

In marketing there is a real target, but also a virtual target. It means that if you want to sell clothing to a baby boomer (the real target) your advertising should focus on younger age groups (the virtual target). Another feature of this group generation is that they stand to inherit huge sums of money. One area where the aging boomers will have a huge impact in the years to come will be the one of financial planning and advice.

This is a highly informative piece of work in such an area as retailing, which is strongly affected by the size of each generation which constitutes a population, as well as by the difference of gender, life styles, desires, and past experiences of each generation. Therefore, these demographic features as well as the social and psychological ones need to be pursued by the marketers and retailers if they want to obtain advantages in a very competitive field such as retailing. The book provides an analysis of these aspects as a result of an acute observation of the American society.

Finally, we may add that the book would have probably benefitted from some bibliographic references. This would have helped those readers interested in pursuing further analysis of the relations between Demography, Marketing and Consumer Behavior.

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TOURIST'S EXPERIENCE OF PLACE by Jaakko Suvantola. Aldershot: Ashgate, 2002.

This book looks at one of the less researched topics in tourism, i.e., the way tourists experience tourism destinations. Visiting a given tourist destination creates a cross-cultural experience, which Suvantola rightly claims has, as yet, concentrated only on consumption and representation issues. In this book, Suvantola uses a humanistic geographical approach and applies it to a post-structural conceptual environment. His prime aim is to explore the topic of tourists' experience of place so that concern with structures of meaning precedes the analysis of personal meanings. Using post-structural analysis, Suvantola also aims at unveiling structural and psychological processes that together shape tourists' experiences. Using a humanistic approach means that the study conducted by Suvantola (as stated in the Introduction), leans primarily on his own travel experience as a 'data' source. However, he also uses interviews with other tourists, and travel brochures considered by him as part of his travel experience.

The second chapter of the book first creates a sound and critical theoretical discussion on post-humanistic geography. This discussion is then narrowed down to a discourse on two concepts: the concept of 'existential space' and that of a 'place'. The third chapter looks at the interface between humanistic approach and travel. In this chapter the concept of 'home' as a familiar and secure place is discussed *vis-à-vis* travel. Suvantola argues that travel and consequently travel experience are pretty

much an outcome of people's home situation and home characteristics. Combined with personal travel motivations, he argues, the tourist is also influenced by his socio-cultural environment. Personal and socio-cultural structures together form the 'tourist discourse'. However, because tourism is also largely shaped by the organizational framework that operates this industry, these external structures are also part of the 'tourism discourse'. Thus, tourists' motivation to reach and experience new and unfamiliar places is filtered by the organizational and political structures and their characteristics.

The fourth chapter reviews the main traditions in qualitative travel research. Here, Suvanola discusses the concepts of staged authenticity, liminality of tourist destinations and the typology of tourists. Subsequently, Suvanola makes a comparison between modern and postmodern travel studies, focusing on the postmodern approach to travel as a set of 'games'. In these games, the search for authenticity is only one component that makes them more exciting. Suvanola concludes this chapter with an interesting statement that tourist behavior cannot and should not be interpreted through the prism of one theoretical approach. Alternatively, some components of the various theories may be used but subject to the kind of travel undertaken by each individual tourist.

The fifth chapter is dedicated to constructing the spatial and functional settings of Suvanola's field work and data collection. While discussing his research methodology he introduces some critique on the positivist approach to the study of human phenomenon. Thus, he tries to establish once more the grounds for a humanistic and more appropriate approach to the study of tourists' experience of place.

Chapter Six provides an in depth review of the literature on travel motivation. The concepts of 'pull' and 'push' factors and 'escape' and 'search' are discussed, not just theoretically but also based on the author's experiences with interviewed travelers. This discussion is followed by an illustration of the role of advertising on our travel motivation and the consequent conclusion that using the effects of travel advertising is differential, yet in some travel segments, crucial to destination-choice. Chapter Seven starts with a comprehensive discussion on the travel industry's role and functioning, as part of the 'tourist discourse'. Suvanola then proceeds with a discussion on the role of standardization in creating a tourist environment. In this context, he provides a very interesting discussion on the standardization of tourist attractions and how it transforms them. This transformation often diminishes their quality and originality. Subsequently, he deals with the role of guidebooks, suggesting that they offer security to the traveler by providing culturally decoded information that creates order in an unfamiliar tourist space. The chapter ends with some arguments on the way staging of tourist destinations actually transforms them into standardized places.

Chapter Eight is dedicated to sightseeing activities and their meaning to the tourist. In this context Suvanola provides an interesting analysis of the role of photography in documenting travel memories and in representing the 'other' as presentations of the 'other'. Chapter Nine looks deeply into the cross-cultural encounter between

hosts and guests. Here, the author deals with the concepts of cultural shock and its complexity, euphoria, disillusionment and opposition resulting from the actual experience of a place and its inhabitants. Then, he puts these concepts into the framework of his own travel experience in Western Samoa, as well as to other destinations.

Just before closing his book, Suvanola rightly looks at the effects of travel experience on our perception of home. Using a comparison between backpackers and conventional tourists, the author claims that travel not only provides us with the opportunity to see our home differently, but also may put the understanding of ourselves in a different perspective. Finally, the work illustrated in this book gives the reader the opportunity to profoundly understand, from a humanistic geography approach, tourists' experiences of place. 'Place' in this case, is either the 'other', i.e., the tourist destination, or 'home', where travel motivations and/or destination-choices are formulated. But 'place', according to Suvanola's approach, is also the socio-cultural discourse between home and the destination.

The merit of this book is not only in its new approach to the study of tourist experience, but mainly in putting this experience in a spatial framework. In this sense, it is an important contribution and complements very well the behavioral and more conservative view of consumer behavior. What makes it a very important contribution to the knowledge of travel behavior is also the dialogue between profound theoretical review, and a critical review of this theory against data collected through Suvanola's own travel experience as well as through interviewing other travelers. The only concern I had is that the interviewed tourists were either backpackers or 'other (conventional) tourists'. It would be far better to draw comparisons in travel experiences between backpackers and other more clearly defined segments of the tourism market. Finally, this very well structured book is highly recommended as an important source for those interested in learning and understanding travel behavior in a wider context. It is also highly recommended for those who normally expose themselves to the more conventional and positivistic approaches to the study of tourism, tourists and the tourist space encompassing them.

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CONTEMPORARY ISSUES IN REGIONAL PLANNING, edited by Tim Marshall, John Glasson, and Peter Headicar. Aldershot: Ashgate, 2002.

This book is a difficult case to express one's definite judgment. On the one hand, it is professionally written and includes a number of interesting chapters. On the other hand, its title is clearly misleading, and the quality of production is well below any criticism. Thus, for instance, the volume starts with page 19 (!) and has neither introduction nor front pages (I hope that only my copy looks like that). Such a surprising beginning leaves me guessing whether the volume was simply hastily bound