



# HOPEFUL TOURISM

## A New Transformative Perspective

**Annette Pritchard, Nigel Morgan**

University of Wales Institute, UK

**Irena Ateljevic**

University of Wageningen, The Netherlands

**Abstract:** This paper makes a philosophical and ontological contribution to tourism knowledge. It discusses emergent perspectives and paradigms, identifies major omissions in tourism knowledge and challenges its dominant assumptions, reviewing the imperatives for a regime change in the field. The paper argues that the new hopeful tourism perspective which combines co-transformative learning and action offers a distinctive approach to tourism study. It defines the characteristics of this values-led humanist perspective and presents a reflexive accounting of its evolution. It concludes with a three part agenda for tourism educators and researchers concerned to embrace co-transformative learning, which responds to the challenges of creating just and sustainable tourism worlds. **Keywords:** hopeful tourism, ontologies, paradigms, co-transformative learning, social justice, advocacy. © 2011 Elsevier Ltd. All rights reserved.

### INTRODUCTION

In recent years the tourism research field has reached a state of maturity whereby it has advanced beyond its applied business research base to embrace reflexive and critical academic enquiry (Airey, 2008a, 2008b; Lew, Hall, & Williams, 2004; Tribe, 2004, 2006). This maturation has seen the emergence of a number of networks within the knowledge community, such as the sustainability and mobilities networks (Tribe, 2010). In addition, whilst the last four decades have seen much work engaged with critical theory (Nash, 2007) and with inequality, injustice and tourism (e.g., de Kadt, 1979; Hall & Brown, 2006; Harrison, 2001), the last half a dozen years have seen the emergence of a further network of ‘critical’ or ‘hopeful’ tourism scholars. This academy of hope has gained particular traction through publications and its conference series (see Atelejevic, Pritchard, & Morgan, 2007a,

---

**Annette Pritchard’s** research focuses on: hopeful tourism; tourism and social justice; tourism’s gendered visual rhetoric; destination reputation management (Welsh Centre for Tourism Research, the University of Wales Institute, Cardiff, Western Avenue, Cardiff, CF5 2YB, tel.: +44 (0)29 20205682, fax: +44 (0)29 20416930. Email <apritchard@uwic.ac.uk>). **Nigel Morgan’s** research interests are: destination reputation management; hopeful tourism; tourism, citizenship and social justice. **Irena Ateljevic’s** research interests are: human development potential; hopeful tourism; tourism epistemology; women empowerment.

in press; Ren, Pritchard, & Morgan, 2010; Richards, Pritchard, & Morgan, 2010; Sedgley, Pritchard, & Morgan, 2010). In this paper we define the values of hopeful tourism, making a contribution to the philosophy and ontology of tourism. More than simply defining it however, we present hopeful tourism as a new perspective which combines co-transformative learning and action to offer a distinctive approach to tourism knowledge production.

Our paper reviews the context which has nurtured this academy of hope and contends that, just as the dominant world system is at a crisis point environmentally, financially and politically, so the prevailing neo-liberal view of tourism knowledge production (Ayikoru, Tribe, & Airey, 2009) also faces a potential 'regime change'. We suggest that an increasing number of responsible tourism intellectuals are concerned to pursue tourism knowledge which directly relates to the challenge of creating a more just and sustainable world (e.g., Cole & Morgan, 2010; Higgins-Desbiolles, 2006, 2008; Minnaert, Maitland, & Miller, 2006, 2009; Pernecky, 2010; Stephenson, 2006). To this end, our paper proffers hopeful tourism as a values-based, unfolding transformative perspective (imbued by principles of partnership, reciprocity and respect). It offers a 'reflexive accounting' (Seale, 1999) of the development of hopeful tourism, a pause for reflection which aspires to stimulate debate on the philosophical scope of tourism enquiry and the potential role of tourism scholars as change agents. We consider how hopeful tourism shapes every aspect of the research process from ontological and methodological decisions through to reporting and dissemination. We conclude by setting a three part agenda for tourism educators and researchers concerned with planetary justice and sustainability, namely to: disturb and critique hegemonic socio-political practices; prepare reflexive, ethical tourism professionals and academics; promote human dignity, human rights, and justice in tourism policy and practice.

## THE HOPEFUL TOURISM PERSPECTIVE

### *Imperatives for Paradigm Shift*

Today the tourism research field is characterized by tremendous growth and increasing fragmentation. There has been an explosion in the number of undergraduate and postgraduate tourism-related programmes, most of them located within business and management schools (Airey, 2008a). The number of travel and tourism-related journals has grown from a dozen in the 70s to around 150 related titles today, with 60% of all tourism journals having been established after 2000 (Atejejevic & Peeters, 2006). Yet despite this growth Goeldner (2005), reflecting on the role of journals in shaping tourism knowledge, argues that tourism researchers and journal editors have consistently failed to address the theory gap within tourism studies. He notes how researchers have so far favoured 'narrow empirical studies' at the expense of theory building or conceptual writing and comments it is

Download English Version:

<https://daneshyari.com/en/article/1007691>

Download Persian Version:

<https://daneshyari.com/article/1007691>

[Daneshyari.com](https://daneshyari.com)