



# TOURISM

A TEMPORAL ANALYSIS

EDITED BY PHILIP GOULDING



# **Tourism: A Temporal Analysis**

**Edited by Philip Goulding**

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## Preface

The middle of the 20<sup>th</sup> century saw the first academic publications focusing on the study of tourism. They emerged to support the newly established tourism, travel and spatial geography related courses appearing in academic institutions in various parts of the world. Over the intervening decades, as the tourism phenomenon has grown exponentially and become a major economic and developmental force globally, where ‘everywhere’ became a destination, so too has our understanding of its scope, its spatial dimensions, the driving forces behind its growth in a globalised world, its cultural, environmental and sociological impacts and the planning and management approaches adopted to realise sustainable tourism.

A common thread through much of the knowledge base has been to understand the factors influencing the demand for tourism. One aspect of this is to understand why people travel *when* they do, for touristic purposes. In the 1960s, bodies such as the IUOTO (now the UNWTO), IATA, ICAO, the OECD and a number of research institutes were already capturing tourism’s demand dynamics through ‘seasonality’ measures, hence temporalizing tourism movements. In 1975, Raymond Bar On published the findings of an extensive longitudinal study of temporal performance variations in tourism across a number of countries, highlighting and analysing numerous dimensions of the phenomenon he referred to as ‘seasonality’. A few years later, in the seminal anthropological study of tourism, Valene Smith introduced us to the impacts on host societies from seasonal influxes of visitors in various parts of the world: an economic ‘feast or famine’ situation in some places and a relief to some societies during the seasonal ‘down-times’. The evolving literature informed us that temporality is both a demand-fuelled and supply-side determined phenomenon. Tourism is constructed around temporal factors both within and beyond the control of the sector and its participants, and thus has implications for consumers, businesses, destinations and the wider environment in which it operates. This book addresses a number of those interrelationships.

The book owes its genesis to the first tourism text solely devoted to the study of temporality: Tom Baum and Svend Lundtorp’s edited tome *Seasonality in Tourism*, published in 2001. That was the first to address a wide range of both supply and demand factors to assess, through empirical

studies, the characteristics, causation, performance and policy implications of seasonality, largely in cold water Atlantic destinations in which seasonal variations were marked.

‘Seasonality mitigation’ has long been a policy priority in many places and at numerous levels (local to inter-regional) in the face of increasing over-tourism and anti-tourism sentiment, while the concurrent emergence of digital technologies has enabled operators to use ‘time’ as a key factor in demand and capacity management, distribution and pricing. Forms of tourism predicated on time have long existed – winter sports tourism being the most obvious – and have subsequently emerged and developed into significant activities: the ‘calendarisation’ of tourism around, for example, cultural festivals, nature and natural phenomena; also nocturnalism, slowness and wellness among others. The time is right, arguably overdue, therefore, to revisit the inter-relationships of tourism and temporality, beyond the lens of ‘seasonality’.

The purpose of this book is essentially fourfold. First, it brings together many of the threads and dimensions of temporality in tourism into a single volume and grouped into a number of themes, as discussed below. Importantly also, it extends the domain of temporality beyond ‘seasonality’, by adding other ‘time dimensions’ (chronology, periodicity, nocturnal/diurnal etc..) into the mix. In so doing, the book aims to redress the temporal element of the ‘spatio-temporal’ relationships in tourism, in which in the idea of ‘mobilities’ has subsumed ‘temporalities’. Finally, the chapters embrace both conceptual and practical approaches to their respective topics, including short case studies or vignettes to illustrate their themes.

It is acknowledged that some dimensions of temporality could support a full chapter in their own right. For example, while ‘fast vs slow’ tourism is discussed within Chapter 4, ‘slow tourism’ has developed as a distinct body of knowledge within the wider international literature. Similarly, community responses to seasonal/periodic variations in tourism are acknowledged, for example in coping with over-tourism in Venice (see Chapter 16), though there is scope to bring together the many threads of that inter-relationship.

Since the genesis of this book, the Coronavirus pandemic of 2020-2021 has created a temporally more complex environment for tourism at all levels. ‘Virtual tourism’ was boosted by ‘stay-at-home’ experiences, some of which were time-specific, others less so because of streaming technologies and the capabilities of social media. Many of the chapters of this book were written

during the early stages of the pandemic, in which 'travel shut-down' prevailed. They therefore reflect a pre-pandemic reality, while some chapters have made reference to a changing reality, in particular those focusing on operational aspects of tourism and travel business.

As mentioned above, the book is constructed in four thematic sections, each containing a number of chapters around that theme. Part 1 introduces the reader to a number of temporal dimensions and establishes a conceptual base for understanding the inter-relationships. Part 2 focuses on operational dimensions of temporality in tourism while Part 3 takes a more strategic focus. The final chapters, in Part 4, explore whether temporality is still a relevant concept, given the development of both tourism and digital technologies.

The book is designed so that each chapter can be read as a self-contained reader on its topic. However, some chapters can be read as 'themed pairings' (those by Doran, by Heimel and by Haynes and Egan) in which the topics of each naturally complement the other by the same author(s). Each chapter also contains a caselet / vignette to illustrate the conceptual content. In some cases these are also self-contained within the chapter; elsewhere (the chapters by Holland and by Heimel) the case 'runs through' the chapter narrative.

The editor is indebted to each chapter author and co-writer for their involvement in the book and their contribution to extending the knowledge domain of temporality and tourism. Their patience and forbearance with the extended time frame of this project, from genesis to end point is much appreciated. Thanks go also to all the individuals who have previously co-written with this book editor and/or have in the past provided academic direction in one form or another: Professors Tom Baum, Richard Butler and Brian Hay in particular. Finally, the unlimited patience, guidance and support from Sally North of Goodfellow ensured this book came to fruition. Thank you Sally!

Philip Goulding

Until recently, Sheffield Hallam University



## About the editor and contributors

### **Editor**

**Philip Goulding** was Principal Lecturer in Tourism Management at Sheffield Hallam University until January 2023, when he retired after nearly 40 years in tourism academia. He previously worked at Edinburgh Napier University and at the former South Glamorgan Institute of Higher Education, after starting his working life in the travel industry in the UK and Iran. Along the way he was instrumental in the development of tourism management degree programmes and undertook various consultancy projects for national and regional tourism and destination management bodies in Scotland and Wales, often around the topic of seasonality mitigation. His doctorate at the former Scottish Hotel School (University of Strathclyde) was a study of the temporal trading behaviours of small tourism businesses in Scotland. Over the years he has published a number of journal articles and book chapters on various aspects of temporality in tourism.

### **Contributors**

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**Thomas Baum** is Professor of Tourism Employment at the University of Strathclyde, Glasgow, and previously Head of Department of HRM and the Scottish Hotel School. He has spent the last 40 years dedicated to the study of the tourism and hospitality workforce as researcher, teacher and consultant. He has worked in 45 countries and provided policy-informing advice to governments, international agencies (including UN agencies) and the private sector on a range of issues in this area. He completed a second doctorate (DLitt) to bring together 35 of his key publications over 30 years in this field. He was co-editor of the first book dedicated to tourism temporality, *Seasonality in Tourism* (2001).

**Richard Butler** is Emeritus Professor of Tourism at the University of Strathclyde, Glasgow, and Visiting Professor at NHTV University, Breda, Netherlands. He is a geographer, with degrees from Nottingham (BA) and Glasgow (PhD) Universities. He taught at the University of Western Ontario and the University of Surrey, where he was Deputy Head (Research) at the School of Management. Richard has published 23 books on tourism and has authored over a hundred journal articles and chapters in books. He was awarded the UNWTO Ulysses Award in 2016 for “excellence in creation and dissemination of knowledge”. He has served as consultant for government agencies in the UK, Canada and Australia and is on the editorial board of several tourism journals. His main areas of research are tourism destination development, tourism in remote areas, seasonality, and the sustainability of tourism. He is a founding member and former President of the International Academy for the Study of Tourism.

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