

Book Review

Sustainable Tourism and the Millennium Development Goals

Bricker, K., Black, R. & Cottrell, S. (2012)

1st ed., 349 p. Burlington, US, Sudbury : Jones & Bartlett Publishers

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A book focusing on sustainable tourism from a global perspective in line with the Millennium Development Goals (MDGs) of the United Nation (UN) has long been awaited (p. 3). The foreword talked about the earlier stages of ecotourism starting from the 1980s where people from around the world started to embrace ecotourism as the conservation strategy especially in high biodiversity areas. The book, being endorsed by The International Ecotourism Society (TIES), mentioned the initial wildlife conservation projects stimulated by TIES in Kenya through their partnerships with local government and stakeholders.

The formal style of writing the book is adapted by the three authors who came from academic backgrounds such as being the associate professor and senior lecturer of a university. The book clearly contains numerous citations and references from other relevant books as well as scholarly articles. The content of the book is laid out in 337 pages, comprising 7 sections, 13 chapters and 10 case studies. A total of The book consists of seven sections that deal with using roman numerals classify the main themes that are highlighted including the introduction, poverty alleviation, education empowerment, health, environmental sustainability and, partnerships. and the conclusion. Topics on In each sections, about one to three chapters are presented with at least a case study of ecotourism and conservation as a sustainability tools are explained with case studies from to topics of interest in particular areas such as the South Pacific, Costa Rica and Fiji.

Section One¹ introduces the Millennium Development Goals of UN which forms the organizing idea a key foundation and organization for this book as well as the contributions by the tourism industry towards achieving the targets of the MDGs. One of the contributions discussed is the corporate social responsibility of the tourism businesses especially in less economically developed (LED) countries spanning regions such as northern and sub-Saharan Africa; East, Southeast, South, and West Asia; Oceania; Latin America; and the Caribbean (p. 10). CSR programs in Xel-Ha, Mexico highlighted initiatives aimed for the poverty alleviation, community development, education, gender equity, health and the environment endeavours of its surrounding communities. The authors have successfully enticed readers to understand the tourism industry's non-financial and financial impacts (p. 23) through the mentioned examples in the South Pacific Island of Vanuatu and specifically the Naghol-induced tourism effects on Pentecost Island (p. 32).

Section Two² talked about the strengths and weaknesses of pro-poor (increasing net benefits to the poor) tourism in addressing the Goal 1 of the 1st MDG which is the reduction of extreme poverty and hunger (p. 40). Readers are presented with an overview of tourism-poverty publications in scientific journal from the year 2003 and above (p. 50) beyond

highlighting the popularity as well as fuzziness of the concept. The case study of Northern Sweden and Canada in Section TwoII displayed the concept of indigenous tourism that does exist in industrialized nations (p. 62). The concern for indigenous tourism opportunities, benefits and role in supporting the MDGs grow parallel to the promotion for indigenous tourism as to be a positive tool for economic, sociocultural and environmentally sustainable environment (p. 70). AnotherOther case studies on of ecotourism for poverty eradication and wild tiger conservation have shown the potential of ecotourism to contribute to the MDGs especially through public-private partnerships in localized destinations (p. 77).

Section Three3 discusses key mechanisms for sustainable tourism to reduce poverty such as the participation by locals in tourism. Such participation can be economically being measured through the level of empowerment and contribution to local development. Other mechanisms mentioned include the socially oriented practices of tourism value chains (p. 94) and chosen equity agreements for tourism operations (p. 98). The next case study of Rivers Fiji displays the inclusion of an educational community outreach program for schoolchildren by an ecotourism operation which indirectly contributes to the ecosystem protection of Fiji's Upper Navua Conservation Area (UNCA) (p. 108).

The book also explores feminist theme of Women readers will delight in the stimulating write-up of women's empowerment through tourism by the authors. The authors pinpointdraw the attention to the elevation of women's equal footing in Nepal's economy using tourism industry, such as the provision of guiding services for solo women trekkers in Nepal (p. 116). In addition, the authors also highlightNot to mention, the efforts of three women in Chira Island, Costa Rica's Women's Association of Isla de Chira in. They overcome the boundaries and rejection (p. 133) by their 'chauvinistic' community to operate their tourism businesses of tour boats, cabins, campsite and rent bikes (p. 131). Most importantly of all, these women introduced positive sustainability projects such as cultural crafts (p. 134), energy and waste management (p. 136) as well as resisting an initial airport construction initiative (p. 138). The international role of sustainable tourism in health and well-being awareness is the core focus of Section Four. is the epitome of section 4. The spread of HIV, mMalaria and other major diseases could be mitigated by the application of ecologically based tourism business model, educating tourism employees and culturally sensitive health promotion for all traveler groups. The tourism's impact on quality of life (QOL) is explored using the case study of Fiji's Yasawan Islanders' perspective. Their perspectives are studied in terms of village pride, community peace and daily economic activities (p. 163) proposing that tourism is an integral impact in their perceived QOL (p. 164).

Section Five5 concentrates on the targets to achieve Goal 7 of the Millennium Development Goals on sustaining the environment. Park management through government grants and tourism fees are linked with the effort of biodiversity conservation (p. 170). Support by locals, visitor and non-visitor of national parks heightened the recognition for conservation and benefits of the park existence in a country's tourism industry. This section manage to highlights the revenue sources of national parks from the most common one of government grant to the smaller sources such as donations (p. 177). Aside from nature and wildlife, sustainable tourism encourages marine conservation by integrating the sustainable livelihoods approach (SLA) using a framework examining positive and negative impacts of tourism (p. 191). Informative case studies of the sea turtle conservation in Costa Rica, Mexico and Grenada provided a model for community-based organizations such as SEE Turtles to promote responsible tourism while bringing alternative sources of income to communities (p.

203). The global issue of climate change is presented in terms of tourism impacts assessment especially in safari area of Namibia (p. 219). (p. 226). On the other hand, a case study for West Caicos focused on The Sustainable Tourism Master Plan on the small island with references to the conservation of its flora, fauna and the island's ecosystem (p. 239).

Section Six6 is about utilizing volunteer tourism as a means for global sustainable development achievable through multi-stakeholder partnerships (p. 252). The author acknowledges that tourism often brings negative impacts, (p. 252) but by fostering the opportunity of collaborative volunteer tourism among global multi-scale partners, tourism can promote sustainability and resilience for the geographic region (p. 261). Not to mention Further, the failure of traditional community-based tourism is addressed by providing a solution that connects small community-based tourism enterprises (CBTEs) to the supply chain of tourism in every short-term and long-term development stage (p. 269). This section also talks about the MDG's Goal 8 regarding the development of open, non-discriminatory trading and financial system of global partnerships. In this case, tourism plays a role by enforcing a sustainable and ecotourism accreditation and certification programs to meet some of the goals of MDG 8. Examples of certification and accreditation programs mentioned by the author are: Pan Parks, Sustainable Tourism Certification Network of the Americas, Global Sustainable Tourism Council, and Global Partnership for Sustainable Tourism (p. 285). The author incorporates their research of the strengths and weaknesses of PAN Parks through mixed methods approach. The aim was to gain of gaining insight into the stakeholders, how they are involved in the tourism development and the perception of the four dimensions of sustainability in and around the national park (p. 311). Results showedn that most of the respondents from multiple countries perceived that PAN Park status to have increased the local quality of life, contributes to nature conservation and attracts more tourists due to its international status (p. 318). The final section of the book concluded the key findings from previous chapters as well as identifiedying the opportunities and threats for ecotourism and sustainable tourism's contribution to accomplishing the United Nations Millennium Development Goals (p. 329).

The authors contribute to the literature on international have successfully educated the readers on the sustainability practices that are being conducted throughout the world to meet the targets of Millennium Development Goals. Issues such as The essential messages of the need for stakeholders' partnership, community benefits and impacts of tourism are raised in the context of some of the pinnacle highlights of the book, written concisely by the authors in line with the economic, sociocultural and environmental sustainability in mind. The authors managed to overcome the weakness of other sustainability books by demonstrating the utilization of MDGs that are being preached by a global organization like the United Nation. The book is inability of other sustainability books to provide a dynamic and comes alive with many useful examples. foundation and recent examples for its contents are definitely not the problem of this book. The book might have insufficient data especially recent figures and statistics, but it is understandable how difficult it is to gain a more reliable set of data when it comes to emerging rural destinations. Environmental conservation is the main emphasize of the book and with more additional information on cultural heritage preservation, it would make the book a stronger reference.

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