

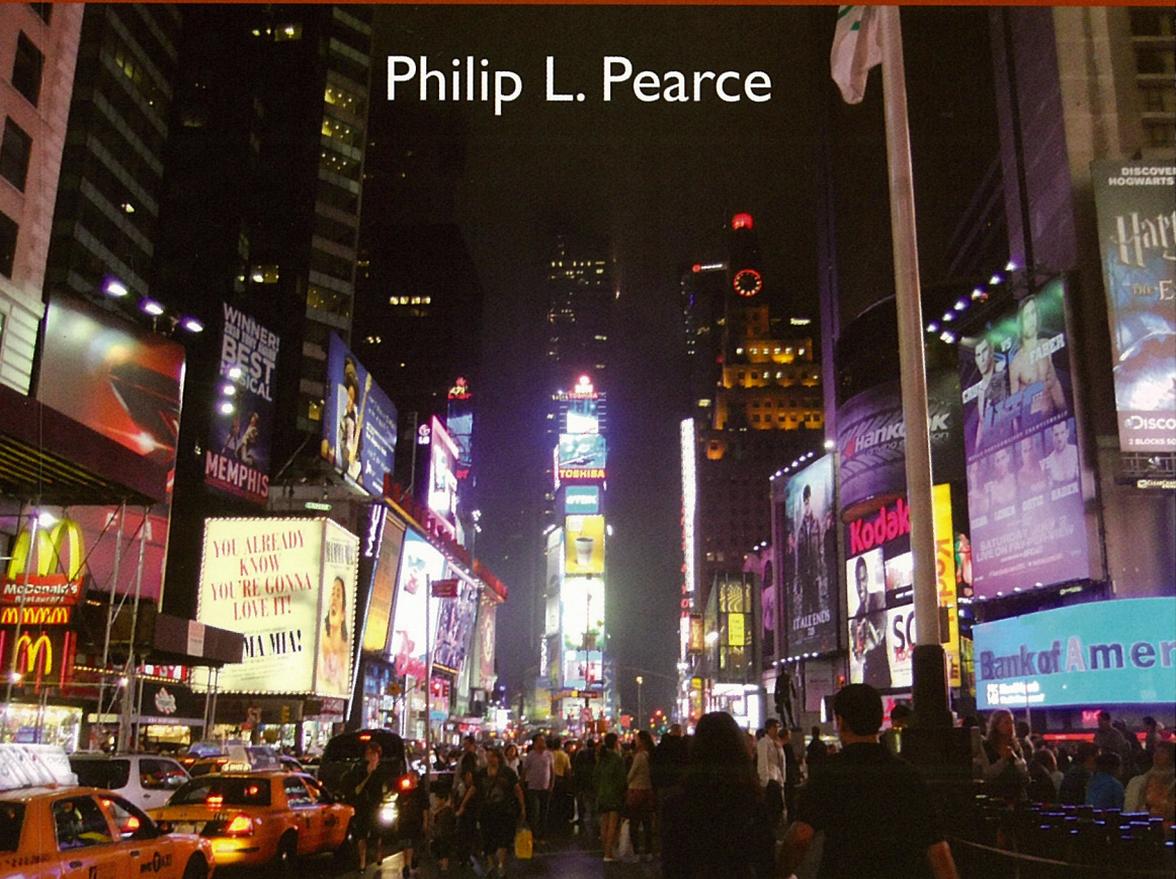
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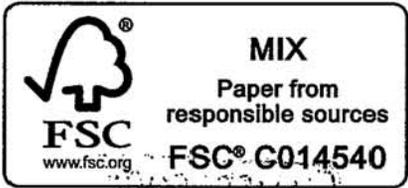
Aspects of Tourism

Tourist Behaviour and the Contemporary World

Philip L. Pearce



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ASPECTS OF TOURISM

Series Editors: Chris Cooper, *Oxford Brookes University, UK*, C. Michael Hall, *University of Canterbury, New Zealand* and Dallen J. Timothy *Arizona State University, USA*

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Preface

The core aim of this book is to review and stimulate interest in a number of emerging and fresh topics in contemporary tourist behaviour and experience. In the existing tourism literature there are already many detailed and valuable contributions informing major issues such as tourists' destination selection and consumer satisfaction. Additionally, there are strong sets of studies in tourists' impacts, interpretation for tourists and tourist–local interaction. The topics covered in this volume are less developed. The work to be reviewed includes the effects of newer technologies on tourists' behaviour and experience, tourists' experience of safety and the responsibility they bear for their own well being, individual perspectives on sustainability, and some dimensions of tourists' personal development and connections to others.

The choice of these topics is inevitably personal and reflects the selections of one researcher. A key link among the relatively fresh topics chosen is that at the broad scale they represent powerful contemporary issues shaping the world of tourism today. Some of the key concerns of this volume are blossoming rapidly into substantial research fields in tourism analysis. Others are just emerging as new areas of interest.

In this book the topic areas are linked by pursuing a behavioural and experiential perspective which argues that studies of tourists' experience may be likened to attending to the work of a full orchestra. From this perspective there are multiple contributions to the ensemble of tourist experience. In the tourists' experiential world the contributing components to a holistic or orchestrated sense of experience are the sensory inputs, the affective reactions, the cognitive mechanisms used to think about and understand the setting, the actions undertaken and the relevant relationships which define the participants' world. These component parts of the experiential orchestra all provide different influences over time and situations to achieve the full effect. Researchers may isolate the components of the experience for analysis, but when doing so, need to be aware that the full experiential array may be richer than that described in one focused study. Behaviour and experience can be studied in an immediate or ongoing sense but more usually by later recall and analysis. In this book there will be a special emphasis on

tourists' stories and accounts as a pathway to access the nature of the travel experience and tourists' behaviour.

For those who have already read similar volumes – examples might include my own earlier work in this area, Pearce (2005); the British perspectives on contemporary tourist behaviour offered by Bowen and Clarke (2009); the edited volumes by Pizam and Mansfeld (2000), Kozak and DeCrop (2009) or Morgan *et al.* (2010) – an incentive might be needed to undertake another tourist behaviour journey and traverse a similar landscape. In addition to the emphasis on the contemporary topics, three minor but hopefully appealing features can be promised.

The first somewhat novel feature is the inclusion of some tourists' tales. These accounts are extracted from previous research studies, tourists' websites and travel writing and will be used to enhance the readability of the text. Typically, they will be short pieces and provide a mix of personal and colourful accounts of the themes of the section. It will be argued that travel stories are not a minor entertainment in thinking about tourist experience – they are in fact at the very core of the analysis and provide insights of substance (cf. Moscardo, 2010a; Noy, 2005).

The second feature will be the inclusion of select visual material. The intention of using organising diagrams and select images is of course to enliven the text and to illustrate key points in the academic analysis. Again this approach, which appears to be simple, is deceptively complex. The perspective offered by diagrams and images as illustrations of research effort constitutes a different kind of language, accessed and recalled more clearly than pages of text. Readers are encouraged to linger over such material so that the possibilities for understanding sub sections of tourists' behaviour can be enhanced. While the format provided here is entirely about illustrating research-related issues in the main text, it is possible to envisage that researchers and readers who are also educators in tourism and allied courses could use this kind of format as a student exercise. The task for researchers and students alike is to see in the contexts depicted the ongoing operation of the ideas and conceptual schemes presented in the academic literature.

A final but recurring feature to encourage readers lies in the identification of research opportunities; that is prompts and suggestions for what can be done rather than just documenting what we know. These sections are identified at the end of each chapter under the heading 'Directions' but potential lines of further inquiry are also sometimes noted in the body of each chapter.

A volume in this rich and complex field by one author has some advantages. One author does have the opportunity to develop ideas across chapters and this practice has been adopted on this occasion. Such efforts are, however, never truly solo affairs. I would like to thank many colleagues and graduate students whose work influences my perspectives. In particular for

this specific work I would like to thank those who provided immediate support; Robyn Yesberg, Huan (Ella) Lu, Tingzhen (Jane) Chen, Maoying Wu and John Pearce.

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Townsville, James Cook University
Australia, 2011