



Cultures of Mass Tourism

Doing the Mediterranean in the Age of Banal Mobilities

Edited by Pau Obrador Pons, University of Sunderland, UK, Mike Crang, Durham University, UK and Penny Travlou, Edinburgh College of Art, UK

New Directions in Tourism Analysis

September 2009
192 pages
978-0-7546-7213-5

234 x 156 mm
Hardback
£55.00



ASHGATE

With more than 230 million international tourists a year, the Mediterranean region is the largest tourist destination in the world. This book outlines that its economic importance is matched by its significance as a cultural and aesthetic phenomenon.

Through a series of ethnographic insights into some of the key sites of mass Mediterranean tourism, it focuses on package tourists' experiences of the serial, banal and depthless spaces that are mushrooming along the coast and the enchantments, dissolutions and dreams that saturate them.

Moving away from the notion of authentic places corrupted by mass tourism, the book shows how new forms and spaces are made and remade by the mobilities and performances of locals, workers and tourists. Finally, the book looks at the complex materialities of mass tourism and the many networks that make it possible.

Contents

Introduction: taking Mediterranean tourists seriously, Pau Obrador Pons, Mike Crang and Penny Travlou; Morocco: restaging colonialism for the masses, Claudio Minca and Rachele Borghi; Banal tourism? Between cosmopolitanism and orientalism, Michael Haldrup; The island that was not there: producing Corelli's island, staging Kefalonia, Mike Crang and Penny Travlou; The Mediterranean pool: cultivating hospitality in the coastal hotel, Pau Obrador Pons; 'De veraneo en la playa': belonging and the familiar in Mediterranean mass tourism, Javier Caletrio; Hosts and guests, guests and hosts: British residential tourism in the Costa del Sol, Karen O'Reilly; Mobile practice and youth tourism, Dan Knox; Corrupted seas: the Mediterranean in the age of mass mobility, Pau Obrador Pons, Mike Crang and Penny Travlou; Index,

About the Editor

Dr Pau Obrador Pons is a lecturer in geography at the University of Sunderland, Dr Mike Crang is Reader in the Department of Geography, Durham University, and Dr Penny Travlou is a Research Fellow in the OPENspace Research Centre at Edinburgh College of Arts, UK.

www.ashgate.com/isbn/9780754672135

ASHGATE

To order this book please visit www.ashgate.com, or email orders@ashgate.com
A 10% discount applies to orders placed through www.ashgate.com