

Ivanova, M. (2017) Air Transport-Tourism Nexus: A Destination Management Perspective. Zangador. 210 pages. (tables, figures, text boxes, list of abbreviations, appendices, bibliography). ISBN: 978-954-92786-4-4. Open access e-book. Available to download at: <https://ssrn.com/abstract=2988548>

Reviewed by *Craig Webster*¹

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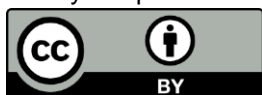
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Many of us who teach in tourism and hospitality tend to discuss airports as spaces that enable and invigorate tourism and hospitality by providing services to people travelling through the tourism system or bringing people to destinations where they will consume services. This book is an investigation of the relationship between air transport and tourism systems. However, the book is also more, offering chapters that can be used as primers for general topics or a more niche topic. In addition, the book offers a chapter that is very insightful with regards to the development of beach tourism in Bulgaria. This book has a great deal to offer for those of us teaching and researching in the fields of tourism and hospitality.

The book is divided into four chapters, plus an introductory chapter and a concluding chapter.

The introduction explains the importance of the topic and also explains the logic of the rest of the book. Chapter One, "Air Transport Essentials," is a comprehensive primer of the airline industry, its evolution/history, and the current state of affairs/business models used internationally. Chapter Two is dedicated to the topic of destination management. Chapter Three is an exploration of the relationship between air transport and tourism. Chapter Four is radically different, as it is not conceptual, but rather a case study of the role of the air transport in the development of coastal tourism in Bulgaria. A short (2-page) conclusion explains how the book contributes to the development of literature on the topic of the relationship between air transportation and the tourism industry.



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The structure of the book generally follows a very logical progression. The first chapter gives a very comprehensive discussion of the history of air transport and explains a great deal about the evolution of the industry. This first chapter is one of the great strengths of the book and could be used independently of the rest of the book to give a great deal of insight to anyone who wants to know more about the history of air transport and currently used business models in the industry, including the use of alliances between competing airlines. The second chapter is very much divorced from the first chapter and gives a great deal of detail with regards to the management of destinations. This second chapter acts as an excellent primer on the topic of destination management, but is also a good overview/ primer of tourism systems. The third chapter is a bit more innovative, analytical, and insightful, delving into the relationship between air transport and tourism in destinations and offering a thorough literature review on the topic of how air transport impacts upon tourism. The fourth chapter is very different from the other chapters, as it is a case study, rather than a theoretical/abstract/universal view of the topic of air transport and tourism development.

One of the key strengths of this book is that the first two chapters are excellent primers in the topics they cover. Chapter One is such a thorough and comprehensive discussion of the evolution of aviation and the current state of affairs of the airline industry, that anyone who has an interest in learning about the airline industry and how it evolved to be what it is today would find this an interesting and useful read. In addition, Chapter Two is a great overview of the study of tourism. Either of these chapters could be taken out of the context of the book and used for seminars/discussion for students or some sort of training seminars for industry. Chapter Three, for those interested in the nexus between tourism and air transport has a very thorough overview of the literature on the topic.

Another great strength of the book is the extensive use of tables, figures, and text boxes. These are incorporated into the text and

summarizes a great deal of information or adds additional information in ways that a reader can understand the argumentation of the book. At any rate, the frequent use of these additions relieves the reader of having to concentrate on many pages of prose. The language is accessible to most university students, although some first-year students may not be entirely familiar with some of the concepts that are abstract and may struggle a bit with it.

There are some weaknesses in the book. For example, the use of a case study on the development of tourism and air travel in Bulgaria may not have universal appeal, since it is a case study that may not have lessons that are universal in scope. While Chapter One and Two are excellent primers on a topic and Chapter Three is insightful and innovative, Chapter Four is a bit of a niche interest, although it does not undermine the other chapters or the utility of the book. In addition, the conclusion could have been a bit more thorough, discussing the potential for more research on the topic, including the way that competing technologies (train travel, buses, and automobiles) and complementary technologies (solar powered air travel) could impact upon the air travel-tourism nexus. Although insightful, the two-page concluding remarks could have been and should have been expanded upon to inspire readers.

This is a very pleasant book to read. What is pleasant about the book is that any of the chapters can be used out of the context of the book and would be of use, or simply interesting to read. A bonus is that the book is a single-authored text, rather than an edited book so that the writing styles fit together well and one chapter is not so different in style, although the intellectual content of each chapter is radically different. This book would be of use to many tourism and hospitality researchers and teachers, especially those teaching introductory courses in tourism. The book is a useful addition to a research or personal library that can be used as a resource for university students and researchers at all levels.