

Introduction: Why do we need another book on tourist studies?

The field of tourist studies has come of age with new and highly specialised texts being produced on a regular basis. Where once, in the early days of the discipline, the field was dominated by generic tourism planning and management handbooks, we now have texts covering such diverse tourism related topics as sex tourism, tea tourism, battle-field tourism, Olympic tourism, marine tourism and extreme tourism, to name just a few. How does *Key Concepts in Tourist Studies* fit into this growing literature?

The objective of this book is to present what the authors feel are the key concepts within our discipline in a concise and user-friendly manner. Each of the 40 concepts begins with a simple definition and provides a succinct and well-referenced overview of the topic with illustrative examples drawn from a wide international field. The concepts end with suggestions for further reading, should the user wish to pursue a particular topic in more detail. Useful web resources are provided where appropriate. Throughout, there is cross-referencing between the Key Concepts (given in the text in bold) as tourism studies is a multi-disciplinary field and none of our key concepts is an island.

We hope that this book will be used in a variety of ways. Students of tourism studies/management and those of associated disciplines such as leisure management, events management, countryside management or geography will find it a useful reference text to consult when they need to check up on particular topics (perhaps when beginning an essay or preparing for a tutorial). But the book can also usefully be read from start to finish as a good introduction to the field of study. We have tried to keep our Key Concepts as current as possible, including new topics such as e-Tourism, the Experience Economy, and Health and Wellness Tourism. We have also ensured that the references we cite and the further readings that we suggest are up to date.

We, the authors, have many years of experience in teaching tourism at both undergraduate and postgraduate level in the UK and further afield (e.g. Spain and Hungary) and have approached the writing of this book with our students, past and present, in mind. Tourism is an increasingly global industry which touches more and more people and places as it continues its expansion. The study of this industry touches on a number of other fields of academic study, such as cultural theory, planning, geography, economics, environmental studies, anthropology, marketing, politics and many more. To become conversant with such a wide range of disciplines and their literature is not possible for a student (or indeed for a university lecturer!) but our academic backgrounds and research interests have brought us in touch with a range of subject fields which have allowed us to explore the interdisciplinary nature of tourist studies and, hopefully, contextualise it in a useful way in this book.

One of the common questions for a book of this nature is how were the Key Concepts chosen, and how is it possible to reflect the diversity of a field like tourist studies in only 40 concepts? Our choices were reflected on at great length, including discussions with our publisher and taking into consideration the views of our colleagues and reviewers. Of course, no such book could hope to be fully comprehensive. The choices will also inevitably be contentious for many other academics, and maybe students too. Why did we choose to exclude concepts and topics which seem to be important for others?

Our choices take into consideration a range of factors, including the past, present and future of tourist studies. Some of the concepts are quite well-established now within the academic literature, such as Authenticity, Planning Tourism, Sustainable Tourism and the Tourist Gaze. However, they may be new and unfamiliar to students, or the literature may be so vast or complex that it is difficult to synthesise. Also, as the nature of tourism and society changes rapidly, many of the concepts need to be revisited regularly (e.g. Authenticity in the light of the Experience Economy; the Tourist Gaze in relation to globalization; Sustainable Tourism in connection with climate change; Planning Tourism at a time of Crisis Management, etc.).

Some of the concepts relate to the disciplinary frameworks which can help us to understand tourist studies better, for example Anthropology, Sociology, Economics and Geography. Of course, we could have added to this list Political Economy, Cultural Studies, or Environmental Studies, among others. However, we decided instead to allude to these disciplinary frameworks in the context of other concepts (e.g. Ethical Tourism, Cultural Tourism, Ecotourism).

Many of the concepts are what we might describe as typologies of tourism. This was a deliberate decision, as it is often the case that a student needs a concise summary of a typology of tourism when choosing an appropriate and interesting essay or dissertation subject. Lecturers may also require such material for course outlines and introductory lectures. Therefore, we refer to many typologies of tourism, such as Arts, Business, Cultural, Eco, Festivals and Events, Film and TV, Gastronomic, Health and Wellness, Heritage, Literary, Spiritual and Religious, Rural, Sports and Adventure, and Urban. Many of these are also categorised generically under Special Interest Tourism. Of course, we could have included Space Tourism and other even newer typologies, but it is assumed that tourism will continue to move forward and products will constantly be relabelled and repackaged. For example, Geotourism (discussed under Geography of Tourism) seems to be a combination of Eco and Cultural Tourism rather than a truly new form of tourism.

Some of the concepts refer to types or market segments and not just typologies, for example Backpacking, Ethical Tourism, Gay Tourism, Mature Tourism, Post-Tourism and Sex Tourism. It is often difficult to pin down these 'market segments' and define typical activities and motivations, as they are either so diverse (e.g. Backpacking, Mature Tourism) or covert (e.g. Sex Tourism, Gay Tourism). It is also sometimes difficult to define what is meant by an 'ethical' or a 'post' tourist. Therefore, these issues are discussed in some depth to help clarify these concepts.

Controversies and sensitivities abound in tourist studies and we have referred to many concepts which are the subject of ongoing and unresolved debate. These include Dark Tourism, Identity, Neo-colonialism, and Self and Other. Although these have been the subject of academic discussion for many years, the structure and politics of the world change constantly and so new issues need to be negotiated on an ongoing basis. For example, many countries are now in an era of transition (e.g. post-socialist countries), and are thus seeking new identities, often through tourism. Indigenous and tribal groups are slowly gaining some ground in asserting their true identities through tourism and countering the process of 'othering'. Decisions are still being made about how to deal with the legacies of imperialism and colonialism around the world. Dark tourist sites are being created all the time, one of the latest being Ground Zero in New York. Interpretation of dark heritage also changes constantly as time and space create a distance between events, their victims and their perpetrators.

A few of the concepts are especially topical right now, such as Crisis Management, Destination Management, e-Tourism, the Experience

Economy, Mobility and Regeneration. In several years, other issues may become more prevalent or the terminology will change. However, the impact of tourism on the planet and its people is likely to be an enduring subject (we chose to discuss the impacts of tourism under Planning Tourism). Natural disasters are likely to increase and cause more and more crises for destinations. Terrorism, however, may become less of a threat depending on political negotiations. Mobility will no doubt increase, unless climate change and fuel depletion radically affect the transport industry. Tourism destinations will always need a form of Destination Management, but may also stagnate, decline and regenerate in the meantime. Tourism has arguably always been about experiences, therefore the Experience Economy will continue to be a major theme, however it is labelled.

This all means that whatever concepts we choose to focus on, they may largely be variations of already existing issues in tourism, perhaps just repackaged or relabelled today or in the future. The past, present and future of tourist studies are clearly inextricably connected. We hope that our work reflects this, while presenting some fresh views of concepts which may be incredibly familiar or somewhat new. Whatever your view of our choices, we hope you find this work useful, interesting and thought-provoking.

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