

Book review

The History and Evolution of Tourism

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CAB International (CABI)
UK
153 p.
ISBN: 13: 9781800621282 (hardback)
Review DOI
10.1108/JTF-03-2023-290

This fascinating book provides a detailed exploration of the evolution of tourism from circa 9000 BC to the modern day. The author takes the reader on a journey that starts with early religious tourism at the ancient temples of Jerusalem and ends with a comprehensive assessment of the impact of the COVID-19 pandemic. Yet, to view the chronologically ordered chapters as a simple timeline of tourism development would be to overlook the book's true value. In reality, the book serves as an important reminder of the significant role tourism plays in global economic and societal development as well as providing an immersive introduction into tourism theory and practice. By covering key concepts such as quality and sustainability from a global perspective, in addition to introducing key models such as the tourism area life cycle, the book would be of interest to those beginning their studies in tourism and should be a key consideration for academics preparing reading lists for introductory tourism modules and courses.

The book is highly readable, engaging and anchored in current academic thinking and research. Chapters are divided into convenient sub-sections that focus on uncovering the key drivers of tourism related to the time-period under consideration, from watching human torture in medieval times to augmented reality in the modern day. Throughout the book, contemporary academic literature is used to support and explore the key topics providing a launchpad for students, academics and

those with a general interest to explore the topics further. Reviewing the extensive reference list at end of each chapter resulted in a long "need to read" list of articles and books! A diverse range of sector examples serve to bring the theory to life supported by attractive colour photography. It is helpful that more well-known tourist destination exemplars such as the Château de Versailles in France are supplemented by smaller-scale tourist sites like the outdoor living museum, Sovereign Hill in Ballarat, Australia. This highlights the diversity that can be found in the sector. The author also does not shy away from the challenges of delivering tourism in a sustainable way and the reader becomes acutely aware of the need for achieving a careful balance between the positive economic impacts of tourism and potentially harmful societal and environmental consequences. Chapter 1 introduces a manifesto for the sustainable evolution of future tourism activity that runs throughout the book.

A slight criticism of the format would be that the term "case study" does not accurately seem to represent the summary sections at the end of the chapters. They seem to cover multiple examples and concepts rather than specific cases. It is perhaps wise for the reader to view these sections as vignettes that are useful as a further exploration of some of the key themes covered in the chapter. However, the questions posed at the end of each chapter are useful for academics as points of debate and reflection for taught sessions, assessment topics or even as ideas for future research.

The last chapter focuses specifically on the future of tourism and hospitality, and therefore for readers of this journal this is perhaps the key chapter. The reader is encouraged to reflect on how history can

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impact the future of tourism, a process that is at the heart of futurology. A four-dimensional matrix is presented, which attempts to predict the future impacts on tourism and what responses will be needed from industry and the academic community. There is a positive appeal made to academic researchers in the field to adapt their approaches to make it easier for practitioners to follow the managerial implications of their research, but the author also calls for industry to support primary research into tourism futures. The author also highlights the future complexities that both tourism practitioners and academics will face, for instance,

in reconciling the human focus of tourism with technological development. Nevertheless, the book ends on an optimistic note reflecting on the permanence of tourism as a driving force in the future of global development. Having read the entire book and witnessed just how embedded tourism has been in society since c.9000 BC, it is hard not to agree with the author.

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