Visitor Management in Tourism Destinations provides a general survey the visitor management field, with a collection of case studies that spans all continents in addition to several conceptual pieces. These have been organized into four parts: Introduction and foundation, critical concepts in visitor management, current issues in visitor management, the state of the art in guiding and interpretation. The introduction and foundation segment contains four chapters. Chapter 1 introduces the edited work as a whole, highlighting the contributions of each chapter. Chapter 2 is a conceptual piece endeavoring to link the two separate streams of literature for destination and visitor management. Chapter 3 highlights the complexities involved in managing visitor experiences through a case study of the Otago Central Rail Trail in New Zealand. Chapter 4 discusses visitor behavior management within private guesthouses in Iran, focusing on the intricate nature of visitor management within a complex socio-political context. The book then shifts into a presentation of critical concepts in visitor management, which is comprised of three chapters. Chapter 5 presents a case study of visitor perceptions of overcrowding at Petra, Jordan which the authors suggest can be used to manage the visitor experience. Chapter 6 analyzed the service quality at Kafue National Park in Zambia, which was found to be very important to visitor satisfaction but did not significantly impact repeat visitation. Chapter 7 shifts away from the focus on visitor experience and instead examines visitor affinity for the Hohe Tauern National Park in Austria, which is then loosely tied to the topic of visitor management.

The third segment is organized around current issues in visitor management. The authors of Chapter 8 use a Brazilian case study, the Tapajós National Forest, in order to emphasize the importance of visitor monitoring at individual sites in order to aid in destination management. Chapter 9 underscores the need for site stakeholders to take a multi-faceted approach to visitor management in order to prevent vandalism, specifically in relation to visitor education and physical site protection. The final
chapter of this segment discusses the potential use of augmented reality in the National Museum of Bangladesh to enhance visitor experiences. The fourth part of the book contains four chapters that all deal with the state of the art in guiding and interpretation, and, thematically, this is the most cohesive section. Both Chapters 11 and 12 discuss guided tours and site interpretation in different contexts, Portugal and the UK respectively. However, while Chapter 11 highlights the need for a more varied audience for guided tours and better training for the guides, Chapter 12 is focused on the use of heritage interpretation to balance visitor expectations when visiting a film location. In contrast, Chapters 13 and 14 are both conceptual in nature. Chapter 13 applies educational theory to interpretation focusing on its potential use as a supplement for regulations and restrictions by assisting in the promotion of desirable on-site behavior. Chapter 14, in contrast, critically assesses interpretation as a tool for visitor management, highlighting both positive and negative elements of this use. The official final part of the work contains only Chapter 15, which concludes the book and suggests the need for further research on a wider variety of topics in visitor management.

Within this work, the definition of the visitor management is purposely broad as the introductory chapter highlights the lack of accepted definition within the existing literature. As can be noted, this has resulted in the inclusion of non-traditional visitor management spaces, though most chapters focused on traditional visitor management topics, i.e. overcrowding, visitor monitoring, vandalism, interpretation. Therefore, the use of an inclusive definition of visitor management has allowed for a large variety of topics to be discussed. However, it has also resulted in inconsistent quality levels between individual chapters, with some markedly lower than others. This is surprising given the overall favorable level of scholarship and organization found throughout the book. Overall, the book introduces new visitor management studies and conceptual pieces. It also provides a suitable overview of the current debates within the literature which would be most appropriate for postgraduate students or scholar who were new to the field. However, for those who have prior contact with the visitor management literature, most of the works in this book will feel like a rehash of existing topics which have already been discussed within the field.
Bailey Ashton Adie
Postdoctoral Research Fellow
Research and Innovation
Southampton Solent University
Email: bailey.adie@solent.ac.uk