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## Book Review

**Tourism and Souvenirs: Glocal Perspectives from the Margins, Edited J. Cave, L. Jolliffe, T. Baum (Eds.). Channel View Publications (2013). 205 pp., paperback, ISBN: 13: 978-1-84541-406-1**

*Tourism and Souvenirs: Glocal Perspectives from the Margins* brings together the leading questions guiding researchers writing on souvenirs and tourism, also providing case studies useful for courses related to tourism, and especially sustainable tourism. Recognizing that tourism and souvenir research is not limited to understanding the consumer consuming the destination and the meaning that consumers' place on the acquisition and maintenance of souvenirs but also concerns the locale and their people, this is an important contribution made by the collective authors of this edited volume.

The editors set the stage with a review of the academic literature on souvenirs and their meaning. Independently of the contributions made by other chapters, this first chapter is of value to those studying the role of souvenirs in meaning making, the marketing of destinations, and the development of new products as collectibles. It serves as a valuable referent. The authors of later chapters focus on the theory of souvenirs as they relate to experience and behavior or place and identity. Importantly, grouping the chapters in this way point out that tendency for people to seek out products with benefits that are functional, symbolic, or experiential. Certainly, when it comes to tourism, functional benefits are less relevant than symbolic or experiential in that people travel for an experience – to make memories, and to also experience a change of self.

The chapters in the book relate to these patterns of tourism consumption but they also address the issue of tourism impact. In other words, destinations can be so intent upon attracting

visitors and inspiring economic investment that the impact on the culture, environment, and context – indeed the very setting which inspired tourism at all – is at risk. Thus, many of the chapters address what it means to promote tourism at the margins and the challenge destination marketers face with providing for the needs and wants of tourists while maintaining an authentic experience and truly “doing no harm.” Those teaching in the area of sustainable tourism will be pleased to find the final third of the book is devoted to cases. Specific areas are featured including Japan, Vietnam, Macau, New Zealand, the American Southwest, and Laos. In addition, specific tourism situations are featured such as the case of tourism in shopping villages versus traditional market contexts.

In my view, the primary value of this book is context. Those who study destination marketing of specific types – such as highly commercialized environments like Orlando, Las Vegas, Brugge, or other now largely artificial tourist-scapes will find the focus on emerging markets refreshing and eye-opening. Students will benefit from the clear identification of souvenirs as an indicator of personal growth both through experience and aspiration. I suspect that we will begin to see souvenirs consumed at the margin shift to personal indicators of value-creation. By that I mean, rather than a momentum of an experience, souvenirs may shift to represent the authentic difference one made in the lives of those living at the respective destination. At least, I hope so.

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