

## RESEÑA DE LIBRO

### BOOK REVIEW

*Successful Case Studies in the Canary Islands' Tourism Industry. Aguiar-Quintana, T.; Batista-Canino, R.M. (Eds.). UK: Cambridge Scholars Publishing. ISBN: 1-4438-9129-0*

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This book provides an overview of good practices in 24 cases related to hospitality, recreational activities, transport companies and collaboration networks in tourism within a context with 50 years of experience in tourism development, The Canary islands region. Also, this book with successful cases in the Tourism sector in the Canary Islands fills a gap in the instruction of tourism studies. It does so with regard to two different aspects. Firstly case studies are a vital instrument for teaching. A lecturer today cannot just present theories and facts, contents have to be enriched with examples to demonstrate the underlying concepts.

Furthermore, case studies are a very useful means to strengthen the development of transfer knowledge. Students have to apply theories to practical examples to give evidence that they

have reflected the underlying constructs. Current cases from the tourism industry are scarce so this book comes in very useful as it provides many examples from different companies and sectors from a mass tourism destination context.

Secondly this book about successful cases in the vacation industry highlights the importance of this sector. Like most service sectors it has not yet earned the acknowledgement it deserves. The scientific community has only started twenty years ago to recognize the importance of tourism as a research field. Thus, this book is welcome as it emphasizes the academic position of this field.

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