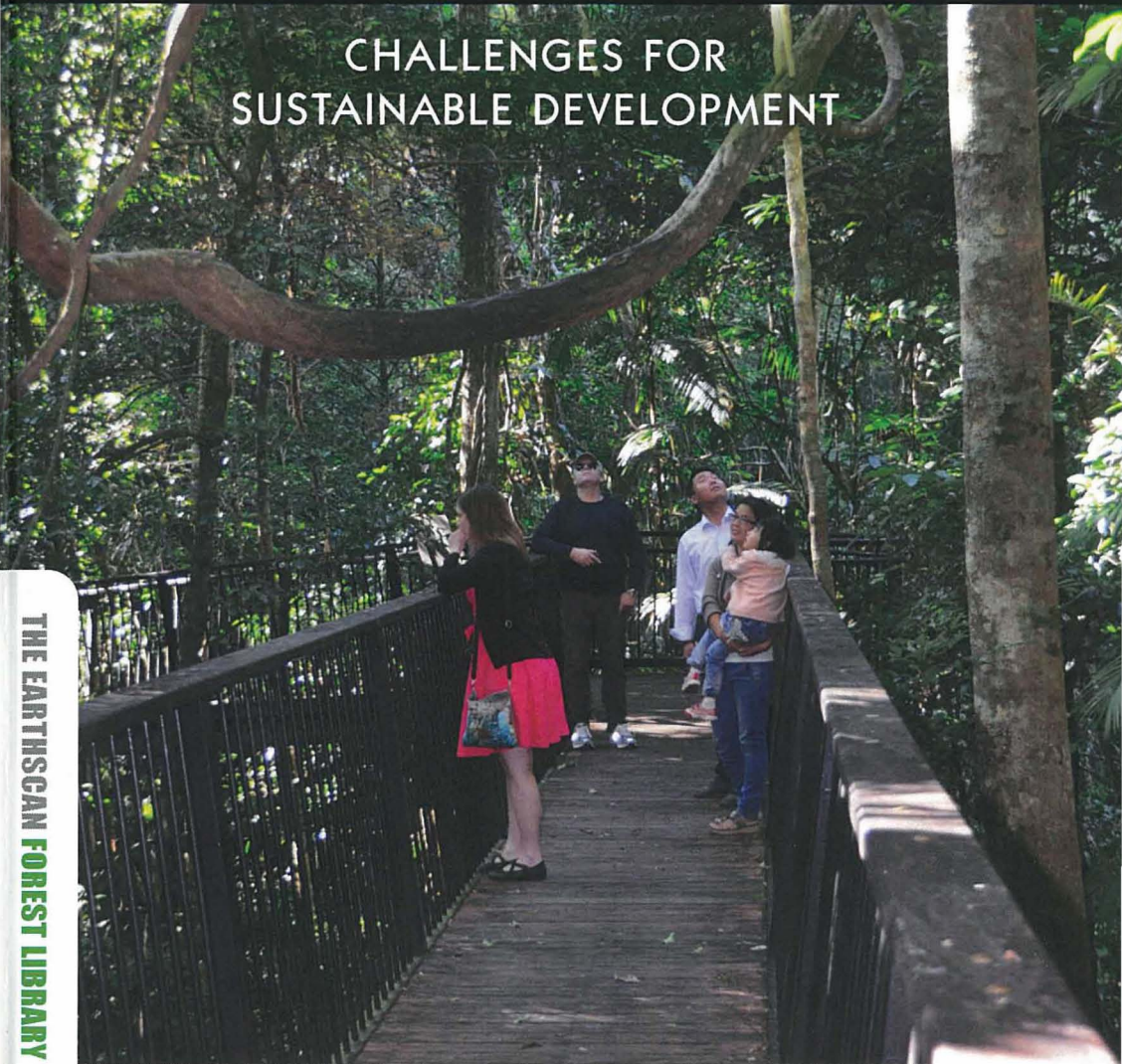


Rainforest Tourism, Conservation and Management

CHALLENGES FOR
SUSTAINABLE DEVELOPMENT



THE EARTHSCAN FOREST LIBRARY



EDITED BY BRUCE PRIDEAUX

earthscan
from Routledge

Rainforest Tourism, Conservation and Management

Globally rainforests are under threat on numerous fronts, including clearing for agriculture, harvesting for timber and urban expansion. Yet they have a crucial role in biodiversity conservation, climate change mitigation and providing other ecosystem services. Rainforests are also attractive tourist spaces and where they have been used as a tourism resource they have generated significant income for local communities.

However, not all use of rainforests as a tourism resource has been sustainable. This book argues that sustainability must be the foundation on which tourism use of this complex but ultimately fragile ecosystem is built. It provides a multi-disciplinary perspective, incorporating rainforest science, management and tourism issues. The book is organized into four sections, commencing with 'Tourism in rainforest regions', followed by 'Threats to rainforest tourism', 'The development and management of rainforest experiences', and finally 'Wildlife and rainforest tourism'.

Each major rainforest region is covered, including the Amazon, Central America, Africa, Australia and south-east Asia, in the context of a specific issue. For example, rainforests in Papua New Guinea are examined in the context of community-based ecotourism development, while the rainforests in Borneo are discussed in an examination of wildlife issues. Other issues covered in this manner include governance, empowerment issues for rainforest peoples and climate change.

Bruce Prideaux is Professor of Marketing and Tourism Management at James Cook University, Cairns, Australia.

The Earthscan Forest Library

This series brings together a wide collection of volumes addressing diverse aspects of forests and forestry and draws on a range of disciplinary perspectives. Titles cover the full range of forest science and include the biology, ecology, biodiversity, restoration, management (including silviculture and timber production), geography and environment (including climate change), socio-economics, anthropology, policy, law and governance. The series aims to demonstrate the important role of forests in nature, people's livelihoods and in contributing to broader sustainable development goals. It is aimed at undergraduate and postgraduate students, researchers, professionals, policy-makers and concerned members of civil society.

Series Editorial Advisers:

John L. Innes, Professor and Dean, Faculty of Forestry, University of British Columbia, Canada.

Markku Kanninen, Professor of Tropical Silviculture and Director, Viikki Tropical Resources Institute (VITRI), University of Helsinki, Finland.

John Parrotta, Research Program Leader for International Science Issues, US Forest

Service – Research & Development, Arlington, Virginia, USA.

Jeffrey Sayer, Professor and Director, Development Practice Programme, School of Earth and Environmental Sciences, James Cook University, Australia, and Member, Independent Science and Partnership Council, CGIAR (Consultative Group on International Agricultural Research).

Recent Titles:

Rainforest Tourism, Conservation and Management: Challenges for Sustainable Development
Edited by Bruce Prideaux

Large-scale Forest Restoration
David Lamb

Forests and Globalization: Challenges and Opportunities for Sustainable Development
Edited by William Nikolakis and John Innes

Smallholders, Forest Management and Rural Development in the Amazon
Benno Pokorny

Managing Forests as Complex Adaptive Systems: Building Resilience to the Challenge of Global Change
Edited by Christian Messier, Klaus J. Puettmann and K. David Coates

Evidence-based Conservation: Lessons from the Lower Mekong
Edited by Terry C.H. Sunderland, Jeffrey Sayer and Minh-Ha Hoang

Global Environmental Forest Policies: An International Comparison
Constance McDermott, Benjamin Cashore and Peter Kanowski

Monitoring Forest Biodiversity: Improving Conservation through Ecologically-Responsible Management
Toby Gardner, with a foreword by David Lindenmayer

Governing Africa's Forests in a Globalised World
Edited by Laura A. German, Alain Karsenty and Anne-Marie Tiani

Collaborative Governance of Tropical Landscapes
Edited by Carol J. Pierce Colfer and Jean-Laurent Pfund

Ecosystem Goods and Services from Plantation Forests
Edited by Jürgen Bauhus, Peter van der Meer and Markku Kanninen

Degraded Forests in Eastern Africa: Management and Restoration
Edited by Frans Bongers and Timm Tennigkeit

Forecasting Forest Futures: A Hybrid Modelling Approach to the Assessment of Sustainability of Forest Ecosystems and their Values
Hamish Kimins, Juan A. Blanco, Brad Seely, Clive Welham and Kim Scoullar

The Dry Forests and Woodlands of Africa: Managing for Products and Services
Edited by Emmanuel N. Chidumayo and Davison J. Gumbo

Forests for People: Community Rights and Forest Tenure Reform
Edited by Anne M. Larson, Deborah Barry, Ganga Ram Dahal and Carol J. Pierce Colfer

Logjam: Deforestation and the Crisis of Global Governance
David Humphreys, with a foreword by Jeffrey Sayer

The Decentralization of Forest Governance: Politics, Economics and the Fight for Control of Forests in Indonesian Borneo
Edited by Moira Moeliono, Eva Wollenberg and Godwin Limberg

Additional information on these and further titles can be found at www.routledge.com/books/series/ECTEFL

‘The significance of rainforests in many parts of the world suggests that this text is long overdue as it explores the challenges for the sustainable development, conservation and management of rainforests for the benefit of tourism. With a highly experienced international list of contributors, the editor has delivered a timely, engaging and challenging text that is both diverse in its coverage and critical in its investigation. With a plethora of international case examples and variety of global perspectives this is a highly recommended text for those with a passion for the world’s rainforests and the challenges and opportunities for the sustainable development of tourism.’

– Alan Fyall, University of Central Florida, USA

‘This book addresses a significant gap in our understanding of rainforests and the opportunities they offer as tourist attractions. Two particularly noteworthy features are a chapter that outlines the science behind rainforest management and the inclusion of researchers from many of the countries where rainforests are found including Brazil, Chile, Uganda, Jamaica and Sabah.’

– Bob McKercher, The Hong Kong Polytechnic University, China

‘Despite their popularity as venues for tourism, rainforests are among the most fragile ecosystems on earth, acutely endangered by anthropogenic exploits, including tourism. This exceptional volume is chockfull of sagacious studies and essays that underscore the importance of rainforests as one of the most desired, albeit delicate, resources on the planet. *Rainforest Tourism, Conservation and Management* is an unequivocal must-read for every scholar who is interested in tourism and its consequences for our planet!’

– Dallen J. Timothy, Arizona State University, USA

Rainforest Tourism, Conservation and Management

Challenges for sustainable
development

Edited by Bruce Prideaux

First published 2014
by Routledge
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge
711 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2014 Bruce Prideaux, selection and editorial material; individual chapters, the authors

The right of the editor to be identified as the author of the editorial material, and of the authors for their individual chapters, has been asserted in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Trademark notice. Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging-in-Publication Data

Rainforest tourism, conservation and management: challenges for sustainable development/edited by Bruce Prideaux.

pages cm.—(The Earthscan forest library).

Includes bibliographical references and index.

1. Ecotourism—Management. 2. Rain forest conservation. 3. Rain forests—Management. 4. Sustainable development. 5. Tourism—Environmental aspects. I. Prideaux, B. (Bruce) author, editor of compilation.

G156.5.E26R46 2014

333.75—dc23

2014019030

ISBN: 978-0-415-63582-0 (hbk)

ISBN: 978-0-203-08718-3 (ebk)

Typeset in Baskerville
by Swales & Willis Ltd, Exeter, Devon, UK

Printed and bound in the United States of America by Publishers Graphics, LLC on sustainably sourced paper.

Contents

<i>List of figures</i>	x
<i>List of tables</i>	xii
<i>Author biographies</i>	xiii
<i>Preface</i>	xvii
PART I	
Tourism in rainforest regions	1
1 Factors governing the development of tourism in rainforest regions	3
BRUCE PRIDEAUX	
2 Tropical rainforest ecology: implications for tourism development	29
BRUCE PRIDEAUX	
3 National parks, rainforests and tourism in Australia: an historical perspective	40
WARWICK FROST	
PART II	
Threats to rainforest tourism	53
4 Climate change impacts and response strategies for rainforest tourism: Cairns case study	55
ROBYN F. WILSON	
5 Climate change and rainforest tourism in Australia	70
STEPHEN M. TURTON	

6	Trees, tourists and trade-offs: the political ecology of rainforest tourism, forest clearance and biodiversity conservation in Madagascar	87
	IVAN R. SCALES	
PART III		
	The development and management of rainforest experiences	101
7	The Lamington National Park: a contrasts approach to rainforest tourism research	103
	NOEL SCOTT, DON GETZ, STEVE NOAKES AND ERIC LAWS	
8	Visitor motivations, expectations and satisfaction in a rainforest context: implications for tourism management	117
	JENNIFER HILL AND GEORGINA GOUGH	
9	Ecotourism: a new challenge for protected rainforest areas in Chile	134
	MIRKO VERA CAMPOS, NOEL SCOTT AND NOREEN BREAKEY	
10	Enabling ecotourism: principles, challenges and achievements from Tambopata, Peru	146
	JENNIFER HILL, ROSS HILL AND NICOLETTE DE SAUSMAREZ	
11	Developing backpacker tourism in the Brazilian Amazon rainforest: adding value to the forest	163
	CRISTINA RODRIGUES AND BRUCE PRIDEAUX	
12	The use of Mayan rainforests for ecotourism development: an empowerment approach for local communities	177
	ADRIAN MENDOZA-RAMOS AND BRUCE PRIDEAUX	
13	Opportunities for developing tourism in Cockpit Country, Jamaica	190
	NOVADENE MILLER	
14	Community-based ecotourism: opportunities and difficulties for local communities and link to conservation	199
	HANA SAKATA AND BRUCE PRIDEAUX	

15 Rainforests and rural village ecotourism venture in Papua New Guinea: a case study	213
GRACE GUAIGU	
16 Indigenous peoples and rainforest tourism: canopy walkways as tourist attractions	226
HEATHER ZEPPEL	
 PART IV	
Wildlife and rainforest tourism	239
17 Rainforest wildlife: a key element in Sabah's destination appeal	241
FIFFY HANISDAH SAIKIM AND BRUCE PRIDEAUX	
18 Implications of invasive alien species for rainforest tourism: a case study on feral pigs in Australia's Wet Tropics World Heritage Area	259
KANA KOICHI	
19 Rainforest primate tourism in Uganda: successes, challenges and the future	275
DAN MUSINGUZI, EDDY K. TUKAMUSHABA, CELESTINE KATONGOLE AND JOSEPH OBUA	
20 The complexities of community-based tourism: how external forces influence the sustainability of bird watching tourism in the remote Arfak Mountains of West Papua	289
SHARON HARWOOD AND RICHARD NOSKE	
21 Findings and research issues	304
BRUCE PRIDEAUX	
 <i>Index</i>	 311

Figures

1.1	Global distribution of temperate rainforests	5
1.2	Tourism in rainforest areas model	8
1.3	Poor example of building an access road to a tourism site	19
1.4	Example of unnecessary clearing of forest under a canopy walkway	19
1.5	The company in this photo took extraordinary care not to damage the forest when building the cableway	19
1.6	Example of sympathetic approach to construction of tourism facilities with minimal vegetation disturbance	19
1.7	Wet Tropics Management Authority management structure	19
2.1	Unique features of rainforest plants: a) shows a large hanging climber while b) shows a large strangler fig	33
4.1	Location of the Cairns study region	56
5.1	Current extent of rainforest in Australia	71
5.2	A framework for understanding vulnerability of the rainforest-based tourism sector to climate change	76
6.1	Map of Madagascar showing cover of dense evergreen rainforest	88
6.2	Verreaux's sifaka (<i>Propithecus verreauxi</i>) – one of the many species of lemur that draw tourists to Madagascar's forests	89
7.1	The Gold Coast and hinterland areas showing the location of indigenous families	104
10.1	Rainforest Expeditions' Posada Amazonas Lodge is constructed from local materials and is a compact 1.5 hectares in size to minimize its ecological footprint	147
10.2	The Tambopata region in the Department of Madre de Dios, south-east Peru, showing the many tourist establishments in the area and their relationship to protected areas	148
11.1	One of the small number of backpack tour operators in the Brazilian Amazon	167

11.2	Ararinha Jungle Lodge	169
11.3	A typical community house used for overnight stays by backpackers	170
12.1	The wheel of empowerment: conceptual framework	180
12.2	The wheel of empowerment applied in Uaxactun	185
14.1	Top-down and bottom-up continuum	200
14.2	One of the guesthouses built with local materials	205
15.1	Political and administrative relationship in the three-tier system of government	217
15.2	Influence of governance from the core (national government) to the periphery (rural village)	220
17.1	Alternate theories of involvement and satisfaction	245
17.2	Theoretical model of satisfaction and revisit intention in wildlife-watching tourism	246
17.3	Leximancer map on visitors' wildlife consumption in Sabah	250
17.4	Leximancer map on visitors' wildlife attributes preferences	251
17.5	Proposed model based on the research findings	252
18.1	Location of the Daintree rainforest (Mossman and Cape Tribulation) in the WTWHA	262
18.2	Extensive pig digging along Marrdja Botanical Walk near Oliver Creek in Cape Tribulation during the peak/high season	265
18.3	Rating of the extent to which sighting of feral pig digging in the WTWHA rainforest affected tourists' rainforest experience (n=62: those who sighted digging)	266
18.4	Rating of the degree to which the tourists surveyed believed feral pigs affected the values they ascribed to the WTWHA rainforest (n=271)	267
18.5	The relationship between tourists' prior knowledge of the presence of feral pigs and their perception of pigs' impact on rainforest values (n=271)	268
18.6	Rating of the degree to which the tourists surveyed wished to have feral pigs managed in the WTWHA rainforest (n=274)	269
20.1	The main street of Siyoubrig	293
20.2	The study area	294
20.3	Vogelkop bower	295
20.4	Relationship between tourism providers	297

Tables

1.1	Summary of rainforest locations and key issues	23
4.1	Projected climate change conditions for the Cairns region in 2020, and in 2050 and 2070 under low and high emissions respectively	58
4.2	Anticipated environmental changes to the tropical rainforest in 2020, 2050 and 2070	59
5.1	Natural and cultural values and main visitor activities for the three rainforest World Heritage Areas selected for this study	73
5.2	Likely impacts of climate change on natural and cultural values and main visitor activities for the three rainforest World Heritage Areas selected for this study	79
5.3	Climate change adaptation actions for the rainforest-based tourism sector at various levels	83
8.1	Mean visitor motivation and satisfaction scores in relation to their rainforest experience	122
8.2	Visitor expectations of the rainforest prior to their visit	123
8.3	Components of visitor satisfaction/dissatisfaction with the rainforest after their visit	125
12.1	Indicators of empowerment and disempowerment	182
17.1	Summary of findings	253
19.1	Uganda Wildlife Authority revenue sharing collections as at June 2007	277

Author biographies

Noreen Breakey has worked in hotels, resorts, tour operations, travel agencies, restaurants and events in Australia and overseas. Dr Breakey has a national reputation for her research on tourism and hospitality education, and her current research interests focus on sustainable visitor usage of the world's existing, developing and potential tourism destinations.

Alison Cottrell is an Associate Professor with the Centre for Disaster Studies within the College of Marine and Environmental Sciences at James Cook University, Townsville, Queensland, Australia. Her research interests focus on contemporary approaches to disaster studies; social impact assessment; community participation in disaster and environmental management; and social change in urban and rural settings. A particular interest is in the use and development of qualitative research methods to approach complex environmental, disaster management and planning issues.

Nicolette de Sausmarez is a Senior Lecturer in Tourism Geography at the University of the West of England, Bristol, UK. She teaches on both the Tourism Management and Geography programmes and has a particular interest in the impact of tourism on the natural environment. Her research has mainly focused on tourism as a vehicle for economic recovery in developing countries following crises and natural disasters.

Warwick Frost is Associate Professor in Tourism at La Trobe University, Melbourne, Australia. His research interests include national parks, zoos, events, tourism and the media and environmental history. With Jennifer Laing, he is co-author of *Explorer Travellers and Adventure Tourism* (2014).

Don Getz is Professor Emeritus at the University of Calgary. He has an international reputation as a leading scholar and proponent of event studies. Related areas of expertise include destination and resort management and marketing, family business and entrepreneurship, rural tourism, impact assessment, consumer research and special-interest travel.

Iain Gordon is Chief Executive and Director of the James Hutton Institute, in Scotland. He is an ecologist; during his career, which spans research, management and policy advice, he has played an active role in promoting

the value of biodiversity and its importance in the provision of ecosystem services and human wellbeing. He has published five books and over 200 refereed papers and book chapters.

Georgina Gough is Senior Lecturer in Education for Sustainable Development at the University of the West of England, Bristol, and Senior Lecturer in Business and Management at Bath Spa University in the UK. Her teaching and research activities are centred around tourism, environmental management, education for sustainable development and sustainability more generally (particularly in relation to behaviour, organisational culture and business practice).

Grace Guaigu is a Lecturer in Tourism and Hospitality Management at the University of Papua New Guinea, PNG. Her research interest includes ecotourism, governance of tourism businesses, rural tourism and land management and tourism policy and planning.

Fifty Hanisdah Saikim is a Senior Lecturer at the Institute for Tropical Biology and Conservation at Universiti Malaysia Sabah, Malaysia. She is an active researcher with a wide range of interests, including nature-based tourism, wildlife tourism, ento-tourism, conservation learning through eco-tourism and management of wildlife through recreation and tourism.

Sharon Harwood is a Lecturer in Spatial and Community Planning at James Cook University, Australia. Sharon's primary research interest is centred upon how remote communities plan for change and how this in turn may inform planning theory and improve planning practices undertaken in remote locales. Sharon supervises several Ph.D. students, and publishes journal articles and book chapters all focusing on development in remote places.

Jennifer Hill is Associate Professor in Geography at the University of the West of England, Bristol, UK. Jenny has researched the biodiversity and conservation of tropical forests in Ghana, biodiversity interpretation in the Australian rainforest and the sustainable management of tropical forest through ecotourism in Peru. Jenny has authored/co-authored three books, including *Ecotourism and Environmental Sustainability: Principles and Practice* (Ashgate, 2009), 40 journal articles and 150 other published works.

Ross Hill is a Reader in Geoinformatics at Bournemouth University, UK. His research focuses on applying remote sensed data to model forest structure and composition, and he uses this to assess habitat quality and condition. He has a particular interest in both temperate deciduous and tropical rainforest. He has published over 50 journal papers and an equal number of both conference papers and contract reports.

- Celestine Katongole** is a Lecturer at Makerere University at the Business School and holds a Master's degree in Business Administration.
- Kana Koichi** was a Master of Science student at the School of Earth and Environmental Sciences, James Cook University, Australia. She investigated the human dimensions of wildlife management, focusing on stakeholder perceptions of feral pig impacts and management in north Queensland. She is currently working as a consultant at Rural Solutions SA, Primary Industries and Regions South Australia (PIRSA).
- Eric Laws** is Professor of Tourism at the University of Siam, Thailand. His research interests include the structure of the tourism industry, customer satisfaction modelling and tourism crisis management recovery.
- Adrian Mendoza-Ramos** gained his Ph.D. from James Cook University, Australia. He leads tourism-related projects from the Mexican environmental GO Razonatura in Mexico. Currently, Razonatura trains nature-based tour guides around the Cancun area.
- Novadene Miller** is a Ph.D. candidate in Geography at the University of Lorraine, France. She is an active researcher with a diverse range of interests, including sustainable development, water quality, sustainable development of water planning, Karst landscape, socio-economic extractive processes in forest environments, and rural areas.
- Dan Musunguzi** is a Senior Lecturer at Stenden University Qatar. He holds a Ph.D. in Tourism Management and a Master's degree in Heritage and Cultural Management. His research interests include tourism impacts, local residents' attitudes and perceptions to tourism, service quality, cultural heritage, pro-poor tourism, and events. He has published research papers in academic journals and is an active reviewer of research papers for academic journals and conferences.
- Steve Noakes** is an Adjunct Professor at Griffith University, Gold Coast, Australia. He is a leading international advocate for sustainable tourism practices, an experienced industry professional for some 35 years and an active contributor to university teaching and research.
- Richard Noske** is currently President of Birds Queensland and Chief Editor of *Kukila*, the Indonesian journal of ornithology, but spent 26 years as a Senior Lecturer in Biology at Charles Darwin University, Darwin. He has written or co-written over 100 peer-reviewed publications, two books and numerous other articles, and his major research interests are avian ecology and biodiversity conservation.
- Joseph Obua** is Professor of Forestry at Makerere University. He holds a Ph.D. in Forest Conservation and Ecotourism. He has carried out research and supervised numerous MSc and Ph.D. students in

ecotourism, environment and natural resources. He has published more than 65 peer-reviewed papers and book chapters. He is Fellow of the Uganda National Academy of Sciences and African Academy of Sciences.

Bruce Prideaux is Professor of Marketing and Tourism Management at James Cook University, Australia. He is an active researcher with a wide range of interests, including nature-based tourism, climate change, transport, futures research and destination management. He leads a team of seven Ph.D. students and has published over 150 referred journal papers and book chapters plus numerous conference papers.

Cristina Rodrigues completed her Ph.D. in Tourism at James Cook University in Australia and has lectured in Brazil. She is a member of the International Academy for the Development of Tourism Research in Brazil and has published papers and book chapters on the topics of backpacker tourism, community-based tourism and nature-based tourism in the Brazilian Amazon region.

Hana Sakata is a Ph.D. candidate in Management Discipline, Business School, University of Technology, Sydney, Australia. She has a science degree in Environmental Studies from the University of Tasmania, Australia, and a Master's in Tourism Management from James Cook University, Australia. Her research interests are sustainable tourism development evaluation, tourism for conservation and inclusive development.

Kamaljit K. Sangha is an ecological economist who has been working with the Indigenous communities in Queensland to assess the role of ecosystem services in people's well-being for the past several years. She presently works at the University of Southern Queensland, Queensland, Australia.

Ivan R. Scales is McGrath Lecturer in Geography at St Catharine's College, University of Cambridge. His research looks at the intersection between poverty and natural resource use, mostly in sub-Saharan Africa. He has worked in Madagascar since 2002 and has also carried out fieldwork in Cameroon, French Guiana, The Gambia and Senegal.

Noel Scott is Professor of Tourism Management at Griffith University, Gold Coast, Australia. He is an active researcher with a wide range of interests, including destination management, marketing and tourism experience design. He has over 200 referred journal papers and book chapters.

Eddy K. Tukamushaba is a Senior Lecturer at Stenden University Qatar in the Department of International Hospitality Management. He holds a Ph.D. in Hotel and Tourism Management from the Hong Kong Polytechnic University, Hong Kong. Eddy has over 15 publications and has obtained best paper awards at different international conferences.

Stephen M. Turton is Professor of Geography at James Cook University, Australia. He is an active researcher with a wide range of interests, including natural resource management, climate change and rainforest ecology. He leads a team of three postdocs and eight Ph.D. students and has published over 120 referred journal papers and book chapters plus numerous conference papers.

Mirko Vera Campos is from Universidad Austral in Valdivia, Chile and holds a Master's degree in Marketing and Business Management. During his career in Chile, he has collaborated with both public and private organizations in the tourism field in areas such as education, consulting services, local development, business strategies and technological development.

Robyn F. Wilson is a Lecturer in the School of Science at Monash University in Malaysia. She is active in research with four Ph.D. students, Master's and honours students. Her research includes tourism, avian and urban ecology, forestry, climate change and genomics.

Heather Zeppel is Associate Professor with the Australian Centre for Sustainable Business and Development, University of Southern Queensland, Australia. A mid-career Research Fellow, her research interests include indigenous tourism, ecotourism, wildlife tourism, protected areas, environmental practices of tourism operators and climate change. Heather has written over 50 book chapters and journal articles on sustainable tourism, and is the author of *Indigenous Ecotourism* (CABI, 2006).

Preface

Although rainforests cover vast regions of the Earth and are often promoted as iconic attractions in the countries where they occur, researchers have generally ignored rainforests as an area for tourism research. Where research has been undertaken, it has often been from the perspective of the rainforest as the backdrop, not the central focus of the investigation. Rainforests are under pressure from many forces, including urbanization, agriculture and climate change. Their value as a tourism resource has largely been ignored and neoliberal-leaning governments have tended to treat them as a resource rather than a landscape that has potential value to be utilized as a tourism resource as long as it is in a manner that is ecologically sustainable. All too often, it seems that the forest landscape has been seen as a voyeuristic experience, to be gazed at as it is passed through (Urry, 2002) instead of becoming the setting in which tourism experiences occur in a culturoscape of recreation and tourism facilities that give opportunity for added value.

For this reason, the purpose of this book is to begin to address gaps in our understanding of this important resource. As part of this process, the book has been designed to give voice to authors living in the countries where rainforests are located, thus avoiding a Western-centric view of rainforests as a tourism resource. To this end, the book seeks to explore a range of themes as well as forest systems. For example, in Chapter 15 Guaigu examines issues of remoteness and governance in Papua New Guinea, while in Chapter 19 Musinguzi and colleagues examine primate tourism and local communities in Uganda. Other forest systems discussed in the book include those in Madagascar, Guatemala, Peru, Chile, Brazil, Australia and Sabah.

A key philosophy behind the discussion in many of the chapters is the idea that effective management of forests requires at least a basic understanding of the science that underlies the ecological processes that shape forests. Chapter 2 provides a basic summary of key scientific issues that need to be understood if sustainable tourism use is to be achieved.

In an attempt to provide a new direction for focusing on the issues related to forest research, the book introduces the tourism in rainforest areas model, which uses a systems approach to describe forests from

multiple perspectives, including demand, supply, sustainability, threats, community, management and ownership.

The potential range of issues that deserve attention is enormous and well beyond the scope of this book. However, it does provide a starting point from which further research can progress. Importantly, the ability of researchers within the countries in which rainforests occur to comment on these issues is demonstrated, forcing the reader to move beyond the common ground of the past that has been dominated by researchers in the West or Western-orientated institutions. In this sense, the book is the beginning of a much larger conversation that needs to be engaged in if we are to maximize the potential of rainforests as a tourism resource, yet in a way that does not damage them.

Bruce Prideaux
Professor of Marketing and Tourism Management
James Cook University
Australia

Reference

Urry, J. (2002) *The Tourist Gaze*, Sage, London.