

# Extreme Tourism:

## Lessons from the World's Cold Water Islands

Edited by  
Godfrey Baldacchino

Not sun, sea, sand – but ice, isolation, indigenous people.... This book pioneers the critical exploration of extreme tourism on islands located in cold water locations. The practices and ensuing reflections provide insights for a more sustainable form of island tourism, dramatically different from what is experienced on the warm, tropical and exotic island stereotype.

This collection contains 14 island case study chapters. Nine hail from Northern latitudes: Nunivak (Alaska, USA), Banks (Northwest Territories, Canada), Baffin (Nunavut, Canada), Greenland/Kalaallit Nunaat, Iceland, Luleå (Sweden), Svalbard (Norway) Solovetsky (Russia), plus the particular vantage point of Arctic cruise ship tourism. Another set of 5 case study chapters are drawn from Southern latitudes: Falklands (UK), the Antarctic Peninsula and South Shetlands, Macquarie (Australia), Stewart and the Chathams (associated with New Zealand).

Five conceptual chapters provide insights into key tourism management issues: (a) *human resources* (labour market features; sourcing; recruitment; retention; training; career progression; flexible specialization); (b) *environment* (the representation of nature in island tourism profiling; ecological issues in typically fragile habitats; waste management policies and practices; sustainability concerns); (c) *promotion* (developing and branding tourism and linking it with 'islandness', location, size and 'island culture'); and (d) *seasonality* (should it be embraced, tolerated or challenged?). A powerful synthesis wraps up the volume and its key arguments.

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ADVANCES IN TOURISM RESEARCH SERIES