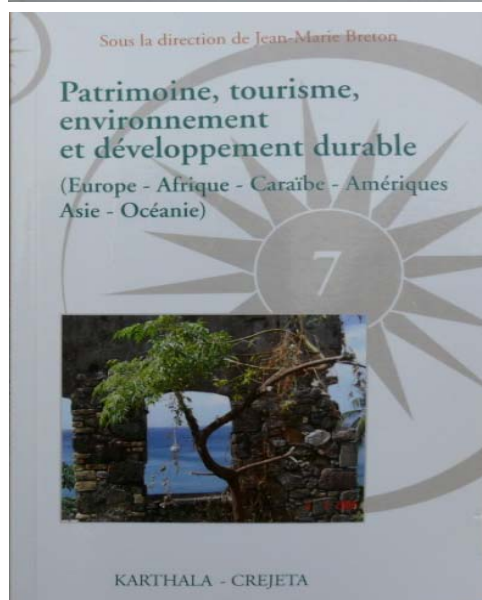


Book review:



J-M. Breton (2009) (Ed.), Patrimoine culturel et tourisme alternatif, Karthala-Crejeta, ISBN:978-2-8111- 0246-3

Patrimoine culturel et tourisme alternatif – Europe-Afrique-Caraïbe-Amériques (2009)



J-M. Breton (2010) (Ed.), Patrimoine, tourisme and sustainable development, Karthala-Crejeta, ISBN:978-2-8111-0403-0

Patrimoine, tourisme, environnement et développement durable – Europe-Afrique-Caraïbes-Amériques-Asie-Océanie (2010)

The two volumes appeared within the series *Iles et pays d'Outre-Mer / Islands and Overseas Countries*, under the careful supervision of Jean-Marie Breton, public law professor of the University of the Antilles and French Guyana and published under the patronage of Karthala-CREJETA publishing house. The series debuted in 2001 and is meant to promote researches related to the environment, tourism, international law and environment, the sea environment, land biodiversity, real estate, urbanism, planning and ecotourism with special focus on the island territories.

The sixth volume of the above-mentioned series inspected here is entitled **“Patrimoine culturel et tourisme alternatif/Cultural Heritage and Alternative Tourism”** and covers a wide range of studies (selectively-listed below)

related to: the image of the public cultural heritage; directions for eco water-tourism development of Poitevin Moorland; alternative tourism strategies of the Canaries; the importance of yolas as part of the Martiniquean identity to promote tourism development in the area; the set up of the historical sugar cane park of Haiti; heritage appropriation and local involvement in the case of the Taonaba-Belle Plaine of Guadeloupa; judicial aspects of the Brazilian cultural heritage; coast tourism affected by the sea water level rise in the Nouveau-Brunswick area; island case studies from the main geographical regions of the world such as Europe, Africa, the Caribbean and America. The fourth part lays emphasis on the need to find the efficient legal tools for the policies' adjustment of the insular regions to the continental ones.

The researches hereby stand as a proof that tourism has a strong interdisciplinarity, as for a better tourism planning, social, economic, political, psychological, anthropological and technological factors need to be involved so that the natural and cultural heritage can be best preserved and the tourist also satisfied, so as to avoid that inestimable and irreproducible resources do not become the victim of their own success, thus leading to their extinction.

The seventh volume ***“Patrimoine, Tourisme, Environment and Sustainable Tourism/Heritage, Tourism, Environment and Sustainable Development”*** is structured on four parts, such as: Cultural Heritage, Tourism and Identity Integration; Cultural Tourism and Sustainable Tourist Development; Imaterial Heritage, Monumental Heritage and Alternative Tourism; Territorial Heritage and Sustainable Development, all chapters including case study researches related to these topics from Europe, Africa, the Caribbean, Americas, Asia and Oceania.

Sustainable tourism has gained much interest in tourism researches lately, as local communities become ever more involved and concerned about how tourism is influencing their existence on the long term, because not only is the material heritage fragile to overconsumption or mis-use appropriation as the imaterial one is even more vulnerable. In order to preserve the latter, certain communities have resorted to a certain *“museification”* or folklorisation. Such is the case of the cultural communities of the Wayana Amerindiens and the Aluku bushmen, mainly the latter ones who, by their dislocation of their native places, have forsaken or lost the knowledge of creating a material or imaterial production which would allow the reproduction of their culture.

A *“patrimonialisation”*, a step taken to capitalize and protect the material goods, spaces and cultural values in a sustainable manner needs to be set in place for the community's benefit. Certain authors consider as sustainable the small-scale tourism, or otherwise referred to as intelligent or alternative tourism and propose ecotourism as a means to protect peripheral fragile communities networked into the globalisation pattern, as in the case of the Wallis et Futuna territory enclaved within the Pacific. On the other hand, seen more indulgently, large-scale (mainstream) tourism could function as a tool to alleviate poverty in certain territories, as in the case of the Penarik, Terengganu, Malaysia, meanwhile consolidating the linkages with the local economy and people within it.

Local people's collocation with archaeological sites are very important, as archeology is included within the cultural heritage and it is important to view it as less pertaining to science and more dynamically and contextually to the local community, an issue also debated within the book.

Ecotourism preservation is another issue hereby approached in the case of North Vietnam which takes heed that both residents and local guides need to be trained, meant to educate tourists to respect the protected areas and ecotourist sites. Biodiversity and unspoilt nature represent by themselves alone tourist destinations, a quarter of Costa Rica territory is covered by protected areas whose forests cover 4% of the world biodiversity, a fact which makes it a guardian of world tourism. As shown in the case of the ecotourism project Taonaba from Guadeloupa, ecotourism can be best capitalized by

a bottom-up approach through participatory governance, the latter concept equally important in regulating religious tourism, which has grown in propensity to reach 27 million pilgrims who visit Mexico. Also protective measures for the South-Eastern Moroccan kasbahs, architectural sites turned intrusively into accommodation or restoration units which could alter them irremediably, need to be taken and the authors call for a participatory governance with all actors involved such as policymakers, investors, tourists and local population.

Another signal is drawn in the case of a Unesco World Heritage site such as Machu Picchu of Peru, where local communities live at the outskirts of their heritage and their income sources which come mainly from agriculture and tourism activity are highly menaced by an endemic vulnerability such as floods. Traces of the pre-colombian culture also exist in the Lesser Antilles territory and the authors propose it as a tourist product, the “*petroglyphe route*” pertaining to cave art.

The interconnection of policy, law, territorial planning and tourism is approached within the fourth chapter of the book, therefore referring to: the capitalization of the cultural heritage and planning patterns of the overseas regions; law-integrated labels in the case of the national park of Guadeloupa; territorial development and local resources capitalization of Martinica; a conceptual frame which can mainly boost community-based benefits and where tourism helps for a better territorial cohesion; the renaissance of the cultural African rights through the adoption of the African Cultural Renaissance Chart in 2006, but where cultural tourism is not primordial for the development policies of the heritage cultural protection nor for the cultural development policies.

Either cultural, ecological, religious, poverty tourism and all other tourism types revealed by the two volumes within the series, carried on by tourists on a large or a small scale, needs to be framed within a coherent strategic development which translates into a good governance where the community's benefits should prevail, be they from remote, popular or less known destinations of the world regions. The books magistrally highlight both positive and negative aspects of tourism as well as proposals for a sustainable tourism development, within a very-well edited standardized series which has reached its tenth volume in 2014.

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