

Jönsson, C. (2016) Book review: Visitor Management in Tourism Destinations. *Tourism Management*. By Albrecht, J.N. (2016), CABI, Boston, MA (Hardback) USD \$135.00
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A Review of “Visitor Management in Tourism Destinations”

Visitor Management in Tourism Destinations is a much-needed addition to the CABI book series in Tourism Management Research, as well as to the literature on tourism management. It is a collective of independently researched studies by thirty leading international researchers in the field of visitor management research. The fifteen chapters in this book incorporate ideas and perspectives on critical concepts such as the visitor experience, service quality, the uses of indicators and frameworks, and interpretation. They also address current issues in visitor management, including the social and political dimensions of visitor management, the implementation of monitoring, vandalism and augmented reality. The key features of *Visitor Management in Tourism Destinations* are critical concepts and influential factors in visitor management while illustrating current issues in visitor management. Case studies in the book are research-based and contribute to an overall understanding of the core issues. The book also covers the state-of-the-art in guiding and interpretation, which is a very nice addition to a text book on visitor management in tourism destinations.

The editor, Julia Albrecht writes a good introduction and provides an understanding of visitor management and its contribution to the scarce research in the area of visitor management. Book aim and a fairly detailed content is also included in the introductory chapter. The volume is an academic book, and as it seeks to provide specialist perspectives on the state of the art of important aspects of and issues within visitor management the book is attractive to visitor management practitioners as well as researchers and post graduate students within tourism management related subjects. *Visitor Management in Tourism Destinations* is not designed to be read from cover to cover since it is bound together by studies on four main themes: (1) introduction and foundation - visitor management in context, (2) critical concepts in visitor management, (3) current issues in visitor management and (4) the state of the art in guiding and interpretation. Rather than judging the book as if it were a homogenous entity, it is perhaps worth approaching it by its various contents, which will be of value to readers searching for information on the specific subject areas covered in this book.

The chapters in this book are a very interesting read that address the significant gap in visitor management research by combining theory and case studies. These case studies aim to provide and demonstrate current knowledge on visitor management and to provide insights into conceptual issues rather than merely providing descriptive case studies. As a result, *Visitor Management in Tourism Destinations* goes beyond destination-specific content, while providing analytical insights and theoretical advances. It considers visitor management as a component of destination management at all levels of a destination and involves a wide range of stakeholders. Although the book is by no means exhaustive, it covers an array of visitor management interventions and situations where visitor management is required, or where it might improve a situation. *Visitor Management in Tourism Destinations* covers a range of scales from the visitor attraction/site level, the destination level to overall conceptual issues. Challenges at the attraction/site level often relate to issues such as crowd control and influencing visitor movement and behaviour. Quite a few chapters in the book pinpoint the involvement of stakeholders beyond the business or site as a crucial factor in addressing visitor management challenges. Some of the conceptual themes covered in the book include the situation of visitor management in its wider context as well as conceptually, culture as a determining factor in visitor management decision-making and implementation, and themes related to interpretation relevant to visitor management. *Visitor Management in Tourism Destinations* shows that, if applied well, visitor management interventions may impact negatively on visitor experiences where they are incorrectly targeted, do not match the intended visitor experience, or are intrusive. No book can completely cover contemporary visitor management, however this book addresses numerous gaps in visitor management research, thus *Visitor Management in Tourism Destinations* is a welcomed addition to the academic literature in this subject area.

The introductory chapters raise issues that are to date underrepresented in the relevant literature: the relationship between destination management and visitor management; models and frameworks related to visitor experience management; external conditions and environmental factors that impact visitor management. The topic of visitor management often falls under the umbrella term of destination management. These introductory chapters make an interesting contribution to *Visitor Management in Tourism Destinations* by taking a different perspective on this conceptual issue by thoroughly examining the relevant literature as well as cruise tourism as a visitor and destination management issue. An interesting addition to the topics explored is the co-creation of visitor experiences, which suggests that visitor experiences are co-created with the visitor rather than simply provided by destination stakeholders. *Visitor Management in Tourism Destinations* discusses numerous geographical places, world heritage sites, historical landmarks and tourism attractions in various countries. Chapter four is a nice addition to the book, being one of the few Iran-based tourism studies published in the Western context. The maps and images

used in this book are a nice addition to its contents, and are useful in helping the reader envision these locations and understand their geographical locations. Unfortunately, only a few case studies contain maps and images, which leads to inconsistencies within the book.

A fair amount of the final and concluding chapter is very much a summarising presentation of each chapter. A more concluding take on this chapter would have been better suited for this book. The conclusion does however include suggestions for future research, anyone interested in developing further research in visitor management will find the themes identified in *Visitor Management in Tourism Destinations* useful. The concluding chapter discusses the exclusion of topics that are often seen as part of visitor management such as event logistics and future challenges in visitor management. The reasoning behind the exclusion of these topics is well explained and justified. The final chapter ends nicely with a focus on technological advances and the possibilities they offer to destinations and businesses, which goes beyond online information and focuses on new and evolving media.

Julia Albrecht has succeeded in her mission – to demonstrate a range of current and much needed research in visitor management, and providing insights into both theoretical and practical issues. It also fills the existing research gaps in visitor management research that the book aspires to address. Visitor management practitioners, scholars and students of tourism management will find much in this book that will stimulate and provoke. *Visitor Management in Tourism Destinations* also makes a good teaching text for both undergraduate and postgraduate students and it would certainly belong on the shelf of a student of tourism.