Book Review

World tourism cities—A systematic approach to urban tourism

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The rise in experiential travel, social acceleration and faster pace of life are some of the reasons behind why urban tourism has changed and become increasingly popular. This phenomenon has also been prompted by the increased appliance of the new technologies and innovations to benefit the overall functioning of the cities. The book by Alastair M. Morrison and Cristina Maxim does a proficient job in 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 is a world tourism city, as well as the impacts of globalisation as well as urbanisation 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 matter, the quality of life and well-being factors in world tourism cities, the section particularly highlighting some major issues and trends such sustainability practises, 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 the world cities and identifies some future opportunities for city tourism brought 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 of 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 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 of some future opportunities for world tourism cities, which are also visually placed on 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 future. Moreover, by adding such perspective, the authors emphasise the fact that future opportunities to tourism cities are brought 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 to 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 some of the topics to be described more superficially than others. This could however be justified by the desire of the authors to provide as many angles as possible to fulfil the current gap in the textbook market for a work dealing with tourism cities on a global scale. Indeed, various kinds of different examples do make the book appealing even to a wider audience. Additionally, the selected method of systematic approach naturally encourages to comprehensive information collection. However, the next edition could benefit of adding more precise data content to provide readers more additional background of the various contextual areas presented in this book. There could, for example, be more specific research-based approach to defining what might the future of global tourism cities to look like when tied with the latest features of smart tourism?

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