

a wider field of inquiry and in a more inquisitive manner. On that note, I would have used a question mark in the title: *Polar Tourism: A Tool for Regional Development?*

### Notes

1. Grenier, A.A. 2004. *The Nature of Nature Tourism*. Rovaniemi: University of Lapland Press; Hall, C.M. and Boyd, S. 2005. *Nature-based Tourism in Peripheral Areas: Development or Disaster?* Bristol: Channel View Publications; Hall, C.M. and Johnston, M.E. 1995. *Polar Tourism: Tourism in the Arctic and Antarctic Regions*. Bognor Regis: John Wiley and Sons; Maher, P.T., Stewart, E. and Lueck, M. 2011. *Polar Tourism: Human, Environmental and Governance Dimensions*. Putnam Valley: Cognizant Communication Corp.; Müller, D.K. and Jansson, B. 2007. *Tourism in Peripheries: Perspectives from the Far North and South*. Wallingford: CABI; Snyder, J.M. and Stonehouse, B. 2007. *Prospects for Polar Tourism*. Wallingford: CABI; Stonehouse, B. and Snyder, J.M. 2010. *Polar Tourism: An Environmental Perspective*. Bristol: Channel View Publications.
2. See, for example, a 2011 special issue of *Polar Geography* 34(1-2) on Social Indicators for Observing Arctic Change.

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***Cultural Heritage and Tourism: An Introduction*. By Dallen J. Timothy. United Kingdom: Channel View Publications, 2011. 456 pp.**

Since Dallen Timothy and Stephen Boyd published *Heritage Tourism*—the first course textbook dedicated to the field—in 2003, there has been a growing demand for heritage tourism publications both inside and outside of the academy. Many universities now offer undergraduate and graduate courses and programs in heritage tourism; publications such as the *Journal of Heritage Tourism* have come into existence; and countless new and existing heritage sites, events, and even ways of life have been positioned primarily as “attractions.” Furthermore, given that many public organizations appear unable or unwilling to contribute to cultural organizations during times of austerity, it seems likely that tourism will take an even more prominent role in heritage. It is because of tourism’s vital and increasing role in heritage that Dallen Timothy’s *Cultural Heritage Tourism: An Introduction* is a welcome addition to the heritage tourism canon. It is a comprehensive, accessible, and relevant text for undergraduate courses, a strong reference guide for graduate students interested in aspects of heritage tourism, and is a useful tool for more applied heritage and tourism practitioners.

Although *Cultural Heritage Tourism* shares some overlap with Timothy & Boyd's (2003) *Heritage Tourism*, it really should be considered a new text rather than a second edition. After a brief introduction where Timothy clearly outlines his view of what heritage tourism is and why it is important, the text is divided into two sections. The first section discusses the more broad concept areas of heritage tourism, whereas the second section examines specific forms and types of heritage tourism. Conceptually, the first section covers some familiar ground from the 2003 text, including discussions of the supply of and demand for heritage tourism, conservation and management of heritage properties, and the politics of heritage. However, the discussions reflect the growth and expansion of heritage tourism research over the past decade, and the numerous photos and examples of heritage sites from around the world help to illustrate these expanded examinations. Many of the new conceptual sections are welcome additions, including specific chapters dedicated to marketing and raising revenue. Furthermore, each of the chapters includes learning objectives and review questions, making it a more instructor-friendly text than its predecessor.

Along with the growing interest in heritage tourism there has been segmentation in the different forms and types of heritage tourism attractions. The second section of the text examines some of the major topics and attractions within heritage tourism. The real strength of this section is that Timothy provides new insights into conventional heritage attraction segments, like museums and pilgrimage, as well as reflecting some of the new research and trends in heritage tourism research, such as diasporic travel, cultural landscapes, dark tourism, and Indigenous cultures and sites. In particular, Timothy connects sections one and two together by outlining some of the major trends and issues for each of the heritage attractions sectors. For example, Timothy discusses some of the major management issues, authenticity issues, and conservation issues in some of the attractions sectors, as well as introducing other concepts that may not be familiar to many students, such as the commodification of culture. Finally, Timothy ends with a chapter about the future developments, trends, and research that weren't covered in great detail in the book, but that he sees as important to the understanding of heritage tourism.

Despite the numerous reasons to recommend this text, there are a couple of very minor drawbacks. Timothy explicitly positions contemporary culture and cultural attractions as being under the heritage umbrella. There is little doubt that heritage involves using the past for present needs and circumstances, and that current living cultures are part of heritage. However, contemporary cultural attractions—such as art galleries, theatre,

and cinema—tend not to be included in descriptions of heritage tourism, and though I believe there is a strong case for these attractions to be included in the heritage canon, I would have liked to see a section or chapter from Timothy explaining the role of these attractions in heritage tourism. I suspect that many managers and curators at a modern art museum would perhaps actively shun being labelled as heritage, so I would have liked to see a chapter in the latter section of the text outlining this attraction sector as part of the heritage milieu. I also would have liked to see a greater discussion of the role of technologies in the interpretation and marketing of heritage tourism. Timothy acknowledges this limitation in the conclusion of the text; however, given that many sites are, for example, tapping into the smartphone app market to deliver interpretation (such as through downloadable audio guides and augmented realities), often as a replacement for more traditional forms of interpretation, this topic deserved far greater discussion. Furthermore, most heritage attractions employ some form of social media strategies for marketing. Although undoubtedly these technologies will adapt and change in the next few years, they already appear to have a strong toehold in heritage tourism and have fundamentally changed the way heritage is interpreted, presented, and marketed.

Needless to say, I enthusiastically recommend this text, and plan to adopt it as the core textbook for my undergraduate heritage tourism courses. I also plan to assign sections to my heritage tourism graduate students as a starting point for their studies, as Timothy offers a comprehensive recommended readings section for each chapter topic. In addition, it is an engaging and accessible heritage tourism primer that I would recommend to non-academic audiences. For readers of the *Northern Review*, I believe there are many elements of the text that researchers and practitioners would find useful. Timothy does not explicitly discuss remote heritage sites in general, or the Circumpolar North in particular, and he is explicit in the text that he does not necessarily address natural landscapes. However, many of the more theoretical sections are applicable to heritage sites regardless of geography, and the sections about cultural landscapes and Indigenous cultures would be of particular relevance to northern studies scholars.

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