

practice of quality management in urban tourism. Very interesting study materials for tourism managers are: Haywood's contribution on the creation of value for visitors to urban destinations; Postma and Jenkins' contribution on service management and service marketing applied to tourism; Jamal and Getz' contribution on community-based collaborations for sustainable tourism development; and Long's contribution on tourism partnership organisations. The other two papers in this section (by Murphy and by Bourdeau *et al.*) are additional case studies.

The editor Peter Murphy deserves a compliment for making his selection of conference material available for the international academic and professional communities. However, this book is not a book you might recommend to academic laymen in the field of urban tourism. Neither is it a book you can recommend to planners and policy-makers—nor to tourism professionals. For all these readers, I would like to recommend the books of British authors like Ashworth, Urry, Law, Page or Shaw and Williams. Nevertheless, if you are more acquainted with this research field, the book offers some interesting new cases and aspects. The Canadian material, in particular, is not well known and certainly deserves to be more so in Europe. I hope that this book will offer its readers inspiration for future publications about the more general treatment of urban tourism management problems and solutions.

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### **Office Location in a Post-industrial Urban Environment**

LYSSA JENKENS, 1996

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This study provides a useful addition to the office location literature by breaking new ground and confirming the findings of previous work. It breaks new ground in the area of measurement by testing the validity of using Standard Industrial Classification (SIC) codes and office building data as proxies for office activity. It also provides a new functional view of office activity patterns,

which has been needed for some time. Finally, it confirms the observations of previous research concerning the spatial pattern of office activity.

The author was motivated by her dissatisfaction with existing literature. She correctly complains that previous studies have employed a variety of proxies for measuring detached offices and office activity, from SIC-based activity categories (for example, all office and service activities) to office structures. She also argues that the classification systems previously used to describe intra-urban locations are inadequate for describing contemporary conditions because they rely too heavily on the city-suburb dichotomy.

After a reasonably complete overview of office location research, the author presents her specific research questions and methods. Her questions are "How well do office activities or office structures serve as proxies for detached offices in intra-urban locational research?" and "Are traditional classification schemes of the commercial structure of an urban area appropriate for describing intra-urban office locations?" Her method was to conduct a case study of Dallas County, one of the largest office markets in the US. Two data sets were developed, one on office activities and one on office structures. The office activity file was composed of firms with 10 or more employees that were identified as 'office activities' by their SIC codes. The office structures file included all properties in the county with a minimum of 10 000 square feet of gross building area occupied or intended for occupancy primarily as office premises. The activity file included 3187 office firms and the structure file contained 1576 office properties.

The first research question was answered by comparing the locations of the activities and buildings in the data files. The most important finding was that "a significant proportion of the activities actually occurring in office buildings are outside the definition of 'office activities' based upon SIC codes used in this and most other office location studies" (p. 29). The author found that office buildings contain a good deal of office work being done for firms that would not be classified as office-based firms using SIC codes. The conclusion reached by the author is that "*the only useful definition of office activities ... is a land use based definition*, i.e., office activities are establishments that occupy office structures regardless of their industrial affiliation" (emphasis in original). This is an important new contribution, the significance of which should not be overlooked by researchers in the field.

The second question, concerning the classification of intra-urban location patterns, was answered by examining maps of office properties that existed in 1990 and by studying the characteristics of office buildings and firms found in various types of location. The author finds “a spatially, physically and functionally coherent system of CBD and non-CBD clusters, corridors and dispersed offices” that is strongly influenced by the pattern of freeways and arterials.

The major policy implications of the work, according to the author, are that the office industry is neither tied to the central core nor widely dispersed. Instead, it is “intensely access hungry”. She rejects the notion that offices are footloose and argues that they follow “strong coherent patterns that adhere to the basic tenets of economics” (p. 90). As such, they are amenable to influence by rational urban planning policies.

Many of the observations in this book confirm those made by Pivo (1990). In particular, it reinforces the descriptive theory that in the post-modern urban region, most office space is found outside CBDs in variously sized clusters, commonly located along highway corridors of which some are more important than others.

One problem with the analysis is that the classification system it develops is atheoretical. As discussed in Pivo (1993), classification systems are shaped by the variables they use to assign cases to categories. In this book, regional location and proximity to arterials drove the classification system, yet the reason for using these variables—rather than function, for example—was never justified. Indeed, it would

have been most interesting if the author had explored classification systems based on other variables and compared the results to the one presented in the book. Another weakness is that while she rejects previous classification systems in favour of a new one, she does an insufficient job of comparing the pros and cons of her new system against those that came before. Finally, despite an interesting review at the beginning of the book of previous explanatory office location theories, there is no effort to relate her descriptive findings back to them at the end.

Despite these missed opportunities which can be addressed in future work, the book is a significant and important addition to the office location literature. It helps to resolve the issue of which data are better for studying office activities—land-use-based data—and it confirms previous findings on office location patterns—that they exhibit a combination of clusters, corridors and dispersed locations.

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## References

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