

## Book Reviews

### **A Pedagogy of Place: Outdoor Education for a Changing World**

Author: Brian Wattchow and Mike Brown  
Publisher: Monash University Press, Melbourne  
2011. 214 pp.  
ISBN: 978-0-9806512-4-9 (pb), 978-0-9806512-5-6 (web), AUD \$34.95

'A Pedagogy of Place' is an eclectic mix of writing and thought intertwined with significant writings on place by two Antipodean educators committed to place-responsive outdoor pedagogy. It is a welcome addition to the developing discourse in outdoor education surrounding the importance of place and localism. It is significant that contributions to these perspectives have largely emanated from North America and Australasia. In Europe, there has been until recently limited interest in the significance the specificity of place in outdoor education. This book is concerned with and draws largely upon Australian and New Zealand landscapes, places and stories yet its message is just as relevant to any locale in the world, not because its discourse is universalised or generalised but because of the very opposite. It emphasises the importance of situating and contextualising outdoor experience by and for participants, educators and students.

The authors' stated aim in writing this book is to go beyond common understandings of outdoor education and 'call into question some of the taken-for-granted "truths" and underlying assumptions about what outdoor educators do and the nature of the educational experiences that are provided

for their students' (p. xiv), offering other possibilities for outdoor education practices.

A Pedagogy of Place reflects a largely Australasian and North American perspective regarding being inheritors of a western, colonialist past and as such being recent settlers in a country that has remnants of an indigenous population with different cultural attitudes and perceptions regarding the land. As such, the particular concerns and examples given may not necessarily be generic or transferable to the UK and other non-Australasia countries and this is perhaps as it should be in a discourse regarding the specificity of place. However, the general critiques of attitudes prevalent in outdoor education and how the importance of the specific qualities of place has been largely ignored is of relevance for practitioners and educators in any country, and the suggested pedagogic practices of making relationships with place are applicable anywhere.

The authors are acutely aware of the damage done to the ecology of Australia and New Zealand by colonialist western practices and how this differs from indigenous people's conceptualisations and treatments of land. The authors' consciousness of being descendants of settlers who imposed unsuitable European solutions provides a greater awareness and critical understanding of colonialism and its universalistic influences both on the landscape and the practices of outdoor education.

After an introduction that argues for a place-responsive attitude in outdoor education, Chapter 1 begins with each author providing an autobiographical account of the role specificity of place in their identities

and their development of an awareness that in the pedagogic practice of the outdoors place and localism appeared to be largely ignored. These personal narratives not only let the reader gain an understanding of who the authors are and how the personal is an inherent part of one's professional life, but also serves as an introduction to one of the key themes in the book, that of story-telling and its role in making sense of place.

Chapter 2, entitled 'Outdoor Education: Myths, Dubious Claims and the Denial of Place', offers a devastating critique of some of the central tenets that persist in outdoor education. In particular, it identifies the cult of Romanticism as promoting a dualistic conceptualisation of nature with the contrived notion of 'wilderness' being an aesthetic ideal and a concept necessarily alien. Further, adventure and pedagogy of risk are pointed to as analogous with economic expansionism and colonialism. It also questions the validity of learning achieved by the oft promoted practice of taking participants 'out of their comfort zone', prevailing assumptions made regarding personal development and experiential learning cycles, and 'the omission (or outright denial) of the importance of context in learning in the outdoors' (p. 50).

Chapter 3 makes 'The Case for Place' and attempts to provide explanations as to what place is along with discussions regarding its relationships with space, landscape and identity as well as the significance of being an 'insider' or 'outsider', and the significance of body in place. To cover all of these aspects regarding place in one chapter is somewhat ambitious and a wider consideration of academic literature dealing with the subject (of which there is a considerable amount) would have been beneficial. However, too much emphasis on weighty theoretical conceptualisations may have been deemed unsuitable for spreading the word to a wide a range of outdoor practitioners and certainly to do this would have required at least another chapter.

Chapter 4 considers 'The Emergence of Place in Outdoor Education' and how place-specific pedagogy has developed and why outdoor education might be particularly well placed in developing place as a phenomenon that provides a means towards critical and sustainable relationships with nature, although the term nature is identified as problematic in a number of areas. The authors make the point that to endorse a critical agenda to sustain nature in outdoor education is not enough; alternative practices also need to be proposed and this is also always experienced locally. This brings the authors to a key theme; the need 'to step back from the apparent grandeur of nature to embrace the mundane, everyday experience of particular outdoor places' (p. 88). When in these places, attention, they argue needs to be given to place names, narratives of those places, personal experience and the numinous or the spiritual quality of the land. The context and examples provided here frequently refer to indigenous people's perspectives, but the concepts are just as applicable to the UK.

Chapters 5–8 are examples of journeys made by the authors showing the ways in which they attempt to put place at the centre of their pedagogic aims. Each is a case study and reflects different approaches towards developing pedagogy of place practice within outdoor education.

The final chapter does what it says, giving 'Signposts to a Place-Responsive Pedagogy in Outdoor Education'. Here, the authors suitably eschew the notion of providing any prescription for programmes or activities, rather they propose four 'signposts' as ways to approach place responsive pedagogy in outdoor education. This is an excellent chapter which draws together concepts informed by narratives from significant place/environment writers and practice.

A gap that might be filled for a broader academic audience is greater in-depth engagement with such concepts as globalisation

and its critiques which is in a sense central to the thesis of this book. This could anchor the discussions more theoretically. Also, for such audiences further theoretical discussion on embodiment (how the senses are implicated in the body's relations with space and place) or more reference to these debates would have added to its strengths. Likewise, the authors successfully use autobiography and narrative in developing their argument yet the underpinning theoretical substantiation for these methodologies are limited. Nevertheless, those interested in such material can readily find it elsewhere. A Pedagogy of Place is an extremely pertinent and important text both practically and academically and it successfully 'troubles' taken for granted assumptions and practices current in much outdoor education, providing possibilities for rethinking and re-enacting new and more enriching approaches to outdoor education pedagogy. We strongly recommend the book to academics, researchers, students and practitioners who want to develop their thinking, conceptualisation and practice of outdoor learning and experience. It has global relevance and we forecast that the book will find a place in most higher education libraries.

Alan Hockley and Barbara Humberstone  
© 2012  
Buckinghamshire New University, UK

### **Sport and Public Policy: Social, Political and Economic Perspectives**

Author: Charles A. Santo and Gerard S. Mildner

Publisher: Human Kinetics, Champaign, IL  
2010. 280 pp.

ISBN: 978-0-7360-5871-1, £48.95 (hardback)

Charles Santo and Gerard Mildner's edited book *Sport and Public Policy* contributes to a growing body of literature concerning sport policy and its relationship with the social,

economic, and political perspectives. With the exception of one chapter, the focus of this book is centred upon the sports industry and surrounding policies within the USA which lets readers beyond the USA make comparisons with policies and practices in their own countries.

The book is comprised of four parts; the structure of professional sports (Part 1), professional sports cities and public finance (Part 2), amateur athletics, participation, and public health (Part 3), and sport and globalization (Part 4). These parts span a total of 13 chapters written by various authors in the field as well as Santo and Mildner. Rather than review every chapter, specific chapters have been selected each section in the book.

As Santo and Mildner state in their preface to the book 'Part 1 lays a foundation by exploring the unique nature of the professional sport industry' (p. ix) which encompasses the structures of sport, its governance and focus on the professional sports person as a resource. Chapter 1 provides a comprehensive overview by Sampson and Mildner of the league structures in the USA. This provides a useful descriptive and explanatory insight for readers who may have limited knowledge or understanding of American sport. Chapter 2 (Mildner) is one of a few chapters in the book which discusses the international organization of sports with particular focus on case studies of rugby, cricket, and soccer. Mildner raises some interesting comparisons and major differences between the structures in Europe and beyond with the American models, highlighting the power of business and broadcasting over sport.

Part 2 of the book explores how the foundations and contexts provided in Part 1 affect cities (mainly within the USA) socially and economically. Chapter 4 (Mildner and Sampson) is a useful chapter for assessing and analysing the economic impact of sports stadiums, teams, and events on geographical areas. The authors analytically and critically utilise economic impact analysis (through

the multiplier process) to explain and provide a rationale for the staging of events and team relocation. However, the chapter's real strength lies in the use of additional economic theory, encouraging the reader to gain a critical insight into the weaknesses of such models and question the real impact sports teams, stadiums, and events have on employment, income, and output. Chapter 6 (Norris-Tirrell and Tomlinson-Schmidt) gives attention to the role played by community ownership and social entrepreneurship of professional sports teams. The authors provide an illuminating insight into community ownership within the USA and the varying models encompassing this, drawing out the challenges and strengths of current implementation through real case studies (e.g. the Redbirds Foundation). Such an overview helps to stimulate possible adoption or at least contemplation of these approaches in other countries.

The third part of the book changes the focus of the discussion by moving beyond the parameters of professional sport to issues of public health, participation, and amateur athletics. Chapters 7 and 8 are the main highlights of this section with their close attention to the public health issues in the USA (Chapter 7) and critical exposition of sports programmes (Chapter 8). Chapter 7 (Dill and Weigand) sets a very insightful context for the lack of physical activity in the USA and highlights the key role urban planning and infrastructure can play in encouraging more people to be active. However, without a solid evidence base (evaluation) of what works and why, questions are raised as to whether such solutions are achievable. These could usefully be considered more fully in this chapter. Chapter 8 (Ogden) adopts the concepts of myth from the science of semiotics to highlight major issues and tensions within the Major League Baseball (MLB) Reviving Baseball in Inner (RBI) Cities Programme. Ogden successfully uncovers how the MLB fails to

address the poor participation of African-Americans despite its political messages promoted through the RBI programme. It is possible here to make similar connections with many other sport programmes across the world that claim to do the same thing.

The baseball theme continues in the final section of the book within the focus on sport and globalization. Santos examines American Baseball and its relationship within the Caribbean (Chapter 12) and Brown, Rascher, and McEvoy focus on the World Baseball Classic (Chapter 13). However, no book of this nature is fully complete without an extensive examination of the Olympic Games, and these are addressed in Chapter 11 by Andranovich, Burbank, and Heying. This chapter gives a comprehensive overview of the Olympic Games as global spectacle with specific focus on Los Angeles (sparking the beginning of 'Olympic revenue becoming an end in itself' – p. 191), Atlanta, and Mexico City.

This text book is a useful contribution to the field, most suited to undergraduate students within the areas of sport, business, and management. Despite the scope to compare and contrast with different international contexts, the book is very limited to the American landscape of sport and public policy. With the exception of Part 3, there could be more analysis of public policy at a local level and implementation of policy theories and relationships to make sense of policy decisions and outcomes at a municipal level. This is something that other textbooks within the field (King, 2009) do well but Santo and Mildner offer a worthwhile contribution.

Kevin Harris © 2012  
Southampton Solent University, UK

## REFERENCE

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### **Extreme Landscapes of Leisure. Not a Hap-Hazardous Sport**

Author: Patrick Lavolette

Publisher: Ashgate, Abingdon

2011. 204 pp.

ISBN: 978-0-7546-7958-5, £50.00 (hardback)

The conventional absurdity of deliberately endangering one's life through indulgence in life-threatening activities is anathema to most, but clearly there is an increasing fascination and participation in the phenomenon of 'extreme leisure/sports'. The consequential reliance upon a finite natural environment further exposes the conundrum of attempting to manage the unmanageable. Through an ethnographic approach framed within an anthropological paradigm, the author exposes the foundations of adventure and its relationship to societal dynamics.

The initial revelation of the motives behind the 'eccentric' *Dangerous Sports Club* with its iconic image of a 'toff' with a bottle of champagne, bungy jumping from the Clifton suspension bridge (adorning the front cover) to the worldwide franchise operation of the AJ Hackett 'bungy brand' serves to illustrate the amateur/professional discourse that characterises the commercially driven evolution of many adventure sports.

The early chapters of the book provide a theoretical basis for understanding extreme adventure experiences which transcend language and are understood through an existentially informed phenomenology that embraces a range of authors from de Sade to Caillois, and their respective sensual indulgences and vertigo. The champagne association with bungy jumping captures the essence of this confusion of mind, matter and landscape. Or as the author more prosaically states, 'the volume explores the links between a prospective anthropology of the imagination and a reflexively based existential phenomenology of our bodily senses, movements and emotions,

as they experience danger, fear and euphoria in adventurous places'.

Drawing upon a cast of anthropologists, the scene is set for an exploration of the body's interaction with the landscape and its adaptations to the contingencies of the environment. Integral to the debate is a theory of imagination, premised upon Bachelard's work, that stretches the mind and body to the limits, playing with danger and death to create an opportunity for awe and wonder and the creative perspectives that can flow from it and are attractive elements of adventure for many. The heightened awareness, the out of body sensations associated with danger is located within 'deep (dangerous) play' and gives rise to the continual proliferation of adventurous leisure activities. The expansion of adventure sports is typified within three categories, the regulated (e.g. climbing wall practice), self-regulated (e.g. solo climbing) and an ambiguous, 'grey area' where participants assume some responsibility (e.g. climbing wall competitions).

As an ethnographer immersing himself in a variety of adventurous activities, the author approaches the study in the light of a variety of disciplines including anthropology, geography, media and cultural studies, sociology and environmental psychology. Intellectually equipped and relating to the footsteps of fellow anthropologists and sports sociologists the author reflects upon his own experiences and challenges notions of wilderness in a spatial, psychological and social sense. There is also an excursion into the commercialisation of adventure through an exploration of the bungy jumping phenomenon, its internationalisation, the reliance upon the media and its commodification as well as the creation of national heroes. The more fundamental ironies of rationalisation within adventure sports, in a Weberian sense, are not pursued and hence the potential of Marxist analysis is limited.

The examples of ethnographic adventure activities offered by the author, beyond his early Quixotic encounter with the Cairngorms, initially centre upon the phenomenon most widely known as 'tombstoning', freefalling from cliffs into the sea. The public awareness of this is limited to sensational stories of injuries inflicted to holiday makers in Cornwall caught out by the simplicity of the act in shallower water than expected. More intimate awareness reveals a number of other linked activities such as deep water soloing and coasteering. The latter has moved more to the status of mainstream and is now regulated with qualified instructors and is popular in outdoor centres. Central to the ethnography is the focus on sport/leisure sub-cultures. Here, the author follows an established route pioneered by the likes of Pearson in his early work on surfing sub-cultures.

The juxtaposition of Cornwall, coastal activities and surfing introduces the key ingredient of the environment, the phrase 'greening the extreme' and the pressure group *Surfers Against Sewage*. Here, the extreme adventure focus shifts to consider the resultant effects upon tourism, identity, tradition, sustainability and the utilitarian purpose of versions of extreme sports, in particular and ironically the social and health benefits. Most prominent is the contradiction inherent in surfing with the use of the ocean and its abuse through pollution in the making of surf boards. This element takes the author to New Zealand and provides an insight into the deep relationships with psycho-ecology, ritualism and surfing.

Laviolette presents a selective potpourri of adventure activities, theoretical perspectives and socio-psychological issues, laced with a series of his own 'extreme adventures'. The emphasis is on understanding how high impact, but relatively low input activities can shape people's lives, their habitus and understanding of the world. His insights into the pilloried activity of

'tombstoning', a title used by the rescue services to frighten off adherents, provide a grown up version of the rites of passage process commonly experienced as young people when seeking to join a gang. The extension into life affirming adventure pursuits, the sub-cultures surrounding them and their geographical impacts add useful ethnographic grist to understanding the perplexing world of adventure activities.

Dan Morgan © 2012  
Classic Adventure, Fort William, Scotland

### **Event Policy – From Theory to Strategy**

Authors: M. Foley, D. McGillivray and G. McPherson

Publisher: Routledge, London

2012. 198 pp.

ISBN: 978-0-415-54833-5, £24.99 (paperback)

This book is a timely and welcome addition to the current literature on event management. Policy is what will shape and drive the events industry and this is the first book dedicated to the events policy arena. The complex nature of the topic makes policy, regardless of the subject area, difficult to teach as students, and indeed academics find it cumbersome and confusing. However, the authors of this book have managed to marry the theory and practice in such a way that undergraduate students, especially those in the final year of their studies, will be able to understand. Admittedly, there are certain sections of the book which are very theoretical and rigid but the authors have structured it so that just as the reader is getting bogged down with the theory examples are provided to simplify the policy process and how it is implemented.

There are a number of event management books which have chapters on policy and make particular reference to how events are used as strategic tools at national, regional and local levels. However, as you

would imagine in a book devoted to event policy and strategy the authors of this book provide a more in-depth analysis of the event policy arena, the factors that shape and influence policy and the impact events can have on the host destination. Thus, as it is the first of its kind I would envisage that this book will be on the reading list of most event management programmes as students entering the industry need to understand how an event fits into the wider political agenda. This publication will also be welcomed by those involved in teaching travel and tourism courses because the symbiotic relationship that exists between tourism and events is a core theme. In fact, in the current economic climate the emphasis placed on events as economic drivers of tourism is only going to increase.

Practitioners will also find this book very useful when bidding for, and planning events as it provides a useful insight to how events are used, and to an extent abused, by governments throughout the world. Indeed, in the current economic climate it should be essential reading for those event organisers seeking to gain a competitive edge when submitting a funding application to a public sector agency.

The book is written in an accessible style although a few photographs would have helped. As mentioned, the international case studies help to simplify a complex topic which many students, practitioners and academics are intimidated by and thus shy away from. The critical review questions at the end of each chapter will encourage the reader to reflect and apply the theory to their country, city or town. The extensive reference list at the end of the book will also prove useful for those conducting research in this area. In fact, this book should spur on other academics to develop a much needed greater body of knowledge within the area of event policy.

In conclusion as a researcher and course director for a BSc Leisure and Events

programme I will recommend that my colleagues and students read, and in some cases buy, this book. This is an excellent and long overdue publication especially now as events continue to move up Government agendas!

Well done to the authors.

Dr Adrian Devine © 2012  
Ulster Business School,  
University of Ulster, UK

### **Sport and Challenges to Racism**

Authors: Jonathan Long and Karl Spracklen (Eds)

Publisher: Palgrave Macmillan, Basingstoke, Hampshire

2011. 283pp + xv

ISBN: 978-0-230-23615-8, £55 (hardback)

Ever since Harry Edwards published *The Revolt of the Black Athlete* in 1969, there have been major contributions to scholarly debates around the themes of sport, 'race', ethnicity and racism. Separated by about 10 years, the most recent is *Sport and Challenges to Racism* edited by Jonathan Long and Karl Spracklen from Leeds Metropolitan University. Inevitably, this volume has much more in common with the other edited collections by Jarvie (1991) and by Carrington and McDonald (2001) than it has with Cashmore's (1982) single-authored monograph, but like each of them it will re-shape and advance the body of knowledge significantly.

As part of Palgrave Macmillan's 'Global Culture and Sport' series, different parts of this book will cater for audiences from HND level to post-doctoral. It has a Foreword from Lord Herman Ouseley and 16 chapters in four parts. Following an introductory section containing only two chapters, there are sections on 'Practices' and 'Challenges' (with five chapters in each), and one on 'Identities' (with four). There is also a single bibliography rather than lists of references after each chapter, and a helpful three-page subject index.

With chapters about Australia, Ireland, the Netherlands, Norway, South Africa and the USA, the international dimension of the collection is one feature of its originality. Another, as the editors explain in an engagingly written and wide-ranging Introduction, is 'to assess sport's contribution to anti-racism in the context of sporting cultures and policy processes' (p. 17). The collection is not, however, as they also explain, 'a string of case studies'. Rather, 'the contributors draw on empirical case study research, but marry this with more theoretically framed understandings of policies about/towards racism' (p. 17). The challenge for the reader, and it is a worthy one that the reader should accept, is to explore the transferability of material presented to other contexts. Jacco van Sterkenburg's chapter about Dutch sports policy is a case in point – particularly, as it is positioned before the three major sections and is intended to establish a theoretical point of departure.

In the remainder of this review, I do not intend to provide a brief thumbnail sketch of the content of each chapter – this has been done already elsewhere (see Barker, 2011). Instead I focus on what, for me at least, are the 'highlights' of an excellent overall addition to the literature demonstrating a sophisticated yet accessible 'political and intellectual commitment to a critically realist position on racism' (jacket cover).

The first of these is Chapter 3, *'In this shrinking world': 'Race', the Olympics and the wind of change*. In this well-informed and elegantly written historical analysis, Stephen Wagg draws upon archive sources from *The Times* to examine the exclusion from South Africa from the summer Olympiad in Tokyo in 1964, and the attempts at readmission in 1968. In the opening of the chapter he explains that there are three important reasons for doing this. First, this period saw the emergence of new political orthodoxies on 'race' and sport as well as 'the beginning of a *successful* international challenge to racism in sport' (p. 38 – original emphasis).

Second, it deals with the socio-political context outside South Africa in which this new orthodoxy on racism in sport emerged. Third, it depicts the emergence of a new consensus among the British political elite. Whether or not this chapter should be located in a section on 'Practices' is more of a moot point; it is also a churlish criticism.

In Chapter 6, *'What I said was racist – but I'm not a racist': Anti-racism and the white sports/media complex*, Ben Carrington anchors a discussion about racist incidents in the media around the Ron Atkinson 'race' row in the UK. In a theoretically underpinned consideration of ideological frameworks, racialised power relations are linked to representational politics and illustrated through the 'post-racial' context of contemporary politics in the USA. He concludes provocatively yet persuasively:

Contrary to the claims of its more unreflexive boosters, sport does not offer a present-day model of post-racial society and virtuous form of sociality that is free from the corrosive effects of racism, but it does offer a powerful future-oriented insight into what such a society *might look like*. (p. 97 – original emphasis)

The global 'reach' of the book is enhanced in particular by Chapter 7 – *Race Matters in Australian Sport*. In it, Colin Tatz presents a socio-historical account of 'race' politics in Australia. Building on his own scholarship of almost 40 years, Tatz offers a detailed and insightful analysis of (amongst other things) the social and political status of Aborigines, the discrimination and violation of human rights suffered by them, and the abnormality of Australian society. In his conclusion he summarises eloquently:

The racism identified in this brief historical analysis is hardly superficial, recent, or treatable with an external unguent or band-aid. It isn't an illness, but if we do succumb to a medical metaphor then we would have to say that some of it is acne, some angina,

some anthrax, some atherosclerosis – and one prescription can't possibly address all four. (p. 114)

Finally, from Part IV – 'Challenges', Steven Bradbury develops an argument about effectiveness of a local intervention as part of productive and purposeful anti-racist practice. Entitled *It's not as simple as black and white: Challenging racism in professional football through grounded multi-agency collaboration*, this chapter does exactly what might be expected. It presents a contextualising account of national anti-racist interventions in English football before addressing the local application of an equality framework at Port Vale Football Club (a small club in the Midlands currently playing in the fourth tier of professional football in England). This chapter is the clearest example of the challenge identified above that faces the reader – but it is a detailed and compelling reflection of a local intervention designed to begin to address a global issue.

Like other hardback books, a cost of £55 is likely to be prohibitive for many individual purchasers; but I would recommend that relevant libraries buy this book in multiple copies.

Scott Fleming © 2012  
Cardiff Metropolitan University, UK

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## Sport Management Cultures

Author: Vassil Girginov (Ed.)

Publisher: Routledge, London

2011. 138 pp.

ISBN: 978-0-415-60920-3, £85 (hardback)

Q1  
Q2

*Sport Management Cultures* is a collection of six conceptual and empirical papers that examine the link between culture and sport management. It was first published as a special edition of *European Sport Management Quarterly*. The title of the book uses 'cultures' in the plural as the concept is explored, 'both as an abstract analytical category and specific beliefs and practices' (p. 2). This enables the book to examine and reflect on a range of issues that are relevant to the teaching, research, policy and practice of sport management.

The first paper, by Girginov, provides a conceptual introduction to the book and a strong argument for a culturally informed approach to sport management. He provides a useful overview of the current debates regarding culture and locates the book within those debates. This is followed by a discussion of the seven main aspects of culture, their respective underlying cultural processes and the implications for sport management. This provides the reader with a valuable framework from which the collection of papers can be read.

Q3

Girginov's paper led me to reflect on the design and content of my own sport management courses and lectures, and confirmed my belief that management functions and processes need to teach in the context of sport. Moreover, as he argues, 'sport management curricula should not be afraid to offer space for courses on cultural history of society and sport, cross-cultural and comparative studies, or to critically interrogate the ideological nature of the management enterprise' (p. 16).

Q4

The second paper by Amara and Henry examines culture in the context of sport policy. It explores how Muslims in the UK

'make sense of the relationship between their religious identities and sporting interests' (p. 23), alongside local sport providers perceptions' of sport policy and provision for the Muslim community. The paper highlights how the beliefs of sport policy professionals may hinder the alternative modes of delivery of sport that address the needs of the Muslims.

The third paper written by Macintosh, Doherty and Walker examines organisational culture and asks the question: is there a common dominant culture across the Canadian fitness industry or are there cross-sectional variations between for-profit and non-profit organisation? The research found that the variation in perceived organisational culture between these two sectors was minimal, with the exception of a greater emphasis on sales in for-profit organisations.

The fourth paper examines cultural change through the lens of social capital, and is particularly interesting when read in the context of Amara and Henry's research. Maxwell and Taylor explore how a community sport organisation was able to change its cultural profile and practices from being relatively monocultural, to effectively meeting the needs of the culturally diverse local community; in particular the engagement of Muslim women.

The fifth paper by Apostolopoulou, Papadimitriou and Damtsiou examines the consumption of Olympic Licensed products during the Athens 2004 Summer Olympics. The research found that the products were purchased predominantly for their social-symbolic meanings rather than for their material utilities. The authors conclude that understanding the meanings attached to sport licenced items can help guide their positioning and promotion, and that of sport brand extensions in general.

The sixth paper by Pope is a personal reflective journey 'into developing a wider, historical, multicultural more critically-reflexive approach to 'sport management' (p. 115). During the journey he argues the case for greater theoretical and conceptual reflexivity within sport management scholarship, that engages with 'cultural identities and praxis' (p. 124) to enable experimentation and innovation. This particularly strikes a chord as sports management courses are increasingly grounded on subject benchmarks, accreditation and employability skills.

Finally, Girginov provides a useful epilogue to the book that focuses on the juxtaposition of the cultural distinctive nature of advances in sport management, alongside cultural distinctive patterns of ignorance. He concludes that sport management research is a form of cultural analysis: the collection of papers clearly illustrate this. The text also implicitly illustrates a key issue raised in the book, the Western dominance of sport management, with the contributing authors from institutions in the USA, UK, Canada, Greece and Australia.

A fundamental aim of the collection of papers is 'to explore the explanatory power of the culture concept for the study and practice of sport management' (p. 129); the book does achieve this and an unexpected outcome for me was the extent to which it made me reflect on my own beliefs and practices in researching and teaching sport management. This is why I believe the text is an essential read for policy makers and those studying sport management at an undergraduate and post graduate level.

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A Pedagogy of Place book. Read reviews from world's largest community for readers. This timely book offers an alternative vision for outdoor education pr... Start by marking "A Pedagogy of Place: Outdoor Education for a Changing World" as Want to Read: Want to Read saving... Want to Read. Currently Reading. Read. Other editions. Enlarge cover. Find many great new & used options and get the best deals for A Pedagogy of Place: Outdoor Education for a Changing World by Mike Brown, Brian Wattchow (Paperback, 2011) at the best online prices at eBay! Free delivery for many products! {"modules": ["unloadOptimization","bandwidthDetection"],"unloadOptimization":{"browsers":{"Firefox":true,"Chrome":true}),"bandwidthDetection":{"url":"https://ir.ebaystatic.com/cr/v/c1/thirtysevens.jpg","maxViews":4,"imgSize":37,"expiry":300000,"timeout":250}}. eBay. Outdoor education is organized learning that takes place in the outdoors. Outdoor education programs sometimes involve residential or journey wilderness-based experiences in which students participate in a variety of adventurous challenges and outdoor activities such as hiking, climbing, canoeing, ropes courses and group games. Outdoor education draws upon the philosophy, theory, and practices of experiential education and environmental education.