

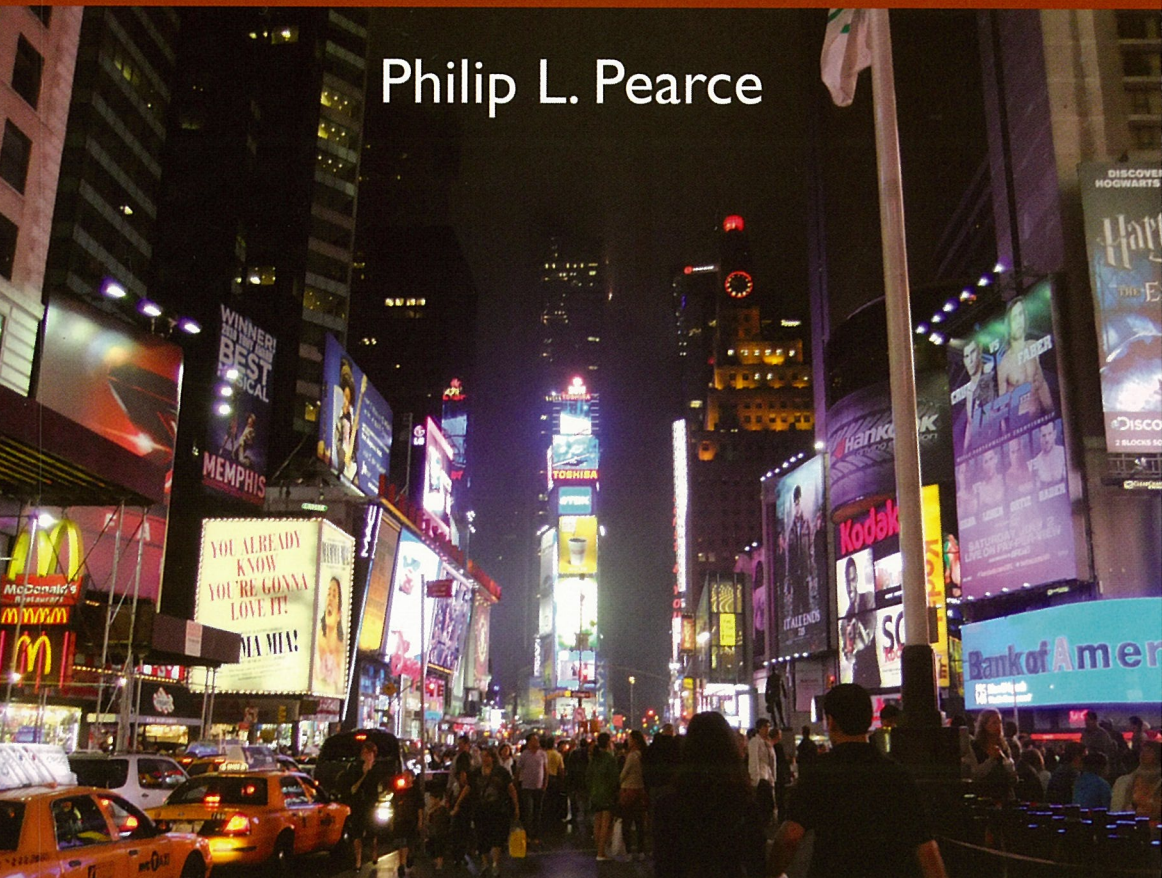
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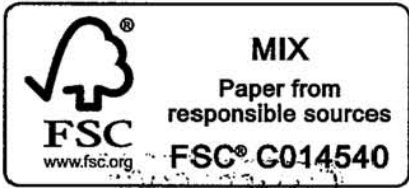
Aspects of Tourism

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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Contents

Preface	vii
1 Pathways to Understanding	1
Introduction	1
Behaviour and Experience	2
Tourists: The Focus of Our Concern	5
Whose Perspective?	10
Theory and Relevance	11
Paradigms	16
Levels of Analysis	19
Phenomenon Sampling	20
Key Conceptual Schemes	23
Topics to be Explored	24
2 The Digital Tourist	25
Introduction	25
Technology and Tourist Information	26
Technology Insights	30
Additional Dimensions in Information Search	34
On-Site Uses of Technology	36
Facets of Technology	36
Social Communication	38
The Mobile Phone and the Internet	39
Photography	41
Way Finding	44
Mobile Recommender Systems	47
Entertainment and Interpretation	50
Directions	54
3 The Tourist in Trouble	57
Introduction	57
Motivation Theory	57
Attribution Theory	62
Tourist Scams	65
Responsibility and its Implications	68
Crimes against Tourists	70

	Directions	75
	Health Challenges	76
	Directions	80
4	The Tourists' Footprints	83
	Introduction	83
	Symbolic Paths	83
	Patterns of Tourist Movement	91
	Public Movement Patterns	93
	Perceived Crowding	94
	Fundamental Points in Crowding Management	96
	Conceptual Foundations of Crowding Studies	97
	Broader Movement Patterns	100
	Ecological Footprints	102
	Directions	108
5	Dimensions of Personal Change	109
	Introduction	109
	The Roots of Personal Change	110
	Approaches to Identity	114
	Tourists and Learning	118
	Tourists and Relationships	128
	Directions	131
6	Tourists Connecting to Others	135
	Introduction	135
	Tourists and Others: Reacting to Poverty	135
	The Disengaged	137
	Compartmentalisation	137
	The Lucky Self	138
	Empathy, Sympathy and the Self	138
	Corrective Actions	139
	Volunteer Tourism	141
	Humour	145
	Directions	149
7	Additional Perspectives	150
	Introduction	150
	Slow Tourism	150
	Spending Behaviour	153
	Shopping, Bargaining and Tipping	154
	Themed Tourist Behaviour	156
	Final Souvenirs	158
	References	162
	Index	183

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.

Philip L. Pearce
Townsville, James Cook University
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