

**Ingra L., Slocum, S. and Cavaliere, C. (eds.) (2020). Neolocalism and
Tourism: Understanding a Global Movement,
ISBN-13: 978-1-911-63560-4,
Oxford, UK: Goodfellow Publishers, 256 pp.**

Reviewed by
Stella Kladou ^{1*}

¹Postdoctoral Researcher, Hellenic Mediterranean University, Estavromenos 71410, Heraklion, Crete, Greece. E-mail: stellakladou@hmu.gr

*Corresponding author

Citation: Kladou, S. (2022). Book review of Ingra L., Slocum, S. and Cavaliere, C. (eds.) (2020). Neolocalism and Tourism: Understanding a Global Movement, ISBN-13: 978-1-911-63560-4, Oxford, UK: Goodfellow Publishers. *European Journal of Tourism Research* 30, 3020.



© 2022 The Author(s)

This work is licensed under the Creative Commons Attribution 4.0 International (CC BY 4.0). To view a copy of this license, visit <https://creativecommons.org/licenses/by/4.0/>

Neolocalism and Tourism: Understanding a global movement provides a holistic approach to any work on place, neolocalism and tourism. Neolocalism and Tourism are both equally attached to 'the sense of place', therefore scholars from different disciplines present varying approaches and viewpoints on each term and its relationship with the sense of place. Among these, 'the sense of place' appears to reflect a fundamental approach to place identity (Kalandides, 2011), and for more inclusive developments of place branding (e.g. Kavaratzis and Hatch, 2013). Taken the growing importance of place identity, place branding, localized experiences and sustainable tourism development, this book is a timely volume explaining neolocalism and its relationship with localities. This edited volume provides examples of relevant practices around the globe, thereby facilitates understanding of practitioners facing different realities and scholars who only recently started exploring neolocalism.

In detail, the book starts with an introductory chapter in which Cavaliere and Ingram travel the reader back to the foundations of neolocal movements and revisit 'the sense of place'. This chapter presents neolocalism as an antidote to placelessness and the homogenization of places and cultures brought by globalization. Cavaliere and Ingram acknowledge the limitations related to commercial neolocalism. Yet, emphasis is on the importance of holistic policy and inclusive planning that will offer places the chance to showcase their multicolor character by giving the power to participate to usually under-represented localities. This discussion paves the ground for Chapter 2, in which Slocum and Ingram suggest developing neolocal movements to respond to the excesses of traditional mass tourism, and maximize human, social and natural capital resources. Along these lines, this conceptual chapter assesses the relationship between neolocalism, cultural, creative and sustainable tourism, and discusses how 'local' can connect to the 'authentic' and oppose the 'global' and commodification.

Ingram in Chapter 3 further explores the feelings of placelessness and rootlessness, as results of homogenization, and sees neolocalism as an opportunity to reconnect with the place and locals. The family brand specifically explored in this case study is seen with criticism, raising concerns on overtourism, commodification and limited consideration of environmental impacts. Still, the exploration of Magnolia Market at the Silos in Waco, Texas, serves as an example which showcases how neolocalism, tourism and shopping together revitalized a city – despite prioritizing profit over the triple bottom line of sustainability.

Chapter 4 extends the discussion beyond commercial neolocalism. To achieve this, Fagence adopts a cross-disciplinary, experimental approach and examines heritage-tourism narratives from a geographical angle. The chapter provides some conceptualization details which are combined with field evidence approaching, more holistically, the story of Ned Kelly in Australia. Chapter 5 also studies a rural community, this time in Iceland. Aquino and Kloes take an ethnographic approach to study how this community nurtures a sense of place and enhances the local economy and community livelihoods by building on extant natural and cultural assets. This chapter prioritizes local identity and distinctiveness in order to show how these can successfully lead both revitalization efforts (primarily through tourism) and community resilience.

Cultural tourism based on the event hallmarking technique is debated as an element of how culture is hijacked (see Kavaratzis and Ashworth, 2015). Chapter 6, however, presents how an event can successfully boost integration and neolocalism: The case of the Lismore Friendship Festival in Australia, a community-created festival encourages participation, reciprocity, and generosity along residents through a process of intergenerational engagement in a celebration of multiculturalism. As Derrett hereby positions, community's image and identity connect residents and encourage locals'

identification within the community. This Lismore festival prioritizes the rediscovery of the past which then contributes to the future identity of the host community.

Chapter 7 also refers to migrant communities but the setting now is an urban space. Although Leite and Allis build their case on a specific district in Sao Paolo, Brazil, it is a fact that most cities nowadays have a multicultural character, thus the chapter opens the way to similar identifications and developments in other localities. It is capturing to see how ethnic (Korean) heritage and host (Brazilian) culture can be blended in order to address locals' and non-locals' interest but also the migrants' need to both preserve their identity and become assimilated in their new homeland. Chapter 8 applies neolocalism on another urban setting, this time to explore the issues of heritage transportation, social capital, biocultural conservation, and sense of place. Focusing on Saen Saeb Khlong in Bangkok, Thailand, the study evolves around cultural resources at the canals, boat transportation, accommodation, and local food. Cavaliere, Chalermchaikit, Cheng and La hereby see the reviving of social institutions and associational practices as, potentially, an antidote to the effects of modernization currently experienced in this specific urban setting, and emphasize the importance of sustainable future developments in order to achieve effective canal management and development.

Chapter 9 centers around social sustainability, as this is promoted through a food festival. The local harvest festival of Öland, Sweden revives old farming traditions, supports local cuisine, innovative culinary products, and rural culture. Peng, Prince and Strzelena conducted in-depth interviews with involved stakeholders in order to explore how such festivals can facilitate the emergence of an interactional community and boost community-belonging through participation. Chapter 10 also discusses tourism that relates to agriculture, but this time the focus moves to the tourist demand side (non-resident visitors) and to a more holistic approach by investigating the direct marketing of agricultural goods, destination marketing around food and agritourism. Curtis, Brandshaw and Slocum follow a quantitative approach to provide the readers with insights into potential agritourist segments and activities corresponding to each segment in the Intermount West in USA. This case highlights the positive impact of neolocalism on small entrepreneurs.

Chapter 11 analyzes four case studies taken from the literature in order to highlight the interaction between neolocalism and policy. The Chapter primarily focuses on the creative economy and neolocal development and discusses how governance and the political economy must be rooted in the locality. Slocum hereby provides the reader with good practice examples, limitations and a discussion on good governance, an aspect usually overseen taken that studies on neolocalism are often limited to consumer movements and small business development.

The concluding Chapter 12 highlights common themes among the chapters and provides a holistic understanding of neolocalism. Slocum hereby adopts a critical lens on the cases presented in the book and underlines that neolocalism (1) involves the intentional use of localism for tourism development and planning, (2) engages with the local in order to globally communicate the sense of place, and (3) embraces the interconnectivity of all localities in shaping human understanding, interactions and diplomacy.

Overall, the book offers an insightful discussion on neolocalism and presents how the sense of place informs various tourism types and narratives. Neolocalism mainly recently started attracting research interest and its applications often reflect practices developed in the United States. This might explain why not all geographies are equally represented in the book. Despite this shortcoming, this edited volume seeks to be as inclusive and holistic as possible. The examples recognize the heterogeneity of

(mainly cultural) representations, and thus relate to different tourism types (e.g. community-based tourism, agritourism, culinary tourism, family-friendly tourism) and various terms (e.g. quality of life, egalitarianism, memorable experiences, empowerment, engagement, placelessness). All cases implicitly or explicitly link to sustainability, yet discussions relevant to economic sustainability are mostly descriptive, and chapter 8 is the only one clearly referring to environmental sustainability. The stage of Chapters 7 and 8 is urban centers, thereby contribute with reflections on neolocalism that non-rural communities might find particularly insightful. Chapters 1, 11 and 12 help the reader better understand how neolocalism movements relate to a holistic development of place branding efforts. In fact, chapter 10 is the only one centering around non-resident visitors of a place. This preference of local and regional actors further highlights how neolocalism is, by definition, more related to the place rather than merely the destination, an argument that place scholars keep emphasizing in their interactions with place actors. As a result, this collection of chapters provides a useful contribution to studies on the effects of neolocalism in sustainable tourism development and place practitioners' integrated efforts.

References

- Kalandides, A. (2011) The problem with spatial identity: revisiting the "sense of place". *Journal of Place Management and Development*, 4(1), 28-39. 10.1108/1753833111117142
- Kavaratzis, M., Ashworth, G.J. (2015) Hijacking Culture: The disconnection between place culture/ and place brands. *Town Planning Review*, 86 (2), 155-176. 10.3828/tpv.2015.10
- Kavaratzis, M. and Hatch, M.J. (2013) The Dynamics of Place Branding: An Identity-based Approach to Place Branding Theory. *Marketing Theory*, 13 (2), 69-86. 10.1177/1470593112467268

Received: 08/04/2021

Accepted: 09/04/2021

Coordinating editor: Stanislav Ivanov