

# **Part I Introduction**

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## Chapter 1

# Tourism: Conceptualizations, Institutions, and Issues

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### Introduction

At the beginning of the twenty-first century, tourism as an industry had probably achieved a higher profile in the public consciousness of the developed world than ever before. There has, of course, been a steady growth in the numbers of tourists over several decades, but the critical reasons were the impacts on international tourism of (1) the terrorist attacks of September 11 2001, (2) the American-led invasion of Iraq, (3) airline financial failures, and (4) government and traveler responses to the SARS virus. Destinations and tourism-related businesses around the world experienced a profound shift in consumer confidence and travel behavior. Arguably, these impacts, and their subsequent media reporting, gave the tourism industry an unprecedented high-policy profile as government and governance at all levels wrestled with travel and security issues, and resultant shifts in the economic and employment impacts of tourism.

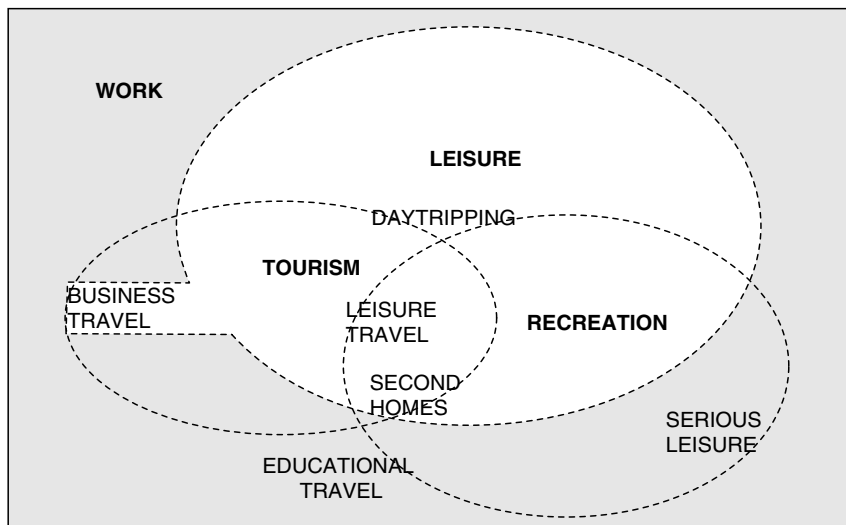
These recent events have led to a questioning of many of the assumptions about tourism, and tourism researchers are reassessing the relevance of their work, not only in terms of policy and other applications, but also, more fundamentally, in the ways in which the subject is theorized and conceptualized. A history of the sociology of tourism knowledge, unlike a history of tourist activity, has yet to be completed. Whilst this was not explicitly the aim of this volume, the range and depth of the chapters do provide an opportunity to reassess many of the key themes and issues in contemporary tourism studies, as well as the intellectual context within which they were prepared.

This introductory chapter is, therefore, divided into three main sections. First is a brief account of some of the issues surrounding the definition of tourism and, hence, its study. Second is a discussion of some of the key themes and issues that have emerged in tourism as a field of social scientific endeavor. Third, and finally, are some comments regarding the relationships between areas of tourism research, their ebb and flow, and the selection of chapters in this volume. These issues are revisited in the concluding chapter.

### Conceptualizing Tourism

Although many may sympathize with the sentiments of Williams and Shaw's observation that "the definition of tourism is a particularly arid pursuit" (1988: 2), it is, as they also acknowledged, "crucially important." This is largely because of the continuing need to determine tourism's economic impacts, but it also has broader economic and policy ramifications. Undoubtedly, a substantial amount of research effort has gone into the determination of "supply side" or industry approaches to the definition of tourism, such as the development of Tourism Satellite Accounts (TSAs), which have become significant policy tools for organizations such as the World Travel and Tourism Council (Smith, chapter 2). From a supply-side perspective, the tourism industry may be defined as "the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure, and leisure activities away from the home environment" (Smith 1988: 183). However, such production-oriented approaches, while useful for comparative economic research and studies of tourism's economic impact, fail to convey the manner in which the production and consumption of tourism are interwoven. They also do not address the implications that this has for understanding the broader social, environmental, and political dimensions of tourism, as well as fundamental economic issues of commodification, distribution, tourism labor, and the appropriate role of the state in tourism (Williams, chapter 5).

An adequate conceptualization of tourism, therefore, clearly requires that we go beyond the narrowly economic. Most obviously, there is a need to appreciate the relationships of leisure, recreation, and tourism with other social practices and behavior (figure 1.1). As Parker (1999: 21) observed,



**Figure 1.1** Relationships between leisure, recreation, and tourism

*Source:* After Hall 2003.

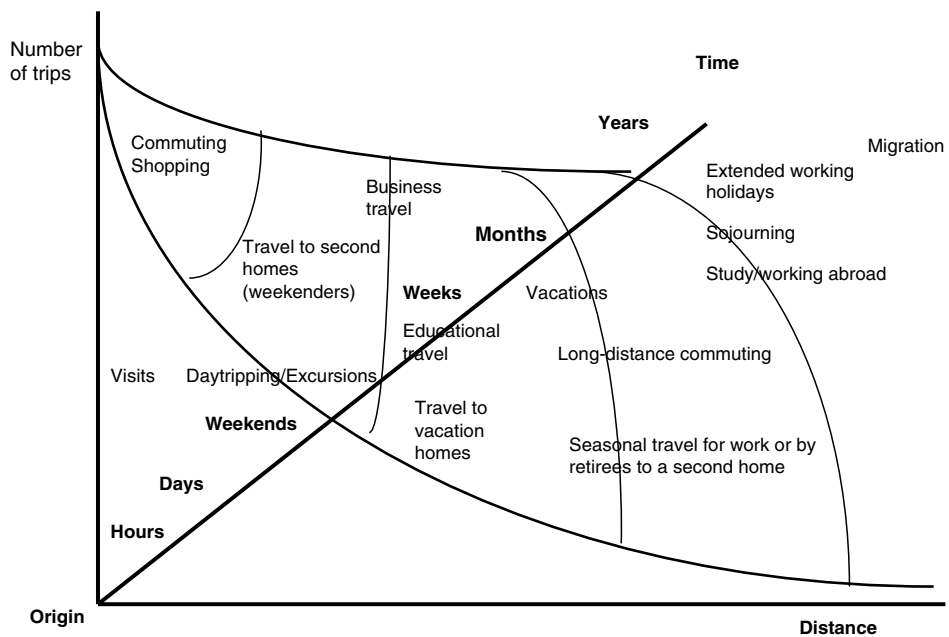
It is through studying leisure as a whole that the most powerful explanations are developed. This is because society is not divided into sports players, television viewers, tourists and so on. It is the same people who do all these things.

Furthermore, Featherstone (1987: 115) argued that tourism research should be socially situated:

The significance and meaning of a particular set of leisure choices...can only be made intelligible by inscribing them on a map of the class-defined social field of leisure and lifestyle practices in which their meaning and significance is relationally defined with reference to structured oppositions and differences.

There is, therefore, considerable value in viewing tourism and recreation as part of a wider conceptualization of leisure (Shaw and Williams 1994, 2002; Hall and Page 2002). In figure 1.1 broken lines are used to illustrate that the boundaries between the concepts are "blurred." Work is typically differentiated from leisure, but there are two main realms of overlap: first, business travel, which is often seen as a work-oriented form of tourism; and, second, "serious leisure," which refers to the breakdown between leisure and work pursuits and the development of leisure career paths with respect to hobbies and interests (Stebbins 1979, 1982).

In addition to being defined in relation to its production and consumption, tourism is increasingly being interpreted as but one, albeit highly significant, dimension of temporary mobility and circulation (Bell and Ward 2000; Urry 2000; Williams and Hall 2000, 2002) (see figure 1.2). A merging of leisure, recreation, and tourism research (Aitchison 1999; Crouch 1999a, 1999b; Aitchison, Macleod, and Shaw 2000; Hall and Page 2002), along with the emerging study of migration (Williams and Hall 2000; Williams et al. 2000; Hall and Williams 2002), circulation, and mobility (Urry 2000), are having a profound influence on how tourism studies are perceived as an area of academic interest. Indeed, it is only recently that temporary movements away from home (such as tourism, but also including travel for work or education, travel for health reasons, and even going overseas after finishing university) have begun to catch the awareness of migration researchers (Bell and Ward 2000). It is increasingly evident to those seeking wider perspectives on tourism that all forms of mobility are highly interrelated. Thus, the inclusion of same-day travel "excursionists" within technical definitions of tourism makes the division between recreation and tourism even more arbitrary. Indeed, there is increasing international agreement that "tourism" refers to all visitor activities, including those of both overnight and same-day visitors (UN 1994: 5). Given innovations in transport technology, same-day travel is becoming increasingly important at widening spatial scales, an exemplification of geographic "space-time compression." This has led the UN (1994: 9) to observe that "day visits are important to consumers and to many providers, especially tourist attractions, transport operators and caterers." This emphasizes the need for those interested in tourism to address the arbitrary boundaries between tourism and leisure, and tourism and migration. Tourism constitutes just one form of leisure-oriented temporary mobility, and in being part of that mobility, it is also both shaped by and shaping it.



**Figure 1.2** Extent of temporary mobility in space and time

Source: After Hall 2004a, 2004b.

While stressing the need to conceptualize tourism in terms of mobility, Flavell (2001: 391–2) reminds us that “to assess really the extent or nature of movement, or indeed even see it sometimes, you have in fact to spend a lot of the time ‘studying things that stand still’: the borders, institutions and territories of nation states; the sedimented ‘home’ cultures of people that do not move.” This directs our attention to the non-mobile. Although there is a well-established literature on leisure constraints (e.g. Jackson, Crawford, and Godbey 1993; Jackson and Scott 1999) such notions have been relatively little applied to tourism (Shaw and Williams 2002), with the possible exception of discussions of seasonality (Hinch and Jackson 2000; Baum and Lundtrop 2001). Nevertheless, geographers have long recognized that a basic precondition for tourism mobility is that absences from the stations of the daily world are, for certain periods of time, socially and institutionally sanctioned. The opportunity to travel has always depended on the right to be absent from home and work, with such rights having historically been reserved for very few groups in the (usually male) population (Frändberg 1998). Indeed, Hägerstrand (1984), describing the breakaway from the time-space prism of everyday life that tourism represents, refers to this as an “escape from the cage of routines.” Similarly, the growing recognition of the role of spatial settings by sociologists has direct implications for understanding tourism as a social practice, with Giddens (1984: xxv) observing, “Time-space ‘fixity’ also means social fixity; the substantially ‘given’ character of the physical milieu of day-to-day life interlaces with routine and is deeply influential in the contours of institutional reproduction.”

Clearly, the embeddedness of tourism in modern social and economic practices has created a significant space for social science research which may not only be of relevance for tourism itself but for a deeper understanding of the everyday, as well as wider patterns of mobility. Nevertheless, the notion of tourism is open to multiple conceptualizations which rest on the ontological, epistemological, and paradigmatic assumptions of the viewer. This means that the conceptualization of tourism remains open to substantial contestation that may almost seem at odds with a popular lay understanding of what tourism represents.

Before we proceed further with the contested notions of how tourism should be conceptualized, it should be noted that some commentators question the utility of tourism as a concept at all.

We will begin by interrogating the very category of “tourism.” Is there such an entity? Does the term serve to demarcate a usefully distinct sphere of social practice? Where does tourism end and leisure or hobbying and strolling begin? This book [*Touring Cultures*] is based on the view that tourism is a term that is waiting to be deconstructed. Or as Marx might have said it is a chaotic conception, including within it too wide a range of disparate phenomena... It embraces so many different notions that it is hardly useful as a term of social science, although this is paradoxical since Tourism Studies is currently being rapidly institutionalized within much of the academy. (Rojek and Urry 1997: 1)

The next section of the introduction takes up this theme of the institutionalization of tourism.

### **The Institutionalization of Tourism Studies: Tourism as a Discipline?**

Despite contestation over key concepts, tourism studies, as Rojek and Urry (1997) recognized, is becoming institutionalized in academic terms. Arguably, one of the reasons for conceptual confusion is because of the multiplicity of disciplinary and paradigmatic approaches that have been brought to bear on tourism phenomena (Mowforth and Munt 1998; Meethan 2001), as indeed is true of many of the phenomena which are studied in the social sciences. As Jafari and Ritchie (1981: 22) recognized, tourism studies, “like its customers who do not recognize geographical boundaries, does not recognize disciplinary demarcations.” Furthermore, Tribe (1997: 638) described tourism analysis as interdisciplinary, multi-disciplinary, and “conscious of its youthfulness.” Yet while such statements about the state of tourism studies are widespread, they fail to understand that the study of tourism within the social sciences has a far longer history than is often imagined, and is less “youthful” than Tribe implies. For example, with respect to the geography of tourism, Hall and Page (2002) chart an Anglo-American and European tradition of social scientific scholarship on tourism that dates to the 1920s and 1930s.

The predominant attitude among many tourism researchers is perhaps best summed up by Bodewes (1981: 37), who argued that “tourism is usually viewed as an application of established disciplines, because it does not possess sufficient doctrine to be classified as a full-fledged academic discipline.” Tribe (1997) even suggests that the search for tourism as a discipline should be abandoned, and that

the diversity of the field should be celebrated. Nevertheless, this has to be set against the increasing recognition that tourism is becoming seen as a legitimate area of study in its own right (Ryan 1997), and that – at least superficially – it has many of the characteristics of a discipline (Hall 2004b). Johnston (1991), in his landmark review of Anglo-American Geography, identified three key characteristics of a discipline:

- a well-established presence in universities and colleges, including the appointment of professorial positions;
- formal institutional structures of academic associations and university departments; and
- avenues for academic publication, in terms of books and journals. Indeed, “It is the advancement of knowledge – through the conduct of fundamental research and the publication of its original findings – which identifies an academic discipline; the nature of its teaching follows from the nature of its research.” (Johnston 1991: 2)

These characteristics clearly apply to the field of tourism studies. There are departments and degree programs established throughout the world, although in countries such as Australia and the United Kingdom they are less common in older established universities. The first undergraduate degree program in tourism in the United Kingdom was established at the University of Surrey in 1973. The first programs in Australia were established at Gatton College (now a part of the University of Queensland) and Footscray CAE (now a part of the Victoria University of Technology) in the late 1970s. Many universities also have professorial positions in tourism.

There are also a number of institutional structures for tourism both within universities and colleges of higher learning (e.g., departments and schools of tourism), and through national and international forums. For example, at a national level institutions such as the Council for Australian University Tourism and Hospitality Education (CAUTHE) and the Tourism Society in the United Kingdom run annual research conferences and provide a forum for discussion on tourism education. Specialty tourism research groups also operate within national academic associations, such as the Association of American Geographers, the Canadian Association of Geographers, the Institute of British Geographers, and similar groups in Germany, China, and elsewhere.

At the international level social scientific unions in the fields of anthropology and ethnology, economic history, geography, history, and sociology have tourism commissions or working groups. For example, the International Geographical Union’s Commission on Tourism, Leisure and Global Change, which was established in 2000, has existed in various guises as a commission or study group since 1972. A number of other international tourism research and education organizations also exist which have made substantial contributions to tourism studies. For example, the first refereed academic journal on tourism, *Revue de Tourisme/The Tourist Review*, was established as early as 1946 as the official organ of the Association Internationale d’Experts Scientifiques du Tourisme (AIEST) based in Switzerland. The Council of Hotel, Restaurant and Institutional Education (CHRIE), which has a strong



tourism component, was also established in 1946 in the United States. The Tourism and Travel Research Association (TTRA) had its beginnings in the merger in the US of the Western Council of Travel Research and the Eastern Travel Research Association in 1970. Although it retains a strong North American base, TTRA is now a substantial international network with a European chapter and over 800 members. In Europe, the Association for Tourism and Leisure Education (ATLAS) was established in 1991 to develop transnational educational initiatives in tourism and leisure. Since that time ATLAS has expanded rapidly to include chapters from the Asia-Pacific region, Africa, and the Americas. With an institutional membership of over 300 and an active conference, research, and publishing program, ATLAS is now one of the most significant international tourism education and research organizations.

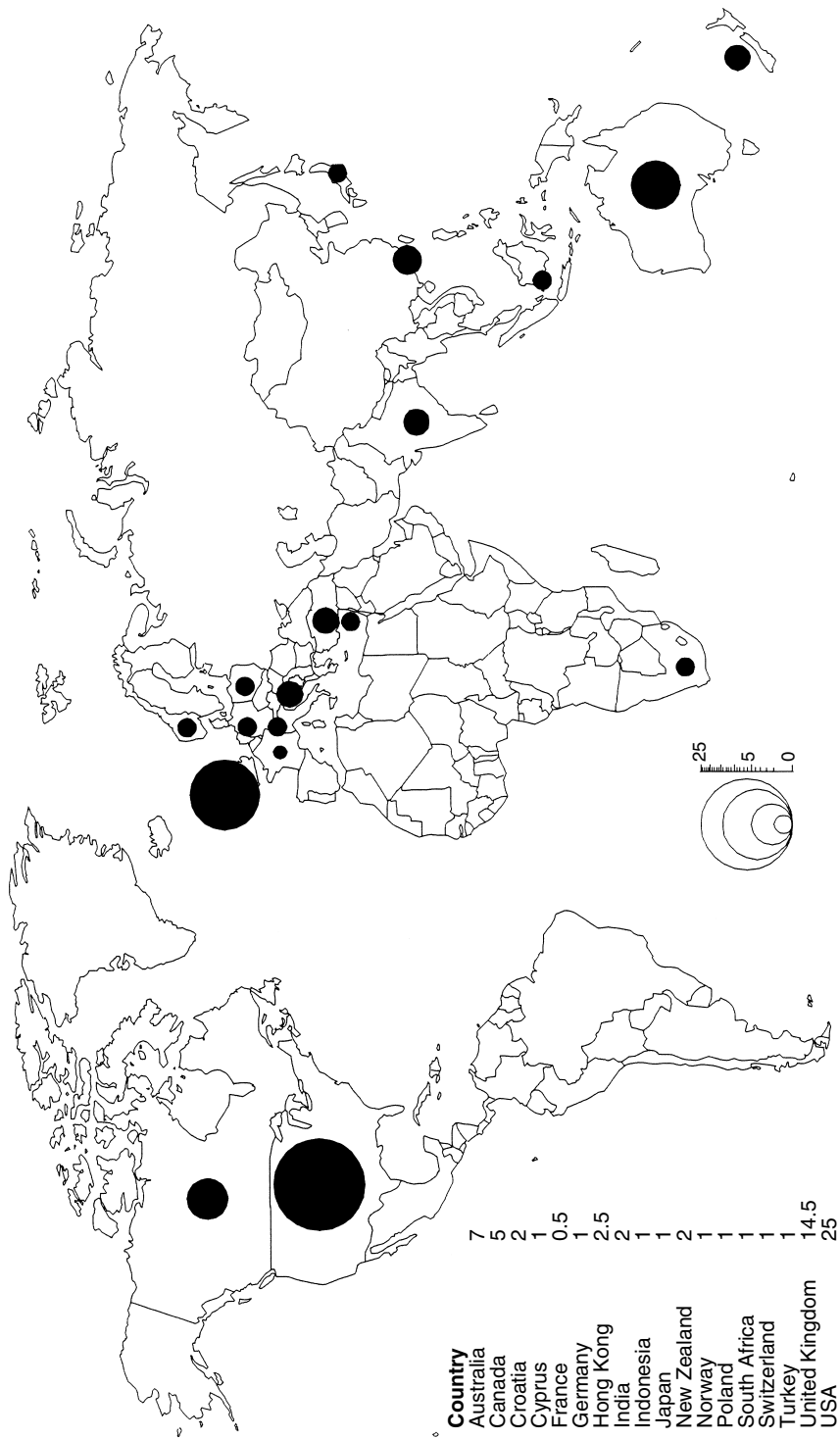
In terms of the advancement of knowledge, there is now a substantial body of tourism literature as evidenced in journals, books, conference proceedings, and electronic publications. The growth of tourism journals is indicated in table 1.1 and figure 1.3. Some 77 journals, published in English either in full or in part, are identified as having had a substantial academic component devoted to tourism research. Figure 1.3 makes clear the highly uneven geographical distribution of editorships, and therefore of the locations of the gatekeepers to journal publishing (see Hall 2004c for a discussion on the role of gatekeepers in tourism studies). In analyzing the list of journals, it is also noticeable that the journal field has been marked by increased specialization in subject matter. For example, there are specific journals on geography, ecotourism, sports tourism, and tourism planning, as well as regionally oriented academic journals. To academic tourism journals can be added the many trade publications in which some research may be reported, while many researchers also publish their tourism work in non-tourism, discipline-based journals. These include substantial contributions to the tourism literature, such as Butler's (1980) often cited life-cycle model published in the *Canadian Geographer* and Britton's (1991) fundamental critique of the geography of tourism published in *Environment and Planning D: Society and Space*.

Two questions follow from this review. First, does tourism studies constitute a discipline? This is a difficult question, and it is not one that the editors were able to agree on, even amongst themselves. However, we do take note of Johnston's (1991: 9) reflections that:

there is no fixed set of disciplines, nor any one correct division of academics according to subject matter. Those disciplines currently in existence are contained within boundaries established by earlier communities of scholars. The boundaries are porous so that disciplines interact. Occasionally the boundaries are changed, usually through the establishment of a new discipline that occupies an enclave within the pre-existing division of academic space.

The growth of tourism studies helps to reshape such boundaries, as well as being influenced by them.

The second, and in most ways more important, question is whether the field of tourism studies is in good health. The answer is of course contingent. It could be argued that the high level of research activity implies that it is in excellent health and



**Figure 1.3** Global distribution of tourism journal editors

**Table 1.1** Academic tourism journals

Journal title	Date established	Country of publication (2003)	Editor based in (2003)
TOURISM: An International Interdisciplinary Journal (formerly Turizam)	1952	Croatia	Croatia
The Tourist Review/Revue de Tourisme	1956	Switzerland	Switzerland
World Leisure & Recreation Association Journal	1958	Canada	Australia
Cornell Hotel and Restaurant Administration Quarterly	1960	USA	USA
Journal of Leisure Research	1969	USA	USA
Journal of Travel Research	1972	USA	USA
Annals of Tourism Research	1974	UK	USA
Journal of Leisurability	1974	USA	Canada
Tourism Recreation Research	1975	India	India
Journal of Hospitality & Tourism Research (formerly Hospitality Research Journal and Hospitality Education and Research Journal)	1976	USA	Hong Kong
Leisure Sciences	1978	UK	USA
Loisir et Societe/Society and Leisure	1978	Canada	Canada
Tourism Management	1979	UK	New Zealand/UK
Leisure Studies	1981	UK	UK
Teoros International	1981	Canada	Canada
Visions in Leisure and Business	1982	USA	USA
International Journal of Hospitality Management	1982	UK	UK
FIU Hospitality Review	1983	USA	USA
Journal of Park and Recreation Administration	1983	USA	USA
Turyzm	1986	Poland	Poland
Journal of Hospitality & Tourism Education (formerly Hospitality and Tourism Educator)	1988	USA	USA
ACTA Turistica	1989	Croatia	Croatia
International Journal of Contemporary Hospitality Management	1989	UK	UK

*Cont'd*

**Table 1.1** *Cont'd*

Journal title	Date established	Country of publication (2003)	Editor based in (2003)
ANATOLIA: An International Journal of Tourism and Hospitality Research	1990	Turkey	Turkey
Journal of the International Academy of Hospitality Research	1990	USA	USA
Journal of Tourism Studies	1990	Australia	Australia
Leisure Options: Australian Journal of Leisure and Recreation	1991-6	Australia	Australia
Journal of Hospitality Financial Management	1992	USA	USA
Journal of Hospitality & Leisure for the Elderly	1992	USA	USA
Journal of Travel & Tourism Marketing	1992	USA	Hong Kong
Event Tourism (formerly Festival Management & Event Tourism)	1993	USA	USA
Journal of Sustainable Tourism	1993	UK	UK
Journal of Restaurant & Foodservice Marketing	1994	USA	USA
Australian Journal of Hospitality Management	1994	Australia	Australia
Journal of Vacation Marketing	1994	USA	Australia
Annals of Leisure Research	1995	Australia	New Zealand
Journal of Hospitality & Leisure Marketing	1995	USA	USA
Journal of Sport Tourism	1995	UK	USA
Managing Leisure	1995	UK	UK
Progress in Tourism and Hospitality Research	1995-7	UK	UK
Tourism Analysis	1995	USA	USA/Australia
Tourism Economics	1995	UK	UK
Asia Pacific Journal of Tourism Research	1996	Korea	Hong Kong
Journal of International Hospitality, Leisure and Tourism Management	1997	USA	USA
Tourismus	1997	Germany	Germany
Current Issues in Tourism	1998	UK	Australia/New Zealand
Information Technology & Tourism	1998	USA	Austria
Journal of Convention & Exhibition Management	1998	USA	USA
Tourism Review International (formerly Pacific Tourism Review)	1998	USA	USA
Praxis - The Journal of Applied Hospitality Management	1998	USA	USA

Tourism, Culture & Communication	1998	USA	Australia
International Journal of Tourism Research	1999	UK	UK
Tourism Geographies	1999	UK	USA
Tourism and Hospitality Research: The Surrey Quarterly Review	1999	UK	UK
International Journal of Hospitality and Tourism Administration	2000	USA	Canada
Journal of Leisure Property	2000	USA	UK
Journal of Quality Assurance In Tourism & Hospitality	2000	USA	USA
Journeys: The International Journal of Travel and Travel Writing	2000	USA	France/UK/USA
Journal of Travel and Tourism Research	2001	Turkey	Turkey
Journal of Teaching in Travel & Tourism	2001	USA	Hong Kong/USA
Tourism Today	2001	Cyprus	Cyprus
Tourist Studies	2001	UK	Australia/UK
Scandinavian Journal of Hospitality and Tourism	2001	Norway	Norway
Tourism Forum – Southern Africa Tourism Forum – Southern Africa	2001	South Africa	South Africa
ASEAN Journal on Hospitality and Tourism	2002	Indonesia	Indonesia
International Travel Law Journal Online	2002	UK/USA	USA
Japanese Journal of Tourism Studies	2002	Japan	Japan
Journal of Ecotourism	2002	UK	Canada
Journal of Hospitality, Leisure, Sport & Tourism Education	2002	UK	UK
Journal of Human Resources in Hospitality & Tourism	2002	Canada	USA
PASOS – Journal of Tourism and Cultural Heritage	2002	USA	Spain
Journal of Tourism and Cultural Change	2003	UK	UK
Tourism Research Journal (TJR)	2003	India	India
Journal of Quality of Life Research in Leisure and Tourism	2004	UK	USA
Tourism and Hospitality Planning and Development	2004	UK	UK
Tourism in Marine Environments	2004	USA	Canada

has become solidly institutionalized in the academy. However, the field has also been substantially criticized in terms of its theoretical base. As Meethan (2001: 2) commented, “for all the evident expansion of journals, books and conferences specifically devoted to tourism, at a general analytical level it remains under-theorized, eclectic and disparate.” The comments of Franklin and Crang (2001: 5) are similarly astringent:

The first trouble with tourism studies, and paradoxically also one of its sources of interest, is that its research object, “tourism,” has grown very dramatically and quickly and that the tourism research community is relatively new. Indeed at times it has been unclear which was growing more rapidly – tourism or tourism research. Part of this trouble is that tourist studies has simply tried to track and record this staggering expansion, producing an enormous record of instances, case studies and variations. One reason for this is that tourist studies has been dominated by policy led and industry sponsored work so the analysis tends to internalize industry led priorities and perspectives . . . Part of this trouble is also that this effort has been made by people whose disciplinary origins do not include the tools necessary to analyze and theorize the complex cultural and social processes that have unfolded.

Their assessment does point at one of the persistent tensions in tourism research, between the often contradictory requirements of critical social science and the extent to which industry and policy-makers influence the research agenda, particularly through funding and commercialization strategies (Ryan 2001; Cooper 2002; Hall and Page 2002). There are similar contradictions in several of the social sciences, but they are particularly sharp in tourism, because of the very nature of the subject matter (which is often regarded as “fun”) and the weak institutionalization of tourism early on within those academic centers that were at the forefront of critical social science. Nevertheless, it is possible to be too pessimistic. As already noted, the field of tourism has a considerably longer history than is often realized and there is a substantial and growing volume of research funded by national research councils and others beyond the direct influence of the tourism industry. Indeed, we believe that the contents of this volume bear testimony not only to the breadth of tourism studies, but also to the growth of critically engaged tourism research. This is not to say that there is theoretical and methodological convergence in tourism studies. Rather, the understanding of a field as complex and multi-scalar as tourism is unlikely to be the sole domain of either a single paradigm or a single discipline.

## **Issues**

Disciplines and fields of study change over time, and areas of specialization come and go depending on intrinsic and extrinsic factors. For example, issues such as “sustainability” or “safety and security” rise or fall on the tourism agenda of academics, as well as governments, in response to external factors such as terrorism or environmental concerns, as well as on the availability of specific funding opportunities. There are also shifts in research priorities arising out of debates in tourism studies, and in surrounding areas of study and established disciplines. Tables 1.2 and 1.3 illustrate some of the changing concerns within tourism studies as indicated by a

**Table 1.2** Keyword search of *CABI Leisure, Recreation and Tourism Abstracts* 1976–2002: geography-oriented keywords

Year	Space	Place	Environment	Geography	Geographic Information System (GIS)
1976	0	1	1	0	
1977	4	3	11	0	
1978	12	12	53	5	
1979	22	22	59	6	
1980	14	22	57	4	
1981	18	13	55	6	
1982	11	27	44	4	
1983	22	44	56	7	
1984	21	30	72	7	
1985	18	25	74	2	
1986	22	64	76	7	
1987	31	47	74	6	
1988	22	58	75	5	
1989	19	74	108	3	
1990	27	84	152	8	2
1991	30	83	143	12	1
1992	19	77	111	7	3
1993	35	89	152	5	2
1994	30	106	141	5	4
1995	27	70	148	3	2
1996	32	110	138	7	1
1997	26	87	113	4	5
1998	30	107	121	7	3
1999	23	67	147	2	5
2000	34	56	152	10	4
2001	45	90	167	10	6
2002	35	73	93	16	6

key word search of journals abstracted in *CABI Leisure, Recreation and Tourism Abstracts*. This is necessarily selective, and prone to the misinterpretations that are intrinsic to such automatic scanning. However, they do provide insights into the changing concerns in tourism research. Table 1.2 reflects some of the fundamental concerns of geographers, and illustrates the relative importance of place and environment as key concepts in tourism research, although this analysis does not distinguish between geographers and non-geographers as authors of these articles. The most obvious feature of this table is the large number of articles that can be classified as concerned with the “environment.” Arguably, this may be a function of the appearance of new journals, such as the *Journal of Sustainable Tourism*, rather than necessarily an increase in overall interest in the subject area. However, there is a long history of concern with environmental topics in tourism, which predates the appearance of this particular journal. In contrast, specific concerns with space and

spatiality have only received limited attention, perhaps reflecting the relative shift away from positivism. But there has been significant growth since 1998, which might be attributed to the establishment of the journal *Tourism Geographies*. Interestingly, an analytical tool such as Geographical Information Systems (GIS), which is attracting increased attention from social science disciplines other than geography, has had only limited reference within tourism journals, although it has considerable potential for tourism research (see Farsari and Prastacos, chapter 47).

Table 1.3 indicates the impact of several new themes in the tourism studies literature as well as the persistence of more established themes. The idea of sustainability has been a major research theme in tourism studies and was eagerly adopted from the late 1980s as a focal point for journal articles, many of which appeared in the *Journal of Sustainable Tourism*. Perhaps surprisingly, other concepts which have been significant in the broader social sciences, such as postmodernity and globaliza-

**Table 1.3** Keyword search of *CABI Leisure, Recreation, and Tourism Abstracts* 1976–2002: social science keywords

Year	Sus-tainable	History	Heri-tage	Ancient monuments/ Historic buildings	Destination/ Resort life cycle	Ethnicity/ Ethnic groups	Gay/ Sexuality/ Sexual roles	Post-modernity
1976								
1977		1	2	2				
1978		5	13			1		
1979	1	21	27			1		
1980		20	24			3		
1981		16	12			9		
1982		16	5			14	1	
1983	1	25	6			10		
1984		52	13			24	3	
1985	2	56	11	8		19	3	
1986	1	58	15			8	1	
1987	2	58	28	2		13		
1988	2	59	17	1		18	6	
1989	9	88	40		1	24	11	
1990	18	90	29			41	21	
1991	19	22	32	6		28	22	
1992	33	91	29		3	30	13	
1993	36	83	37	7		38	16	3
1994	62	105	59	8	1	47	19	4
1995	44	104	54	9	1	47	43	2
1996	56	118	81	10		70	28	1
1997	49	109	76	18	3	51	9	5
1998	52	85	69	14	1	74	10	3
1999	93	75	66	5	1	86	8	5
2000	79	104	69	3	1	60	9	4
2001	119	106	89	7	2	37	14	6
2002	83	114	68	4		57	8	6



tion appear to have had less or no impact on tourism studies (see Oakes and Minca, chapter 22), at least in terms of being recorded as key words for journal articles. For example, globalization did not appear as a key word for journal articles in the period examined. This is not to argue that they are not important, indeed there is a significant and substantial body of literature on globalization (e.g. Urry 1990; Cooper and Wahab 2001; Meethan 2001; Page and Hall 2003; Hall 2004b; Ashworth and Tunbridge, chapter 17; Chang and Huang, chapter 18), and postmodernism is also an explicit theme in the contents of many of the articles on heritage. But they have not become central unifying concepts in tourism. Similarly, concerns over sexuality and gay-related issues in tourism, although significant for post-structural “cultural” approaches to tourism (Aitchison et al. 2000; Crang, chapter 6; Crouch, chapter 7; Debbage and Ioannides, chapter 8), appear as a relatively marginal topic in tourism journals. Ethnic tourism and ethnicity have a higher profile, in part because of interest in cultural tourism, related to the role of heritage as an important object of tourism studies.

Table 1.4 provides an overview of the extent to which some economic concepts and approaches have been the subject of journal articles. As with geography, the economics field has a specialist journal, *Tourism Economics*, with economic analyses also being significant in a number of other journals. Studies of the economic impact of tourism appear to dominate while the significance of the subject of economic evaluation appears to ebb and flow. Nevertheless, in terms of sheer volume, the economic analysis of tourism does not appear any greater than studies of the physical environment within the main tourism journals, although there are considerably more economically oriented studies than those concerned with the cultural turn.

Such studies of keywords in abstracts can only provide a partial picture of the relative significance of particular issues in tourism research. As already noted, much research is published outside the immediate realm of tourism, leisure, and recreation journals, and the analysis presented here also excludes the enormous amount of material published in books, whether they be authored or edited contributions, and presented at conferences. Nevertheless, such snapshots do help illustrate some of the rich diversity of subject matter that exists in tourism and which is also represented in the contributions in this present volume.

As emphasized earlier, this book does not aim to determine whether tourism studies is a discipline or not. Rather, it aims to explore some of the key themes found in the substantial field of research and scholarship on tourism, with an emphasis on research emanating from the broadly defined discipline of geography. The study of tourism now occupies a significant academic space in the same way that tourism as an industry and as a social practice occupies significant economic and sociocultural space. Yet its boundaries are constantly changing and will continue to change in light of internal discourses, engagement with debates across boundaries, and exogenous factors. For good or bad, it is also almost inevitable that, given how academic institutions function in capitalist societies, industry and government agencies (including research funding) will continue to shape the agenda of tourism research, alongside the tradition of critical social and theoretical social

**Table 1.4** Keyword search of *CABI Leisure, Recreation, and Tourism Abstracts* 1976–2002: economic-oriented keywords

Year	Economic development	Economic impact	Economics	Economic analysis / evaluation / situation	Economic policy	Economic depression / growth
1976						1
1977	2	2		7		3
1978	11	6	8	12		2
1979	9	5	19	10		
1980	14	3	14	12		
1981	3	8	14	13		2
1982	7	5	13	32		2
1983	6	13	26	28		3
1984	8	8	11	29		6
1985	11	9	19	28	1	4
1986	10	11	28	22		5
1987	4	10	13	27	3	6
1988	10	10	25	44	4	7
1989	24	17	27	38	3	12
1990	32	37	36	31	2	5
1991	29	33	28	21		12
1992	11	31	25	19		11
1993	13	34	26	47	4	17
1994	34	38	29	79	1	30
1995	33	37	32	75	6	19
1996	35	62	37	59	3	17
1997	29	83	42	60	1	12
1998	36	87	43	61	3	4
1999	14	86	29	59	3	8
2000	39	82	54	46	7	11
2001	30	96	39	26	9	18
2002	38	82	20	26	3	11

scientific enquiry. These permeable boundaries, and the space within them, lie at the heart of this work. The present volume is therefore a snapshot of some of the dominant discourses in the social science of tourism: where it has come from, where it is now, and some thoughts on where it might go in the future. The outcome, inevitably, is that the collection of essays in this book illustrates that tourism is a diverse field, in terms of its concerns, theories, and methodologies. But they also demonstrate that it is characterized by substantive debate and continuing innovation, and that it is also increasingly engaged in some of the major debates that characterize social science. The recent increased attention given to mobility (including emergent work on non-mobility) in contemporary social science can only serve to reinforce this.

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