Book Review

World tourism cities—A systematic approach to urban tourism

Annette Toivonen

Haaga-Helia University of Applied Sciences, 06100 Porvoo, Finland; annette.toivonen@haaga-helia.fi

The rise in experiential travel, social acceleration, and a faster pace of life are some of the reasons why urban tourism has changed and become increasingly popular. This phenomenon has also been prompted by the increased use of new technologies and innovations to benefit the overall functioning of cities. The book by Alastair M. Morrison and Cristina Maxim does a proficient job of introducing the readers to the fundamental issues of urban tourism destinations in the 2020s. The book consists of four parts, with each providing background chapters on world tourism cities. The chapters in Part I delve into the basic concepts of world tourism cities, such as identifying what a world tourism city is, as well as the impacts of globalization and urbanization on these cities. Part II deals with the city destination management, planning, and development of world tourism cities, as well as the marketing and branding of cities, simultaneously demonstrating many practical solutions and approaches. Part III explains, in a convincing manner, the quality of life and well-being factors in world tourism cities. The section particularly highlights some major issues and trends, such as sustainability practices and the features of smart tourism in world cities, and, as a case study, explains the rise of tourism in Asian cities. The final part of the book focuses on the ever-changing environment impacting world cities and identifies some future opportunities for city tourism brought about by external factors and changes. The key emphasis is on the need for cities to "plan from the inside out" to make them better places to live and visit in the future.

Overall, the book is very inspiring and comprehensive, as it covers all major issues of urban city tourism and provides numerous examples, especially in the form of comprehensible "sweet tweets" figures. In this sense, it is an excellent introductory text book, especially for undergraduate and graduate students interested in the characteristics of urban destination planning and tourism cities, and it can also serve as a comprehensive teaching tool for the teachers in the field. Hence, the book serves its intended rationale and target group well. Additionally, it may inspire additional research in the field of tourism planning and, for example, further research on future smart city development. A chapter of the book is already dedicated to reviewing some future opportunities for world tourism cities, which are also visually placed in the PESTEL-RVS framework. This framework covers more in-depth the categories already mentioned in Chapter 2, plus an addition of residents and visitors' stakeholders, and enhances those themes through the lens of the future. Moreover, by adding such perspective, the authors emphasize the fact that future opportunities for tourism cities are brought about by many external changes, including, for example, the rise of artificial intelligence (AI) and citizen engagement. In general, the book provides many interesting insights and practical perspectives on the latest technologies and debates expected to shape the future tourism ecosystem. The data content of the book is also

presented in a clear and structured style, placed in various tables or figures throughout the chapters.

As a weakness, the book covers so many different themes related to the context of urban tourism, resulting in some of the topics being described more superficially than others. This could, however, be justified by the desire of the authors to provide as many angles as possible to fill the current gap in the textbook market for a work dealing with tourism cities on a global scale. Indeed, various kinds of examples do make the book appealing to a wider audience. Additionally, the selected method of systematic approach naturally encourages comprehensive information collection. However, the next edition could benefit from adding more precise data content to provide readers with more background on the various contextual areas presented in this book. There could, for example, be a more specific research-based approach to defining what the future of global tourism cities might look like when tied to the latest features of smart tourism.

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