
Editorial

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Biographical notes: Shaojun Ji is an Assistant Professor in the College of Tourism, Beijing Union University. She received her PhD degree from the Department of Geography and Environmental Management, University of Waterloo, and she received her MSc degree from the Department of Rural Planning and Development at the University of Guelph. Her research interest focuses on destination marketing and management, event management, and research methods.

Tourism discourse is a discourse of identity construction, promotion, and contestation occurred during the process of defining the tourist experience and constructing destination images (Hallett and Kaplan-Weinger, 2010). It is also a discourse that involves various approaches to understanding the language of tourism as well as social norms, values, and ideologies (Coupland and Jaworski, 2001). With the growth of the tourism industry globally, more and more people are involved in travelling and entering diverse communicative situations. This enriches the discourse of tourism, and this research field certainly deserves more efforts from disciplines that focus on the subject of tourism.

The publication of the special issue *Tourism discourse: local and global perspectives* aims to explore the rich meaning of tourism discourse and investigates how tourism shapes discourse about people and places from both local and global perspectives. It also intends to exchange knowledge on a broad range of issues relating to discourse in the context of tourism. The five articles included in this special issue fulfil such purposes.

Ibrahim and Wall's article touches on the issue of environmental degradation caused by tourism development in Egypt. Through the analysis of secondary data and information obtained from interviews and observation, the researchers analysed the evolution of the environmental policies in Egypt in accordance with the development of tourism. They found that several factors (e.g., poorly planned privatisation, changing role of government) impede the implementation of environmental policies.

Fleiß investigates how German bourgeoisie in the 19th century construct middle class identity. The researcher argues that it is the 'tourist gaze' and the underlying discourse that help the bourgeoisie to differentiate 'self' and 'the other'. The researcher exemplifies the assertion through the tourist gaze at tourist destinations – mountains and production process within a factory.

Based on an analysis of primary source documents, Contreras Jr. compares the characteristics of the European Grand Tour in the 18th and 19th centuries and those of the first study abroad programs for US students in the 1920s. The areas of distinction are

proposed by the researcher to refute the dominant contemporary discourse – Study Abroad as Grand Tour. The researcher defines the study abroad program as an experimental and innovative approach for undergraduate students for acquiring knowledge.

Xiang, Isbister and Okumus use a case study of the suburban area of Jinan, China, to understand the concept of well-being perceived by rural women. It was found that the development of tourism had reshaped the rural female villagers' daily lives and enhanced their sense of subjective well-being during the process of urbanisation, land loss, and implementation of land use regulations in China's rural areas.

Kábová explores the communication mismatch between Sumbanese, the inhabitants of the island of Sumba in Eastern Indonesia, and tourists. By adopting the concepts of schema and mental models, the researcher identifies that, under the circumstance of language barriers between tourists and locals, context plays a primary role in influencing interaction episodes; in other words, the shared knowledge of rumours about white headhunters among locals outweighs the meaning conveyed by language.

References

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