

Tourism

A

Tourism, holidaymaking and travel are these days more significant social phenomena than most commentators have considered. On the face of it there could not be a more trivial subject for a book, indeed since social scientists have had considerable difficulty explaining weightier topics, such as politics, it might be thought that they would have great difficulties in accounting for more trivial phenomena such as holidaymaking. However, there are interesting parallels with the study of deviance. This is an investigation of bizarre and idiosyncratic social practices which happen to be defined as deviant in some societies but not necessarily in others. The assumption is that the investigation of deviance can reveal interesting and significant aspects of normal societies. It could be said that a similar analysis can be made of tourism.

B

Tourism is a leisure activity which presupposes its opposite, namely regulated and organised work. The manifestation of how work and leisure are organised as separate and regulated spheres of social life is a characteristic of modern societies. Indeed acting as a tourist is one of the defining characteristics of being 'modern'. A popular concept of tourism is that it is organised within particular places and occurs for regularised periods of time. Tourist relationships arise from a movement of people to, and their stay in, various destinations. Tourism necessarily involves some movement, that is the journey, and a period of stay in a new place or places. 'Journey and the stay' are by definition outside the normal places of residence and work and are of a distinct and temporary nature and there is a clear intention to return 'home' within a relatively short period.

C

A substantial proportion of the population of modern societies engages in such tourist practices. Numerous forms of provision have developed in order to cope with the mass character of the gazes of tourists, as opposed to the individual character of travel. Places are chosen to be visited and be gazed upon because there is an anticipation especially through daydreaming and fantasy of intense pleasures, either of a small scale or involving different senses from those customarily encountered. Such anticipation is constantly sustained through a variety of non-tourist practices such as films, TV literature, magazines records etc. which construct and reinforce this daydreaming.

D

Tourists tend to visit features of landscape and townscape which separate them off from everyday life. Such aspects are viewed because they are taken to be in some sense out of the ordinary. The viewing of these tourist sights often involves different forms of social patterning with a much greater sensitivity to the elements of landscape or townscape than is normally found in everyday life. People linger over the sights in a way that they would not normally do in their home environment and the vision is objectified or captured through photographs postcards films and so on which enable the memory to be endlessly reproduced and recaptured.

E

One of the earliest dissertations on the subject of tourism is Boorstin's analysis of the pseudo event, where he argues that contemporary Americans cannot experience reality directly but thrive on pseudo events. Isolated from the host environment and the local people the mass tourist travels in guided groups seeking pleasure in inauthentic contrived attractions gullibly enjoying the pseudo events and disregarding the world outside. Over time the images generated of different tourist sights come to constitute a closed loop, a perpetuating system of illusions which provide the tourist with the basis for selecting and evaluating sights.

places to visit. Such visits are made says Boorstin, within the environmental bubble of the familiar style hotel which insulates the tourist from the strangeness of the host environment.

F

To service the burgeoning tourist industry, an array of professionals has developed who attempt ever-new objects for the tourist to look at. These objects or places are located in a complex and hierarchy. This depends upon the interplay between, on the one hand, competition between interests in the provision of such objects and, on the other hand changing class, gender, and generational tastes of taste within the potential population of visitors. It has been said that to be a tourist is one of the characteristics of the modern experience. Not to go away is like not possessing a car or a nice house is a marker of status in modern societies and is also thought to be necessary for good health. The professional, therefore, is to cater for the needs and tastes of the tourists in accordance with the overall expectations.

Questions 1-5

Reading Passage has 6 paragraphs (A-F).

Choose the most suitable heading for each paragraph from the list of headings below.

Write the appropriate numbers (i-ix) in boxes 1-5 on your answer sheet Paragraph D has been done for you as an example.

NB There are more headings than paragraphs so you will not use all of them.

You may use any heading **more than once**.

		List of Headings
1.....	Paragraph A	i. The politics of tourism
2.....	Paragraph B	ii. The cost of tourism
3.....	Paragraph C	iii. Justifying the study of tourism
<i>Example</i>		iv. Tourism contrasted with travel
Paragraph D <u>Answer: ix</u>		v. The essence of modern tourism
4.....	Paragraph E	vi. Tourism versus leisure
5.....	Paragraph F	vii. The artificiality of modern tourism
		viii. The role of modern tour guides
		ix. Creating an alternative to the everyday experience

Questions 6-10

Do the following statements agree with the views of the writer in Reading Passage? In boxes 6-10 write

YES if the statement agrees with the writer

NO if the statement contradicts the writer

NOT GIVEN if it is impossible to say what the writer thinks about this

Example

People who can't afford to travel watch films and TV. Answer: NOT GIVEN

6..... Tourism is a trivial subject.

7..... An analysis of deviance can act as a model for the analysis of tourism.

8..... Tourists usually choose to travel overseas.

- 9..... Tourists focus more on places they visit than those at home.
- 10..... Tour operators try to cheat tourists.

Questions 11-14

Chose one phrase (**A-H**) from the list of phrases to complete each key point below. Write the appropriate letters (**A-H**) in boxes **11-14** on your answer sheet.

The information in the completed sentences should be an accurate summary of points made by the writer.

NB There are more phrases A-H than sentences so you will not use them all. You may use any phrase more than once.

- 11 Our concept of tourism arises from **11**.....
- 12 The media can be used to enhance **12**.....
- 13 People view tourist landscapes in a different way from **13**.....
- 14 Group tours encourage participants to look at **14**.....

List of Phrases			
A	local people and their environment.	E	the individual character of travel.
B	the expectations of tourists.	F	places seen in everyday life.
C	the phenomena of holiday making.	G	photographs which recapture our holidays.
D	the distinction we make	H	sights designed specially

	between w ork and leisure.		for tourists.
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Solution:

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|---------|---------------|
| 1. iii | 8. NOT GIVEN |
| 2. v | 9. YES |
| 3. iv | 10. NOT GIVEN |
| 4. vii | 11. D |
| 5. viii | 12. B |
| 6. NO | 13. F |
| 7. YES | 14. H |