Contents

Preface Introduction				
		Work – Home – Free Time – Travel]	
1	An or	An outline of the model		
2	2 Under the dictates of the economy		ϵ	
3	The c	redo for a new harmony	10	
Part	Two	The Holiday Machine or: The Recreation Cycle	13	
4		notives of the mobile leisureman - travel between	-	
	norm	, promise and hope	15	
	Ma	n in search of balance	15	
	The	e social influence	16	
	The	promises of the paradise sellers	19	
	The	complex world of travel motives and expectations	2.2	
5	Behav	viour and experiences while travelling	30	
	The	favourite holiday activities	30	
	Of	armour, exceptions and clichés	31	
	Exa	mple 1: Holidays in the ghetto	34	
	Exa	mple 2: Alternative travel	37	
	The	much maligned tourist	41	
6	The h	ost population - what they expect and what they	•	
	get fr	om tourism	44	
	The	silent local	44	
	Eco	nomic interest dominates	46	
	The	unequal exchange and the unpaid social costs	49	
	Dec	cision making by others – a high price	52	
7		ncounter between tourists and locals	57	
•		lerstanding among peoples?	5.7	



vi Contents

	Black prospects for meaningful contact	58
	The glasses of prejudice	61
8	The return and the feedback	62
	Recuperated?	62
	Happy and content?	63
9	What is left? – travelling as learning and exploration Indications for a more critical understanding of	66
	tourism	68
	The 'rebellion of the hosts' or: the awakened self-	
	confidence of the local population	69
	From the manipulated to the emancipated tourist	73
Pari	Three For a Humanization of Everyday Life	75
10	Everyday life in working society - work, home and	
	leisure time in a bottleneck	77
	The working society heading for crisis	77
	The inhospitable home and the divided life	82
11	Changing values: opportunities for a new society	86
	The purpose of life and new ideals: leisure time - the	
	driving force of change	86
	Consumer culture or a leisure-cultural life style	88
	Ways out of the work crisis	92
	The restoration of homeliness	97
Pari	Four Proposals for the Humanization of Travel	103
12	The strategies and their philosophies	105
	Advocate a soft and humane tourism - re-evaluate the	
	ultimate goals	106
	Take steps in the right direction without waiting for the	
	great change	108
	Provide the right interpretation of freedom in leisure	
	and tourism policies	109
	Accept the mass character of travel and one's own role	
	as tourist	110
	Organize a better distribution of tourist flows	112
	Create preconditions for a fair exchange and for equal	
	partnership	113
13	About the concept of a balanced tourist development	115
	Don't consider the promotion of tourism an end in itself	
	nor a panacea – strive for a diversified economic	
	structure – avoid a 'single-crop' economy	TTC

\sim	•••
Contents	V11

	Focus on the needs and interests of tourists and locals		
	and co-ordinate them	117	
	Keep control over property in local hands	119	
	Plan investment in tourist development	121	
	Rely on the local work force – improve job quality	122	
	Emphasize and cultivate what is typically local	123	
14	Ghetto or no ghetto – that is the question	125	
	Use the advantages of new artificial holiday centres	125	
	Further develop traditional forms of travel and		
	holidays and try out new ones	126	
15	Conscious travel – advice and exercises for a different		
	travel behaviour	129	
	Use the holidays as a time for self-communion	129	
	Take a critical consumer attitude	132	
	Remember some basic rules for more considerate travel	133	
	Exercise moderation in travel: less far – less changes –		
	less often – stay at home from time to time	135	
16	School for a more human tourism	138	
	Opt for an honest and responsible marketing of tourism	138	
	Provide better and more comprehensive training for		
	tourist trade personnel	139	
	Encourage holiday-makers to try new experiences and		
	behaviour	140	
	Inform the host population about tourists and the		
	problems involved in tourism	143	
	Learn how to travel - prepare and educate people for		
	travel	144	
Ref	References		
Index		159	