

## Introduction

Modern tourism developed as integral to modern, industrial society. As life became urban and subject to wage labour – as societies modernised – commercial tourism developed as the industry that the masses looked to for respite from the rigours of wage labour in other industries.

The growth of tourism has been liberating and a mark of human progress, albeit in face of criticisms of the deleterious impact of tourism upon culture and nature.

Today tourism's relationship to development as progress has become fraught. Overtourism has become a key point of reference in discussions of popular resorts and cultural cities, and also for the planet. Undoubtedly, the rapid growth of the only industry that requires us to visit the place producing our 'product', and stay there for a period, poses substantial challenges as well as bringing great benefits.

The section starts off with some reflections on tourism development. Michael Haywood takes tourism's excesses very seriously, but pursues 'progress' which, for him, involves thoughtful, measured growth.

Jim Butcher takes issue with the notion of degrowth, especially as a response to the economic devastation of Covid-19. He also looks critically at the oft cited case of Bhutan and tourism's association with its alternative to the tradition of measuring development through Gross National Product – 'Gross National Happiness' (GNH).

Pete Smith identifies a pervasive pessimism that infuses contemporary criticism of tourism. He suggests that approaching problems with a degree more optimism, and faith in human ingenuity, might lead to more creative, better solutions and policies.

Promoting tourism means offering something – climate, culture, comfort – to prospective tourists. For developing societies, recognising and promoting cuisine can offer development opportunities that bring economic benefits and also affirm important cultural features of a society. Delly Chatibura's chapter on Botswana illustrates a case in point. Botswana's culinary traditions suggest possibilities for development based upon culture, rather than contrary to it.