Agarwal, S., Busby, G. and Huang, R. (eds.) (2018). Special Interest Tourism. Concepts, Contexts and Cases. Wallingford: CAB International. ISBN: 978-1-78064-566-7. 234 pages. Language: English.

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Nowadays, tourism studies are moving forward to an extended perspective, where each phenomenon related to tourist attitudes and behaviours is thoroughly analysed. From the empirical research on emerging facts, special interest tourism is a broad perspective that examines punctual tourism types, which often go beyond the traditionally recognised tourism forms and the overused past generic labels. In this flourishing panorama of contemporary tourism studies, the textbook of Agarwal, Busby and Huang (2018) aims at presenting a selection of various phenomena, whose characteristics exceed the definition of niche tourism types, entailing an overview of several forms of special interest tourism.

The book is primarily designed to address both undergraduate and postgraduate students of tourism, either specialising in marketing or in contemporary tourism studies. By exploring a wide range of special interest tourism forms, the textbook provides a guide

throughout present-day tourism facets, such as family tourism, active tourism and slow tourism, among others. Moreover, the book aims at presenting an accurate excursus of special interest tourism formulae, which can appeal both tourism marketing researchers and practitioners.

The book is composed by 17 chapters, whereas each of them provide detailed learning objectives, as well as reference lists and suggested further readings. Students are given the possibility to train themselves thanks to apposite sections of questions and tasks, which prompt the application of presented key concepts to reflect on tourism issues by a marketing-based perspective. Chapters have a short and light structure of approximatively 12 pages each, and they are accompanied by many illustrative tools such as graphs, tables, focus boxes and images, which facilitate the readability by students.

The book initially introduces a conceptual overview on special interest tourism in Chapter 1, in which the editors trace the framework of special interest tourism typologies and provide basic concepts to familiarize with the literature on special interest tourism by a market-based perspective. Followingly, the book is composed by five parts plus a sixth conclusive one, Chapter 17 (S. Agarwal, G. Busby and R. Huang), which points out a reflective perspective from the ethical consumerism point of view.

Part 1 aims at exploring family and faith tourism. Firstly, Chapter 2 (L. Minnaert) examines the evolution of social tourism, in order to highlight both its emerging models and its impacts. Chapter 3 (C. Southall) focuses on family tourism, defining key complex concepts around family and family tourism. The author describes main benefits deriving from family tourism and examines the manifold impacts that affect family tourism activities. The second fragment of this book part shifts to two specific forms of faith tourism, namely cathedral tourism and Islamic tourism. In Chapter 4 (A. Oriade and H. Cameron), cathedrals are examined as attractors of special interest tourism, discussing their critical role in the destination management and from the sustainable point of view. In Chapter 5 (N. Ali), Islamic tourism features are discussed by considering both Islamic and non-Islamic tourists' characteristics.

Part 2 changes the focus and presents a range of different performing arts within a tourism context. Chapter 6 (G. Busby) unveils main traits of literary tourism, proposing a case study concerning destination image. In Chapter 7 (A. Watson), motivations of music tourists are outlined, as well as reflections on potentials and risks for local economic development. Chapter 8 (W. G. Croy) distinguishes film tourism and its tourist typology by detailing the film tourist motivations. At last, Chapter 9 (V. Cuffy) explores carnival tourism by a systemic perspective, focusing on Caribbean-based carnivals.

Part 3, despite the dichotomic title, focus on two forms of active tourism, namely golf tourism in Chapter 10 (C. Humphreys) and adventure tourism in Chapter 11 (R. Buckley). The former one examines the demand and trends of golf tourism. The latter one explores adventure tourism by analysing two case studies in detail.

Part 4 extends special interest forms to therapeutic leisure. In Chapter 12 (D. J. Timothy), shopping tourism represents a special interest tourism form that links the retail world to the tourist one, showing the interactions between the two in concrete tourism-related examples. In Chapter 13 (R. Huang), food tourism is inspected by a literature review on food in tourism studies and deepened by a focus on Chinese food tourism. The last chapter of the part dedicated to special interest tourism forms related to leisure, Chapter 14 (R. Benfield), analyses garden tourism through its motivations and a market segmentation approach.

Lastly, Part 5 examines travelling distinctiveness of transport in special interest tourism in Chapter 15 (D. Robbins). The fifth part also considers a peculiar form of travelling in Chapter 16 (A. Caffyn), slow tourism, which can be seen as special interest tourism form *de facto*.

The textbook is a valuable attempt to propose a collection of cases of special interest tourism types. For each topic, it proposes an essential conceptualization and prompts for students' reflections on described phenomena. One of the strength of book is the light chapter structure, which frames each special interest tourism form within a clear path composed by learning objectives, theoretical frameworks, motivations, impacts and implications, as well as a section for questions and for suggested references. In this way, the readability for students is facilitate and stimulated. Another strength is the recurrent tourism marketing perspective that enables the readers to gain a clear and concrete view on the selected tourism types. Thus, case studies and focus boxes clarify even more how presented typology is put into

practice. The book narration relishes contribute coming from both academic researchers and practitioners, representing one more metier of the textbook. A fourth strength is represented by the relevance of selected phenomena in the contemporary tourism arena. Indeed, the entire selection of special interest tourism types accurately describes current tourism movements and tourist behaviours. On the other's hand, it is utopian to look at the textbook as an all-encompassing handbook on special interest tourism. A self-evident drawback is due to the selection of tourism forms, which are not actually covering other diffuse forms of special interest tourism. The aggregation of chapters within the repartition proposed by the authors is not entirely crystalline and leads the readers looking for reasons on the topic selection. In particular, although

chapters are aggregated in parts, parts are not introduced as whole sub-groups, and, as such, the chapter combination is not completely self-explaining. Nonetheless, the effort to provide an extended overview on special interest tourism succeeds in depicting forms of the complex landscape of contemporary tourism phenomena.

References

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