

## Lliçó magistral

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### **Tourism Assuming Its Scholarly Position A Retrospective And Prospective Overview**

#### **INTRODUCTION**

Perhaps few industries have transformed as rapidly as tourism—and that, despite its age-old origin, mainly during recent decades. As communities and countries discovered their economic prospects and mustered their efforts to tap their potentials, tourism suddenly evolved into an invigorating business, an international trade, and a global mega-industry. In a short time span, tourism was elevated first to the rank below that of oil, then on a par with it, then above it, and it is now being positioned as the largest industry in the world, according to estimates from diverse sources.

In turn, this impressive growth and transformation stimulated efforts for the scientification of tourism—to develop a multidisciplinary body of knowledge, which can guide its planning and development in all phases and spheres, locally, regionally, and internationally. Tourism, with its scientification process rapidly progressing, is today recognized as a legitimate and thus important field of investigation in many scholarly communities worldwide.

The purpose of this talk is to provide some retrospective and prospective views on tourism's academic and scientific journey. More specifically, the aims of this talk are: to identify some of the past conditions which have helped tourism to assume its present scholarly dimensions and depth; to extract selectively from this formative body of knowledge the emerging economic and sociocultural issues central to this phenomenon; to suggest some crossroads where concept meets practice which can then further advance tourism's position to horizons beyond; and to sample the richness of the present state of knowledge--all of which will guide the planning, development, and operation of diverse tourism enterprises. More specifically, on the occasion of this gathering in Palma--the leading tourism destination in Spain and indeed in Europe--certain issues will also be mentioned related to the Balearic Islands, home of the University of the Balearic Islands.

In the final analysis, whether tourism and its heightened position are viewed narrowly or broadly, it is hoped that this overview can shed light on some of the problems and progress in the past, as well as the challenges and opportunities ahead. Another thesis here is that this amassed knowledge is now in a firm position to foster and promote those forms of tourism which are sustainable worldwide. Conceptually informed and practically enriched strategies, now rooted in this body of knowledge, can and will benefit all those directly and indirectly involved in tourism: the entrepreneurial and public outlets, which are committed to the development of this industry, the tourists themselves, who invest their limited leisure time and disposable income to see near and distant destinations, the host destinations (like Palma), whose communities and resources are mobilized and affected by the needs of tourists and the very industry which accommodates them, and even academic institutions, traditionally committed to the delivery of education and to the goal of advancing scholarship in this new field which is nowadays ostentatiously housed on many university campuses worldwide.

#### **EVOLUTION OF THOUGHT ON TOURISM**

Today, tourism is acclaimed as a major global economic force and a giant industry worldwide. Many publications of the World Tourism Organization (WTO), among others, testify to the steady growth of the tourism industry since World War II. For example, in 1950, 25.3 million international tourist arrivals resulted in \$2.1 billion in receipts. At the close of the last century, in 1998, 625 million international tourist arrivals generated \$445 billion receipts. In the same year, worldwide spending on both domestic and international tourism surpassed \$3 trillion. The latter is, according to an analyst, several times larger than the world spends on defense. Or said

differently, world spending on tourism exceeds the Gross National Product of any country in the world with the exception of the United States and Japan. The estimates of the volume of tourism for the years ahead, into the 21st Century, are even larger.

This impressive growth of tourism since World War II, and especially in more recent decades, has brought much attention to tourism, both as an industry and as a phenomenon. A review of the literature would shed light on the growth and popularity of tourism. To reveal this pattern, the writings and insights of the last few decades can be aggregated into four groups, each suggesting a distinctive position or platform of thinking on tourism. These are the Advocacy-, Cautionary-, Adaptancy-, and Knowledge-based Platforms, as will be discussed, and they have emerged chronologically, but without replacing one another. That is, the text and position of one platform has led to the formation of the next; and indeed all four platforms co-exist today.

### 1. Advocacy Platform: The Good

This first chronological position was formed by those individuals or firms and institutions--including private businesses, public agencies, and trade associations, among others--directly or indirectly concerned with tourism's economic prospects. These interest groups often take the position that tourism is a labor-intensive industry; that it benefits sectors beyond its operation, that it is a viable economic alternative for many communities or countries, that it generates foreign exchange badly needed to sustain membership in the global community, and more. To place tourism in a clearer light, these advocates also emphasize its non-economic attributes: that tourism preserves natural environments and infrastructures; that it revives traditions of the past; that it actively promotes cultural performances; and that it facilitates cross-cultural communication and the prospects for global peace. These combined socioeconomic perspectives (Table 1), when placed under such an enlarged spot light, have been supporting and motivating tourism development and promotion in near and distant destinations.

**Table 1. Position of Advocacy Platform on Impacts of Tourism**

<b>Economic Benefits</b>	<b>Sociocultural Benefits</b>
<p><b>For Example, tourism:</b></p> <ul style="list-style-type: none"> <li>• Can be labor intensive, generating:</li> <li>• Full-time jobs</li> <li>• Seasonal jobs</li> <li>• Part-time jobs</li> <li>• Unskilled jobs</li> <li>• Can generate foreign exchange</li> <li>• Can be built on existing infrastructure</li> <li>• Can be developed with local products</li> <li>• Can spread development</li> <li>• Can complement production of other economic activities</li> <li>• Can have high multiplier effects</li> </ul>	<p><b>For Example, tourism:</b></p> <ul style="list-style-type: none"> <li>• Can broaden education</li> <li>• Can promote international understanding/peace</li> <li>• Can reduce:</li> <li>• Language barriers</li> <li>• Sociocultural barriers</li> <li>• Racial barriers</li> <li>• Political barriers</li> <li>• Religious barriers</li> <li>• Can reinforce preservation of heritage/tradition</li> <li>• Can promote worldview and membership in the global community</li> <li>• Can enhance appreciation of one's own culture</li> </ul>

### 2. Cautionary Platform: The Bad

With the passage of time, casual observations, as well as serious research findings about tourism issues, began to challenge the position of the Advocacy Platform. This new voice, barely audible prior to or during the Sixties, grew to become the Cautionary Platform. Members of the research community, and especially those (private and public) concerned with the

protection of culture and nature, contributed to the formation of this cautioning or alerting position. Their message has not been limited to the economic pitfalls of the industry, but also argues that tourism generates mostly seasonal and unskilled jobs, that it benefits only firms and big corporations, that it destroys nature and scenic resources, that it treats people and their cultures as commodities, and that it disrupts the structure of the host society. Today, as before, this second position on tourism ranges from outright rejection of the position of the first platform, to calculated pronouncements about undesirable consequences of tourism.

As subscribers to these two platforms have stood by their respective positions, though not in an organized fashion or with a unified voice, the crossfire between them, which was at its height in the Seventies, has been inevitable. These encounters, often charged with emotion, include exchanges of views and counterviews, as well as sharp criticism of each other's position. For any claim of the Advocacy Platform (Table 1), there has been a counterclaim by the Cautionary Platform (Table 2), a situation that is potentially not conducive to fruitful dialogues or discourses on tourism as a whole.

**Table 2. Positions of Cautionary Platform on Impacts of Tourism**

**Economic Costs**

**For Example, tourism:**

- Can cause inflation
- Can result in high leakage
- Can be seasonal and contribute to unemployment
- Can be susceptible to change, rumor, spread of disease, economic fluctuation
- Can result in unbalanced economic development
- Can lead to extraneous dependency
- Can increase demonstration effects
- Can destroy resources and create visual pollution

**Sociocultural Costs**

**For Example, tourism:**

- Can contribute to misunderstanding
- Can generate stereotypes
- Can lead to xenophobia
- Can result in social pollution
- Can commercialize community and its culture, religion, arts, and more
- Can threaten family structure
- Can contribute to prostitution
- Can increase instances of crime
- Can lead to conflicts in the host community

**3. Adaptancy Platform: The How**

Since the polarized debates between the Advocacy and Cautionary Platforms have been mainly concerned with the *impact* of tourism, one then could argue that some alternative forms or adapted types of tourism could have a lesser negative impact than other options. Therefore, attention has gradually been drawn to alternative forms of tourism development. This proposition fostered the formation of a third position: the Adaptancy Platform.

Having benefited from the Advocacy and Cautionary perspectives, this third position emerged by favoring those forms which are especially responsive to the host communities and their sociocultural, natural environments and infrastructure, and at the same time, provide tourists with new choices and rewarding experiences. The prescribed strategies have variously been known as agritourism, appropriate tourism, community-based tourism, controlled tourism, cottage tourism, cultural or ethnic tourism, ecotourism, farm tourism, green tourism, indigenous tourism, life-seeing tourism, nature tourism, paratourism, responsible tourism, rural tourism, sensible tourism, small-scale tourism, soft tourism, sustainable tourism—and the list is still growing, with "no tourism" as an alternative by itself.

In general, the Adaptancy Platform argues that these forms are community centered, employ local resources, are relatively easier to manage, are not destructive, benefit host and guest groups alike, and even improve communication between them. Adapted tourism, regardless of

its nature or scope, is presented as an informed set of alternative options to the present mass, commercialized, out-of-control, hard forms in place almost everywhere. One of the latest alternatives, known as ecotourism, has attracted the attention of operators and governments, as well as researchers and academics, with the first exploiting this for quick profits. However, these and other "alternative" forms, exploited or not, have emerged as a partial remedy. In particular, strategies of the Adaptancy Platform cannot accommodate the mass volume of tourists generated globally. While tourism's forms and practices can be influenced, its volume can no longer be curtailed.

#### **4. Knowledge-based Platform: The Why**

The collective positions of the Advocacy, Cautionary, and Adaptancy Platforms were among the main conditions and forces fostering a number of developments in the thinking about tourism. First came a general recognition by all, independent of their positions, that tourism is a *giant global industry*, that it caters to millions of tourists *daily*, and that both tourism and tourists *are here to stay*. Second, any development, tourism included, generates both desirable changes and unwanted consequences, and it is the *relationship* between the costs and benefits that should matter. Third, the general foci of the Advocacy and Cautionary Platforms on *tourism impact* and of the Adaptancy Platform on *forms of development* represent only a *partial or limited* perspective. Fourth, therefore, if tourism is viewed as a *whole* or a *system*—for an understanding of its underlying structures and functions—this will contribute to the formation of knowledge on tourism. This, in turn, would aid in further development of theoretical constructs of a phenomenon now evolved into a global institution and of a business turned into a mega-industry. It was due to these inter-related and assimilating views that a fourth position, the *Knowledge-based Platform*, emerged.

This last platform, mostly occupied by members of the academic/research community, has been aiming at positioning itself on a scientific foundation and, at the same time, maintaining bridges with the other three platforms. For a balanced view, the foundation upholds objectivity, and the bridges are intended as accesses, not attachments, to other perspectives. Further, it systematically studies its own structure, annexes itself to various fields of investigation or disciplines, defines its place in the larger contexts which generate and accommodate tourism, examines its functions at personal, group, business, government, and systems levels, identifies factors which influence and are influenced by it, and more. This is all meant to contribute to a *holistic* treatment of tourism, not just its *impact* or *forms*. The main goal is the *formation of a scientific body of knowledge of tourism*.

With these processual developments almost simultaneously in progress, the early definitions of tourism, generally concerned with the number of miles traveled and reasons for travel (an orientation typical to the Advocacy Platform), have continuously evolved. This shift has been in favor of framing holistic definitions which would include, among other things, the tourist-generating and -receiving systems and their interdependence, and the total text and context which bring them to vitality. For example, tourism may be defined as the study of man away from his usual habitat, of the tourism apparatus and networks, and of the ordinary (home) and the non-ordinary (tourist) worlds and their dialectic relationship. This, and even more recent articulations, as are their intention, have departed from the earlier notions designed solely to measure tourist traffic or tourism's economic magnitude, and have moved instead to view tourism as a total system, with economics as only one of its significant constituent dimensions. Such systemic attempts will undoubtedly continue, aiming for more refined definitions and holistic treatment of tourism as a field of investigation. Presently, this foundation and orientation is in its solidifying stage: the work of the Knowledge-based Platform is gradually paying off.

#### **THE SCIENTIFICATION OF TOURISM**

The four Advocacy-, Cautionary-, Adaptancy-, and Knowledge-based Platforms, seen together, provide an overview of the formation and transformation of insights on tourism. But hidden in this general sketch are the specific conditions (catalysts, agents of change) which have contributed to this evolution and to the development of tourism knowledge. A review of this

scientification process would show that tourism now has almost all the properties and tools typically associated with more established fields of investigation.

### ***Tourism as a University Subject***

As is apparent from this discussion, the interest of the academic community in research has continued to increase with the passage of time. But research is one valued aspect of the academic world, instruction is another. Many universities have gradually expanded their course offerings to include tourism. In the early part of this century, several European universities had already established professorial chairs in tourism. Universities in the United States and elsewhere discovered tourism much later. At the outset, it was the hotel management programs which added tourism to their curricula. Soon after, tourism also penetrated such programs or departments as business, leisure, recreation, and even social sciences. Today's offerings range from a single course subject, to minors and majors in tourism, at both undergraduate and graduate levels. Significantly, the number of universities offering advance degrees is on the rise. For several years now, some US and foreign universities have even expanded their existing doctoral programs in such fields as education, recreation, and urban/regional planning to include tourism, with a few now offering independent doctorate degrees in tourism. Together, examination of degree programs and dissertations written on tourism reveals that this new field of investigation is enjoying a growing rate of popularity on campuses, both as an area of instruction and as a field of investigation. But these developments did not take place in isolation. Other conditions and change agents have also been present.

### ***Research Journals***

The scientific role that *research* journals play in their respective fields requires no elaboration. In tourism, there are several research journals, of both older and more recent origins: from North America, *Journal of Travel Research* and *Annals of Tourism Research*; from Europe, *The Tourist Review* and *Tourism Management*; from Asia, *Tourism Recreation Research* and *Asia Pacific Journal of Tourism Research*; from the South Pacific, *The Journal of Tourism Studies and Pacific Tourism Review*. And this is only a sample of *English* language journals. Today the number of English language academic journals in hospitality, tourism and leisure is nearing 40. While each tourism journal, with its wide range of contents and treatments, intends to meet certain objectives, they structure, and are structured by, research efforts of a multidisciplinary community of scholars whose contributions can also appear in other forms and places. Their occasional special issues on specific tourism themes provide added focused perspectives to the theme itself and its connection and dependence to other fields of investigation.

### ***Publications***

There is a certain regularity about journals, assuring a continuous flow of research contributions. Through them, research findings appear more frequently and more quickly, and hence contain more up-to-date information, so that the continuous and cumulative flow of knowledge is assured. But books, monographs, references, and other publications serve similar purposes and their contributions to the advancement of knowledge are of paramount importance. The number of such publications was insignificant in the Sixties, more appeared in the seventies, still many more were published in the Eighties, and the Nineties have already been a decade of abundance. Publishers, some of them among the most internationally prestigious, have even published book series committed to tourism. Because of their continuity, the series also assure the type of regularity inherent in journals' cumulative process. Freestanding books and series, along with major reference books--such as the *Encyclopedia of Tourism*, scheduled to appear in 2000--are among significant contributions which collectively have been advancing the scholarly position of tourism worldwide.

### ***Research and Scholarly Groups***

Still another structuring and structured force for the scientification of tourism has been the formation of research interest groups, which come in many sizes, with varied systems of operation. In tourism, the number of such groups is not very large, almost all are membership

associations, and they have somewhat similar goals and objectives. To build upon the existing efforts and past research accomplishments, such as those started in 1951 by the *Association Internationale d'Experts Scientifiques du Tourisme (AIEST)* and in 1970 by the re-organized Travel and Tourism Research Association (TTRA), the idea for the formation of a tourism academy was initiated in 1985 and finally, in 1988, the International Academy for the Study of Tourism was created (the founding meeting was held in Santander, Spain). The Academy, in particular, is a body committed to the Knowledge-based platform, and hence it directly relates to the theme of this paper.

### **Operational Forces**

For decades now, governments have recognized the importance of tourism. Though this has been chiefly due to its economic potential (Advocacy Platform), this recognition has nevertheless enhanced the image of tourism in circles small and large, private and public. This, in turn, one can argue, has provided some of the impetus at work in the areas already noted. Further, as another set of forces or developments which have helped the scientification of tourism, one should acknowledge the works and functions of those organizations in, or closely affiliated with, tourism as a business. Such organizations are indeed very large in number and range from local to international levels. Chief among these is the World Tourism Organization (WTO), an intergovernmental agency affiliated with the United Nations. While its original *raison d'être* can be traced to tourism as a trade (and hence the Advocacy Platform), during recent years it has made giant strides in both recognizing and promoting tourism research and education. Its recent commitment to education and training, including the establishment of formal ties with some 15 universities in Europe and elsewhere, speaks to this point.

### **Tourism Seminars**

Still another set of active change agents advancing the scientification of tourism is seminars and symposia organized by many associations and interest groups, in particular those committed to research and scholarships in their respective fields. More broadly, the importance of conferences organized by tourism associations or institutions should also be considered. They bring together researchers and industry experts with diverse disciplinary and professional backgrounds. Their seminar reports, published regularly in tourism journals, speak to this point, with the resulting proceedings and volumes sustaining the discourse well beyond the conferences themselves.

## **THE AWAITING FUTURE**

The above discussion on the four platforms, the transformative forces or catalysts, including universities, journals, publications, scholarly groups, industry associations, and seminars and conferences, as well as various operational and developmental concerns, provides an informative retrospective and ongoing insights on tourism—both as a realm of concepts and as a field of operation. This may now be coupled with a prospective view beyond the present scholarly footholds and operational matters, toward scientific and developmental horizons ahead.

### **Tourism as a Field of Study**

- **Tourism Knowledge.** The cumulative process of building a scientific foundation for tourism—brick by brick—will continue. As in the past, the social sciences will make substantial contributions to its formation. Other fields related to the study of tourism will also further define and refine their areas of commonality with tourism. Since it relates to several phenomena and since its study utilizes theories and methods of many disciplines, tourism will assume a truly multidisciplinary position in the academic world.

- **Going Afield.** With the establishment of tourism as a multidisciplinary field, its emerging theories and methods will be borrowed by the same disciplines that earlier on had generously contributed to the formation of its scientific foundation. Furthermore, tourism will be used at a

growing rate in other disciplines' publications in order to illustrate issues native to their own domains. This will be because tourism has special perspectives to offer, and because it will become an even commoner phenomenon to which people can readily relate, due to the growing awareness about its place in the society and economy. In this general context, a growing number of non-tourism journals will also feature tourism articles for their respective readers. Moreover, a growing number of Ph.D. dissertations, dealing with the old and new dimensions of tourism, will continue to be produced by students majoring in a variety of established fields of study.

- **Multidisciplinary Network of Associations.** Presently, few disciplinary associations have established tourism interest groups within their formal organizational structures. With the growing importance of tourism, additional disciplinary associations will establish bridges with tourism. These will include formation of interest groups by associations dealing with anthropology, ecology, economics, history, leisure, marketing, management, political science, psychology, and more—some of which have already been formed. As the number of these disciplinary interest groups increases, they will begin to sponsor joint seminars or congresses. It is indeed at such gatherings that creative minds will have the opportunity to truly advance the multidisciplinary tourism discourse.

- **University Commitment.** With scientific achievements of tourism in progress and with sustained growth in tourism jobs, additional universities will commit to offering undergraduate and graduate programs in tourism. Offering tourism doctoral degrees will attract the attention of even more prestigious universities. Many universities will offer their tourism programs within the presently popular departments/schools. Leisure and recreation departments will pay closer attention to tourism, and leisure, recreation and tourism will establish a more integrated relationship. Some university departments, such as those in the social sciences, will first offer tourism courses, then minors, and later majors. This could partly be due to their present lack of ability to attract sufficient numbers of students to their own majors and partly due to the relevancy and attractiveness of tourism to their fields.

- **Tourism Colleges.** While many university departments will improve their relation with tourism (and some will be discovering it for the first time), at the same time, more universities will establish free-standing tourism schools or colleges. Their offerings would include general tourism degrees, with specialization options in hospitality management, tourism marketing, planning and development, public tourism agency operation, tourism in developing countries, and international tourism, to name a few.

- **Publish or Perish.** The privilege of enlarging the scientific base of tourism horizontally and vertically will turn into an obligation, an obligation for its faculty to utilize the existing body of knowledge regularly and to contribute productively to its growth. This is already the case in all established fields of study, and tourism will not be the exception. The present *de facto* publish and perish rule in tourism will assume a more prominent position among the tourism faculty for retention, promotion, and tenure decisions.

- **Endowed Tourism Chairs.** A few universities have already established endowed tourism hospitality chairs. The scientific developments, as well as further growth in the tourism industry, will increase the prospects of establishing additional chairs in many developed and developing countries. As in the past, some of the new chairs will be created mostly with direct support from various segments of the industry.

- **Research Grants.** Presently, tourism research proposals receive limited attention and even less support from the major grant agencies and foundations. This has been mostly due to the limited view that the granting institutions have of tourism. But, as the scientific layers increase and as tourism becomes an even more recognized socioeconomic institution, the picture will change favorably. This change will be in respect to funding requests, both for dissertations and for independent research projects.

- **Recognition Awards.** The aspiration to muster resources for giving recognition awards to tourism scholars will move to the realm of reality. Research accomplishments will receive increasing attention by universities themselves and traditional scholarly circles. This very honorary degree awarded today to a tourism faculty member signifies a trend, with the University of the Balearic Islands at its head.

### **Tourism as an Industry**

- **Industry Recognition.** Ironically, the tourism industry has not yet fully recognized and supported tourism research and scholarship. This will happen--but gradually, especially as the number of decision-makers holding tourism degrees increases and as the industry begins to witness more progress through research.

- **Government and Business Agencies.** Governmental bodies responsible for tourism and trade associations will not only incorporate more tourism scientific substance and tools in performing their tasks, but also produce more quality research works with application beyond their own parameters. This prospect is further magnified as they favor hiring employees with advanced training in tourism.

- **Non-economic Aspects of Tourism.** Both the industry and public agencies will pay closer attention to the non-economic dimensions of tourism, with a growing percentage of their research budget set aside for non-marketing studies.

- **Industry Awards.** As the gap between the research and operation camps is desirably reduced and as the tripartite tourism academic/industry/government relationship further solidifies, a growing number of tourism industry recognition awards will be forthcoming from, for example, hotel chains, travel organizations, airlines, and tourism departments or ministries. In a somewhat similar vein, the World Tourism Organization, headquartered in Madrid, is already planning its own international awards, also in recognition of research and scholarly accomplishments advancing development and practice of sustainable tourism worldwide.

### **TOURISM IN AND FOR SPAIN**

Tourism is a very large and highly developed industry in Spain. During recent years, the country has regularly been among the top five tourism destinations in the world. For example, in 1998, Spain was the second most popular country among international travelers--preceded by France and followed by the United States. In this year, close to 48 million international tourists spent close to \$30 billion visiting Spain, according to World Tourism Organization. Based on its international position in tourism and its earning from tourism, Spain has done well with its tourism industry and tourism has done well for the country. In 1997, estimated participation of tourism as a whole in the GDP of Spain was between 9 and 10 percent. Said differently, tourism generates about \$1,380 for every single citizen of this country. Viewing the economic function of tourism in a still different way, every single tourism employee, through his/her efforts, annually contributes \$ 75,455 to GDP of Spain. These are impressive figures.

The preceding discussion on the general evolutionary process in the scientification of tourism, despite its universality, provides the text and context for application to and commentary for specific countries, places, and situations, such as those in Spain. This is indeed one of the most important properties of a body of knowledge--to go from general to specific and from specific to general. Having been at the University of the Balearic Islands during the academic year 1997-1998, this author was provided with the opportunity to become more familiar with tourism in Spain, especially with its Balearic products. Actually, what helped in understanding these island destinations and their many tourism products is not just the fact that he was residing here, but also the fact that he was working at one of the most progressive European tourism schools, located right here on this campus, which in turn is located at one of the most popular European tourism destinations. Working closely with this university's tourism professors quickly acquainted this author with this major destination. By juxtaposing this destination familiarity with the existing body of knowledge, a number of issues and questions quickly come to mind: some

general, some specific, and some even sensitive. These, when explored, would promote sustainable tourism development at this tourism-dependent destination. A few "for instances" are stated here.

- **Shifting Lifestyle.** It is often assumed that the future will be a natural extension of the past. Not exactly. People change, societies change, values change, needs and expectations change, and so does lifestyle. Shift in lifestyle in turn defines and redefines the future of tourism and its many products, just as tourism reflects the shift in lifestyle. Therefore, the ever changing lifestyle and its relationship to tourism must be studied and understood today, not tomorrow. A country like Spain, which is economically dependent on this industry, cannot leave this task to others. Short of this, an unexpected and thus not-planned-for shift in lifestyle, especially in the main tourism markets of Spain and its Balearic Islands, like Germany and the United Kingdom, would have socioeconomic consequences for the country as a whole which cannot be easily fixed.

- **Health and Tourism.** The new and emerging lifestyles encourage people to be, for example, more health conscious. People are exploring various alternatives to extend their lives, to live a healthier life, and to enjoy it fully. Right here an automatic connection between lifestyle and health and tourism is made. Many alternative forms of tourism are favored due to this "healthy" notion, as this practice contributes to a healthier mind and body. To what extent are present and future planning and development of tourism in Spain and its Balearic Islands guided by such emerging patterns of tourist mobility and consumption--to provide vacation experiences which restore mind and body? Should not the Balearic Islands--enjoying a perfect geographic and natural setting in Europe--become the "health" resort of Europe? If not, what alternative forms of tourism would be more suitable or promising for the islands, and why?

- **Senior Citizen Market.** Change in lifestyle and a healthier life are universal shifts, cutting across race, class, gender, and age. Dealing with such an enlarged scope, crowded with many variables, would make the task of discussion impossible. Here the scope can be limited to the two above two points. Lifestyle and health, both boosted by advancements in medicine, technology and welfare systems, among other areas, have in turn led to another phenomenon: a sudden change in the population of the third age or senior citizens. Today they are much more numerous, they enjoy an invigorating lifestyle, and they are healthier. With family and professional commitments all behind them and with many good years ahead of them, the pursuit of a healthy leisurely life--fueled by plenty of disposable time and income--becomes their new profession or religion, with tourism becoming both a means and an end for them. This suggests a massive movement of a third-age (or third-wave) voluntary army of senior citizens endlessly zigzagging the globe, with their guns (credits cards) in their hidden pockets, taking to the streets not to kill man, but to kill time. Is Spain, with its rich natural and cultural endowments, interested in this rapidly growing market? If the answer is in the affirmative, what strategies are being devised to capture a larger share of this market? The geographic position of the country, with its rejuvenating climate and sociocultural atmosphere, is what the third-wave population seeks and wants. Is Spain studying this mindset, with its particular lifestyle philosophy, this ever-increasing population that "is not willing to die," but that is instead "eager to enjoy life--both at home and away for home, at near and distant destinations? And, significantly, away-from-home is where they mostly want to be, as often as possible, with all the disposable income and time now available to them.

- **Sustainable Tourism Development.** The last few points may suggest that an argument is being made here in favor of having more tourism without any informed planning and development strategies. As tourism demand grows, so does the use and abuse of resources, many of which are not renewable/repairable. To limit the scope of discussion once more, it is vital to inquire what sorts of impact this or any other tourism development and practice would have on the natural and sociocultural settings of the host destination. Take the Balearic Islands, world-famous for their natural beauty. What would further tourism growth and development do to the balance of this important ecosystem? How much tourism development is too much? Where on this island, or elsewhere in Spain, is this balance maintained, who is regulating and policing it, and what progress has so far been made in making tourism development sustainable in this ecosystem?

- **Host and Guest Issues.** A truly sustainable strategy is not limited to respect for, and protection of, nature. After all, these natural settings are inhabited by people who are shaped by their culture, history, religion, value systems, and much more. Sustainability: any tourism development, to be sustainable, must put peoples and their whole philosophy of life at the center. To what extent is this host population prepared to accommodate tourism? In their mind, how many tourists are too many? How about the "chemistry" between the host and guest? Is the chemistry changing, and if so, for better or for worse? Take the Balearic Islands, hosting an ever-increasing population of German and British tourists. Who is studying and monitoring this host/guest relationship? At what level does the present irritation index of the host stand today and how can it be kept under control? Which designated agency is charged with studying this chemistry so that measures can be introduced that can benefit the host, the guest and the whole sociocultural and natural settings--called the Balearic Islands by outsiders, but is home to insiders? In the final analysis, tourism must benefit the local inhabitants, here on the islands or on the mainland.

- **What is Unique about The Balearic Islands.** Since tourism is the sole crop on which the economy of Balearic Islands depends, it is vital for this destination (and Spain in general) to ask itself what typifies and describe the islands, so that measure are introduced to preserve the very charm and uniqueness at the core. Tourism is a very competitive business--and a unique sociocultural phenomenon, as already note--and only destinations with a well-informed and holistic sustainable development masterplan can succeed in years ahead. The body of knowledge is the place to accommodate fruitful explorations in this respect as well.

- **Educating the Government, the Public, Tomorrow's Workforce.** No strategies will work unless the tourism stakeholders are prepared to assume their respective positions in this industry. Education and training programs, tailored for all levels, private and public, are needed in order to manage a sustainable tourism industry that responds to the needs of the host population and their visitors. As such, the UIB Tourism School is playing a survival role in the Balearic Islands, which depend on the tourism business. The school is educating and preparing the very workforce that will determine the shape of tourism and thus the future of the islands.

- **Think Future/Global, Act Today/Local** The points outlined here, when placed into a comprehensive system, would suggest the adoption of an operational software which thinks future, but acts today, one which thinks globally, but acts locally, and provides a lot of room for appropriate principles, practices, and philosophies to guide tourism development and practice in the Balearic Islands, the whole of Spain, and beyond. Tourism knowledge stands ready to serve this broader, yet penetrating, goal.

## CONCLUSION

In a short period of time, the study of tourism has taken several major strides, taking off from a mainly practical/applied springboard and landing on a small but growing scientific foundation. This transformative process has benefited from the insights of four schools of thought on tourism: the Advocacy-, Cautionary-, Adaptancy-, and Knowledge-based Platforms. The last, influenced by several favorable conditions and change agents, has maintained its forward movement along a definitive scientific course, and now has a rather clear sense of direction.

Today, it is quite evident that tourism has finally assumed its scholarly position in research and academic circles. Moreover, all signs suggest that tourism will continue successfully with its progress toward new frontiers of knowledge. This will further enhance its status among formal institutions and in the society at large. But attainment of this higher goal along its scientification course will depend on the support and the type of influence exerted by the scholarly community, grant institutions, government bodies and organizations in tourism, and the industry at large.

In a nutshell, tourism is on its way, with a definitive sense of direction and purpose. As a Chinese proverb suggests, "A journey of a thousand miles begins with a single step." Tourism is already beyond the initial steps, and its scientific journey is clearly in progress, aiming at new frontiers, heading to new horizons. The prime beneficiaries of this scientific achievement will be

the tourism industry itself and the governments that capitalize on it--as tourism utilizes the growing store of basic and applied knowledge to everyone's advantage, especially that of the host system.

**References** — This is a shortened and adapted version of earlier writings by this author, with examples added to connect with tourism issues/options relevant to Spain in general and to Balearic Islands in particular, presented on the occasion of the *doctor honoris causa* ceremony, held on May 18, 1999 on the campus of the University of the Balearic Islands, Palma (Majorca). References supporting this discussion appear in *Hosts and Guests Revisited: Tourism Issues of the 21<sup>st</sup> Century* (Valene Smith, editor, Cognizant Communication) scheduled to appear in 2000.