



Enlightening Tourism.

A Pathmaking Journal



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BOOK REVIEW:

Harju-Myllyaho, A. and Jutila, S., eds. (2021)

Inclusive Tourism Futures.

Bristol: Channel View Publications.

978-1-84541-686-7, 168 pp.

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Inclusive Tourism Futures, edited by Anu Harju-Myllyaho and Salla Jutila is a timely and significant book that provides a much-needed focus on inclusivity in tourism and future perspectives. This is the fifth volume in the highly regarded Channel View series: *The Future of Tourism*. This series recognises and encourages cross-disciplinary contributions on the future of tourism and includes volumes on *The Future Past of Tourism* by Ian Yeoman and Una McMahon-Beattie, *Millennials, Generation Z and the Future of Tourism* by Fabio Corbisiero, Salvatore Monaco and Elisabetta Ruspini and *Science Fiction, Disruption and Tourism* edited by Ian Yeoman, Una McMahon-Beattie and Marianna Sigala. *Inclusive Tourism Futures* provides a contemporary focus on inclusivity in tourism, with particular attention on current research, debate, and discussion regarding the future of social inclusion. As recognised in the opening introduction to the book, the aim is to ‘provide current viewpoints on tourism inclusion with a future perspective’, with a view to develop a much-needed research agenda. Furthermore, the authors acknowledge that, whilst ‘in the context of tourism, inclusion has been studied from several different stakeholders’ points of view’, there is a lack of research that focuses on young

people and their engagement in tourism research. In my view this book, therefore, successfully critiques the future of inclusivity in tourism. As the editors highlight, the book seeks 'to compile a basis for further discussion as well as to understand the various tourism stakeholder groups, viewpoints, methods and practices that are important for supporting inclusive tourism'. With that in mind, contributions are sought from a variety of perspectives and, as such, the book provides novel illustrations and a critical appreciation of inclusivity in tourism.

The book is presented in three parts, with each part comprising of two chapters that focus on a particular aspect of inclusive tourism. Each chapter examines a range of inclusivity issues and explores the different ways in which inclusive tourism can be enacted. Part 1 is concerned with Actors. In Chapter 1, Höckert, Kugapi and Lüthje draw on the perspective of residents and recognise that 'inclusive development cannot be pre-organised'. They illustrate this through a participatory tourism development project led by the University of Lapland. Their study draws attention to the importance of openness and the fluid and reciprocal roles of hosts and guests in tourism development projects. In Chapter 2, Trdina, Jutila and Turnšek provide a much-needed critical focus on the sharing economy and its future. The authors analyse the inclusiveness of sharing economy platforms, with a specific focus on the service providers' perspective through the analysis of conversations on the Airbnb platform. The chapter draws attention to the socially constructed divisions that exists between those who are able to access such platforms and those who are not.

Part 2 focuses on the Methods of measuring inclusion in tourism. In Chapter 3, Harju-Myllyaho and Jutila, adopt a causal layered analysis (CLA) approach to examine how regional and national tourism strategies facilitate inclusion. Described as a futures research method, CLA enabled the authors to investigate how different approaches to inclusion were apparent in the tourism strategies of Scotland, Portugal, and Finland. An examination of strategy is particularly important with regards to inclusive tourism as they provide the framework for the development of destinations and how inclusion in tourism could be enacted. Pro-poor tourism is the main theme of Chapter 4. The authors (Winter, Kim and Palmer) use value chain analysis (VCA) to measure the impact of a pro-poor tourism initiative in Brazil. They found that VCA is an appropriate method for analysing tourism income and the involvement of people in poverty in the value chain.

The final part of the book includes two chapters that focus on Practices. Inclusive communication is the main theme of Chapter 5. Fernández-Villarán, Erice, Espinosa, Goytia, Madariaga and Rodríguez examine the accessibility of tourism information on 147 European-based tourism platforms and websites. Their analysis found how much of the information available is far from inclusive, often out-dated, incorrect, and contradictory. Whilst thought provoking, this chapter would benefit from a more in-depth analysis of the results. In the final chapter, Chapter 6, Nisula, Kohllechner-Autto and Skantz examine how social enterprises could enhance social inclusion. Drawing on interviews conducted with people from a sparsely populated area of Finnish Lapland, the authors identified how social entrepreneurship and social inclusion provide much-needed opportunities in relation to tourism employment and workforce development.

I can only hope to give a flavour of the book in this short review. The originality of *Inclusive Tourism Futures* lies in its contribution to current debate, drawing attention to the importance of understanding inclusive tourism and its future. This is a well-constructed, theoretically based volume, with illustrative examples and contributions of an interdisciplinary nature. It has an international approach and, with contributions that include a range of contemporary examples, results in an accessible and insightful volume. The diversity of the case studies, whilst predominantly qualitative in nature, provides a basis for further discussion and future research on inclusive tourism. This is, and in my view will remain so for a considerable length of time, a valuable book for academics, practitioners and students. The volume has the necessary breadth and depth of coverage and contemporary focus, with insightful discussions and conclusions, ensuring it will meet the needs of these various audiences in a stimulating and energetic manner.