

Preface

Today it is a truism to say that the study of tourism is a serious academic endeavor. To a significant degree, this status has been achieved because of those who have worked tirelessly over the years to advance knowledge and understanding about this multifaceted phenomenon. Professor Jafar Jafari ranks highly among these and this book is part of a three volume series which seeks to acknowledge his significant role in advancing the theoretical development of the field. However, despite his venerable contributions, the significance of this industry within contemporary societies, as well as its dynamic nature, implies that scholars have no room for complacency. There are still a plethora of research and knowledge frontiers to be traversed. It is against this background that this book seeks to make a small, but important contribution by bringing to the fore novel understandings which go beyond existing frontiers. While doing so, it is acknowledged that borders are porous and forever shifting and changing. Indeed, during the process of compiling this edited text, several new bodies of knowledge and research have emerged. Yet it is this which makes the study of tourism so exciting and challenging, because it is a phenomenon which complexity means that it cannot be contained within specific disciplinary silos.

The book takes the reader on a journey through many different topics beginning with popculture through to destination evolution and network dynamics, demonstrating the eclectic nature of the new research agendas within the field. All the chapters in this volume are intended to stimulate thinking, with many suggestions made for additional areas for further investigation. Of course the editors owe a debt of gratitude to a number of individuals and organizations who have contributed to the final product and it would be impossible to mention each one in such a short space. However, it is important to especially acknowledge Professor Jafari, the commissioning editor for the *Tourism Social Science* series, whose contributions to the field provided the inspiration for the emergence of the current three volume set.

Thanks to Ana María Munar and Nati Juaneda whose idea it was to organize a seminar in Mallorca in October 2013 to celebrate and provide due recognition to these contributions. Credits also go to Emerald, the publishers, for their support and guidance. A wealth of appreciation goes to the chapter contributors who have devoted a great deal of time and effort to their work and demonstrated patience during the publication process. Unfortunately not all of the authors will be able to see the final product and special mention must be made of Jerome McElroy, former Professor of Economics at St Mary's College, Notre Dame, The United States, who sadly passed away on December 17, 2014. Professor McElroy has made significant contributions to the study of sustainability particularly within the context of small island economies. The editors are privileged that one of his final publications on this topic is contained in this volume and will live on among his vast body of work.

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