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BOOK REVIEW

Slow Travel and Tourism by J. Dickinson and L. Lumsdon, London, Earthscan, 2010, pp. iiiv + 232, £24.99(paperback), ISBN 9781849711135 , £80.00 (hardback), ISBN 9781849711128

The concept of slow travel has emerged from a broader "slow" movement, with respect to food (Hall, 2006) and cities (Nilsson et al., 2010), and the authors have succeeded in contributing to the debate as well as creating a worthy edition within the Earthscan Tourism, Environment and Development Series. Although there is still much debate around how slow travel and tourism are defined, measured and categorised (Burns & Bibbings, 2009; Coles & Hall, 2006; Dubois & Ceron, 2006; Gössling et al., 2009; Hall, 2009, 2010; Higgins-Desbiolles, 2010; Holden, 2007; Matos, 2004; Warren, 2007), this book is a welcome addition which is set out over ten chapters.

Chapter 1 describes and defines slow travel bringing together the recurrent themes which map onto various transport and tourism systems. Chapter two achieves the aim of bringing readers up to date with all the negative impacts of tourism and travel along with beginning to delve into potential alternative tourism models. These models consider five main low-carbon strategies which the tourism industry may need to embrace fully to become more sustainable. The chapter also explores the persistent and perhaps irresolvable issue of sustainable tourism.

Theoretical perspectives of tourism are outlined in the following chapter (three). Topics for consideration include the drivers of tourism travel, the decision making process in model choices, and attitudes and behaviour towards the context of travel. Transport-tourist types using transport as tourism versus transport for tourism are eloquently summarised. Other noteworthy frameworks include mobility/automobility, travel experiences and active/passive tourist types. Social practice perspective of tourism, whereby routinised behaviours dominate, adds to this array of possible developments.

Chapter four details the ingredients required to make slow travel emphasising the links to slow food, which is also interpreted in a multitude of ways. The chapter considers the various explanations and expressions which help explain the emergence of the term and its many representations. Carbon-counting, modal choice and travel experience all feed into enjoyment and environmentally motivated desires which form some of the core elements of slow travel. The authors outline various markets for slow travel, and consider ways that slow travel can become a mainstream tourism model when compared to the current mainstream practices . This niche activity is revisited in the final chapter, ten, in terms of how future potential markets might grow. All of this work needs to consider the motivations of travel in all its forms (Dolincar, 2010; Hares et al, 2010). Chapters five to nine each focus on a single mode of travel covering train, walking, cycling, bus/coach and water borne modes respectively. Topics discussed include motivation for different modes and experiences felt by those who walk and cycle during their holiday periods. The case studies are based on

Eurostar's Tread Lightly programme, the Appalachian Trail, the European cycle route network (EuroVelo), the Shropshire Hills Shuttle Bus and lastly canoe and kayak tours in Denmark and elsewhere.

The concluding chapter (ten – the future of slow travel) summarises some of the initiatives from the EU, the UNWTO and UNEP in order to bring about major changes to the current tourism sector with the aim of being more sustainable. A transition towards slow travel argues the authors, would need to include a concerted effort in terms of policy to address travel costs, travel behaviours, along with reductions in tourism impacts. They suggest three potential transition pathways which start with the status quo of slow travel being a niche market. This pathway however would only make minor impacts overall as it would only continue to be a minority of the overall market. In the second pathway slow travel emerges as a popular mainstream market, with destinations re-inventing themselves as slow market places. There is good potential within this scenario, but the authors, and references within, rightly assert that the system boundary needs to take account of travel to and from the slow place to be considered low carbon in a more complete analysis, as other have also noted (Gössling, 2009; Gössling & Schumacher, 2010). Thirdly a transition towards embedding slow travel as a deep set of principles applied to *all* tourism is postulated. The third scenario would require a very large shift in society and would need to incorporate a renaissance of the travel journey. The underpinning of this scenario are conceptualised and explained in fine detail.

Slow travel is an excellent book for those interested not only in the tourism travel modes, but also those keen on learning more about the barriers which exist currently and how they might be circumnavigated. The book also highlights many of the areas within slow travel and tourism which require further research.

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