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***TOURISM, POWER AND CULTURE: ANTHROPOLOGICAL INSIGHTS* by Donald V.L. Macleod and James G. Carrier (eds). Channel View Publications, Bristol, UK, 2010. No. of pages: 219 including index. £24.95 (paperback), ISBN 1-84541-124-2.**

Building on Church and Coles' (2007) *Tourism, Power and Space*, this edited book uses anthropological case studies to examine how power and culture are inextricably linked with tourism. The collection of selected panel papers from the 2007 meeting of the Association of Social Anthropologists of the UK and Commonwealth is the first time power as a central organising theme has been applied to tourism by anthropologists in a single collection. The diverse case studies, from Australia, Mali, The Canary Islands, The Dominican Republic, Scotland, Bali, Panama, Brazil, Belize and Jamaica, illustrate that understanding power in its cultural context is crucial to gaining insight into the complexity of perceptions held by differing groups.

The book begins with a prologue by the editors that, besides summarising the structure of the chapters that follow, introduces anthropological approaches to understanding power and culture, reviews research on power in tourism studies and outlines the pertinence of culture for those concerned with tourism. The body of the text is structured into two main parts – 1) *Tourism and the Power Struggle for Resources* and 2) *Tourism and Culture: Presentation, Promotion and the Manipulation of Image* - each consisting of four chapters and an editorial introduction. The chapters in Part One examine the struggle for control over resources of water, architecture, cultural heritage and security, respectively. Part Two addresses the different ways in which tourism is associated with meaning and image and how culture can be used by different groups for their own specific goals. The subject matter of the chapters in Part Two includes cultural tourism as a resource for an indigenous group, tourism's promotion of 'blackness' in fuelling the social construction of race, tourism development's role in nationally sanctioning ethnic identity and how the tourism sector can portray others in order to defend its own self-interests. The collection is concluded with an epilogue by C. Michael Hall that, while theoretically-engaged and intentionally provocative through its brief reflection on power in the academy, does not bring a sense of closure to the book. Hall's contribution revisits Luke (1974) in connecting tourism to the multi-layered faces of power, including its overt and less obvious forms.

This rich volume of case studies will be of use to those interested in the study of tourism as well as social and cultural anthropology. It will likely be of most benefit as a reference text for specialist researchers and in advanced undergraduate and postgraduate teaching. Although its broad reaching array of content does deliver context-driven, theoretically rigorous works, most of the chapters omit methodological discussion, with the result being that the authors often remain authorities hidden behind the text. Nonetheless, *Tourism, Power and Culture: Anthropological Insights* is still a valuable contribution to the expanding knowledge base concerning issues of power as they intertwine with tourism, and with its addition of culture as a level of analysis, it should be well-received.

## REFERENCES

Church, A. and Coles, T. (eds) 2007. *Tourism, Power and Space*. Routledge: London.

Lukes, S. 1974. *Power: A Radical View*. MacMillan: London.

Scott Cohen

*Bournemouth University, UK*