



Book Review

Tourist Behaviour: The Essential Companion, Philip L. Pearce (Ed.). Edward Elgar Publishing, Cheltenham, UK (2019). xii + 420pp., £175 ISBN 978-1-80088-0 (cased); £40.00 ISBN 978-1-78643-857-7 (eBook)

The inside cover of *Tourist Behaviour: The Essential Companion* shows a photograph of Philip L. Pearce 'editor, author and tourist', looking directly at the camera, with travel bag and case to hand, most probably in a mainline rail station. Pearce was almost certainly far more self-aware of his action in that particular photograph than most other tourists. He describes taking photographs as an activity that is '... perhaps the single behaviour that best defines being a tourist' (p. 199) and categorises different tourist poses (pp. 207–212).

This book, edited by Pearce, is indeed an essential companion. It is comprised of twenty chapters and each offers a viewpoint over a specific sub-field. That allows an active reader, prepared to follow up on sources, a rapid entry to knowledge and understanding. Pearce assembled a wide-ranging entourage of contributors. Their choice appears typical of an academic who, prior to his recent untimely passing extended the hand of collegiality and support across divides, far and wide from his base in James Cook University, Queensland.

Contributors clearly had a firm steer with regard to substance, so that there is a more or less similar approach through each chapter, something that is not always present in edited books. The main source of content is academic journal articles and the theory therein. Almost without exception the use of theory is not forced and it is invariably illuminated by examples and reflections. One striking characteristic through most of the book is the inclusion of a perspective from across time. Sometimes that is overt and sometimes more osmotic. Such an approach provides balance so that whilst the contributions are up-to-date they do not overly emphasise the very latest research, to the detriment of what has gone before. The request by the editor for a lighter touch in the writing compared to journal articles is also evident.

The six chapters written by Pearce, four solo and two in tandem, are as scholarly as his early classic nearly 40 years ago (Pearce, 1982). In some parts they are beautifully sculptured as in the section on travel literature in Chapter 2 *Dreaming and longing*. They command a second read to capture their full richness and nuance. Pearce shares a corpus of knowledge from his own individual or joint research and extensive, insightful consideration of the work of others. He creates judgements, sometimes passionate, based on a deep understanding of social psychology, a willingness to take contrary but evidence-based positions, and a keen sense of the need for a cross-cultural approach. As one example, in Chapter 11 *Taking photographs* Pearce identifies the spectrum of tourists who take photographs, from serious to casual, using established categories drawn from leisure behaviour. He extends understanding through discussion of neo-tribes and narrative communities and also offers the perspective of human ethology, and so different types of tourist pose in front of a camera. He supports those who refute

stereotypes of selfie-takers and pejorative, ethnocentric commentary about the photographic behaviour of Asian/Japanese tourists. In another example, Chapter 15 *Behaving badly*, he creates four categories of bad behaviour: the destructive, the unsafe, the intrusive and the unsustainable, and frames solutions for such behaviour around two central approaches, both substantiated in theory. On the one hand, he suggests the modification of habitual mindless behaviour through prosaic management actions: like re-routing tourists away from fragile sites. On the other, referencing neutralisation theory, he proposes vigorous opposition to tourists who rationalise and justify damaging, destructive and unwanted acts including trophy hunting, indulgence of food preferences and, indeed, flying to multiple international conferences several times a year.

The twenty chapters, set within the schema of tourists' journeys, can be read in any order. First, there is the pre-use stage: dreaming and longing, deciding and choosing, packing and preparing. That is followed by the in-use stage: getting around, communication and interacting, sleeping and staying, eating and drinking, co-creating good times, browsing and shopping, taking photographs, interacting e.g. with wild animals and within visitor attractions, individual/crowd dynamics, behaving badly and behaving altruistically. Finally, there is the post-use stage: remembering, well-being and returning home.

Each reader will favour particular chapters although they all have something useful to convey. For this reviewer there are stand-out contributions in many chapters, beyond those of Pearce. For example, in Chapter 3 *Deciding and Choosing* Anja Hergesell, Larry Dwyer and Deborah Edwards bring order to the extensive literature on tourist decision making in the pre-use stage of the tourist journey. In Chapter 8 *Consuming Food and Drinks* C. Michael Hall explores the definition and scope of food tourism, segmentation of food tourists, experiential consumption, involvement and risk. The chapter culminates in a typology of food tourists, from gastronomes to those interested in familiar foods, on the continuum from neo-philia to neo-phobia, and the resultant food related activity before, during and after touristic activity. In Chapter 10, *Browsing and Shopping* Antonia Correia and Metin Kozak outline different perspectives on tourist shopping behaviour e.g. from the retailers' point of view, as a form of destination development, and as a consumer process. They also cast an eye over a wider theoretical background from neo-classical consumer theory to bounded rationality and conjure an all-inclusive conceptual model of tourists' shopping decision processes. In Chapter 12 *Interacting with Wild Animals* Erik Cohen argues that there needs to be a turn in the way animal tourism researchers view human-animal relations. As in other chapters care is taken to suggest new research approaches and Cohen argues that the premise of human exceptionalism and the resultant human-animal divide remains 'covert, unexamined and uncritically accepted' in studies of tourist-animal interaction (p. 236). He casts doubt that researchers in the field will change. However, this compendium is just the sort of publication that might alert researchers to new possibilities and hasten research

<https://doi.org/10.1016/j.tourman.2021.104350>

Available online 25 May 2021

0261-5177/© 2021 Elsevier Ltd. All rights reserved.

developments. In Chapter 14, *Joining the Crowd* Jillian M. Rickly links different elements of individual tourist experience within the tourist crowd with reference to the role of semiotics, staging, authenticity and authentication. It deals succinctly with big topics that have engaged academics inside and beyond tourist related research. Two cases, from Mardi Gras carnival, New Orleans, USA and Kissing the Blarney Stone, Blarney Castle, Ireland help illustrate the theoretical points. In the post-use stage of the tourist journey Chapter 17 *Remembering* by Samira Zare and Chapter 18 *Well Being* by Abbas Alizadeh and Sebastian Filep provide worthwhile overviews of general and tourist related literature. Finally, in Chapter 19 *Returning Home*, Anja Pabel discusses various aspects of the post-holiday experience including reverse culture shock and what she names as post-holiday blues (p. 365).

Chapter 20 *Searching*, the concluding chapter, is written jointly by Pearce and Daniel R. Fesenmaier. They give a perspective on the value of tourist behaviour research both as part of our humanity and as part of managerial solutions, demonstrating that there is potential to address

the macro-challenges of the contemporary world. It is striking from within this compendium just how much research has already been conducted on tourist behaviour, a far cry from when Pearce started publishing on tourist matters. To bestride such academic industry like Pearce, within such a shifting, dynamic sphere of study is a truly notable achievement.

This review was assigned shortly after Philip L. Pearce passed away. *Tourist Behaviour: The Essential Companion* will gain a firm place among the numerous legacies that Pearce leaves to the academic community.

Reference

Pearce, P. L. (1982). *The social psychology of tourist behaviour*. Oxford: Pergamon.

David Bowen
Oxford Brookes Business School, Oxford, OX3 0BP, United Kingdom
E-mail address: dbowen@brookes.ac.uk.