
Editorial

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Biographical notes: Cody Morris Paris is Senior Lecturer and Programme Coordinator of Social Science programmes at Middlesex University Dubai. He is also a Senior Research Fellow at the University of Johannesburg. His main research interests are geopolitics and tourism, sustainable development, technology and tourism, and experiential learning in tourism.

Marcus L. Stephenson is an Associate Professor of Tourism Management at Middlesex University Dubai. He has published extensively in the field of tourism, culture, race and ethnicity, conducting tourism-based research in the Caribbean, Middle East, Tanzania, and the UK. He is currently involved in research concerning tourism development in the GCC countries, tourism and citizenship, and Islamic hospitality.

The papers for this special issue have been selected from the tourism and hospitality track of the First International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPBS), hosted by Middlesex University Dubai (United Arab Emirates) from the 22nd to 24th of November 2011. The prime objective of this conference was to provide an opportunity for academics to discuss new concepts, progressive methodologies, embryonic approaches and innovative practices within the world of business and the wider social environment. The conference encouraged a multi-disciplinary academic forum for the cross-pollination of ideas between applied and social scientific perspectives. In addition to the track on tourism and hospitality, there were also tracks on business and management, education, media, information and communications technology, and psychology. One of the conference highlights was the keynotes, presented by two exceptional academics. Professor John Urry, a leading sociologist based at Lancaster University (UK), provided a highly insightful delivery entitled: 'The new mobilities paradigm in social sciences'. Professor Checkland, an

Emeritus Professor also at Lancaster University, presented very detailed work on the reflective topic: 'Researching real life – the experience of a paradigm shift'.

The tourism and hospitality track of this conference aimed to examine emerging perspectives and innovative practices within the broader tourism and hospitality field. The objective of the track was to present work that was transformative but also embraced serious intellectual discussion. Scholarly endeavours which unearthed nascent areas of academic study or progressively questioned existing paradigms and epistemological applications were most welcome. This track thus attempted to encourage alternative approaches within tourism and hospitality studies rather than reproducing well-established empirical models and conceptual applications.

This special issue is different than most of the other special issues in that the papers are not unified by a mutually shared topic or a common conceptual thread. Instead, these papers are brought together because they are based on topics and perspectives considered to be emergent and progressive. Authors had originally submitted their papers to the tourism and hospitality track at the ERPBSS Conference, which were peer reviewed. Following the conference, the papers underwent further academic review aligned to journal's formal process of paper submission. However, the whole process initially allowed revised manuscripts to incorporate feedback received from open discussion at the Dubai conference. Consequently, this issue provides a special insight into emerging geographical areas, including the Arctic, Mauritius, Spain and Turkey. The work represents a mixture of conceptually and empirically informed papers, which generally attempt to apply various social scientific approaches to the study of tourism and hospitality. In total, seven papers are included in this special issue.

Lewis, Kerr and Burgess provide a theoretical approach to studying the role of fashion in influencing travel decisions. Their paper proposes a conceptual model indicating that, although fashion is a concept more often associated with clothing and accessories it could be a moderating variable in travel decision and destination selection. Therefore, the argument emphasises that destination choice can be influenced by the fashionability of a destination within the reference group that an individual identifies with. Prayag and Jankee present a different perspective of consumer behaviour, exploring the relationship of risk, satisfaction and behaviour among windsurfers in Mauritius. Their study offers unique insights into the risk profiles of adventure tourists by identifying distinguishable patterns of perceived risk, post-consumption satisfaction, and future behaviour. The study found that risk is a useful tool for segmenting adventure tourists, and that for these tourists thrill and excitement are important motivating factors.

Jensen and Hjalager's study focuses on the relationship between demographics, tourist behaviour and internet use during multiple temporal stages, supporting recent studies suggesting that certain demographic characteristics can be purposeful in understanding which tourists are most likely to actively engage with the internet throughout the travel process. The study also offers an interesting insight into the relationship between tourist motivation and the use of internet for sharing travel related information before, during and after a trip. For Moreno-Gil and Martín-Santana, tourist motivations and non-hotel tourism accommodation image formation were explored. They found that tourists with stronger motivations for fun and prestige placed higher values for all of the accommodation image dimensions. The study offers unique insights that have practical implications for non-hotel tourism accommodation including apartments, villas, and bungalows. Öztürk, Çöp, and Allahyari Sani's study examines the relationship between business and destination reputation and consumer behaviour in Ankara, Turkey.

Their study suggests that reputation plays a notable role in the consumer behaviour patterns of tourists, suggesting that the reputation for quality service is a strong determinant for the purchasing behaviour and decision making of tourists. Based on their findings they propose reputation management suggestions that can be useful for both tourism businesses and destinations.

The other two papers turn towards issues of political economy and governance. Eisenschitz's article on 'The politicisation and contradictions of neo-liberal tourism' offers a strong critique of the relationship between neo-liberalism and tourism. He argues that the relationship between politics and tourism is both complementary and contradictory. He thus considers ways in which tourism has contributed and helped construct neo-liberal politics. He employs four main concepts (consumerism, democracy, the work ethos, and urban class politics) to argue that the increased politicalisation of tourism has created tensions that are both essential for neo-liberalism. Horejsova and Paris's article, 'Tourism and the challenge of Arctic governance', explores the relationship between tourism and the challenges of governance in the Arctic region, particularly as the region faces new challenges related to climatic change, expanded economic activity in the region, socio-cultural and economic impacts on indigenous peoples, and the increased geopolitical importance of the region in world affairs. Their paper concludes that the current legal and regulatory framework in the Arctic region lacks the scope and authority to minimise the potential environmental, economic, and social risks associated with increased tourism and other human activity in the region.

Consequently, the papers in this special issue explore some emerging topics and relatable perspectives concerning tourist behaviour and tourism's relationship within wider political economic (and social) landscapes. This special issue owes a great deal to the help of many people, including the original conference organisers, the *IJTP* team, and the contributors. We are also immensely grateful to the different sets of reviewers who took time to review the papers at various stages, pre- and post-conference, offering constructive and relevant feedback to the authors.