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The aim of the *Journal of Tourism Consumption and Practice* is to publish original, peer reviewed articles, shorter discussion pieces, book reviews and conference reports which advance the field of tourism studies and which broadly address forms of tourism as modes of consumption and practice.

We live in a world characterised by a complex global interplay of information, economics, culture and space. People, goods and capital are more mobile than ever before. Such mobility and flux creates the conditions in which new forms of identity, work and leisure, as well as new socio – spatial configurations are emerging which may involve translocational, transnational and multi-cultural elements.

Tourism is an integral part of such processes that also involves the creation and maintenance of tourist spaces which are in part spaces of the imaginary, of fantasy and dreaming. It is within such spaces and flows that tourists, as temporary migrants, circulate. Often travelling with a set of expectations derived from various media such as brochures, TV programmes, the internet and the popular genres of travel writing, as much as from their previous travel experiences. The spaces of tourism are constructed, more or less consciously, to fulfil - or attempt to fulfil - such expectations through representations and the consumption of goods and services, as well as the cultural assets and activities to be found at a destination, or en route. We view tourism then as a practical accomplishment which involves performative elements and the active engagement of the tourist or traveller through practice and embodiment in the creation of meanings, identities, and place.

The main focus of JTCaP then is to examine the interplay between the production and consumption of tourism as forms of interaction between people and place. While tourism is a phenomenon in its own right, its centrality in contemporary capitalist society along with other forms of mobilities allows it to operate as a lens through which broader social and cultural processes can be illuminated.

To that end the journal welcomes contributions that both reflect on the consumptive and performative nature of tourism *per se* but also which use tourism as a means to examine questions pertinent to social and cultural life more generally and further articulates the use of current areas of theoretical debate in critical analyses.

We are also keen to exploit the opportunities that new technology offers, authors are encouraged to use still photographs, video and sound clips where appropriate.