catalyst for national economic development. He argues that the lack of private-public partnerships and institutions for the promotion of tourism led to missed opportunities in terms of optimizing the benefits of the industry for the state. In particular, he notes that political and business elites profited from development but the poor were further marginalized. Heather Hughes and Anne Vaughan made use of the case of KwaZulu-Natal to demonstrate the importance of a community-based tourism development program. Other particularly interesting papers include Atanza Kazakov’s look at virtual tourism; Simon Hudson, Tim Snaith, Graham Miller, and Paul Hudson’s study of travel agents; Jesper Fredborg Larsen and Susanne Storm’s analysis of frequent flyer programs in the EU; and Phillip Long’s study on tourism partnerships.

It is not possible within the space of this review to give even a brief description of all the significant papers included in this book. Although most of the articles are relatively short, the collection is a rich source of information on a wide array of tourism topics for both students and researchers.

Paul Leung: School of Hotel and Tourism Management, Hong Kong Polytechnic University, Kowloon, Hong Kong, China. Email <hmpleung@polyu.edu.hk>.


PII: S0160-7383(02)00042-7

Printed in Great Britain
0160-7383/02/$22.00

Tourism and Local Economic Development in China


Honggen Xiao
University of Waterloo, Canada

The relationship between tourism and development in China has generated increasing interest among academics since the 90s (Gerstlacher, Krieg and Sternfeld 1991; Hall and Page 2000; Lew and Yu 1995; Lew, Yu, Zhang and Ap 2002). This book is a welcome addition to the documentation of the literature on this subject. Its objective is “to examine the role of tourism in local economic development in different regional contexts” (pp. 10–11). The author adopts an area-specific approach to analyze the relationship between tourism and development in three categories of destinations with distinctive local economies.

The book is organized into five parts and 11 chapters. It begins by describing the theoretical and empirical background of the work. It argues that, for a huge, socioculturally and economically diverse country such as China, any general statements about tourism impacts at the national level can be “easily
partial, if not misleading" (p. 8). The first part includes a limited literature review (chapter 1), a brief overview of China’s tourism development (chapter 2), and a detailed description of Guilin, Suzhou, and Beidaihe (chapter 3).

This is followed by the presentation of results and findings in the second and third parts, focusing on the structure and growth of tourism demand and the corresponding supply. While demand in the three study areas receives a full elaboration in chapter 4 (international tourism) and chapter 5 (domestic travel and tourism), the treatment of supply and infrastructure (chapters 6 and 7) is quite another matter. The two chapters concentrate almost exclusively on the accommodation sector. Only minor and insufficient references are made to the souvenir shopping, food/beverage, transportation, and entertainment sectors. All these constitute very significant activities and support large numbers of tourism businesses in Guilin and Suzhou but have sadly escaped the attention of the author.

The discussion of economic effects in the next part highlights the theme of the book. Of particular note for academics, policymakers, and practitioners are a structural analysis of two parallel pricing systems (yuan-based and dollar-based) and a critical interpretation of China’s tourism revenues, distribution structure, leakage, and share of foreign exchange receipts in chapter 8. This chapter provides a clear and accurate picture of the usual under- or over-estimates of tourism’s impact on local economies in China during the first half of the 90s. By critically identifying the decisive factors in determining the success and failure of a tourism-oriented development strategy at the local level, Xu succeeds in documenting important regional differences, which is the central concern of the book. Equally illuminating to the readers will be the discussion of “tourism as a pull factor in regional labor markets resulting in rural-urban migration” (pp. 190). Although the main theme of this book is tourism and economic development, the empirical evidence also highlights the relationship between tourism and sociocultural change in the studied localities.

While the two chapters in the last part present an important summary of the crucial issues of and prospects for tourism and economic development in China, the style of presentation is frustrating. The chapters are simply collections of redundant arguments presented with a lack of coherence and weaknesses in language flow. However, the biggest flaw in the book is outdated data. This is true for both secondary data and original field survey results. Given that “the major part of the empirical research was conducted from September 1991 to October 1993 “ (p. 14), the delay in publication until September 1999 is regrettable. Developmental issues in China’s rapidly expanding economy demand timely data and analysis. A brief glance at the 2000 and 2001 editions of The Yearbook of China Tourism readily reveals how dated the data are in this book. Of the 84 tables and figures, only Table 2-2, “China’s Tourism Industry “ (p. 19), contains data as recent as 1996 (and even this is incomplete). The majority of illustrations and data are from 1980 to 1993.

Although the book is generally presented in a plain and easy-to-read style, some typographical errors and the frequent insertion of Chinese pinyin will prevent readers, especially native readers of English, from fully appreciating its content. Despite these and some other minor imperfections, this impressive publication is a useful source of information on Chinese tourism development. Though not recommended as a textbook, this is an important reference documenting some area-specific development of China’s tourism prior to the new millennium, a treatment which would be of interest to scholars, policymakers, and practitioners.
Honggen Xiao: Department of Recreation and Leisure Studies, University of Waterloo, Waterloo, Ontario, N2L 3G1, Canada. Email <hgxiao@sympatico.ca>.

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The World’s Leading Outbound Markets


Stephen L.J. Smith
University of Waterloo, Canada

Although sometimes characterized as dry, empty husks devoid of real meaning, tourism statistics provide a rich harvest of insights to those who study them. The World’s Leading Outbound Markets is a veritable supermarket of statistics to tempt economists, marketers, policy analysts, and tourism scholars in general. The scope of the book is on a relatively small number of origin markets, but these are globally the most important. Indeed, the top 10 outbound markets generate two-thirds of all international tourism spending (p. 1). The same nations are among the top earners, reflecting the importance of economic development both in generating demand for travel as well as supporting an infrastructure to make a nation capable of supporting large numbers of tourists.