

Lecture 3: Tourism

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A 'special' place

- ▶ Why do people visit 'special' places?
 - ▶ mental health and well-being
 - ▶ spiritual
 - ▶ educational
 - ▶ aesthetic
 - ▶ participation
- ▶ What is a special place?

Heritage Tourism

- ▶ What do heritage sites communicate to visitors?
- ▶ How do visitors identities become 'enfolded in and by places' (Staiff et al 2012, 2)
- ▶ Places that become 'nodes of concentrated economic activities' (ibid)
- ▶ Mediated and interpreted
- ▶ Heritage places entail 'encounters' and 'engagements'

Environmental and economic interests

- ▶ Developing controls:
 - ▶ Past losses
 - ▶ Potentially damaging works
 - ▶ "Finite heritage" (Baker 2013, 4)
 - ▶ Impact of visitors on visited places

Place, Encounter and Engagement

- ▶ Tourism / Tourist
 - ▶ 'A complex and puzzling activity' (Staiff et al 2012, 6)
 - ▶ 'Place is central to tourism studies'
 - ▶ 'People performing tourism in performative contexts' (Staiff et al 2012, 6)

Tourism (Staiff et al 2012, 7)

- ▶ Tourism 'makes places and transforms them'
- ▶ Debating destinations - what makes a destination and is a destination constructed
- ▶ What constitutes an 'attraction'
 - ▶ Image, attraction, authenticity
- ▶ Infrastructure, transport, marketing, sustainability and governance

Staiff et al 2012

- ▶ Though the activities tourist managers organise and order tourism

Concepts of place

- ▶ Place is an important concept in heritage (8)
- ▶ Place may also provide the imaginative, literal and physical contexts for an engagement with the past that is not historical in the formal sense but resonates with notions and practices of heritage (8)

Tourism

- ▶ Place: A gathering together of residues, memories, local artefacts, traditions, and individual pastness in genealogy. (8)
- ▶ "Linkage with a place is thus achieved through a concept of its past, and time linkage with the past is achieved through place and its continuities-and yet these relationships are conditioned by interplays of power, politics, and professional roles". (8)

Tourism

- ▶ 'Place' is subject to scalar interpretations
 - ▶ Could be dealing with a destination, attraction, object.
- ▶ Staiff, R., Bushell, R., Watson, S. the 'tourist' is exposed to the semiotics of prepared space and representational practices. (8)

Performative Encounters

- ▶ Tourism can be seen as a mode of spatial organisation
- ▶ People construct their own performance as tourists
- ▶ Moments of sightseeing become opportunities for subjectivities and inter-subjectivities combine place with place and personal experience (8)
- ▶ Performative encounter between tourists and place

Representations

- ▶ Representations of place prepare the tourist
- ▶ But do not dominate experience
- ▶ "Heritage, more often than not, is encountered as part of place and sought in its own right when it has iconic qualities". (9)

Heritage a 'scopic regime'?

- ▶ The production of difference
- ▶ What makes encounters with heritage sites meaningful? (10)
- ▶ The fundamental role photography plays as mediating seeing and images in the heritage/tourist engagement
- ▶ Heritage could be understood as a 'scopic' regime (16)

The role of technology

- ▶ Place, encounter, engagement (20)
- ▶ How has/is technology changing engagement with heritage sites?