 23(2), 249-260.

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