that nautical tourism creates intriguing challenges for policymakers, host communities, scholars, and tourists.

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doi:10.1016/j.annals.2008.05.005

Tea and Tourism: Tourists, Traditions, and Transformations


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This pioneering anthology provides insights into the history of tea, tea plantations, varieties of teas, and tea as a tourism attraction. The focus illustrates the continuing diversification of culinary tourism studies although “tea tourism” is not as established as, for example, wine tourism. The book explores the potential of tea as an attraction though several contributors acknowledge tea tourism is not yet recognized in many parts of the world. The authors have a narrow focus on “tea”: a beverage prepared from the leaves Camellia sinensis. Teas brewed from herbs, fruits, or vegetables as well as medicinal teas are ignored. Also, although some authors acknowledge that drinking tea can involve elaborate rituals, they do not address spiritual cleansing or enlightenment ceremonies. The chapters focus on visitation to tea houses and gardens, the consumption of tea, and tea festivals.

Jolliffe opens the book with a chapter entitled, “Connecting Tea and Tourism”. She defines tea tourism as “tourism that is motivated by an interest in the history, traditions, and consumption of tea” (p. 9). Later, she optimistically observes, “it is possible through the chapters presented to see a glimpse of the global occurrence of a newly recognised niche type of tourism” (p. 15). She concludes by noting this collection is concerned with the transformation of tea for tourism development, as well as associated social changes.

Part 2 begins with an examination of the global history of tea culture as well as recent tea production and consumption patterns drawing primarily from Chinese archives. This is followed by a look at tea artefacts, such as kettles, pots, and chests—all as collectors’ items or souvenirs. The transformation of tea cultures is exam-
ined, including the founding of tea museums. Next, tea traditions in mainland China and Taiwan are examined, highlighting forms of tea tourism development.

Part 3 provides profiles of several tea-growing countries. Each chapter offers an historical and political account of cultivation and export. The chapters in this section include a look at the tourism challenges of Sri Lanka’s political instability. Tea tourism in that country is linked to heritage, eco-, health, and farm and rural tourism, ranging from high-end to community-based and pro-poor tourism. A profile of the Tea Appreciation Festival in Hunan Province, China reveals that the festival has not benefited tea retailers and growers, and illustrates the need for greater emphasis on marketing and collaboration. It is worth noting, too, that tea is often cultivated in either remote or environmentally sensitive areas, which constrains tourism development.

Another chapter offers an overview of tea tourism in Fujian Province, China. Unfortunately the chapter lacks links to sustainable development that were implied in the title of the chapter. The subsequent chapter also explores tea in Fujian, specifically Fuding Tea Gardens. Fujian Province has a rich tea history and culture, yet tea tourism is still in its infancy. The final chapter in this section is an examination of Kenya's tea tourism potential.

The fourth part presents four case studies on tea-growing China, and tea-consuming UK and Canada. The first chapter in this section examines China’s “Tea and Horse Trade Route” and its potential as a culinary route. The next looks at the city of Hangzhou, home of the China Tea Museum, a popular international tourist destination. Zhejiang Province, in which Hangzhou is located, also offers a well-established tea tourism product in the sought-after Dragon Well tea.

The recently created Teapot Trails in the UK, with walking routes to tea houses and potteries, are examined in the next chapter. However, there are limited organised tours for these trails. The trails are more of a collaboration of establishments than fully developed itineraries. The section concludes with a look at tea destinations in Canada, including Saint John, New Brunswick as an important tea blending centre; Victoria, an area with a rich tea drinking history; and Charlottetown, Prince Edward Island. The anthology concludes with suggestions for further research, such as an examination of social changes, visitor behaviours, development projects, and tea’s role in hospitality.

Tea is produced or processed in 57 countries; this book looks at only four producing and three consuming countries. Growers, processors, retailers, and governments in numerous countries are beginning to see opportunities for tea tourism, including tea itineraries as well as culinary presentations such as “High Teas” (although such activities are likely to be just small culinary experiences rather than a trip motivator).

The authors note the intrinsic links between tea and other tourism forms such as culinary, cultural, and agri-tourism. This makes establishing a clear market position for tea tourism challenging. Further, because procuring tea has become easier because of globalization, this type of tourism may appeal to only a very few dedicated tea tourists.

The challenge with writing on new niche products is that it is difficult to go beyond descriptive studies. This book has bravely introduced yet another branch of culinary tourism, but any book on a new form of tourism runs the risk of just being a collection of case studies. Indeed, the perspective of most authors in the book is on suppliers rather than consumers, which reflects the newness of the topic. Topics such as tea tourism have historical, cultural, and agricultural significance, and as more academics look at the subject, it will be important for authors to build on other culinary studies. Still, this book is a good introduction to the history and variety of teas as well as the forms and potential of this niche tourism experience.
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Levent Altinay and Alexandros Paraskevas promise that *Planning Research in Hospitality and Tourism* will guide readers through the research process specifically in a hospitality and tourism context. The textbook, however, goes beyond offering planning-only content by providing information regarding implementation such as analysis and final write-up.

The structure and design of the book is well designed for the primary target audience of inexperienced researchers. Introductory chapters (the first four) of the book provide a background on research including discussions on the role of the student in developing a research study. These chapters also provide information on reading the work of others and using these resources to build a literature review. There are useful tips for working through the various stages of the research process throughout the book. For example, the authors offer suggestions on how to evaluate articles for inclusion in the literature review and a discussion on how to do literature mapping.

In terms of tools and tips for today’s student, it was disappointing, though, not to see a greater emphasis on the use and misuse of Internet material. Students typically turn to the Internet first and sometimes appear to consider it to be “the Bible” resource. Some guidance regarding its evaluation as an information source seems a necessary consideration to assist students through assessing credible literature and secondary literature sources.

The chapters that follow the introductory chapters relate more specifically to study design, analysis, and final report write-up. There are two chapters on analysis – one for qualitative research and one for quantitative research. Statistics are covered briefly providing readers with an introduction to common statistical procedures (e.g., chi-square, Pearson Correlation, ANOVA). In contrast to many research methods texts that dedicate individual chapters to content such as descriptive statis-