

Tourism culture: Nexus, characteristics, context and sustainability



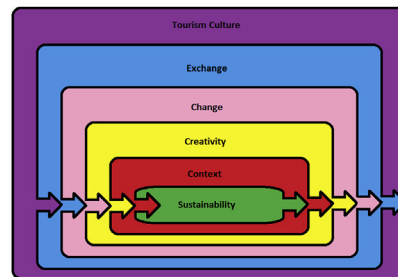
Brendan Canavan

University of Huddersfield, Queensgate, Huddersfield, West Yorkshire, Department of Marketing, Strategy and Economics, HD1 3DH, United Kingdom

HIGHLIGHTS

- The occurrence of tourism culture is explored in three small islands.
- Tourism culture emerges from the interactions between hosts and guests.
- Processes of exchange, change and creativity occur.
- Tourism context may enhance or undermine tourism culture.
- Tourism culture may be an antecedent and precedent of sustainability.

GRAPHICAL ABSTRACT



ARTICLE INFO

Article history:

Received 2 February 2015

Received in revised form

29 September 2015

Accepted 1 October 2015

Available online 5 November 2015

Keywords:

Tourism culture

Sustainable tourism

Host-guest relationships

Resident involvement

Qualitative research

Small island tourism

Host culture

Guest culture

ABSTRACT

This article makes the case for tourism culture; the new cultural expressions, practises and identities, influenced by hosts, guests and industry context, which may develop in destinations, as a useful perspective with which to draw together various conceptual narratives within the tourism studies literature. Research in three small islands finds evidence of a distinctive cultural landscape which emerges from the interaction of host and guest cultures, and the exchange, change and creativity that results. Tourism industry dynamics are found to facilitate or undermine this process, as in turn they may be influenced by. This tourism culture has implications for the continuation and evolution of indigenous culture, as it does for the absorption of elements of tourist cultures. The emergent fusion may be symptomatic of a richer cultural landscape and might be considered as an indicator of more sustainable communities and forms of tourism development.

© 2015 Elsevier Ltd. All rights reserved.

1. Introduction

Explored in this research article is the occurrence or not of tourism culture, how this can be defined, and what implications can be drawn from in relation to sustainability (see Fig. 1). Tourism culture can be seen as a product of the melange of host and guest cultures that occurs in a destination, resulting in a new and

distinctive emergent culture in turn shaped by and shaping the local tourism context. The aim of this paper is to present an overview of host-guest interactions and the outputs to emerge from these, using tourism culture as a lens to do so. It is proposed that this alternative perspective might synthesise and complement various conceptual narratives within the tourism literature, and can be used to encourage a more holistic, nuanced and potentially positive evaluation of tourism outputs (Fig. 2).

It appears that both hosts and guests are mutually affected by their tourism involvements. Tourism is widely associated with

E-mail address: B.Canavan@hud.ac.uk.

URL: <https://www.hud.ac.uk/ourstaff/profile/index.php?staffuid=sbusbjc>

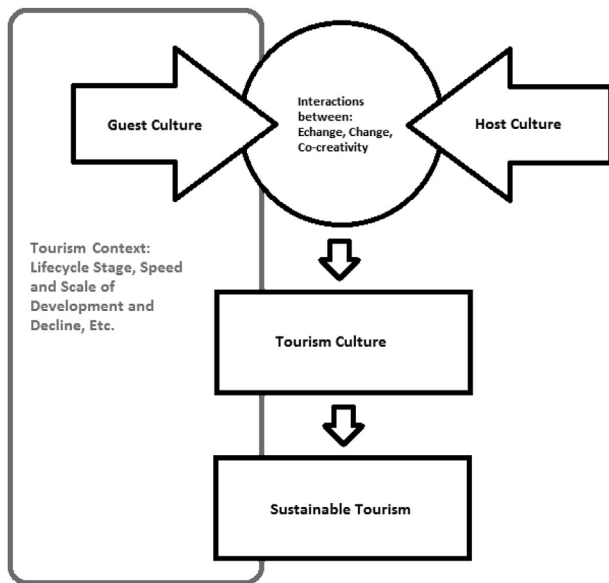


Fig. 1. Conceptual framework.

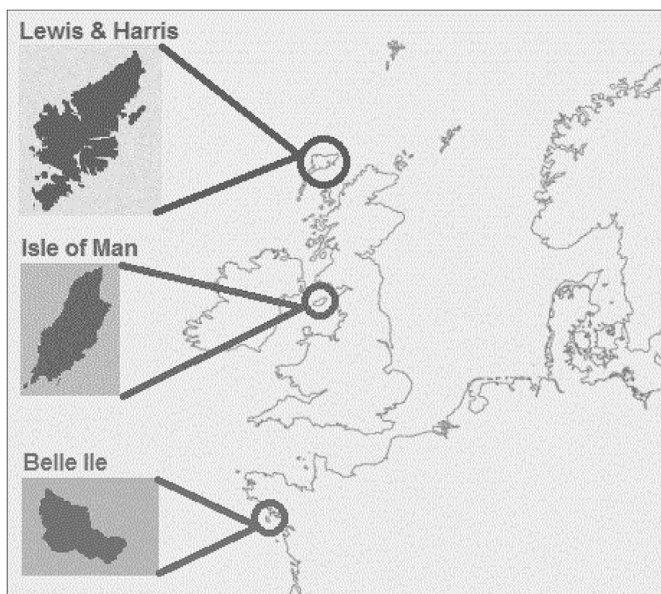


Fig. 2. Case studies geographic location.

cultural influence upon and at times fusion with host cultures (i.e. Picard, 2008; Tapper, 2001). Likewise guests themselves can be influenced and altered by their travel experiences (i.e. Richards, 2014). And many tourists do choose to a greater or lesser extent to acculturate and become closely involved with host cultures (Rasmi, Ng, Lee, & Soutar, 2014). Exchange, change and creativity outputs may arise from this process of mutual interaction. These potentially lead in turn to the development of new and distinctive cultural landscapes: a tourism culture.¹

¹ In the literature the term 'tourist' rather than 'tourism' culture has been used by those exploring the topic (i.e. Sindiga, 1996; Smith, 1989). The latter is adopted here in recognition of the equal status of hosts as well as guests (tourists) and influence of industry dynamics.

Tourism culture is affected by the culture and actions of visitors themselves (Wilson, 1997), their hosts (Smith, 2009), and influenced by the unique requirements and processes of hosting tourism (Cooper, 1995). For example, tourism culture may be facilitated or disrupted by dynamics of tourism development and decline (Butcher, 2003). At the same time tourism culture may shape this local tourism context and the host-guest relationships situated within, potentially in a more sustainable manner. Its presence has for instance been associated with many positive impacts such as mutual learning, cultural revival and multiculturalism (Stronza and Gordillo, 2008), proximity between hosts and guests and local stakeholder involvement in the industry (Sindiga, 1996). With these recognised as factors in more sustainable forms of tourism development (i.e. Almeyda, Broadbent, Wyman, & Durham, 2010; Reimer & Walter, 2013), tourism culture may be a potential antecedent and precedent of this.

What contributes to and constitutes tourism culture is something which merits further investigation therefore. We broadly understand how tourism can affect tourists, how it can affect local stakeholders and communities, and how such outcomes may influence measurement and management of sustainability. Less present is a wider perspective exploring or articulating the dialectical interplay between hosts and guests and what may emerge from this. The participation of hosts may be especially overlooked, risking patronising or overly-negative assessments of what are in fact more dynamic, nuanced and varied experiences (Scheyvens & Momsen, 2008). The process of interaction between visitors and residents on islands specifically has remained largely unexplored (Moyle, Croy, & Weiler, 2010), whilst cold-water and secondary destination islands are under-researched in general (Ritchie & Inkari, 2006).

This paper therefore explores tourism culture in the setting of three such islands at varied stages of tourism development.² In doing so a particular perspective on tourism outputs is revived and refined, one which may be more flexible and perhaps accurate in accommodating the various nuances within and perspectives on. Theoretical benefits as a result include complementing, extending and drawing together various conceptual narratives within the tourism studies literature.

2. Literature review

2.1. Tourism culture nexus

Tourism culture may best be seen as a nexus between host culture and guest culture (see Fig. 3). On the one hand host culture is that which is indigenous to a locale: its particular arts and crafts, language, traditional roles, festivals, and ways of doing things (Simpson, 1993; Smith, 2009; Tapper, 2001; Tsartas, 1992). In the case of small islands, these often host unusually rich and distinctive cultures due to their relative isolation. This must be adapted to creatively and often disjoints from wider social, cultural, political and economic changes felt in mainland areas (Berry, 2009; Royle, 2003; 2008). Small islands are known to be far from homogeneous, with even proximate neighbours having often very distinct economic, social, cultural and natural landscapes (Milne, 1992). At

² Culture and society are intricately related terms. Briefly speaking, culture consists of the objects of a society, whereas society consists of the people who share a common culture. The cultural bond may be ethnic or racial, based on shared beliefs, values, and activities, or geographic (see Spencer-Oatey, 2012). In this article discussion is orientated towards the cultures of, rather than the societies which make up, albeit this is a debateable and somewhat arbitrary distinction. Hence research explores the beliefs, behaviours, objects, and other characteristics common to the members of host and guest communities in three small islands.

Download English Version:

<https://daneshyari.com/en/article/1011848>

Download Persian Version:

<https://daneshyari.com/article/1011848>

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