

The New Spirit of Hospitality

Tourism Security-Safety and Post Conflict Destinations

Series editors: Maximiliano E. Korstanje and Hugues Seraphin

Since the turn of the century, the international rules surrounding security and safety have significantly changed, specifically within the tourism industry. In the age of globalisation, terrorism and conflict have moved beyond individual high-profile targets; instead, tourists, travellers and journalists are at risk. In response to this shift, the series invites authors and scholars to contribute to the conversation surrounding tourism security and post conflict destinations.

The series features monographs and edited collections to create a critical platform which not only explores the dichotomies of tourism from the theory of mobilities but also provides an insightful guide for policymakers, specialists and social scientists interested in the future of tourism in a society where uncertainty, anxiety and fear prevail.

Tourism Security-Safety and Post Conflict Destinations explores research approaches and perspectives from a wide range of ideological backgrounds to discuss topics such as

- Studies related to comparative cross-cultural perceptions of risk and threat
- Natural and human-caused disasters
- Post-disaster recovery strategies in tourism and hospitality
- Terror movies and tourism
- Aviation safety and security
- Crime and security issues in tourism and hospitality
- Political instability, terrorism and tourism
- Thana-tourism
- War on terror and Muslim-tourism
- The effects of global warming on tourism destinations
- Innovative quantitative/qualitative methods for the study of risk and security issues in tourism and hospitality
- Virus outbreaks and tourism mobility
- Disasters, trauma and tourism
- Apocalyptic theories and tourism as a form of entertainment

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Tzanelli goes beyond the co-ordinates of contemporary cultural theory to contextualise a new “atmospheric” ethos in tourism markets. All of this grounded in a Marxist appreciation of the relation of space to labour and, perhaps the most innovative focus of the book, on the notion of worldmaking borrowed from Hollinshead and deployed here to organise the appearances (another mode of spirit, etymologically justified in Marx’s terminology) of tourism in case studies. As cases, however, these studies are saturated in an astute appreciation of theoretical confluence, from Derridean spectres and hospitality to Hardt and Negri’s Empire, to Boltanski and Chiapello, Žižek, Sewell, that guy Hutnyk and the classics – Hegel, Nietzsche, Arendt

The book narrates a necessary movement from crisis to justice, designing places for care and reviving a new hospitality in an always open-ended inquiry. It will allow you to travel to your own conclusions, taking or leaving the many stops on the way as possible swelling-places or refreshment. Theoretical tourism has rarely been done with such vigour. A fabulous, fun, and flagrantly phantasmagoric read.

–John Hutnyk, Ton Duc Thang University, Vietnam

The New Spirit of Hospitality is a much-needed breath of fresh air in the current and mainly normative fields of travel, tourism, and hospitality studies. Tzanelli disturbs the normative premises on which much tourism and hospitality research are predicated to make space for imaginations whereby the represented can manage their representations, and destination design is co-developed with more just digital technologies. Zooming in on ‘film-induced’ or ‘cinematic tourism’ Tzanelli problematises the production of truthfulness and justice to unveil discomfoting rifts between what is sustainably and justly possible and attainable, and for whom. Such discomfoting conclusions are bound to push the boundaries of knowledge creation in tourism and hospitality studies.

–Dorina-Maria Buda, University of Essex, UK

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The New Spirit of Hospitality: Designing Tourism Futures in Post-Truth Worlds

BY

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University of Leeds, UK



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INVESTOR IN PEOPLE

The future world may be a murky world, but it is one that we have to enter, interrogate and hopefully reshape. It should be a direction of travel for fateful analyses of social life within this new century.

John Urry, What is the future? 2016, Polity, p. 192.

For Majid

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List of Abbreviations

ABQ	Albuquerque
<i>BB</i> (TV series)	<i>Breaking Bad</i> (dirs. V. Gilligan, M. Slovis, C. Bucksey, T. McDonough M. MacLaren, A. Bernstein, R. Johnson, C. Bucksey, B. Cranston, J. Renck, P. Gould, S. Winant, C. Haid, J. Shibban, T. Shauz, B. Hughes, G. Mastras, S. Catlin, F. E. Alacalá, T. Brock, T. Hunter, J. Dahl, J. McKay, P. Medak, P. Abraham, P. Slade, 2008–2013)
<i>Borat 1</i> (film)	<i>Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan</i> (dir. L. Charles, 2006)
<i>Borat 2</i> (film)	<i>Borat Subsequent Moviefilm: Delivery of Prodigious Bribe to American Regime for Make Benefit Once Glorious Nation of Kazakhstan</i> (dir. J. Woliner, 2020)
DMO	Destination Marketing Organisation
IAEA	International Atomic Energy Agency
US	United States (of America)
USSR	Union of Soviet Socialist Republics
<i>ZG</i> (film)	<i>Zorba the Greek</i> (dir. M. Cacoyannis, 1964)

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About the Author

Rodanthi Tzanelli is Associate Professor of Cultural Sociology and Director of the Mobilities Area in the Bauman Institute, University of Leeds, UK. She is a social and cultural theorist with particular interest to hybrid mobilities (tourism, travel, migration, social movements and new technologies) as well as the representational contexts of contemporary crises such as climate change, consumption and capitalism. Her work on cinematic tourism is widely regarded in studies of popular and public culture. She is the author of numerous critical interventions, research articles, chapters and 15 monographs, including *Space, Mobility, and Crisis in Mega-Event Organisation: Tokyo 2020 Olympics' Atmospheric Irradiations*, published with Routledge (2022).

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