

Transformational Tourism Host Perspectives, edited by Yvette Reisinger, 2015, Wallingford: CABI International, ISBN-13: 978-1-78064-392-2, pp. 236

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The idea of sustainable life puts certain values such as empathy, peace, human rights and ecological awareness for our planet by opposing recent environmental problems, economic crises and wars. In order to make a better future, it has become necessary to transform priorities, habits, and consumption behaviors of human beings towards a sustainable perspective. Travel and tourism can be a rational way for this transformation to take place.

The concept of transformational tourism illuminates the transformational potential of travelling on individual's behaviors and worldviews. Touristic activities or travelling set the stage for individual's transformation (Ross, 2010). Travelling or tourism for transformation has taken a scarce part in academic literature, although it is not a new concept. In recent years, concept of transformational tourism has been improved by some tourism researchers, who applied transformational learning theory of Jack Mezirow (1978) on this concept, which has become an interdisciplinary one.

While the first volume of the book *Transformational Tourism: Tourist Perspectives*, edited by Reisinger (2013), offers studies on various tourism types that transform behaviors and/or worldviews of people and cause radical changes to the reader, *Transformational Tourism: Host Perspectives* argues that tourism and travelling have an important place for host

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communities, with the perspective of transformational tourism. Editor argues that *“Travel and tourism are potentially some of the greatest forces for peace and understanding in our time, and personal transformation of the host communities needs to be explored as it will shape the future of the tourism industry”* (p. 11). In this volume, through explanation of various tourism types, each chapter examines how host communities change their views on life through tourism, what kind of role travel and tourism play in changing value judgments while offering wider perspectives on the worldviews. In each chapter, new discussions and research studies about transformational tourism are presented.

With the contribution of 21 different authors, this volume consists of 6 parts and 14 chapters. In the first part of the book and under the heading *“Initial Reflections”*, 2 chapters belong to Yvette Reisinger, the editor of the whole book. In the first chapter, *“Reflections on Life Purpose”*, the author mentions the potential of travelling and tourism to change humanity and give people what they need and look for, while also referring to the individual’s pursuit of life goal and need of change in the life. In the second chapter, the author emphasizes transformational potential of tourism for host communities by explaining individual transformation and relevant process of a person within the theory of transformational perspective.

Second part, based on Foucaultian perspective, was written by Keith Hollinshead, Milka Ivanova and Kellee Caton. In the third chapter, transformational role of tourism for individuals and objects is examined within the framework of Foucault’s *governmentality* concept. Being a follow-up of third chapter, the fourth one probes the concepts of transformation and tourism from a Foucaultian perspective. Readers may use the glossary at the end of the book while reading this chapter (p. 200).

In the fifth chapter of third part, Sagar Singh writes that tourism is such an activity that people participate in for acquiring non-financial capital, but they do this with money. He also emphasizes that tourism experiences of host communities are as important as experiences of tourists and examines this relationship anthropologically by using analytic auto-ethnographic approach.

Fourth part examines the transformation of local communities. In the sixth chapter, Melanie Smith and Anita Zatori address social, economic and political transformation of Roman and Jewish minorities living in Budapest through tourism. In the seventh chapter, Anya Diekmann and Isabelle Cloquet probes an African neighborhood in

Brussels and examines their economic, social and cultural transformations and tourist perceptions since they were influenced by touristic activities of neighborhood and host community. Bianca Freire-Medeiros and Gabriel Cohe contribute to the eighth chapter by examining the transformation of worldview of people living in a *favela* in Rio de Janeiro about economic inequality and social segregation via touristic activities. In the ninth chapter, Stephen Schweinsberg, Stephen Wearing and Michael Wearing explore the convenience of a community living in rural area of New South Wales (Australia) for tourism and transformation. In this chapter, authors ground on the concept of *disorienting dilemma* and point to the transformative learning in a rural community through tourism.

In the fifth part, transformation is examined through various types of tourism. In the tenth chapter, Elisa Burrai and Jose Ignacio de las Cuevas scrutinize transformational outcomes as a result of tourism experiences of a host community living in Thailand and Peru, two different volunteer tourism destinations. In the eleventh chapter, Eric Brymer and Susan Houge Mackenzie study on the relationship between extreme sports and host communities and the contribution of these sports to psychological development of host communities. In the twelfth chapter, Adrian Deville researches the interactions between WWOOF (World Wide Opportunities on Organic Farms) hosts and WWOOF travelers as well as transformational outcomes arising from these experiences.

In the sixth and last part, “Problems and Solutions” are offered under the same heading. In his explorative study in the thirteenth chapter, Gregory Ashworth looks for the answer of this question: Does the development of heritage tourism cause a problem or provide solution for ethnical or cultural diversion among host communities living in certain countries? In the last chapter of this volume, Omar Moufakkir and Ian Kelly point out to how tourism can transform the lives of poor people and people’s perceptions about them.

All authors of this book contribute significantly to a neglected field of transformational tourism in the academic literature. When we especially consider the novelty of transformation theory within tourism literature, we can argue that both volumes of the book meet an important need in the field. The book offers a higher-quality understanding of tourism, new perspectives, inter-disciplinary researches and new research questions for tourism literature. Evaluating generally, the concept of transformational tourism is studied meticulously with different methods. The volume offers an extraordinary perspective for the transformational

influence of travelling and tourism on host communities through Foucaultian view. Throughout the volume, it is argued that touristic experience belongs not only to tourists, but also host communities and no transformation will occur without both sides. Case studies in this volume put forward that various communities transform in different social, economic and cultural frames with different outcomes. Through this volume, reader may examine the transformational effect of various types of tourism on host communities. While some chapters in this volume lead the reader to ponder, they also force them to understand the core of the concept. This volume welcomes us as a reference book that can contribute to tourism students, tourism researchers or academicians, even from different disciplines, and stakeholders in tourism industry. Conclusion part of each chapter illuminates the researchers for future studies. Besides, both volumes can be regarded as not only reliable sources for a whole literature but also self-development guidebooks for the reader.

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