



ΠΡΑΞΗ:

«ΘΑΛΗΣ-ΠΑΝΕΠΙΣΤΗΜΙΟ ΜΑΚΕΔΟΝΙΑΣ-

Το ανθρώπινο δυναμικό ως βασική συνιστώσα της αναπτυξιακής δυναμικής και διαφοροποίησης των περιοχών: Η περίπτωση της Ελλάδας»

Κωδικός MIS **380421**

ΥΠΟΕΡΓΟ:

«Το ανθρώπινο δυναμικό ως βασική συνιστώσα της αναπτυξιακής δυναμικής και διαφοροποίησης των περιοχών: Η περίπτωση της Ελλάδας» και α/α «01»

ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ:

«Εκπαίδευση και Δια Βίου Μάθηση» (Ε.Π.Ε.Δ.Β.Μ.) 2007-2013
Υπουργείο Παιδείας και Θρησκευμάτων

ΑΞΟΝΑΣ ΠΡΟΤΕΡΑΙΟΤΗΤΑΣ 11:

«Ενίσχυση του ανθρώπινου κεφαλαίου για την προαγωγή της έρευνας και της καινοτομίας στις 3 Περιφέρειες Σταδιακής Εξόδου»

ΚΑΤΗΓΟΡΙΑ ΠΡΑΞΗΣ:

«ΘΑΛΗΣ»

Η Πράξη συγχρηματοδοτείται από το Ευρωπαϊκό Κοινωνικό Ταμείο (Ε.Κ.Τ.) και από εθνικούς πόρους, μέσω του Προγράμματος Δημοσίων Επενδύσεων (Π.Δ.Ε.) του Υπουργείου Παιδείας και Θρησκευμάτων

Παραδοτέο

Παραδοτέο Π4.5.2: Πρώτη εκδοχή (1st draft) άρθρου προς υποβολή σε επιστημονικό περιοδικό

ΥΔ4.5: Συγκριτική επισκόπηση των μελετών περίπτωσης - εξαγωγή συμπερασμάτων

Δράση 4: Μελέτες περιπτώσεων τοπικών πρωτοβουλιών



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) - Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

Συντάκτης : Γεώργιος Μελισσοουργός

Για την εκπόνηση του παραδοτέου απασχολήθηκαν τα κάτωθι μέλη της ομάδας έργου :

ΜΕΛΗ ΟΜΑΔΑΣ ΕΞΩΤΕΡΙΚΩΝ ΣΥΝΕΡΓΑΤΩΝ (Ο.Ε.Σ.)

ΜΕΛΙΣΣΟΥΡΓΟΣ ΓΕΩΡΓΙΟΣ

Θεσσαλονίκη, 30/11/2015



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο – ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.



Πανεπιστήμιο Μακεδονίας

Ερευνητικό Πρόγραμμα ΘΑΛΗΣ

Το ανθρώπινο δυναμικό ως βασική συνιστώσα της αναπτυξιακής δυναμικής και διαφοροποίησης των περιοχών: Η περίπτωση της Ελλάδας.

ΟΜΑΔΑ ΕΡΓΑΣΙΑΣ 4

Χαροκόπειο Πανεπιστήμιο

Μελισσουργός Γεώργιος

Δ4. Μελέτες περιπτώσεων τοπικών πρωτοβουλιών

Παραδοτέο Π4.5.2: Πρώτη εκδοχή (1st draft) άρθρου προς υποβολή σε επιστημονικό περιοδικό



2

Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) - Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.



ΤΜΗΜΑ ΓΕΩΓΡΑΦΙΑΣ
ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ

ΠΑΡΑΔΟΤΕΟ 4.5.2

Tourism and economic geography: rethinking the agenda

Yorgos Melissourgos

First draft of paper to be submitted to an international journal



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

Tourism and economic geography: rethinking the agenda

Yorgos Melissourgos

INTRODUCTION

The striking omission of the importance of tourism among Anglophone economic geographers, who, due to language, are leading current debates, is evident in three well-circulated readers of economic geography (Lee and Wills, 1997; Sheppard and Barnes, 2000; Barnes et al, 2004). In their pages there is hardly any reference on tourism. The same stands for the more recent reader by Tickell et al (2007), while in Pike et al's (2006) insightful textbook there is only few general and case study references on tourism. In the companion volume *Handbook of Local and Regional Development* (Pike et al, 2011) the only reference on tourism is made by one of the authors of this chapter (Hadjimichalis, 2011). The renowned P. Dicken's textbook *Global Shift* (2003), which incorporates a number of significant world-scale industries in its consecutive updates, again says nothing about tourism. Even in the more exclusive field of services, tourism is missing from important books like the pioneering one of P. Daniels (1993). According to a report by D. Che (Ioannides, 2006: 81), in two leading journals, *Economic Geography* and *Regional Studies*, one may find just one or two papers respectively that deal with tourism in the 2000-2005 period. Updating this specific inquiry (conducting a May 2012 SCOPUS advanced search using tourism and travel selected keywords), we've come up with just 2 publications in *Economic Geography* and 9 papers in *Regional Studies*.

These examples clearly illustrate that tourism has been absent from major Anglophone economic geography debates, despite the current plurality of traditions and cross-disciplinarity that have been celebrated in the field of economic geography, especially after the cultural turn. It seems that mainstream economic geography's focus remains on industry and manufacturing in particular, incorporating, more recently, the geography of producer services. In this way, Anglophone economic geography simply means industrial geography. This is also true for other national traditions/languages which are heavily influenced by the

4



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) - Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

Anglophone scholarship. In Greece, for instance, tourism is again absent from the native economic geography literature, this being reflected in two of the most well-circulated economic geography textbooks in Greek that both make no reference to tourism (Labrianidis, 2001; Kourliouros, 2011). This omission is important, given the dynamic development of tourism studies in Greek academic institutions and the tradition of tackling tourism in studies of tourism development (Buhalis, 1999; Tsartas, 2010), regional development and planning (Spilanis, 2000; Briassoulis, 2003), sociology and social impacts (Tsartas, 1991, 2003) or the environment (Coccosis and Tsartas, 2001), just to mention a few examples.

At the same time, the problematic rose by empirical and theoretical research on tourism never seems to find its way in theories and policies or in debates about the future of geography (Gibson, 2008; cf. Thrift, 2002). However, it would be misleading to argue that tourism scholars completely neglect all the top priority issues that nowadays are central in economic geography cycles. What happens actually is that there is an important strand of research that deals with tourism from an economic geography perspective, but this debate is occurring within the field of tourism studies. For example, D. Ioannides (1995) established a pioneering research agenda calling for a strengthening of ties between tourism and economic geography. This agenda includes changes in the global tourism production system and their relevance to more general systemic changes, the dynamics of new corporate strategies of restructuring and the role played by local actors in shaping the economic landscapes of tourism. His call was further developed in Ioannides and Debbage's *The Economic Geography of the Tourist Industry* (1998a).

These efforts have been among the first to acknowledge that there is something peculiar with the relationship between tourism and economic geography, a fact that draw the attention of many academics in the years to follow (Agarwal et al, 2000; Hjalager, 2000; Agarwal, 2002). But even before Ioannides and Debbage, a strong geographical focus on tourism –one that also incorporates a number of mainstream economic geography issues– has been provided in Shaw and Williams' book *Critical Issues in Tourism* (2002, first edition 1994). Despite its nature as an introductory textbook, this work pushed the tourism debate closer to issues that are usually addressed by economic geographers, contrary to many other contributions that,

5



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) - Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

albeit insightful, have been much more conventional (eg. Pearce, 1989, 1995; Hall and Page, 2002). Shaw and Williams would later publish *Tourism and Tourism Spaces* (2004), which stands as a coherent effort to investigate tourism from a political economy point of view, again bringing to the front broader economic geography issues and debates. At the same time, this work echoed earlier contributions that shared a political economy perspective and had been very influential in redirecting the focus of tourism research (R. Britton, 1979; S.G. Britton, 1982, 1991; Debbage, 1990; Urry, 1990). But, we argue, the problem still remains. For example, despite Britton's (1991) well-cited call for a critical geography of tourism in contrast to what he perceived as descriptive and weakly theorized work, the explosion of tourism studies in the years that followed (see Hall et al, 2004) moved insufficiently towards that end since, 13 years after Britton's claims, Shaw and Williams emphatically argued that "...tourism research is still often descriptive, atheoretical, and chaotically conceptualized in being abstracted from broader social relationships" (2004: 1). Along the same line and while acknowledging the "...potential opportunities to enhance understanding in tourism studies by embracing progress in economic geography", Coles et al conclude that "...[d]espite repeated calls in this regard over the past decade, neither a sustained dialogue nor a large body of knowledge has resulted" (2008: 321). A similar lack of interest on tourism as a global economic activity and as a vital research theme is evident in two important and controversial schools of thought since the 1980s, namely "geographical economics" (particularly in the work of P. Krugman) and "New Regionalism". We pay detail attention to these contributions because they seem to be better equipped to understand and study tourism from an economic geography perspective both missing, however, the point.

Through the influential work of Paul Krugman (1995, 1998), new trade theory and new economics of competitive advantage have emerged as important issues explaining uneven economic development, or better uneven regional development. His work, labeled as "geographical economics", goes beyond comparative advantage (factor endowment) and perfect competition and illustrates that in a world of imperfect competition international trade is driven by increasing returns and external economies which are spatially specific to particular localities and regions. He addresses a wide range of issues such as trade, externalities, globalization,

6



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) - Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

history and path dependence and as a method he starts with a real problem and builds models to capture the essence of that problem. It is beyond the scope of this short paper to discuss in detail the importance of Krugman' work, how it brings geography back to spaceless economics as well as the various critiques it has attracted (see Martin and Sunley, 1996; Martin 1999). However, he and his critics prioritize again industries/manufacturing and their geographical clustering as sole economic activities engaging in international trade missing once again tourism. This is ironic when we take into account that tourism today is one of the most globalized economic activities, the clustering and the production of local/regional externalities by tourist firms is the driving force behind any economically successful tourist region and that tourist spending at particular locations is considered as the source par excellence of exports by a nation. In other words, he is missing one of the most important contemporary economic parameters which has been consistently ranked as the number one services export producing a trade surplus in many countries, not to mention its significance in well-developed cities and regions that are first-ranked tourism destinations like London, New York, Paris and other urban centres.

On the other hand, the problem with "New Regionalism" (NR) is different. Economic geographers within NR give attention to small and medium industrial firms (SMEs) and ignore totally small tourist firms. It is well known that NR is not a single, coherent theoretical group in economic geography and regional development studies. It rather sums up the work of scholars from diverse schools of thought (Lagendijk, 2003) pointing to the importance of the region (i.e. a socio-spatial entity at a sub-national scale) to explain growth in the context of globalisation. Explanations are provided via an institutional perspective on regional economic development, where geographical accounts of strong inter-disciplinary nature use notions of economic sociology, evolutionary and cognitive psychology, and institutional economics (Amin, 1999). NR is a hotly debated intellectual arena and, again, we do not indent to provide here a full account (see Hudson, 1999; MacLeod, 2001). However, a corner stone in NR is the significance of some non-economic factors such as knowledge (codified and tacit), learning (in various forms), networking, social capital, reciprocity and trust, in order to explain why some regions are more dynamic than others. Ironically these non-economic factors form the modus operandi of small tourist firms as well, which use the social and cultural



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

capital of particular communities to promote their business; they exploit family, feminized, low or unpaid labour based on reciprocity and trust; they form sophisticated regional networks for supply of inputs and for allocating visitors; they exploit local knowledge to introduce ecological sensitive tourist packages or to promote local health food; and they learn continuously among themselves and from practices of large firms in the same sector. Many writers within the NR school have used Third Italy as their model, but this was not of help to understand how small scale industry interacts with small scale tourism, how pluriactivity in agriculture sustains both small-scale manufacturing and tourism and, finally, how multiple employment in these three sectors was, until the 1990s, the corner stone of family labour reproduction. Today Third Italy is in crisis for many reasons (see Hadjimichalis, 2006), one of those being in fact the rapture in this peculiar mode of social reproduction of small industrial and tourist firms.

Thus, it seems to us that a window of opportunity for tourism was opened by NR in terms of both small firm emphasis and non-economic factors, which unfortunately very few economic geographers have used. This is not to suggest that there haven't been critical geographical approaches in tourism studies, often inspired by mainstream geographical accounts. Here we have in mind the shift during the last decade towards urban tourism in the Global North, the debate on place marketing and tourism and some research on global value chains and tourism (see below). But we argue that this is exactly the problem: though limitedly, economic geography has influenced tourism studies (and there is now a more or less distinct sub-discipline which we may call the economic geography of tourism), but this is not bi-directional in any way, ie. economic geography of tourism has been having a very small impact on the wider economic geography debate. Therefore there is a need for reconfiguring this particular agenda, but –as Agarwal et al have long called for– this is “not a plea for the simple transfer of theories of globalization, restructuring and post-Fordism, mostly elaborated in context of manufacturing or financial services, to tourism” (2000: 242).

EXPLAINING THE MISSING LINK

8



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο – ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

From the discussion so far we could spot a negligence of tourism in Anglophone economic geography debates. This is evident in most cited works, despite ever growing efforts to fill in this gap. These very efforts are much unfolded within the domain of tourism studies but have minimum impact on economic geographers' debates. So why is tourism "misplaced"? The literature on the relationship between tourism and economic geography points to a number of reasons for explaining this "misplacement" of tourism. We try below to handle this question discussing four possible sources for this neglect.

To begin with, there is a theoretical bias, according to which "... sectors such as manufacturing or producer services are the foundation of wealth creation in any community, whereas consumer services such as tourism, which often depend on unskilled, highly feminized, low-wage, seasonal and/or part-time labour, are merely peripheral actors" (Ioannides and Debbage, 1998b: 5-6). This can be linked to the traditional prioritization by Anglophone geography (and more generally by research in the Global North) of large scale fordist industry, where unionised and stable male labour predominates and where large industrial clusters are the familiar, cloudy, productive landscapes. By the same token any activity, including tourism, which folds in other sunny landscapes and is characterized by other forms of work, namely the informal sector, is neglected (Shaw and Williams, 2002). Thus delivering tourism services particularly in destination regions of the Global South could never attract a "proper" attention by economic geographers due to the social characteristics and forms of labour of those performing tourism. On the contrary research in Southern Europe since the 1970s, coming from environments and traditions whose development history was not based on the fordist factory, the mass worker and the welfare state, made important contributions uncovering the importance of informal everyday practices and the networking among small scale industry, agriculture and tourism (Smith, 1999; Recio, 1998; Paci, 1992; Hadjimichalis and Vaiou, 2004). This body of research, some times written in other than English language, remains largely unknown to Anglo-American economic geographers. Unfortunately, the debate on flexible and networked SMEs since the 1980s, within the so-called "New Regionalism" school, as we said above, because of its dual focus on paradigmatic industrial small firms and on "exploring" deviations from the fordist norm (Scott, 1998; Amin, 2000), it really missed the chance of becoming an insightful window of

9



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

opportunity for making the important link between small tourist firms and their industrial counterparts. Not least because they are often part of the same family business (Hadjimichalis, 2011).

A second possible source for the neglect of tourism is definitional. From a theoretical point of view, there is a well-developed debate as to whether tourism can be regarded as an industry or not. A review of this debate is sketched by Smith (1998), who argues that tourism, though not a conventional industry, can be regarded as a synthetic, or a matrix, or a composite industry. This is also related to how the tourism industry, if any, could be measured. Can we actually get a picture of tourism as industry using conventional statistical methods, when parts of the industry cater both to intermediate and final demand or there is lack and inefficiency of data concerning, for example, domestic tourism? An additional difficulty stems from the fact that visitors and non-visitors consume both tourism and non-tourism commodities and infrastructure, and tourism and non-tourism industries both supply non-tourism and tourism commodities. Smith (ibid) actually calls for the significance of advanced statistical methods –namely the Tourism Satellite Account– that helps in providing with a tourism ratio, i.e. the percentage of receipts in an industry attributable to tourism, but it is highly debatable whether this is a feasible solution to the problem at hand, let alone its scarce use by tourism geographers (Ioannides, 2006). The debate is not over yet. But if we accept for a moment that tourism is a synthetic industry, this argument has apparently not convinced economic geographers who, given their preference to the industrial sector, continue to neglect tourism.

A third possible source for the neglect of tourism by economic geographers is its classification in services in general and in consumer services in particular. Although the classification into services is more convincing, from a conventional economic geography perspective it still imposes some problems. General services bear with it a conceptual difficulty due to the intangible nature of service activities and the limited shelf-life of products, while consumer services connote the derived short-term utility and the simultaneous of production and consumption, where the end result is an experience rather than a tangible good (Debbage and Daniels, 1998:19). In addition, tourism is characterized by "...[s]patial fixity in consumption, the incorporation of



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο – ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

service quality into the tourism experience, and the complexity of tourism products [that] all make the tourism industry distinctive [...], if not unique” (Agarwal et al, 2000: 242). Consumption of tourist services always contains a spatial fix and although there is a great deal of flows necessary for its materialization (passenger air flights, information, product delivery etc), the actual tourist experience is always associated with the tourist destination, i.e. a place different from residence. These features are not part of the “conventional” paradigms of primary sector industries, manufacturing industries or some of the most celebrated services, which are the object of mainstream economic geography theories. In the latter products are material or immaterial objects (like insurance, a banking account), produced in one place, purchased in another and consumed in a third one. The materialization of tourism presupposes the movement over space of the consumer him/herself not of the product and this is something new for economic geography.

Finally we may add a fourth source adding an imaginary dimension in the missing link between tourism and economic geography. In contrast to other economic sectors –and manufacturing in particular– tourism became a sector with important international economic and socio-political implications only after World War II, when working and middle class people were able to have long summer holidays. This time gap is argued to have had an effect on the development of a social and cross-disciplinary science like geography, especially in the academia of the Global North. It is not by chance that economic geography and regional studies are first and more strongly established in countries that, on the one hand, had an important domestic industrial production and, on the other hand, were in a position to shape the international division of labor. On the contrary, mass tourism in holiday destinations during the internationalization phase of tourism is to be found mainly in the Global South, in the so-called “sunny belt” and not in industrial northern nations. In this respect, mass tourism is associated with places in less developed regions and countries with “other” cultures, often former colonies, away from home where you go for holidays not for work. Thus the imaginative geography of these “other” places as leisure-places added an “Orientalist” vision to tourism, as Said (1979) could argue, which further contributed to its devaluation as an inferior activity. The combined effect of the association of tourism with less developed places, with holidays/leisure and with “Orientalist” characteristics difficult to be appreciated –not to say



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο – ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

comprehend– by economists (such as pluriactivity, seasonality, relaxation, sexuality, low productivity, feminization and spatial diffusion of activities), may prevent economic geographers’ “tourist gaze” to see tourism as something worth-studying.

REFERENCES

- Agarwal, S. (2002) “Restructuring seaside tourism: The resort lifecycle”, *Annals of Tourism Research*, 29(1), 25-55.
- Agarwal, S., Ball, R., Shaw, G. and Williams, A.M. (2000) “The geography of tourism production: Uneven disciplinary development?”, *Tourism Geographies*, 2(3), 241-263.
- Amin, A. (1999) “An institutional perspective on regional economic development”, *International Journal of Urban and Regional Research*, 23, 365-378.
- Amin, A. (2000) “Industrial districts”, in E. Sheppard and T. J. Barnes (eds) *A Companion to Economic Geography*, Oxford: Blackwell.
- Barnes, T.J., Peck, J., Sheppard, E. and Tickell, A. (eds) (2004) *Reading Economic Geography*, Oxford: Blackwell.
- Briassoulis, H. (2003) “Crete: endowed by nature, privileged by geography, threatened by tourism?”, *Journal of Sustainable Tourism*, 11(2-3), 97–115.
- Britton, R. (1979) “Some notes on the geography of tourism”, *The Canadian Geographer/Le Géographe Canadien*, 23(3), 276–282.
- Britton, S.G. (1982) “The political economy of tourism in the Third World”, *Annals of Tourism Research*, 9(3), 331-358.
- Britton, S.G. (1991) ‘Tourism, capital and place: Towards a critical geography of tourism’, *Environment and Planning D*, 9(4), 451-478.
- Buhalis, D. (1999) “Tourism on the Greek Islands: issues of peripherality, competitiveness and development”, *International Journal of Tourism Research*, 1(5), 341–358.
- Clancy, M. (1998) “Commodity chains, services and development: theory and preliminary evidence from the tourism industry”, *Review of International Political Economy*, 5(1), 122–148.
- Coccosis, H. and Tsartas, P. (2001) *Sustainable Tourism Development and the Environment*, Athens: Kritiki (in Greek).
- Coe, N.M., Dicken, P. and Hess, M. (2008) “Global production networks: realizing the potential”, *Journal of Economic Geography*, 8(3), 271–295.

12



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο – ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

- Coles, T., Liasidou, S. and Shaw, G. (2008) "Tourism and new economic geography: issues and challenges in moving from advocacy to adoption", *Journal of Travel & Tourism Marketing*, 25(3-4), 312-324.
- Daniels, P.W. (1993) *Service Industries in the World Economy*, Oxford: Blackwell.
- Debbage, K. (1990) "Oligopoly and the resort cycle in the Bahamas", *Annals of Tourism Research*, 17, 513-527.
- Debbage, K.G. and Daniels, P. (1998) "The tourist industry and economic geography: missed opportunities", in D. Ioannides, and K.G. Debbage (eds) *The Economic Geography of the Tourist Industry: A Supply-side Analysis*, London: Routledge.
- d'Hauterres, A. M. (1996) "A response to Dimitri Ioannides 'Strengthening the ties between tourism and economic geography: A theoretical agenda'", *Professional Geographer*, 48(2), 218-219.
- Dicken, P. (2003) *Global Shift: Reshaping the Global Economic Map in the 21st Century*, 4th edition, London: Sage.
- Erkuş-Öztürk, H. and Terhorst, P. (2010) "Variety of modes of governance of a global value chain: the case of tourism from holland to turkey", *Tourism Geographies*, 12(2), 217–245.
- Gereffi, G. (1994) "The organization of buyer-driven global commodity chains: how U.S. retailers shape overseas production networks", in G. Gereffi and M. Korzeniewicz (eds) *Commodity Chains and Global Capitalism*, Westport: Greenwood Publishing, pp. 95-122.
- Gibson, C. (2008) "Locating geographies of tourism", *Progress in Human Geography*, 32(3), p. 407-422.
- Gordon, I.R. and Goodball, B. (2000) "Localities and Tourism", *Tourism Geographies*, 2(3), 290-311
- Hadjimichalis, C. (2006) "Non-economic factors in economic geography and in 'New Regionalism': A sympathetic critique", *International Journal of Urban and Regional Research*, 30(3), 690-704.
- Hadjimichalis, C. (2011) "SMEs, entrepreneurship and local/regional development", in A. Pike, A. Rodríguez-Pose and J. Tomaney (eds) *Handbook of Local and Regional Development*, London: Routledge.
- Hadjimichalis, C. and Vaiou, D. (2004) "'Local' illustrations for 'international' geographical theory", in J. O. Baerenholdt and K. Simonsen (eds) *Space Odysseys: Spatiality and Social Relations in the 21st Century*, London: Ashgate.
- Hall, C.M. and Page, S.J. (2002) *The Geography of Tourism and Recreation*, 2nd edition, London: Routledge.



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

- Hall, C.M., Williams, A.M. and Lew, A.A. (2004) "Tourism: conceptualizations, institutions, and issues", in A.A. Lew, C.M. Hall and A.M. Williams (eds) (2004) *A Companion to Tourism*, Oxford: Pergamon.
- Hjalager, A.-M. (2000) "Tourism destinations and the concept of industrial districts", *Tourism and Hospitality Research*, 2(3), 199-213.
- Hudson, R. (1999) "The learning economy, the learning firm and the learning region: a sympathetic critique of the limits to learning", *European Urban and Regional Studies*, 6(1), 59-72.
- Ioannides, D. (1995) "Strengthening the ties between tourism and economic geography: A theoretical agenda", *Professional Geographer*, 47(1), 49-60.
- Ioannides, D. (2006) "Commentary: the economic geography of the tourist industry: Ten years of progress in research and an agenda for the future", *Tourism Geographies*, 8(1), 76-86.
- Ioannides, D. and Debbage, K.G. (1998b) "Introduction: exploring the economic geography and tourism nexus" in D. Ioannides, and K.G. Debbage (eds) *The Economic Geography of the Tourist Industry: A Supply-side Analysis*, London: Routledge.
- Ioannides, D. and Debbage, K.G. (eds) (1998a) *The Economic Geography of the Tourist Industry: A Supply-side Analysis*, London: Routledge.
- Judd, D.R. (2006) "Commentary: tracing the commodity chain of global tourism", *Tourism Geographies*, 8(4), 323-336.
- Kourliouros, I.A. (2011) *Itineraries in Spatial Theories: The Economic Geography of Production Restructuring and Uneven Development*, 2nd edition, Athens: Propobos (in Greek).
- Krugman, P. (1995) *Development, Geography and Economic Theory*, MIT Press, Cambridge
- Krugman, P. (1998) "What's new about New Economic Geography", *Oxford Review of Economic Policy*, 14(2), 7-17
- Labrianidis, L. (2001) *Economic Geography: Theoretical Issues and Empirical Examples*, revised edition, Athens: Patakis (in Greek).
- Legendijk, A. (2003) "Towards conceptual quality in regional studies: The need for subtle critique – A response to Markusen", *Regional Studies*, 37(6-7), 719-727.
- Lee, R. and Wills, J. (eds) (1997) *Geographies of Economies*, London: Arnold.
- Lessmeister, R. (2008) "Governance and organisation structure in the special tourism sector - byer-driven or producer-driven value chains? the case of trekking tourism in the moroccan mountains", *Erdkunde*, 62(2), 143-158.



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) - Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

- MacLeod, G. (2001) "New Regionalism reconsidered: globalization and the remaking of political economic space", *International Journal of Urban and Regional Research*, 25(4), 804-829.
- Martin, R. (1999) "The new "geographical turn" in economics: some critical reflections" *Cambridge Journal of Economics*", 23, 65-91
- Martin, R. and Sunley, P. (1996) "Paul Krugman's "Geographical Economics" and its implications for regional development theory: a critical assessment", *Economic Geography*, 72(3), 259-292
- Maskell P. and A. Malmberg (1999) "Localised learning and industrial competitiveness", *Cambridge Journal of Economics*, 23, 167-185.
- Mosedale, J. (2006). Tourism commodity chains: market entry and its effects on St Lucia", *Current Issues in Tourism*, 9(4), 436–458
- Mosedale, J. (2008) "The internalisation of tourism commodity chains", in T. Coles and C.M. Hall (eds), *International Business and Tourism: Global Issues, Contemporary Interactions*, London: Routledge.
- Paci, M. (1992) *Il Mutamento della Struttura Sociale in Italia*, Bologna: Il Mulino.
- Pearce, D.G. (1989) *Tourist Development*, 2nd edition, Harlow: Longman.
- Pearce, D.G. (1995) *Tourism Today: A Geographical Analysis*, 2nd edition, London: Longman.
- Pike, A., Rodriguez-Pose, A. and Tomaney, J. (2006) *Local and Regional Development*, Oxon: Routledge.
- Pike, A., Rodriguez-Pose, A. and Tomaney, J. (eds) (2011) *Handbook of Local and Regional Development*, London: Routledge.
- Recio, A. (1998) "Capitalismo, precarización y economía sumergida: notas para un debate", Proceedings *Economía sumergida: el estado della cuestión en España*, CGT, Murcia, pp. 225-271.
- Said, E. (1979) *Orientalism*, New York: Vintage Books.
- Scott, A. J. (1998) *Regions and the World Economy: The Coming Shape of Global Production, Competition and Political Order*, Oxford: Oxford University Press.
- Shaw, G. and Williams, A.M. (2002) *Critical Issues in Tourism: a Geographical Perspective*, 2nd edition, Oxford: Blackwell.
- Shaw, G. and Williams, A.M. (2004) *Tourism and Tourism Spaces*, London: Sage.

15



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) - Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.

- Sheppard, E. and Barnes, T.J. (eds) (2000) *A Companion to Economic Geography*, Oxford: Blackwell.
- Smith, G. (1999) *Confronting the Present: Towards a Politically Engaged Anthropology*, Oxford: Berg.
- Spilanis, G. (2000) "Tourism and regional development: the case of the Aegean Islands", in P. Tsartas (ed.), *Tourism Development: Multi-Disciplinary Approaches*, Athens: Exantas (in Greek).
- Storper, M. and Scott, A.J. (1995) "The wealth of regions: Market forces and policy imperatives in local and global context", *Futures*, 27(5), 505-526.
- Thrift, N. (2002) "The future of geography", *Geoforum*, 33(3), 291-298.
- Tickell, A., Sheppard, E., Peck, J. and Barnes, T. (eds) (2007) *Politics and Practice in Economic Geography*, London: Sage.
- Tsartas, P. (1991) *Research on the Social Aspects of Employment: Tourism and Agricultural Pluriactivity*, Athens: National Centre for Social Research (in Greek).
- Tsartas, P. (2003) "Tourism development in Greek insular and coastal areas: sociocultural changes and crucial policy issues", *Journal of Sustainable Tourism*, 11(2-3), 116–132.
- Tsartas, P. (2010) *Greek Tourism Development: Issues, Explorations, Recommendations*, Athens: Kritiki (in Greek).
- Urry, J. (1990) *The Tourist Gaze: Leisure and Travel in Contemporary Societies*, London: Sage.
- Werther, H. and Klein, S. (1999) *Information Technology and Tourism: A Challenging Relationship*, Springer: Wien.



Η παρούσα έρευνα έχει συγχρηματοδοτηθεί από την Ευρωπαϊκή Ένωση(Ευρωπαϊκό Κοινωνικό Ταμείο – ΕΚΤ) και από εθνικούς πόρους μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» του Εθνικού Στρατηγικού Πλαισίου Αναφοράς (ΕΣΠΑ) – Ερευνητικό Χρηματοδοτούμενο Έργο: ΘΑΛΗΣ. Επένδυση στην κοινωνία της γνώσης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου.