

is a limitation on effective marketing and branding. Place branding is being profoundly affected by social media, the empowerment of consumers, and social networking among consumers. The book also addresses the fact that consumers want to experience brands both virtually and physically, and such experiences need to be satisfying. This is the new direction of place branding, a development place-branding organizations need to acknowledge and adopt, or risk being left behind in the marketplace.

Although the book covers a range of subjects, it is coherent and the arguments are easy to follow. The case study approach to the book makes it easy to follow and allows the authors to add details so that the reader fully comprehends the issues surrounding that particular place brand.

Nicholas Ind (who wrote a review on *Place Branding Glocal, Virtual, and Physical Identities; Constructed, Imagined, and Experience* which appears on the Palgrave website) offered the most apt description of the book; he asserts, “the book brings a new level of intellectual rigour to the often misunderstood subject of place branding”. This is a valid assessment. The reader will likely find the book to be an intellectually stimulating experience; as noted previously, the depth of research and efforts to validate the claims put forward by the authors make the book enlightening and fascinating. **A**

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## THE DARKER SIDE OF TRAVEL: THE THEORY AND PRACTICE OF DARK TOURISM

Edited by Richard Sharpley and Philip Stone. Channel View Publications <<http://www.channelviewpublications.com>> 2009, vii + 278 pp (figures, tables, references, index) \$49.95 Pbk. ISBN 978-1-84541-114-5

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Dark tourism is a subject area that has seen substantial growth in academic attention over the past decade, beginning with Foley and Lennon's (2000) *Dark Tourism: The Attraction of Death and Disaster* (2000). This new text is thus the latest in a

growing body of literature. The quality of research and the depth of thought that has gone into the study of this phenomenon over the past decade are fascinating. *The Darker Side of Travel: The Theory and Practice of Dark Tourism* illustrates how research in this area has moved from the simple theoretical development and case studies presented in Foley and Lennon to an understanding the development and management of dark tourism sites.

The text is divided into three parts: 1) Theories and Concepts; 2) Management Implications; and 3) Dark Tourism in Practice. Part One is a series of four chapters outlining the current state of conceptual frameworks related to dark tourism. The first chapter, by Richard Sharpley, provides an overview for the text and a conceptual framework for the study of dark tourism. Particularly interesting in this overview are Sharpley's matrix of dark tourism demand and supply, and a spectrum of dark tourism phenomena. It is in these two models that dark tourism is further classified into sub-areas. These models raise the question of whether to, and if so, how to segment this niche product. Do we really need classifications of pale tourism, grey tourism, and black tourism or a continuum from lightest to darkest tourism? While the author does a good job at defending his position, the question feels far from settled.

Part One also contains a fascinating chapter by Philip Stone on the issue of morality and dark tourism. This is the most thought-provoking chapter in the text and would be excellent for use in any tourism issues course. The issue of whose morality matters is excellent. The discussion related to the "grief industry" and how capitalism and the media fuel it is fascinating. The issues are further illustrated by a discussion related to the Ground Zero site in New York and how that site has raised a series of moral questions for not only the guest but for those associated with the site. For example, what are the ethics of selling of toilet paper with the face of Osama bin Laden (as has been done in New York City)? If a faculty member were to assign this chapter, along with the chapter on "Contested National Tragedies: An Ethical Dimension" (Chapter Seven) for class reading, a very good week of discussion could be had in class.

The second part of the book, dealing with management implications, is the strongest section. Particularly worth mentioning is Chapter Five, "Purposeful Otherness: Approaches to the Management of Thanatourism". This chapter provides an excellent overview of dark tourism topics. For those researching the broader topic of "otherness", the chapter provides an excellent starting point. Add to that the concepts in Chapter Eight that build on those presented in Chapter Five and a good congruence is found in the text (although these two chapters might have been presented back-to-back).

Part Three is entitled, "Dark Tourism in Practice". This section covers the "lighter" side of dark tourism, battlefield tourism, genocide tourism, and slavery. Thus, these chapters represent the continuum of dark tourism presented at the beginning of the book. Ideally, this model could have been re-presented at the beginning of this section. This section of the text provides a series of case studies and illustrates the wide range of terminology as well as the lack of empirical research in this field.

When I first reviewed Foley and Lennon's work for *Annals* in 2002, I wrote, "[d]espite thin coverage of certain issues, the book challenges the reader to think about how tourism development is shaped by political, media, and sociological forces, and about how society's understanding of the significance of certain tourism sites is also shaped by those forces (p. 1189)." This new text took up this challenge and delivered significant insight into how dark tourism sites are developed and managed. There is, however, much more work to be done. This text is a "call to action" for those interested in this field to further expand their research and is a necessary reference for anyone interested in heeding that call. **A**

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# CULTURES OF MASS TOURISM: DOING THE MEDITERRANEAN IN THE AGE OF BANAL MOBILITIES

Edited by Pau Obrador Pons, Mike Crang, and Penny Travlou.  
Ashgate Publishing <www.ashgate.com> 2009, vii + 181 pp  
(figures, references, index) \$99.95 Hbk. ISBN 9780754672135

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The Mediterranean's combination of mild climate, sea, culture, and history has fueled its growth into the world's most significant tourist destination, with over 230 million international visitors annually. As a mass tourism destination, the region is characterized by package tourists seeking sun, sand, sea, sex, and spirits. The volume highlights three characteristics of mass tourism: the democratization of leisure and diffusion of tourism activity throughout society; the industrialization of leisure; and shifts in tourist behavior away from sightseeing to recreation, climate, freedom, and a party atmosphere.

The book is organized along thematic and geographic lines, with the first four chapters focusing on the southern shore of the Mediterranean and the next four on the northern shore, with a region-wide concluding chapter. While the Mediterranean is a rich mosaic of 22 culturally diverse countries and tourism geographies, examples are given from only a handful of destinations: Cyprus, Greece, Morocco, Spain, and a passing mention of Turkey and Egypt. The early chapters emphasize the cultural and historic heritage of the region that provides a context for tourist