

2010

# Book reviews: Journal of Tourism Consumption and Practice Volume 2 No.2 2010

Korstanje, M.

<http://hdl.handle.net/10026.1/11553>

---

Journal of Tourism Consumption and Practice  
University of Plymouth

---

*All content in PEARL is protected by copyright law. Author manuscripts are made available in accordance with publisher policies. Please cite only the published version using the details provided on the item record or document. In the absence of an open licence (e.g. Creative Commons), permissions for further reuse of content should be sought from the publisher or author.*

**Book Reviews**

**Understanding travel from different perspectives:  
A view from South America.**

**Travel and Geographies**

**(Viajes y Geografías)**

**Zusman, P., Lois, C. and Castro, H. (2007)**

**Buenos Aires: Prometeo,**

**pp. 262.**

**ISBN 9789875741980**

**Guidelines of Journeys in Culture: Myths, History and Discourse**

**(Derroteros del Viaje en la Cultura, mito, historia y discurso)**

**Fernández, S; Geri, P. y Pierini, and M. Rosario (eds) (2008)**

**Rosario Argentina: Pro-Historia ediciones**

**pp. 361.**

**ISBN 9789871304165**

**History of Argentine Tourism**

**(Historia del Turismo Argentino)**

**Wallingre, N. (2007)**

**Buenos Aires: Ediciones Turisticas.**

**pp. 256**

**ISBN 9789879473665**

Even if scholars have agreed human displacement is a universal phenomenon, it has been circumscribed by cultural issues. In recent years, a combination of technical advances with working time reductions contributed to the expansion of mass-tourism and other forms of mobility. In such a context, Zusman, Lois and Castro's project, entitled *Travel and Geographies* contains twelve well researched chapters that address the complexity of travel from a present as

well as an historical perspective. Secondly, the book entitled *Guidelines of Journeys in culture* is an important compilation of short chapter which examines the relationship between travels, politics and culture issues. The third book in this review is Wallingre's *History of Argentine Tourism* which provides an interesting counterweight to the otherwise Eurocentric history of tourism.

What these books share in common is a belief that the practices of travellers replicates the social and material values of their own societies and that the tourism industry, based on the idea of hospitality, creates staged landscapes which dissociate hosts from guests. We also need to examine not only the conceptualization of 'the journey' as a particular form of displacement, but also much more deep-seated issues such as the nature of hospitality and construction of otherness.

From this perspective, *Travel and Geogrpahies* opens with an introductory chapter by John Urry which addresses the concepts of mobility and culture in relation to displacement, acculturation and migration. From a poststructuralist point of view, Urry realizes that today there are 600M international tourist arrivals whereas in 1950 that number was only for 25M. As a result of this, the number of hotel rooms has been increasing at a rate of more than 500,000 per year, while in contrast, roughly 23M refugees are stranded around the globe. The underlying problem is the prominence of the visual in these different human scenarios. Urry is convinced that people undertake tourism on the dominance of the aesthetic. This not only explains why people travel for leisure purposes but also the growth of photography in the last few decades. In a globalized society characterized by the spectacle, modern cultures encourage the journey as a vehicle towards happiness, development and emotional involvement. From this perspective nation-states are constantly reinventing their boundaries and identities in light of the global interchange of tourists, migrants and workers, and these new forms of movement are themselves incorporated into social memory and broader acculturation processes.

In the chapter by Carla Lois, we have an examination about the representation Europeans had of both the Atlantic Ocean and America in the 16<sup>th</sup> C. Inasmuch as the geographical imaginary was related to the drawing of maps and cartography, and at the end of this century, the Atlantic Ocean had many names including Mare Occidentale and Oceanus Occidentalis. Oceans expressed more doubts than certainty, and within this perspective, two elements characterized the old European imaginary: the abundance of islands, and the belief that monsters lived at the bottom of the sea. The medieval literature reminds us that while the discovery of new islands encouraged explorers to cross unknown seas in search of fame and glory, whilst the monsters demonstrated the threats that such adventures may bring. Sociologically speaking, the discovery of islands emphasised feats of conquest and empire, while on the other hand, Lois argues that monsters were employed in the cartography as a mechanism to create moral symmetries constituting an image of a world congruent with other more complex schemes such as religion or politics while popular wisdom in Europe valorized the experience of explorers in the form of legends. Taking her cue from Foucault, Lois introduces the notion of mirror which combines the idea of utopia with heterotopia, where America is conceptualised as an 'unreal' place (utopia) while the Atlantic acts as the 'neutral zone' (heterotopia) through which specific practices of hegemony and territorial appropriation are materialized.

The third chapter to be reviewed is *Landscapes of civilization and progress* by Perla Zusman d. This work emphasizes in the experiences, emotions, fears and of Domingo. F Sarmiento, a 19<sup>th</sup> C Argentine politician and later President who travelled through ten of the United States of America in 1847. At the time of Sarmiento's trip the USA was experiencing transformation, not only by technological advances in transport, communication and infrastructure but also with the integration of the individual states through the idea of progress and commerce. The combination of natural and artificial landscapes played a pivotal role in the imagination of Sarmiento who wished to import such a model to South America.

It is not surprising that the United States captivated him because of its political organization was based on democracy and autonomy. The main thesis in Suzman's chapter is that from that time onwards, Sarmiento stopped looking to France as his political model, and instead looked to the USA. The imbalances and poverty observed in the French society contrasted notably with the spirit of equality he saw in the United States. One of the things Sarmiento must have seen during his travels was the advent of the railroad which connected the states, allowing the rapid transport of both goods and people. In accordance with Urry's work, Suzman emphasizes that this new technology of mobility symbolized for the Argentine traveller the success of civilization over nature and the barbarians.

M. Laura Silveira's chapter examines Patagonia, a semi-desert area situated in the south of Argentina, and focuses on how tourism facilitates new migratory fluxes from all part of the country. The author describes the principal features of each period of Patagonia's development from the mass immigration in 19<sup>th</sup> C to our modern times. The mass consumption brought by tourists has triggered the enhancement of other components of destination based economy such as hotels, stores, car rentals and other agencies improving the existing economy and also bringing benefits such as health services and education. However, tourism has a downside that contrasts visual attractiveness with economic imbalances in rural areas. Most likely, the privatization policies in Latin America in the 1990s paved the way towards a scenario where the architectural reformation of the kind imagined by Sarmiento as an expression of civilization, does not fit with the social conditions people are now living. Once again, the appropriation of land in such territories reminds us of the first explorers in America, while the dominance of Europeanism and development results in the exclusion of native peoples and residents.

In a similar manner, Hortensia Castro presents her investigation about the narratives of the explorers ranging from the 16<sup>th</sup>C to the 20<sup>th</sup>C in Argentina. The

author tries to reconstruct the perspectives of travellers who had different perspectives on development. Centered on two books entitled *Journeys to the Puna of Atacama* published in 1924 by Juan Bautista Ambrosetti, and *Dessert Trails in Atacama* by Isaiah Bowman in 1924, Castro focuses on three elements: the influence of a civilizing project in the indigenous world; registering the main transformations that La Puna was experiencing at the time; and examining the discourses of Bowman and Ambrossetti in regards to the symbolic westernisation of Argentina. The upshot of this chapter is that during the two first decades of the 20<sup>th</sup>C, La Puna was visited by migrants, travellers and gauchos.

Ambrossetti was of a generation whose hopes were the attraction of new investment in the area in order to develop and distribute national wealth, while on the contrary, Bowman embodied the type of traveler who is seemingly concerned with scientific issues, which however, is camouflage for the interests of the USA in local resources. In general, Bowman visited the region in a moment characterized by American political expansion and while his description is typically focused on the geographical features and potentiality for economic development, Ambrosetti is concerned with the need to construct an ethos enrooted a common national identity.

Finally, it is important to acknowledge the contribution of M. Piglia's study of the Argentine Automobile Club (AAC or ACa) which examines the historical evolution of this institution from 1926 to 1939. Piglia suggests that the process of touristification in campaigns managed by ACA supposed the restructuring of rural and urban areas. Piglia argues that the ACA attracted many donations of land, broadening the volume of capital in combination with new property businesses on coastal beaches. These stronger and aggressive strategies multiplied the number of members from 700 to 32,652 at the end of 1931, again emphasizing the importance of mobility.

I have so far reviewed and summarized the preliminary concerns this book examines by stressing the core contributions to the study of social geography. In recognition of this, even though each article is focused in a particular aspect of transport and tourism, they share similar arguments. The appropriation of territories is accompanied with symbolic mechanisms aimed at reinforcing practices of exclusion. Under such circumstances, the geography of migration as well as tourism plays a pivotal role in outlining how globalization and social mobility work in a world characterized by ambiguity and contradictions. In part, this is not only a book highly recommended for researchers, scholars, and consultants in the field of tourism but also beyond. Rooted in the belief that mobility is a manner of development and emancipation, the book defies the idea that tourism only works as a mechanism capable of reinforcing social boundaries, by examining the influences and effects of mobility in a globalized world if focuses on the convergence of deterritorialization and westernization.

*Guidelines of Journeys* also provides with a couple of cases which help readers understanding the fine linkage between politics, travels and otherness. That way, Fernández and Navarro's chapter suggests that displacement not only involves issues of space and time but also determines cultural identities. Otherness can take different forms ranging from a landscape to a society with 'strange' customs. Starting from the premise that every traveller creates his or her own discourse, the representation of otherness often resorts to ethnocentrism whenever the difference is subordinated to others political structures. Familiarity and openness are seriously questioned at the time a traveler decides to depart and Fernández and Navarro conclude that travel breaks the subjective field of personality increasing fear and uncertainty.

A similar concern is addressed in the chapter by Kupchik who argues that the process of travelling is inherently linked to morals and ethics. The problem here seems to be that the influence of modern travel in relation to ethics is a matter which still remains largely unexplored in specialized literature. The act of travelling often refers to an obtrusiveness that not always is welcomed by hosts.

Philosophically speaking, mobilities are associated with a lack of respect because visitors often despoil other cultures in. This is the case argues Kupchik, of a tourism and hospitality industry which loses the interest of residents in the construction of tourist 'bubbles'. Following this, Kupchik realizes that journeys have two components, purpose or utility and emotional response. In brief, the decline of legitimacy that characterizes the modern capitalist world means that journeys become a form of creating added value that also involves the manipulation of feelings with the aim of giving the visitor an exciting experience which merits repetition. These two combined factors result from a broader and more complex moral position. The role of travellers varies in culture, lore and tradition, some cultures emphasize utility whereas others do the same with emotion. This morality allows the social imaginary to justify exploration which may or may not be ethical. The goal of Europe in Middle Ages, for example, was associated with a need for conquest and submission of the peripheral world.

Returning to my previous point, the representation of otherness can be articulated presenting travel as a political discourse of hegemony which trivializes the difference in other cultures and traditions. The literature of travel, under such a context, is embodied in a mythical past that does not necessarily correspond with the historical facts. The traveller as a person who opens the door for describing the world sees the world following their own values and sight. The irruption of modern rationality as a mechanism of knowledge and development generates a counterpoint in the vulnerability of arrogance. The paradox is that once rationality and technologies penetrates a territory and subsumes other perspectives in an ethnocentric discourse, people feel more vulnerable to the stimuli of the environment. For example advances in health science contrast with psychological pathologies associated with distress, burn-out, anxiety or angst. Of course, it is not surprising that risk perception theory (which has a long history in Cognitive Psychology) can be applied to understanding the current aversion of some visitors to destinations abroad.



Perhaps, the window of otherness inspires in Westerners a type of uncontrollable tremor.

The final book in this review is Wallingre's *History of Argentine Tourism*. In general, her project is interesting and the insights shrewd, but it has some methodological limitations. The book itself contains four chapters and in the introductory section Wallingre examines Argentine social history from 1810 including the Hispanic heritage, followed by what historians call the 'Belle Epoque' of the late 19<sup>th</sup>C on to the post-tourism of the late 20<sup>th</sup>C. Wallingre argues that tourism has been consolidated during the period between 1946 and 1980 when technological advances in mobility associated with other factors, such as salary increases and more free time, allowed people the opportunity to travel in a more comfortable and faster ways. From a methodological perspective, there are plenty of bibliographic references read but it is unfortunate that they are not accompanied with other historical evidence such as documents in archives, letters, old newspapers, photographs, or memories that can validate her thesis.

Whatever the case may be, the main argument Wallingre makes is that Europe developed tourism - in the strict sense of the word - after industrialism in the 19<sup>th</sup>C, however, it was not before than the middle of the 20<sup>th</sup>C that the appearance of commercial airplanes and wide car ownership displaced earlier forms of transport such as trains and horses. In consequence, this revolution in technology gave the middle classes as well as the workers to broader access to transport and mobility. Wallingre's book is based on the work of Sergio Molina (2002) who distinguished four stages of tourism expansion: pre-tourism; early industrial tourism; matured tourism and post-tourism. Wallingre unravels the worlds of classical Ancient Greece and Rome as the two main civilizations that impelled travellers to explore other territories and lands, and curiosity began to be a factor of attractiveness that defied the any obstacles.

The preliminary problems in this valuable book lie in the commentaries of how the Hispanic period concentrated and distributed travel in America. From her point of view, there is a gap in the study of leisure during the pre-Hispanic World. Although one might speculate that this is correct, Wallingre misjudges that rationality varies with the times, one is unable to place under the same lens periods such as ancient times and modernity. Besides, for the Romans rationality stemmed from *logos* (logic), a term often associated with the ability of reading and writing whereas in the Middle Age rationality was linked to the capacity to offer hospitality to strangers. What Wallingre outlines as a universal need (hospitality) is none other than an European institution, and native peoples who were unaware of European conventions regarding hospitality during the conquest of America were of course labeled as inhuman which made the expropriation of their land easier and faster.

On the other hand, the cultural and human landscape in America was far from uniform and was differentiated depending on circumstances and contexts. For example, whereas in New Spain (current Mexico) the monopoly of power applied by the army was disaggregated and unruly, in Peru the presence of silver and gold immediately concentrated considerable bodies of military personnel which resulted in rule by the iron fist (Calvo, 1996). As I have written elsewhere (Korstanje 2008), Hispanic fascination with precious metals was a product of centuries of transculturation since the days of the Roman Empire which resulted in the perpetuation of many Roman customs and traditions.

Wallingre considers that the infrastructure had not been of sufficient quality to begin with, which changed during the 'Belle Epoque' when building and investment in infrastructure predominated, and when society itself was characterized by the hegemony of aristocracy cultural values, first and foremost from France and England. Based on a growing economy and mass migration, and an end to years of civil war in many peripheral countries, the project of nationhood was characterized by values of progress, development and civilization, and European migration played a pivotal role in consolidating this

project. In such a context, we observe the emergence of trains and ship as devices capable of bridging dispersed geographical points in a short time. In the successive chapters, Wallingre writes that the Argentinean landowning elite who lived in or visited Europe, emulated the resorts and style of life once they had returned. As a result of this, the main tourist destinations in Argentina were developed between 1910 – 1930, such as Mar del Plata.

In this instance, it is important not to lose sight of the fact that tourism was not considered a mass industry. In a sharp contrast with Belle Epoque, the next stages were an economic and financial crisis from 1920 to 1930 that affected exports; the emergence of a new middle class; the unification of labour unions; the commercialization of airplanes, ships and other vehicles as a new forms of transport; social reforms that allowed workers more benefits and finally, the purchase of railways, stations, and trains that had remained in the hands of British investors. All these factors combined resulted in the development of mass tourism characterized by the upward social mobility of the general populace. New destinations of international calibre such as San Carlos de Bariloche, El Tigre, El delta, Ushuaia, El Calafate, Pinamar and San Bernardo were developed.

In spite of the all-encompassing analysis, one of the limitations of this work lies in Wallingre's failure to present a more coherent framework, because as noted above, she judges the facts with the lens of contemporary eyes.

Ultimately, the scarcity of historical sources would provide Wallingre with enrichment at time of describing and understanding the interconnected events she want to interrelate.

Societies create their culture based on certain values and customs which are not only diverse but are also contrasting in some circumstances and change over history. One of the prerequisites in research should be and avoidance of

an ethnocentric gaze, especially when contemplating the facts of other times or civilizations.

### References

Calvo, T. (1996). *Iberoamérica: de 1570 a 1910*. Barcelona: Editorial Península

Korstanje, M. (2008). "El ocio como elemento de Construcción Identitaria y el Uniculturalismo en el Imperio romano" *Culturales*, num. 7, Universidad de la Baja California, México.

Molina, S. (2002). *El Posturismo*. Tesis económicas profesionales. México.

---

**Reviewed by Maximiliano Korstanje, John F. Kennedy University, Argentina.**

---

### Strategy for Tourism

**Tribe, J. (2010)**

**Oxford: Goodfellow Publishers**

**vi + 258 pp.**

**ISBN 978-1-906884-07-9**

While it cannot be said that there is little written on strategy, this does not apply to strategy (or strategic management) specifically as it relates to tourism. This is the niche that the book fills. It seeks to provide an overview of key themes on strategy organised in a logical structure presented at the outset of the book. The main sections, themselves divided into four chapters, giving 12 chapters in total, are strategic purpose, strategic analysis, strategic choice and strategic implementation. The reader is therefore guided through the classic approach to strategy formulation and indeed the book concludes with a chapter on how to write a 'typical' strategy.

The tourism focus of the text is evident not only in the useful case studies provided in each chapter, but also through the supporting references. That said, the first three chapters draw almost exclusively on generic management literature. The exact opposite is the case for subsequent chapters. In fact, chapter four on the external environment (focusing particularly on a PEST analysis) draws solely on tourism sources. The reason for this one assumes is that the fundamentals of strategy are not industry specific. Where the tourism distinction becomes apparent is in the practice of strategy, the way it applies to the tourism industry.

The book is easily accessible and will appeal to the reader who wants an overview of the subject. Indeed, it could well serve as a reference text on strategy in tourism. It is not, and does not pretend to be, a critical review. Nonetheless, it would be unfair to suggest there are no elements of critique contained within it. Indeed, the book's final paragraph nods towards non-traditional views of the role of strategy by conceding that "...strategy has been depicted as a logical, linear process where we move neatly from stage to stage. In the real world it is a much more messy business...it is reiterated that this text has essentially taken a classical view of the strategy process." Further reference is then made to a one page section in the first chapter entitled 'The contested nature of strategy'. Clearly then, for the reader who wants an introduction to the subject matter, or a refresher, the text will be a valuable read. The reader who is looking for a critical review of current thinking on strategy more generally might be disappointed.

In addition to the case studies the book is replete with diagrams, figures and bullet points. Sometimes the impression is gained that too much has tried to be crammed into the text, that depth of discussion has been sacrificed to extent of coverage (hence the mention above to this being a reference text). For example, in Chapter 5 on competition no fewer than four models/frameworks are presented in just over a page and a half. Another example is the

presentation of Game Theory in two short paragraphs in Chapter 7, subsequently followed by four paragraphs on different studies in tourism that have had some focus on Game Theory. Thus, the text raises awareness that Game Theory exists as a way of looking at strategic behaviour, but the reader would need to approach further sources to achieve a more complete understanding of what Game Theory is.

The text book nature of the text is further highlighted by the inclusion of learning outcomes at the start of each chapter which invariably focus on students' understanding and read very much like an overview of chapter contents. Tribe judiciously includes the caveat 'and related material' when referring to what the reader would need to do to understand the book's contents; reading the text on its own is by implication not sufficient to understand the themes it covers? Each chapter concludes with a series of multiple choice questions to check recollection and a number of discussion questions which should be genuinely useful, to the student but also to the lecturer for use in seminars, for example. They would certainly aid reflection on chapter contents.

Overall the text lives up to expectations if the expectations are a 'no-nonsense' guide to strategy in tourism. It combines theory and practice and is well written. It is comprehensive in its coverage, covering themes as diverse as financial performance measures to change management. In many ways it covers much of the business content of an undergraduate curriculum in tourism management. As an introductory text book on strategy and related business concepts it will appeal most to undergraduate students, but it would also find a good home on the shelves of tourism practitioners. It is no mean feat to pack so much into what is a relatively short book (258 pages), and Tribe should be congratulated on having done this in such a readable way.

---

**Reviewed by Andreas Walmsley, Leeds Metropolitan University**

---

**Tourism in Turbulent Times: Towards Safe Experiences for Visitors.**

**Wilks, J., Pendergast, D. and Leggat, P. (editors) (2005)**

**Amsterdam: Elsevier**

**382pp**

**ISBN: 9780080446660**

This is an edited collection in the Advancing Tourism Research series, and as such has a focus on current research findings, but clearly demonstrates its Australian roots (16 contributions). It is assumed, of course, that tourism is something to be enjoyed and comes with benefits to host and guest alike, while making the experience safer can only, also, be a good thing. It is a truism that safety is a fundamental prerequisite for tourism to take place, and that since biblical times; travellers have been targeted by local criminals. Such criminal confrontations are, however, not the only danger facing tourists nowadays – physical and political dangers lurk too. In many ways ‘who does safety and security’ in the tourism industry is a question seldom asked, but probably fall to marketing departments in many cases. If construction firms employ security staff to protect materials on building sites, who protects tourists in the tourism industry? An underlying theme in this book is that somebody should.

The opening section (the first of four) is a focus on health issues. Given that anything up to a third or more of the 700 million worldwide travellers annually become ill or injured while travelling suggest that health risks are greater while abroad. Other chapters in this section cover insurance issues and a history and epidemiology of the 2003 SARS outbreak. The chapter closing the first section on the Health Impacts of Tourism shows some empirical research indicating that tourist have a greater number of preventable accidents than are experienced by the host community. Strong associations with the tourist season and age occur – with younger tourists coming to grief in the sea, on beaches, rocks and play equipment.

The second section turns attention to safety and security. The opening chapters by Peter Tarlow demonstrate some of the linkages between terrorism and crime

and tourism. A wide range of issues are discussed here, from casino related crime, credit-card theft, passenger assaults on airport staff and crimes of distraction. In these chapters the reader perhaps wants more than is provided, and as some of the chapters are written from an advice perspective as opposed to a review of academic literature, some readers will feel a level of frustration that where to go for more is not always apparent. This was at the fore in the chapter on food safety and hygiene issues, where the chapter concludes with seven bullets of advice on minimizing the risk of suffering from food-borne illness.

Part three deals with 'adventure' and includes four chapters including risk management, tourist trauma in national parks, dive safety and surf beach risk and safety. Similarly with other chapters there is a mix of some review of previous literature with a sprinkling of advice and safety tips. Part four is more extensive with six chapters associated with government and industry initiatives. The response to the Bali bombings by the Australian government was again written from a practitioner's perspective, written by those with consular experience. The concluding chapter by Wilks suggests a partnership approach to risk management.

Overall, at the end of this book I was unclear who it had been written for. The numerous chapters may mean that there is something here for everyone, and in the last decade the repeated shocks from the terrorist attacks of 11 September 2001, SARS and the Asian Tsunami and the more recent fears from swine flu have made the tourism industry more conscious of the need to protect its customers, and tourists perhaps more aware of the risks to themselves when venturing away. Certainly the positive responses made by various sectors of the industry at destination, national and international levels are made. Moreover, those interested in the adventure tourism market, characterised by small operators who need good risk management practices to weather adverse global events, as well as run a financially viable small business will find some welcome advice. Most, I suspect, will dip in and out of bits of this book, finding more or



less use from the uneven contributions. I was left with a lack of any strong sense of a theoretical underpinning, and a lack of questioning. I think I can manage without reading of the United States Life Saving Association's selected safety tips, which include the pertinent one of 'learn to swim'.

At the outset the book's stated objective is about 'ensuring that visitors to the world's tourist destinations have safe and enjoyable experiences' – but I would have welcomed some debate on whether, for example, the terrorist attacks at Bali were related to the impact of the indigenous community experiencing western tourist lifestyles in a region marked by poverty and injustice and where it may just be that fundamentalist religion might make sense. I am not in any way suggesting that there is an excuse for indiscriminate killing, but I had rather expected that 'Tourism in Turbulent Times' might have touched on the cultural ignorance and chauvinism displayed by some tourists and thereby the extent to which tourists might even be 'at fault' in creating conditions where terrorism seems justified by some. Perhaps what this book does is to fall into the trap of obviating the need to question the impact of one's tourist self on the standards and sensitivities of the host community. This book does imply that things can go wrong on holiday, and as such the world isn't just a series of tourist destinations to be ranked for the pleasures they yield. Some may see it as such, but the industry, government, and education each have a perspective on providing safe experiences. Perhaps we're now ready for the next generation of texts that are able to focus on the assimilation of the practical and empirical offerings from 'Tourism in Turbulent Times' into something with an integrated theoretical framework.

---

**Reviewed by Paul R Brunt, University of Plymouth.**

---

**Tourism Discourse – Language and Global Mobility**

Jaworski, A.; Thurlow, C.; Ylänné, V. (2010)

Basingstoke, Palgrave Macmillan

ix + 282 pp.

ISBN: 978-1-4039-8796-9

While Part II of *Tourism Discourse* (2010) focuses on how language ideologies underpin discourse production around tourism activities, Part I steps through four specific textual genres which can be found at the point of consumption of tourism, viz.: holiday postcards, trader's shop signs at resorts, in-flight magazines and business cards presented by tour guides, docents and the hospitality industry.

It is the authors' expressed intent to use this new book, with its thoroughly documented case studies, to inaugurate the study of the sociolinguistics of tourism. Their new work draws on close-reading from literary studies; for example, they reproduce just over twenty extracts from newspaper travelogues and, in the tradition of Gustave Lanson (1857-1934), draw out the implications of the journalists' comments. The proposed new field also has its roots in conversation analysis and its cousin, critical discourse analysis, which they use to explore over seventy postcard messages, again providing their readers with the source material, the archive as it were, to support future readings. They find evidence in their analysis of the postcard messages of Pierre Bourdieu's (1991: 84) 'stylization of life' in the everyday life narratives constructed by the holidaymakers for consumption by their colleagues back in the office. Although the authors of *Tourism Discourse* conclude that they have uncovered the complimentary or phatic function of the postcard their own theorising goes further in providing a more complex insight into tourist identity and consumption rituals. The discussion reveals a third component to their new sociolinguistics which connects with the ethno-methodology of the field journal of Edgar Morin compiled during his study of the seaside town of Plozévet in Brittany between 1965 and 1967.

More direct fieldwork on seaside towns, this time in the Gambia, provides the authors with a further corpus of written texts; these are shop signs from souvenir stores or stalls. Photographs, reproduced in the book, show how the Gambian souvenir vendors use western brand names: Harvey Nichols, Liberty and John Lewis, along with the Qatari investment brand: Harrods to buy into the powerful symbolic capital of the English language as a signifier of international lifestyle. This fieldwork leads them to conclude that these sociolinguistic items are emplaced to do specific work rather than having arrived in a diffuse flow, as migrating language often does. Theirs is a very material reading, drawing on notions of work, production and reification in a trajectory from Henri Lefebvre's production of space and David Harvey's more recent spaces of global capitalism.

Indeed, from the outset of their project they argue that the semiotic products of tourism are very often the actual goods purchased by visitors when travelling. It is not just that the services of hospitality are discursively mediated but that these mediations, these narrative enactments, are themselves products on the market.

This look at language products is developed in Part II, particularly in an exploration of the language glossaries in guidebooks. After evaluating nearly 2600 entries from 18 guidebooks the words and phrases are categorized into eleven types. These range from getting around to greetings. However, it is the phrases for commercial transactions that strike the authors as indicative of how the tourist is guided to perform as a consumer in a prescriptive way by these phrase-book entries. Unspoken, just below the surface, these discourses organise the space of tourism so that the visitor can only encounter the local people rather than engage or form any commitment with those visited. The authors conclude that we can detect in the discourses of international tourism that the local people must still self-style 'as subservient, romanticized, eroticized and pre-modern.' (235).

Although the argument of the book seeks its justification in a critique of globalization, Jaworski, Thurlow and Ylänné have been extremely successful in giving us the tools, the practices and methods for compiling working corpora to develop this new field of enquiry in the sociolinguistics of tourism. Developing a new critical methodology to examine the discourses that often remained unquestioned in a strictly business studies approach to tourism and hospitality is sufficient justification and recommendation for their innovative work.

#### Reference

Bourdieu, P (1991) *Language and Symbolic Power* (Ed. Thompson, J. B.), Cambridge, Polity.

---

Reviewed by Charlie Mansfield, University of Plymouth

Email: [c.mansfield@plymouth.ac.uk](mailto:c.mansfield@plymouth.ac.uk)

---