

“10 Lessons on Tourism” crosses borders



The challenge of reinventing destinations highlights the usefulness of organizing integral planning and management strategies in order to maintain the competitiveness of consolidated coastal tourist destinations. This book shows that the response by such destinations to the dynamics of change that condition their development and, therefore, their reinvention, cannot follow general models, needing instead to be planned on the basis of the specific context in which the local enterprises and institutions operate. This study provides a detailed analysis of the strategies undertaken in the case of Vila-seca, a tourism destination located on the Mediterranean coast.

10 Lessons on Tourism **The challenge of reinventing destinations**

Edited by Salvador Anton Clavé

Since its release in 2012, the book “10 Lessons on Tourism: the Challenge of Reinventing Destinations”-edited by Salvador Anton under the framework of the GLOBALTUR project- has been well received among scholars, practitioners and experts not only locally and nationally but also internationally. In fact, it has been the object of review by prime tourism journals published in different languages around the world such as *Annals of Tourism Research*, *Mondesdu Tourisme*, *Papers de Turisme* and *Estudios y Perspectivas en Turismo*.

The reviews consider the value of the book is threefold. First, authors emphasize the originality of the work regarding its simultaneous publication in 3 languages - Catalan, Spanish and English. According to Norrild (2013), from the Center of Tourism Research in Argentina, for instance, this innovative practice “facilitates the wider dissemination of the contents of this valuable work” (p.158) to larger audiences. Besides, following the review of Fernández Tabales (2012) -University of Sevilla-, this strategy evidences a “legitimate ambition to reach the international scientific debates on the subject” (p.119).

Second, as far as the relevance of the research presented is concerned, Shoval (2013) from the Hebrew University of Jerusalem, considers “this book’s significance is in its use of the specific case of Vila-seca to conceptualize the efforts in reformulating the model of tourism on the Mediterranean coast since the 1990s” (p.2). In this vein,

Duhamel (2013) -from the Université d'Angers-, underlines the originality of the multidisciplinary approach adopted for conducting a detailed and critical analysis of the study area – with a total of 13 contributors different academic and professional backgrounds (six in Economics and Management, four in Geography, two in Law and one in Architecture)- and, thus, the outstanding task of coordinating such a complex edition process. On the other hand, the reviews emphasize the book stands out in “connecting this case study with a theoretical and interpretive framework in line with the current trends on the study of tourism destinations, which gives in turn meaning to local phenomena”, as pointed out by Fernández Tabales (2013, p.119).

Last but not least, all the reviews stress the valuable contribution of this publication to tourism scholarship – especially those interested on studying the dynamics of seaside resorts- as well as undergraduate students. But, more importantly, authors consider “it will be of great value to planners, practitioners, and even destination managers due to its detailed description of one resort town in Catalonia”, as noted by Shoval (2013).

Those interested on acquiring the book could send a request to the Science and Technology Park for Tourism and Leisure: info@pct-turisme.cat (please, indicate name and complete address).

References

Duhamel, P. (2013). Lectures Critiques: 10 lecciones sobre turismo. El reto de reinventar los destinos/:10 Lessons on Tourism: The challenge of Reinventing destinations. *Mondes du Tourisme*, 8:79-80.

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