

ECOTOURISM AND CERTIFICATION: SETTING STANDARDS IN PRACTICE by Martha Honey (ed). Island Press, Washington, DC. 2002. No. of pages: 407. Price: \$US 27.50. ISBN 1-55963-951-2 (paperback).

With the maturation of the ecotourism phenomenon, many tour operators have jumped on the bandwagon and sell their common products under the label of ecotours, often with minimal or no change in their operating procedures. Derived from this problem is an increasing number of calls for independent assessment and certification of ecotour operators. *Ecotourism and Certification: Setting Standards in Practice* attempts to address this problem. The book is a result of the Ecotourism and Sustainable Tourism Certification Workshop, held in Mohonk, New York in 2000. This edited work reflects that the workshop was a gathering of mostly practitioners in the field of ecotourism. The book comprises an introduction and 12 chapters, out of which eight are case studies from various parts of the world. Honey and Stewart's introduction is thorough, and deals with the phenomenon of ecotourism, as well as with the structure of the tourism industry, including the variety of stakeholders. The first three chapters explore the evolution and concepts of certification systems. The international case studies include Central America, Australia, Europe, South Africa and Kenya, and Fiji. Chapter 10 introduces the reader to the first global certification scheme, Green Globe 21. Green Globe 21 is well described; however, one would expect a more critical view. Green Globe 21 is widely debated (e.g. see Synergy, 2000), and there is plenty of room for improvement for this scheme. The concluding chapter summarises various issues of the ongoing debate of ecotourism certification, includ-

ing a number of desirable criteria for certification, issues of tourist demand, and the often used concept of the 'North-South-Divide'. The Appendix displays the Mohonk Agreement, as well as a very handy glossary of terms related to ecotourism, sustainable tourism and certification.

Although the cover states that this edited work will be an 'essential reading for students, professors, and tourism and development professionals', it is not a classic textbook. The references used throughout the text are mostly industry reports and Internet-based resources. Academic literature, including journal articles and books, are very scarce or non-existent. Although *Ecotourism and Certification: Setting Standards in Practice* is not the first book addressing the problems of certification and ecolabelling (e.g. see Font and Buckley, 2001), its value certainly lies in the expertise and experience of the contributing practitioners, and thus in the strengths of the case studies.

REFERENCES

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SLAVERY, CONTESTED HERITAGE AND THANATOURISM by G.M.S. Dann and A.V. Seaton (eds). The Hawthorn Hospitality Press, New York, 2001 — co-published simultaneously as *International Journal of Hospitality and Tourism Administration* 2(3–4). No. of pages: 221. Price: \$39.95. ISBN 0-7890-1386-X.

An important contribution to the literature on heritage, this volume (a collection of nine articles originally presented at the *Plantations of the*

Mind conference at the College of Charleston in April 2000) tackles a 'difficult' topic from a range of stimulating and refreshing angles. Its thematic focus is well-defined and its contribution to the heritage academic community is appreciable in that it provides a series of case studies into different aspects of slavery, the slave trade and the problematic interaction of heritage and tourism in areas where examples of slavery related historicity is located.

What gives this volume its academic strength is the excellent opening article by Dann and Seaton. This provides not only an introduction to the topic, the articles and the necessary discussion linking them together, but also a rigorous discussion of the contribution of the volume. This, indeed, somewhat reduces the necessity of a review as it is comprehensive, critical of the content of the various articles and of the related epistemological and methodological issues that are involved. This includes a comparison of the different approaches used by the different authors and a reflection on the collective output and its limitations.

The articles have been well selected. Although they offer a broad range of approaches, this does not detract from the defined collective focus. They comprise three main categories: slavery based heritage tourism development based on graphically defined areas, the problematic approach towards marketing slavery related heritage, and the commodification of this heritage. For the price, it represents good value for any academic collection where such cases could be used as the basis for challenging studies into the ethical dimensions of tourism development.

The content is fascinating and compelling reading for anyone with even the slightest interest in heritage. This is *real* heritage; discussing the important issues of how the tourist industry responds to the heritage debate, how it capitalises on sensitive issues and, consequently, how it impacts on the concept of heritage and heritage interpretation. It highlights a very pertinent debate on the limits and responsibilities of the tourist industry and is very current in its relevance and applicability. It does not achieve any significant developments beyond those already established in the fields of Dissonant Heritage and Dark Tourism, but it does add a very useful, practical and, indeed, necessary contribution to the understanding and application of those fields of enquiry.

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