

## JOURNAL OF TOURISM AND CULTURAL CHANGE

### Travel, Imagination, Myth

JTCC (Clevedon)

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The *Journal of Tourism and Cultural Change* (JTCC) is a peer-reviewed, transdisciplinary and transnational journal edited by Professor Mike Robinson and Dr Alison Phipps.

Supported by an international editorial board, it focuses on critically examining the relationships, tensions, representations, conflicts and possibilities that exist between tourism/travel and culture/cultures in a rapidly changing and increasingly complex global context.

As one of the most actively visible mechanisms of globalisation, tourism's magnitude and pervasiveness makes it a potent force in the processes of cultural change. The JTCC provides a forum for debate against the backdrop of local, regional, national and transnational understandings of ›identity‹ and ›difference‹. Economic restructuring, recognitions of the cultural dimension of biodiversity and sustainable development, contests regarding the positive and negative impact of patterns of tourist behaviour on cultural diversity, and transcultural strivings – all provide an important focus for the JTCC.

The shifting and evolving patterns of language use is also a concern. How different cultural groupings use languages, their own and others, to express complex forms of resistance, to express the desire for change, to effect change and to translate will be a key consideration in the journal. JTCC also embraces the powerful creative dimension to tourism and cultural change that emerges in literature, travel writing, translation, the learning of other languages, film, art and varieties of performance. The JTCC seeks to address fundamental issues such as transculturation, local-global connectivity, the making and re-making of identities and pasts, the erosion and survival of traditions, and changing forms of cultural expression in the ever-shifting contexts of the pre- and post-industrial, pre- and post-modern and the postcolonial world.

Global capitalism, in its myriad forms engages with multiple »ways of being«, generating new relationships, re-evaluating existing, and challenging ways of knowing and being. Tourists and the tourism industry continue to find inventive ways to commodify, transform, present/re-present and consume material culture. The JTCC seeks to widen and deepen understandings of such changing relationships and stimulate critical debate by:

- Adopting a multidisciplinary approach
- Encouraging deep and critical approaches to policy and practice
- Embracing an inclusive definition of culture
- Focusing on the concept, processes and meanings of change
- Encouraging transnational/transcultural perspectives