Tourism and Demography

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Edited by

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Cognitive Maps of Tourism and Demography

Design and setting by P.K. McBride

14 Cognitive Maps of Tourism and Demography:

Contributions, Themes and Further Research

Ian Yeoman and Sandra Watson

Objectives

The purpose of this chapter is to:

♦ Identify the preceding chapters' contribution to our understanding of tourism and demography;

♦ Identify the contribution of this book to our understanding of tourism and demography based upon the clusters of Demography Axis; The Transformation of Markets; Business Transformation and Glass Ceilings are Broken;

♦ Offer suggestions for further fields of research.

Introduction: A Research Approach

This chapter identifies the contributions from each of the proceeding chapters, before identifying the key themes that emerge from the text. The themes have been identified by constructing a series of cognitive maps for each chapter, using a software program called Decision Explorer (DE). This is an interactive tool for assisting and clarifying problems (Jenkins, 1998; Ackerman *et al.*, 1992), using the principles of problem structuring, causality and cognition (Eden and Ackermann, 1998). DE allows a visual display and analysis of cognitive maps in such a manner that it permits 'multiple viewpoints', 'holding of concepts', 'tracing of concepts' and 'causal relationship management'. DE is a rich interactive tool that allows for the movement of concepts and connections in order that the researcher can be in the centre of contributors' thoughts through seeing how the phenomenon unfolds. This enables the researcher to piece together the research to produce a close set of practices and interpretations that present a series of findings, which 'make sense' (Levi-Strauss, 1966; Weick, 1979). The most important feature of DE (Eden and Ackermann, 1998) is the ability to categorise concepts, values and emergent themes. DE allows the researcher to elicit data, code concepts, for example using 'set management' commands. DE is a process of allowing the researcher to emerge or stand back from the data. It is an exploration and systemic tool for a constructivism interpretation. Each chapter in this book has been interpreted by the authors in such a manner, then a final conceptual or merged map has been produced which represents the contribution of this book to the subject domain of tourism and demography. (For further details of Decision Explorer see www.banxia.com.) The chapter concludes by presenting areas within the field of demography that will impact on tourism for further research.

The Contribution of Each Chapter

Chapter 1 – Tourism and Demography

The book commences with a chapter by Yeoman and Butterfield who explain the relationship between demography and tourism (Figure 14.1). From the authors' cognitive map, they argue that despite the uncertainty in the world, whether it is oil prices, technology, the economic perform-ance of China or climate change, the only certainties are birth and death. Yeoman and Butterfield explain the basics of demography and how every-thing is affected by demographic trends. The chapter gives an overview of

Chapter extract

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