

Dallen J. Timothy, Stephen W. Boyd
Tourism and Trails: Cultural, Ecological and Management Issues
Publisher: Channel View Publications
Published: 05 Dec 2014
Format: Paperback - 328 pages ISBN: 9781845414771

Dallen Timothy and Stephen Boyd's book *Tourism and Trails: Cultural, Ecological and Management Issues* is a welcome addition to tourism planning literature. The book offers a comprehensive coverage of trails and also explores routes as part of the tourism product. It identifies and explores planning and management issues associated. Trails are defined in the book as a linear pathway of many varieties, which is evident on the ground and which may have at its roots an original and historic linear transport and travel function. A route on the other hand is generally more abstract and often based on a modern day conceptualisation and designation of a circuit or course that links similar natural or cultural features together into a thematic linear corridor.

Since the beginning of all travel activities trails and routes have been indispensable to travel and tourism over the centuries. In the middle ages, pilgrimages motivated even the lower classes to undertake distant journeys to holy destinations for health or spiritual improvement, seeing the sights along the way. Trails and routes were created as a matter of course with amenities to serve the needs of the travellers. Modern tourism started with the Grand Tour, which was a traditional trip around Europe, undertaken by mainly the upper-class European young men through a fairly standard route itinerary to admire the supremacy of classic art and history of Italy, France and Greece. More recently Thomas Cook started an empire on rail excursions for pleasure, and later excursions abroad taking parties to different routes in Switzerland, Italy, Egypt and the United States. Latest routes include Cruises itineraries across different ports and islands.

This book illustrates how trails and routes help to form the basis of mobility patterns of the past and the present. It provides a comprehensive examination of tourism trails from a tourism and recreation perspective. Following definitions and meanings for routes and trails the book explores the purpose of cultural heritage trails as tourism resources. The demand for trails and routes is discussed along with the characteristics of trail users. Experience, enjoyment and satisfaction as well as barriers to use are also examined. From the planning and development perspective, the book is discussing route designation and policies as well as impacts. Finally supply versus demand techniques are examined and visitor management frameworks and procedures are offered.

The book is written in an engaging manner through a highly innovative text, with wide ranging empirical examples. The role of trails, routes and corridors is brought to life with a plethora of photographs, diagrams and case studies. Its global scope helps to discuss a wide range of natural, cultural and developed linear resources for tourism and recreation. Insights are provided into management and planning as well as their role as facilitators of tourism mobilities. The book makes a significant contribution to our understanding of the

centrality of tourist trails, routes and corridors to the tourist experience by bringing together seemingly disparate literature on tourism, heritage, trails, and wilderness management. Therefore the book makes a significant contribution to students, scholars and general readers interested in the cultural, environmental, social and managerial aspects of touristic trails.

Where the book needs further development is on the marketing of trails and routes to explore how they can become more popular and attract more visitors whilst also using marketing for sustainability. Branding and engaging with stakeholders at the destination are also areas to expand. It is more trail than route focused and this can also be addressed on a future edition. A number of established routes such as the UNWTO Silk Road can also be showcased. Finally, the use of technology for both marketing and interpretation of trails and routes would be a welcome addition. Augmented reality, SoCoMo and mobile applications in particular will enhance visitor experience and engagement.

The book is suitable for both researchers and students who are interested in cultural heritage-based tourism, recreation and leisure studies, landscape and change, human mobility, geography, environmental management, and broader interests in destination planning, development and management. It is therefore recommended for Postgraduate, Research, Undergraduate students as well as tourism and planning professionals that are interested in trails, heritage, national parks, tourism development.

Professor Dimitrios Buhalis
Bournemouth University
dbuhalis@bournemouth.ac.uk