

Abstracts

(Medial) Representations of Tourism in the Space of Global Flows

Jenő Bódi and Bertalan Pusztai: (Medial) Representations of Tourism in the Spaces of Global Flows

This short foreword gives a short introduction to the research field of critical tourism studies. Besides that it aims to outline the current stand of research in Hungarian media and social sciences.

Bertalan Pusztai: Tourism as a Medium

Present paper approaches tourism as a medium on two levels. At first, tourism can be understood as an instrument mediating images of certain locations to far away consumers. In this way tourism acts as a classic transfer medium. Tourism marketing has the tendency not to problematize this transfer activity and claims that tourism industry brings true and unbiased images to future consumers. Contrary to that, secondly, critical tourism studies brought several empirical examples where tourism industry created an image rather different from that of the actual location. Applying contemporary media theory, present study approaches tourism as a way of creating, understanding and interpreting reality. Besides media theory this approach strongly roots in the postcolonial understanding of tourism. From this point of view the interest, gaze and consumption of the wealthy tourists not simply causes changes in certain locations, but locations are coming into life in this power relation.

Gyula Maksa: Mediological Approach to the Cultural Study of Tourism

Since the 1990s, mediology has had a great influence on the Francophone media and communication studies. Mediology focus on cultural transmission and contribute to the contemporary tourism research. The study argues that from a mediological point of view the historical development of tourism has three major aspects: technical innovations, social organizations and institutions, and cultural representations. The author shows mediological interpretation of the holiday club networks, especially the Club Med concept and its followers.

Benedek Tóth: Local Cultures Reloaded: Late Modern Mediatization of Tourism and the Modern Turn in the Interpretation of Space

The paper discusses the cultural change caused by mediatization. This change can be described as a change in the patterns of perception, as a change in the relationship between the empirical and the imaginary components of human experiences. The first part of the paper presents this change in connection to the cultural processes of tourism: a change in the relationship of real touristic destinations and the experience of travelling is analyzed. By doing so, the paper presents an interpretation of tourism from the point of view of Media Theory. The second part of the paper discusses the genealogy of the “modern experience” (a term by John Urry). Cultural tendencies that can be considered as roots of the mentioned cultural change are presented. The analysis of these tendencies lets the author conclude that the change of perceptual patterns is rooted in spatial perception, as it was shaped in the big cities in the late 19th century.

Gábor Biczó: Situation Report about the State of Affairs in Relation to Image-construction in Gyimes

Gyimes is a particular Middle-European small world on its own. The municipality had some features (e. g. the sustaining archaic cultivating methods until the 1990s, and the beautiful countryside), which were in concordance with the needs of various groups of tourists arriving mainly from Hungary. This is the background for the explosion of tourism and touristic services in Gyimes in the last two decades, and it is also the basis of constructing the image of Gyimes. The paper aims to inquire whether the image of Gyimes constructed by local tourism marketing and the practices of everyday life converge or contradict each other. An interpretational anthropology is able to grasp the tensions between the surface of touristic services offers and an ambivalent relation to the providers’ own cultural heritage.

Anna Budai: Tourism-marketing Videos on Thailand: A Critical Analysis

In this study, tourism advertisements are not analyzed by defining marketing tools, strategies and target audiences but are analyzed in the context of social science discourse. The author does not handle these advertisements as marketing products, but as a flow of pictures and texts. The cultural scientific analysis of these pictures and texts not only makes the discourse of tourism anthropology more diverse but also can provide marketing specialists with new ideas. In this study the author analyzes tourism commercials on Thailand, mainly approaching the problems of authenticity and power-positions, such as the specific patterns of post colonialism, orientalism and sex tourism.

Jenő Bódi: The Television Viewer Tourist: The Cultural Geography of the Places of Mediatourism

Although the appearance of mass tourism and the spread of television happened at the same time, in the middle of the 20th century, there are only relatively few texts that deal with the tight relationship of these two phenomena. The geographical view of communication and media, however, can change this. From this point of view tourism and media are connected

through their fundamental spatiality. The study represents the connection between media and tourism through certain specific places of mediatourism. As a result, it deals with the concept and critiques of post-tourism, media-generated tourism and media-pilgrimage.

Ágnes Bujdosó: Tourism through the Universe of The Da Vinci Code

The novel *The Da Vinci Code* was published in 2003, the film adaptation was released three years later, in 2006. After the worldwide success of both, there was a significant increase in the number of thematic sightseeing tours organized across Europe focusing on the iconic - and already very touristic - locations described in the novel and showed in the adaptation. Taking *The Da Vinci Code*-tourism as an example, the aim of this study is twofold. It attempts, on the one hand, to demonstrate the differences between book- and film-induced tourism with a focus on the specific techniques that construct specific spaces. On the other hand, it reveals how we can describe and define the touristic experience when the audience is exposed to the differences between the transmedial representation and physical reality of a location.

Szilvia Kovács: Budapest Postcards at the Turn of the 19th Century: Travel Memories and the Mediated Perceptions of the Modern Metropolis

Visual representations of the city such as copper engravings, painted cityscapes, maps, postcards and pictures have always made it possible for city dwellers and travellers to remember and orientate. The study aims to examine the birth of the modern city through looking at 19th-century postcards. This is carried out partly theoretically, partly by examining Budapest as a modern national metropolis. The author argues that postcards use a unique system of symbols, creating spatial texture in cultural remembrance. Postcards are visual representations of „the city” and they represent and engender the birth of modern space perception.

Csilla Fodor and Bertalan Pusztai: Touristic Attractions and their Representations in Media. A Content Analysis of Touristic Brochures of Szabadka and Palics

This paper aims to analyse the historical changes in the medial representations of tourism in Szabadka and Palics by means of a quantitative content analysis of tourism brochures ranging from 1936 to 2014. In the context of this several hypotheses were tested (for example the shift to more experience based marketing, or the decline of representing classic mass tourism in the brochures). The eleven brochures in our sample also shed light on how political changes affect the visual representations of municipal spaces, the creation of cultural canons and the medial representations of tourism.

Attila Doboviczki: Found Images: the Tourist's Gaze

How can 'found photography' constitute a basis for social sciences? What knowledge can be gained from these documents? Are there generally formulated characteristics about the imagery patterns of a given period? What kind of user praxis characterized the slide-culture in a given touristic period? In the text the author attempts to provide answers to the above

mentioned questions through the analysis of slides collected from the market of Uránváros, the Big Market of Pécs and the Naschmarkt of Vienna.

Enikő Bóna: Ideologies of Travelling: a Media Context

In this research, the author introduces the most popular hospitality exchange network – CouchSurfing.org – as an important medium of alternative tourism. By applying tourist typology theories it is possible to differentiate traditional tourists and alternative, “drifter” type of travelers. The author created a qualitative research, using both survey with open-ended questions and self-representative texts on the website. The study concludes that the norms of the community are shaped by the members themselves and passed down through interaction with each other – in order to maintain the specific ideology of alternative tourism.

Imre Mátyus: “I’m a traveller, not a tourist.” Anti-tourism, Hypertourism and the Role of ICT Networks in Alternative Tourism

The general presence of ICTs in every segment of the current economy brought tremendous changes to tourism industry in the past two decades. Communication networks and mobile devices do not only provide tools for planning and organizing trips, but also for recording and sharing experiences. Thus new media, and most of all social media, play a pivotal role in individual touristic practices. These new technologies serve as sources of information, tools to get preparations done, guides on the way and interfaces to reflect on the experiences. This paper examines alternative interpretations of touristic practices through online representations of hypertourism and anti-tourism. These contemporary practices emphasize the role of individual interpretation in the consumption of touristic goods and destinations. Besides being alternatives to organised mass-tourism, hypertourism and anti-tourism pose a critique of tourism industry as well.

Tamás Dunai: Video Games and Virtual Tourism: Video Game Playing as Virtual Tourism

In this paper the author discusses similarities and differences between playing certain video games and the practices of tourism. He claims that playing is a type of virtual tourism. Video games often simulate the real world. Thanks to the interactivity of the video game as a medium, in certain aspects, the player’s experience is similar to that of a traveler’s or a tourist’s. Video games and tourism both give mediated experiences. The experience of a video game player is simulated, but at the same time actual experience; the experience of a tourist is actual, but at the same time simulated experience. The main difference between them is that video games cannot hide their constructed nature, while the constructed characteristic of real-world tourism is less prominent.

Discussing the Four-dimensional Model of Stratification

István Harcsa: The Relation of Social Stratification and the Concept of Society. Fundamental Remarks and Key Questions for an Alternative Approach of Social Structure

It is a pleasant new development, that there is after a decade a considerable revival of research on social structure. Understandably, this “new beginning” does not yield immediately a change in quality. But there are some promising new approaches, like the model of four dimensional stratification, which can improve our knowledge. But the researchers are right now in the middle of finding their own way, and further deepened research is needed so that they can reach their goals. One shortcoming of recent research of social structure is the lack of a detailed outline of the research’s goals, which goes hand in hand with a lack of a general concept of society in which context the results would get their meaning. The research of Kabai Imre et al. is not an exception from this.

Márk Áron Éber: What Can We Know about the Challenges Faced by the Youth of the 21st Century? Remarks on the Structural Concept by Imre Kabai et al.

The remarks are a contribution to the discussion of Imre Kabai and his co-workers’ analysis of social structure. The writing contains a twofold critique. First, the critique refers to problems regarding some fundamental considerations and their foundation in sociological literature. Second, there seems to be a lack of sociological conclusions in the manuscript.

Anikó Kenéz and Tamás Iharosi: Reflections on the Critiques to our Structural Concept

In this short reply, we try to answer to our critics (István Harcsa and Márk Áron Éber), who made some remarks on the four dimensional model of social structure developed by us.

Refeudalization

Erzsébet Szalai: Refeudalization

In the first part of my essay, after clarifying the key terms I will be using here, my intention is to present and analyse some refeudalizing tendencies within global capitalism. The second part revolves around refeudalizing tendencies as they were present in Hungary from the era of actually existing socialism up to the present day. In relation to the globalised system one can legitimately state that refeudalizing tendencies are innate in the new capitalism and appear as excesses of a capitalism unbound on the one hand, while provoking defense reactions to these on the other.

With regard to processes in Hungary my main implication is that refeudalizing tendencies get more powerful when a semi-peripheral system, exposed to global processes, faces a strong challenge from the outside. This challenge is created by a radical shift in the geo-political, geo-economic balance – and this is when authoritarian and feudal tendencies gain strength.