

Drawing Global Tourism The Spatio-Temporal Dimensions

Ana María Munar

Department of International Economics and Management, Denmark

Abstract

This study contributes to the existing literature on tourism and globalization. Through the analysis of globalization theory, it highlights the different understandings of the concept of globalization and their methodological implications. The paper presents an innovative methodology and a series of tools to be used in the examination both of the impact and the evolution of globalization forces in tourism. The proposal of a spatio-temporal model based on the transformationalist approach (Held, McGrew, Goldblatt, and Perraton 1999) and on tourism theory is developed. The model allows a formalized examination of globalization processes in tourism. The quantification of the tourism activities and their analysis through the tools proposed may permit tourism researchers and professionals to monitor the impact and evolution of globalization forces of a tourism related activity. The transformationalist understanding of globalization presented offers a new complex and multidimensional landscape for the research of globalization and tourism.

Keywords: Globalization theory, Tourism Theory, methodology, Transformationalism

Introduction

A German citizen, born in Turkey, who emigrated to Berlin during the 70s, books an airplane ticket to Majorca using the website of Easyjet (a regular carrier traded on the London Stock Exchange, founded and partially owned by a Cypriot businessman), and reserves a hotel room using his Visa credit card of the British Barclays Bank. The hotel is a beautiful rural hotel on the north coast of the island, owned by a couple of French restaurateurs, who now have their permanent residence there. By the actions of this German citizen, it is not only Germany and Spain that are in relation with each other. Not just two nations, but transnational realities related to identity, economy, technology, culture, etc, are all present in such an example. Globalizing is about taking a cup of coffee with a friend, discussing a favorite movie, buying Christmas presents in the nearest department store, switching on

the television to hear the latest news, checking e-mails at work or preparing the next holiday. Daily decisions may affect people who live thousands of kilometers away and whom one has never seen nor will ever come to meet. Humanity is getting closer not only because there are more millions sharing the same planet than ever before, but also because there are more interactions with each other across national frontiers and continental barriers.

During the last decades globalization processes have changed the world and there is no realm of human action which has not become, in one way or another, transformed by such changes (Beck 2000; Bauman 1998; Held, McGrew, Goldblatt and Perraton 1999). Tourism is also increasingly globalized (Wang 2000). However, the study of what globalization is and what are the forces forming the global scene is still at a young theoretical stage (Urry 2003) and surprisingly undeveloped in tourism research (Hjalager 2007). The definitions, analyses and descriptions provided in this study are an attempt to structure and conceptualize globalization and the understanding of tourism in a global world. The purpose is to present a new and innovative method to examine the patterns of the evolving relationship between globalization processes and tourism. It does so by first examining the actual use of the term globalization in tourism research, secondly by introducing a conceptualization of globalization and tourism and finally by proposing a spatio-temporal model of analysis based on the "transformationalist" approach to globalization introduced in the work of Held et al. (1999), the tourism model developed by Jafari (1987) and the tourist gaze of Urry (2002).

A Transformation Model of Globalization and Tourism

In the 60s the term globalization had yet to be invented (in English) (Ghemawat 2001), and in just three decades it experienced an explosion of popularity. Globalization, could be heard in radio music programs, and read in sports journals and ladies' magazines. It became "in", and by the very expansion of its use seemed to prove its ability to describe the changes the people of the world society were experiencing. Debates of all kinds and at all levels were held to discuss if globalization was good or bad. The discussion regarding the meaning of the word transformed into an enormous transnational forum with two major groups, pro-globalization and anti-globalization (Bhagwati 2004). At the same time as the term was becoming

popular, it became more and more institutionalized in academic circles. Many university courses changed their names to include the word globalization or used it in its adjective form "global". Scientific institutes were created and financed to devote their efforts to the study of such a phenomenon, postgraduate courses dedicated to the study of this issue grew like mushrooms across borders and became common in the universities of the whole planet.

The institutional recognition and the preference of the academic community for the topic of globalization can be seen in the academic production of books or articles on the topic. If in 1980 300 books on globalization appeared or articles were published, by the second half of the 90s, the annual publication rate exceeded 3,000 (Guillen 1999, cited in Ghemawat 2001: 2). According to Ghemawat (2001) if looked at these numbers "in stock rather than flow terms, interpolation and extrapolation suggest that about 1-2,000 such books or articles had been published by 1980, and 40,000 by 2000" (p. 2). The explosion in its use made it more and more difficult for the word globalization to be used as a proper analytic tool to analyze the changes of the world. At the same time, the scientific community devoted more effort than ever before in including this phenomenon as a part of the core knowledge of all social sciences and thus creating a paradoxical situation. So much had been said about its meaning and consequences at the beginning of the 21st century, that the contours of the term lost their shape and became extended and shadowed.

While globalization was becoming a world-hit, many tourism researchers had been focusing on the influence and relationship between globalization and tourism. Authors' different understandings of the phenomenon can be clarified by classifying them according to the three approaches method, namely; the hyperglobalist, the traditionalist and the transformationalist; a methodological analysis which appeared in the book of Held et al. (1999). The three approaches were identified by how they answer the five principal sets of arguments in the globalization debate, which are: conceptualization, causal dynamics, socio-economic consequences, implications for state power and governance, and historical trajectory. The idea behind this classification was not to give a thorough account of what every thinker has been saying about globalization, but to highlight not only

the main trends but also the principal problems in the current literature on globalization (Held et al. 1999). Examples of how each one of the three approaches is to be found in tourism research are examined in the following paragraphs.

The hyperglobalist approach understands globalization as a particularity, or a singular condition. Their view of social change tends to be a linear one and, to this tendency, humanity is on a long journey and globalization is the next stop. Globalization is to be understood as a new *époque* in human history and the nation-states as the old structures of the last era (De la Dehesa 2000; Ohmae, cited in Held et al. 1999). In tourism research it is also possible to find this hyperglobalist position (Martorell 2002; Holjevac 2003; Brown 1998; Reid 2003; Sernau 2000; Sugiyarto, Blake and Sinclair 2003). For some hyperglobalizers the global market is a world of new opportunities and tourism will benefit greatly from such a development. The tourism industry is for them a force working in favor of a global market and a global society. It is the recipe for growth (Sugiyarto et al. 2003; Martorell 2002, Go and Ritchie 1990; Holjevac 2003). Globalization understood as a linear development appears also in Hjalager's proposal of stages development of the tourism industry (2007), a model that focuses mainly on the economic side of globalization and tourism. Other authors in tourism see the growth of the global tourism market and the birth of a global "harmonic" society, as a problem. They represent the negative hyperglobalizers. Tourists are as free as capital in the globalization era, not tied to the destination they visit (Schmidt cited in Wang 2000: 148). Besides, tourism is seen as a force of the homogenization of the world (Reid 2003) but also has a problematic relationship with tradition and place identity (Yeong and Santos 2005). The global civilization happens to be Western civilization becoming global as argued by Smeral (1998).

The traditionalist approach stands as a reaction to the hyperglobalist tendencies. They depart from the same conceptualization that the hyperglobalizers have of globalization. Globalization is conceived as a particularity and as the emergence of both a global market and a global civil society. Taking this conceptualization as good they accuse the hyperglobalizers of elaborating theories based on a series of myths (Hirst 1997; Krugman 1996). This approach in tourism research focuses on the

key role of the nation state as the principal political agent and is to be seen in the conceptualizations of international tourism and globalization in the works of Vellas and Bécherel (1995), Morales and Mysyk (2004) and Aramberri (2001) and also in the common use, among tourism experts, of the word "international" instead of "global" when describing the expansion of world tourism. In much of tourism literature and research there is a preference for the use of the term "international tourism" and not "global tourism". For example in the comprehensive index of the *Annals of Tourism Research* (Xiao 2006) only 13 entries were placed under the item globalization, the first one dating from 1995. There were 123 entries under "international tourism". The word international appears again in another heading "international relations" and further more as a sub-heading in 10 other headings.

In the transformationalist account, globalization is responsible for the deep transformation of all the spheres of human activity at the beginning of the new century. In this respect the transformationalist thesis is not responding to a linear logic as it does not claim to know an ideal model of globalization nor the last stage of globalization. Compared to the hyperglobalizers, it does not understand globalization as a perfect global market or a global civilization, but on the other hand, this approach does not agree with the traditionalists in their statement that globalization is just a myth or global hysteria. The transformationalists share the conviction that the changes of contemporary economic, social, political aspects of the world are historically unprecedented (Held et al. 1999) and that such changes make global life today more complex than ever before. Globalization, according to the transformationalists approach, is understood as a process deep rooted in history and also as the face of late modernity which subsequently has a connection to tourism as a social phenomenon that is in itself an expression of modernity. This idea can be found in the works of Urry (2002) and Wang (2000). There are also other authors who present the understanding of non-linear methods as something fundamental in the study of complex systems (Farrel and Twining-Ward 2003; Milne and Ateljevic 2001). Reiser (2003) in his study of the Otago Peninsula makes a claim for the plural understanding of globalization as well as for a historical approach to the phenomenon. Besides, several authors have claimed the need of surpassing the everlasting dichotomy of local-global, particular-

universal, we-others (Burns 2004; Brown 1998; Teo and Li 2003; Teo and Yeoh 1997; Chang, Milne, Fallon and Pohlmann 1996). Salazar (2005, 2006) makes use of the theoretical concept of "glocalization" (Robertson 1995), while Wood (2000) uses the feature of deterritorialization in his study on cruise tourism and Göymen (2000) analyses globalization challenges to the dynamics of nation-state policies in Turkey. These authors share with the transformationalists the use of new ways of understanding social change through glocalization (Robertson 1995), inclusive distinctions (Beck 2000), self-interpretation (Held 1997) and connexity (Mulgan 1998).

The literature review shows that, although during recent years many researchers have included the study of globalization in their analysis, there is not a complete systemic theoretical understanding of the term. Most contributions are a collection of views of different positions on globalization, a sum of theories and statements focusing on specific issues, and a common understanding of the phenomenon has not yet emerged from within the community of researchers in tourism. Hjalager argues that it is 'remarkable how little the literature has discussed the broader manifestations of globalization in tourism, and how limited interest has been in applying theory to the field' (2007: 439). The theoretical grounding proposed in this study is the transformationalist approach.

Globalization is to be understood as a process embedded in history, not a linear one but one that is uneven and that pulls societies in many directions. It is not a macro process coming from nowhere, but the evolving of modernity in the history of humanity. Globalization is in this respect not a particularity but a set of processes that forms the global scene. Any account of globalization relies on some kind of historical narrative (Held et al. 1999). Globalization refers to spatio-temporal processes of change that can be defined in the following way:

The concept of globalization implies first and foremost, a stretching of social, political and economic activities across frontiers such that events, decisions and activities in one region of the world can come to have significance for individuals and communities in distant regions of the world. In this sense, it embodies transregional interconnectedness, the widening reach of networks of social activity and power, and the possibility of action at distance (Held et al. 1999: 15).

Using a transformationalist understanding the tourist can be conceptualized as *the reflexive knowledgeable person moving out of its ordinary space for a relatively short period and reincorporating him/herself again in the ordinary space*. The ordinary is what the tourist reflexively understands as her/his "home", the relatively short period is a reflexive variable that may change throughout history. The World Tourism Organization has established a time frame with a minimum of 24 hours and a maximum of 12 months, but this again is a historically rooted consensus and it is open to discussion and change. Furthermore tourism is defined as follows: *Tourism is the broad world of all the economical, social, cultural and political interactions created by, for and through the tourists*.

The following pages present a descriptive spatio-temporal model of globalization and tourism. The methodology of the study is supported by various theoretical and scientific sources in tourism and globalization. It combines the theoretical analysis of globalization processes as presented by the transformationalist tradition in social sciences (Held et al. 1999) and the conceptualization of tourism as presented in Jafari's tourism model (1987) and in Urry's tourism gaze (2002). This connection makes it possible to establish a clearer landscape of globalization as forces acting in society as well as placing tourism in this global scene. Here, tourism is conceptualized as a part of the spatio-temporal dimensions of the world society of multiple human interactions, in this way different patterns of thick, thin, wide or deep globalization in tourism are presented in the following pages. The formulation of the model is qualitative and descriptive and it is represented through geometrical figures and tables.

The World of Tourism

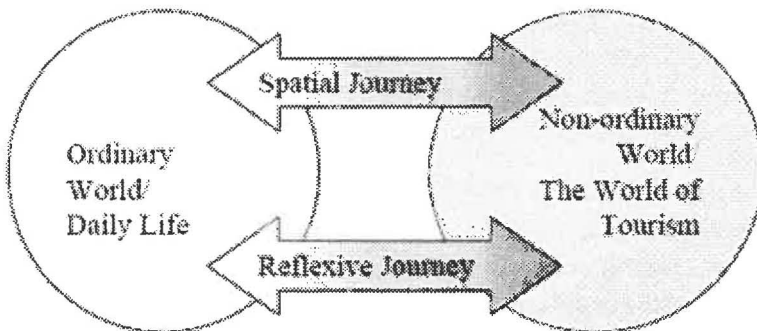
Today's global world embodies all types of human interactions and interconnections, while the tourism world embodies the part of all types of human interactions and interconnections of tourism. As the human interactions at the local level, those billions of interactions that form the global scene do not necessarily create any order, not any center of power or rule of law and in fact may as well be described as a paradoxical complexity (Urry 2003). The global level can be fulfilled by conflict, war, fragmentation, standardization, global regulations, associations, all at the same time. This

social science analysis is related to the "comprehensive tourism system" advocated in the research of Farrell and Twinning-Ward (2003) and the global theories of Urry (2003). The relation of the interrelated parts of the system is not an example of rational casualty and equilibrium. In many cases the part, in this case tourism and its globalization processes, can display "unpredictable behavior, constantly evolving, and in general not amenable to analysis by orthodox, linear, deterministic science" (Farrell and Twinning-Ward 2003: 276). In this sense, the tourism world on one hand appears independent because it has its own identity, but on the other hand adaptive because it has the capacity to evolve and adjust according to the global realities surrounding it. Making use of the terminology of Urry (2003), the relation of the tourism world to the global can be characterized as co-constitutive. The thesis of complex adaptive systems is mainly inspired by the evolution in physical sciences, nonetheless, other theories related to complexity such as chaos theory, game theory and the relevance of risk have been developed in social sciences, as in the theory of the "risk society" of Beck (2000: 122).

The analytical frame makes it possible to divide this globality into specific worlds or sub-worlds; the economic global world, the political global world, the cultural global world, etc. The classifications are not meant to be locked or exclusive, they are co-constitutive and relational (Bremmen cited in Urry 2003: 44). Metaphorically the different worlds can be described as different liquids interacting with each other, where is it possible to find blurred boundaries and unclear classifications. This model can be developed into several multiple dimensional figures, in fact as many as the different classifications that may be made on the totality of the human interactions. In this sense, it is important to stress the embracing of complexity related to the analysis of globalization processes.

The model of Jafari (1987) and the theory of the tourism gaze (Urry 2002) have been adapted for the representation of the human interactions in tourism. Two dimensions (ordinary/non-ordinary) and five different components structure proposal of Jafari: corporation (conditions related to the motivation for traveling), emancipation (transformation process into becoming a tourist), animation (being a tourist), repatriation (transformation process out of life as tourist), incorporation (the touristic flow being

incorporated into the inner zone). Each of these components can be developed as a myriad of different interactions; economic, social, political, cultural etc, that give life to each part of the process of going in and out of touristhood. This model provides insight on the tourism experience from the point view of the tourist as subject. Besides, according to Urry (2002) the tourism world consists of some social practices with nine specific characteristics which are described as tourism. These specifics are: tourism is a leisure activity which presupposes its opposite, organized work; it involves personal mobility through space and periods of stay in a new place, the intention of returning home after the stay and the existence of places gazed upon which are a contrast to work, it is a mass activity which needs mass provision; the election of place is determined by anticipation of pleasure and by being separated from everyday experience; tourism involves the construction and collection of signs and the existence of professionals developing ever new elements of the tourism gaze. The tourism gaze is presented as a contrast to the routines and practices of everyday life and the 'normal society' (Urry 2002: 2). In this sense, according to Urry, the ordinary it is not to be considered a dimension of tourism. The ordinary represents the antithesis; the world of no-tourism. Tourism implies a spatial journey (being in a non-ordinary place) and a reflexive and mental journey (not feeling at home/not being part of daily life). The world of tourism begins to unfold as these reflexive and spatial journeys evolve.



Tourism as a world of social practices and interactions and as an endogenous part of the all evolving globality can have a development

characterized by a convergent situation of behavior or as a non-convergent behavior. Both tendencies may also co-exist while complexity and paradoxes may also be defining the tourism world in its interrelation with the global reality. The tourism model and the tourist gaze explain what tourism is and how tourism happens, but its components, dimensions and characteristics do not identify when and to which extent globalization processes shape tourism, neither the patterns of globalization can be recognized. To enlighten this relationship the proposal examined in this paper combines these theoretical foundations with a renewed version of the spatio-temporal dimensions of global interactions which appeared in the work of Held et al. (1999).

The Spatio-temporal Model

In the study two main dimensions are considered: extensity and intensity. Extensity relates to the geographical dimension of the interactions, as well as to the number of people living in the different regions of the world that may be part of such interactions. Intensity relates to the number of interactions that take place, to the relevance of such interactions for the subject or to the number of socio-cultural, economical or political areas that are involved. More extensity makes globalization wider, more intensity deeper. For example, the extensity dimension of the use of the mobile phones will focus on the number of people who make use of this technology, as well as the spatial level of the phone calls (national, regional, interregional). Besides, the intensity dimension could consider issues as how many times a day people use the mobile phone, how important this tool is for their life and what specifically they use it for. The extensity and intensity development represented in this example can then be applied to the tourism world. These dimensions will then be considered in relation to tourism social practices. The intensity and extensity of tourists' use of cell phones during the different stages of their travel experience (emancipation, animation, repatriation, incorporation and corporation, (Jafari, 1987)) could be mapped. For example, the extensity dimension of the use of the mobile phone could examine how many tourists use it and if their calls are national, regional or interregional.

Furthermore, the intensity dimension could look at how many times, for which purposes and how relevant tourists consider the use of their mobile phone during their tourism experience.

The model allows to examine spatio-temporal patterns of globalization of a the activities of a specific node in a network, for example: one tourist in a group of tourists, one tourism information office in a group of offices, or the activities of a whole network; for example the globalization patterns of all the information offices of a given tourism destination. If the aim of the analysis was to examine the global spatio-temporal patterns of the customers of a network of tourism information offices, the extensity dimension could for example take into consideration the nationality of the customers which made use of the services of the organization (the more transnational or interregional customers, the wider the pattern) while the intensity dimension could be quantified in a variable, which indicated how relevant the service provided was to the given customer (the more relevant the service for the transnational or interregional customer, the stronger the pattern). The combination of the dimensions of the tourism world and the spatio-temporal dimensions have been classified in table 1, which adapts elements of the analysis of Jafari (1987), Urry (2002) and Held et al. (1999).

Table 1: The Tourism World and Globalization's Spatio-Temporal Dimensions

World	Patterns	Systemic behaviour	Velocity of change	Possibility of cross border component	Impact
Ordinary	High-low extensity High-low intensity	Convergent Antisystemic	High-low	High-low	High-medium-low
Non-ordinary	High-low extensity High-low intensity	Convergent Antisystemic	High-low	High-low	High-medium-low

As explained previously, the interactions forming the structure of globalization have to be, of necessity, interconnections or interactions crossing the national boundaries. Therefore and in order to identify this issue, apart

from the extensity and intensity dimensions, the model also uses the cross-border component. This component has two spatial dimensions: *i-x* the national cross-border component coordinates and *ir-xr*, the interregional cross-border component coordinates. This helps to determine when the interaction includes crossing the spatial national or interregional border. In the analysis the concept 'interregional' refers to world regions' interconnections. The previous example on the use of mobile phones' calls shows interactions of which some may be within the national border, others crossing the national border, while others may refer to communication to another world region.

The explanation of the model's coordinates of the ordinary world is the following (see Figure 1): *i-x*, the national cross border component, *ir-xr*, the interregional cross border component, vertical axis "E" the extensity (quantity of population involved in each spatial level of interaction - national, regional, interregional-), horizontal axis "I" the intensity (a measure of how relevant of the interactions are). The area above the national cross-border component shows the pattern of globalization of interactions which take place by crossing the national border; the area above the interregional cross-border component shows the highest globalization level and the pattern of interactions which take place crossing world regions' borders; the area below the national cross-border component shows the pattern of interactions outside the processes of globalization. *The diagonal* time axis shows the specific moment in time in which the spatial pattern appears.

Furthermore, turning to the tourism world, this is specified as an area inside each one of the levels, national, international and interregional. Inside each level the axes represent the same dimensions of extensity and intensity as previously in the ordinary world. The upper level shows the pattern of globalization interactions of the tourism system with the interregional cross border component; the lower level, above the national cross-border component shows the pattern of interactions of the tourism system outside the processes of globalization. The forces of globalization can be considered those social, economic and political practices that enhance the enlargement of the extensity and intensity dimensions of transnational activities (those which include crossing a national or regional border).

Finally, the other symbols which appear at the model are the following:

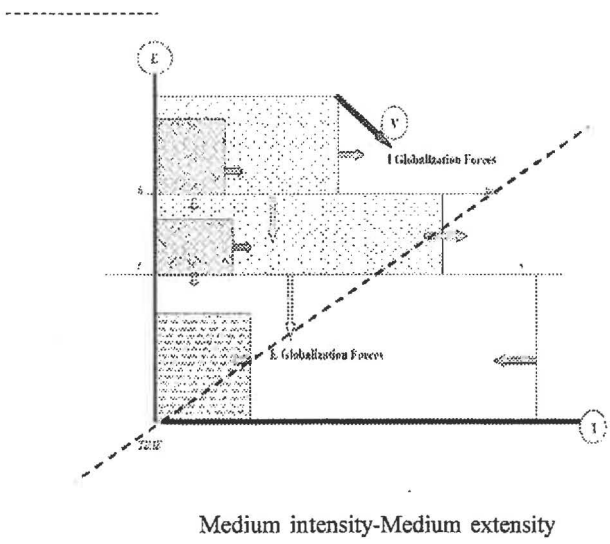
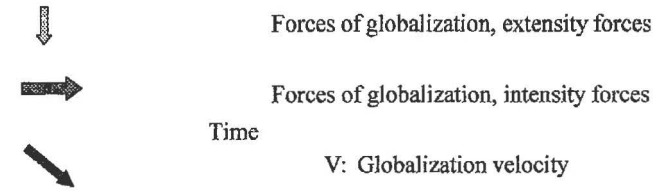



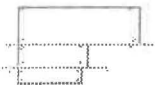


Figure 2. Spatio-Temporal Model: Equilibrium

Taking into account the spatio-temporal dimensions of globalization there are multiple relations and figures. For the sake of clarity the analytical approach of Held et al. (1999) has been adapted and developed into the following typology. Combining the different levels of high, medium, low extensity or intensity a total of five patterns is presented (see Table 2). The names of the typology are linked to the processes of change of the spatio-temporal patterns: *Equilibrium*; pattern of balanced globalization; medium extensity, medium intensity (see Figure 2); *Expansion*, pattern of wide globalization, high extensity, low intensity; *Contraction*; pattern of thin

globalization, low intensity, low extensity; *Intensification*, pattern of deep globalization, high intensity, low extensity and the *Augmentation*, ordinary world with thick globalization; high intensity, high extensity. The tourism world spatio-temporal patterns of globalization can be classified through the same five distinct figures: balanced, wide, thin, wide and thick globalization.

Table 2: Typology of Globalization

Typology	Globalization	Spatio-temporal figure
Equilibrium	Balanced (medium extensity, medium intensity)	See Figure 2
Expansion	Wide (high extensity, low intensity)	
Contraction	Thin (low intensity, low extensity)	
Intensification	Deep (high intensity, low extensity)	
Augmentation	Thick (high intensity, high extensity)	

If in a social activity of ordinary world there is a pattern of thick globalization and in the social activity in tourism there is a pattern of balanced or thin globalization, a non-coherent behavior appears. In such a situation there a low impact propensity of extensity and intensity globalization forces in tourism appears. On the contrary, if in the ordinary world there is a pattern of thin globalization and in tourism there is a pattern of thick globalization, it appears a situation of non-convergent behavior with high impact propensity of globalization forces in tourism. For example it is possible to study the use of mobile phones in a specific node, the students of a given university. If the use of mobile phones in their ordinary activities shows high

extensity at the national spatial level and very low extensity at the regional and interregional levels, while the use of mobile phones in their tourism activities shows high extensity at the regional and interregional levels, then there is a situation of non-convergence with high impact of globalization forces in tourism. The time axis will indicate the date in which the spatial pattern appeared. Several different spatial patterns, which refer to different dates, can be placed on the diagonal axis. For example, the global spatio-temporal pattern of the books read by a group of tourism students in 1995, 2000 and 2005. In the example introduced in Figure 3 the time axis shows three spatial patterns; two with deep globalization and one with thick globalization, presenting a spatio-temporal evolution of intensification of globalization processes.

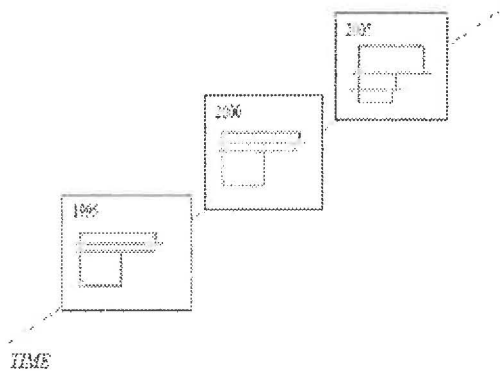


Figure 3: Temporal Evolution of Spatial Globalization Patterns

Combining the five patterns of globalization of the ordinary world and the five patterns of globalization of tourism, a total of 25 types of global spatio-temporal landscapes are obtained. 25 figures represent in a simplified way the possibilities of convergent/non-convergent behavior of tourism as well as its impact propensity. For example, it is possible with this model to analyze the social practice of reading of a tourist in comparison to those reading patterns that may appear in her daily life (ordinary world). If a citizen reads X books as part of her daily activities, and it is considered that the extensity dimension is related to the authorship of the book, the

globalization pattern will appear by quantifying, how many books read by the citizen are written by nationals, how many are written by other nationalities of the same global region and how many are written by authors of other world regions. The more books read of authors from other nations and other world-regions, the higher global extensity. The more importance assigned to these books by the reader, the higher global intensity. The same enquiry can be made regarding his reading practices as tourist. The model by allowing the comparison between the globalization patterns of the ordinary world and those of the world of tourism can "reveal aspects of normal practices which might otherwise remain opaque" (Urry 2002: 2).

This model in a reduced version, only including the dimensions and parameters related to the tourism world can be used by the researcher which is not interested in making a comparative analysis between the tourism world and the ordinary world, but wants instead to focus only on the patterns of a specific tourism activity. This tourism focused version of the model can be seen in Figure 4.

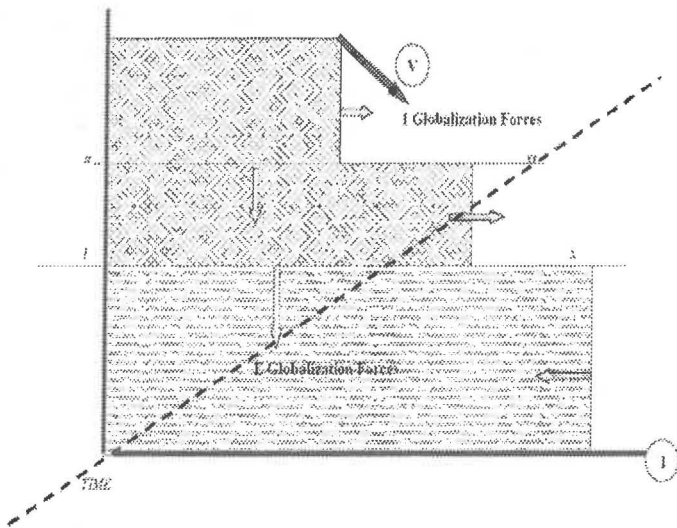


Figure 4 : A Tourism Node Spatio-Temporal Model: Equilibrium

The model allows a formalized examination of globalization processes in tourism. The quantification of the tourism activities and their analysis

through the tools proposed may permit tourism researchers and professionals to monitor the impact and evolution of globalization forces of a tourism related activity in a specific node or a whole network. In this sense it aims to win insight and a more realistic and empirically based knowledge of tourism globalization.

Conclusion

Tourism and the conceptualization of the tourist are embodied in the history of ideas and of understandings, and this is reflected in the debate on globalization. The analysis presented in the previous pages understands tourism as part of this global scene. The purpose of this paper has been to contribute to the theoretical debate and to present a new and innovative method to examine the patterns of the evolving relationship between globalization and tourism through the development of a spatio-temporal model. This methodology does not claim to have the final answer to what globalization is nor to what globalization will become; it is an instrument to help to describe the reality of the world. Furthermore, by applying the transformationalist approach of globalization to the study of the tourism world, it provides a series of tools to be used in the qualitative as well as quantitative examination of the impact and the evolving of globalization forces. The typology presented shows that the possible interrelations between the two worlds obtained in the figures are multiple. If the spatio-temporal globalization pattern of tourism is the same or close to the spatio-temporal pattern of the ordinary world then tourism behavior is convergent. On the contrary, if the spatio-temporal globalization pattern of tourism is different to the one presented at the ordinary world then the relationship can be considered non-convergent. The degree of convergence also explains the degree impact propensity (high, medium, low) of the globalization forces in tourism.

In the spatio-temporal model of the global system the pattern of globalization; thick, thin, wide, etc. is always considered in relation to the pattern of the area of non-globalized interactions and interconnections. The relations in between are of a multidimensional and complex type. It may happen that it is the world of ordinary interactions as a whole that is getting thicker but not necessarily the globalization pattern. The same can be said

in relation to the tourism spatio-temporal model. It may happen that the area of all the tourism interactions is getting thicker, while the globalization spatio-temporal pattern of tourism is a thin one. With the identification of the different globalization patterns of tourism through history, a proposal of multiple hypotheses regarding the historical forms of tourism globalization can be established and then tested.

The strength of the spatio-temporal model is that it allows hypothesis to be tested in a qualitative as well as in a quantitative way and provides a classification and analytical tool to map globalization processes in tourism. In addition it provides a holistic envisioning of tourism while avoiding narrower economist focus on globalization processes. The spatio-temporal dimensions mainly help to answer the question of what globalization patterns look like and other questions such as why does this pattern appear or which are the consequences of such a pattern need to be answered by the study of the organizational dimensions of globalization. This analysis will necessarily demand a further explanation of the internal processes of social inclusion and exclusion, power relations and technological as well as institutional features which help to enhance globalization forces. Although this task lies beyond the purpose of this paper, further research should focus on the examination of the organizational dimensions of globalization processes in tourism. The spatio-temporal and organizational dimensions of the transformationalist understanding of globalization presented here open up a new complex and multidimensional landscape for the research of globalization and tourism.

References

- Aramberri, J. (2001). The host should get lost. Paradigms in the tourist theory. *Annals of Tourism Research*, 28, 738-761.
- Bauman, Z. (1998). *Globalization: the human consequences*. Cambridge: Blackwell Publishers.
- Beck, U. (2000). *What is globalization?* Cambridge: Polity.
- Bhagwati, J. (2004). In *Defense of Globalization*. New York: Oxford University Press.
- Brown, F. (1998). *Tourism reassessed. Blight or blessing?* Oxford: Butterworth-Heinemann.
- Burns, P. (2004). Tourism Planning: A third Way. *Annals of Tourism Research*, 31, 24-43.

Chang, T. C., Milne, S., Fallon, D. & Pohlmann, C. (1996). Urban Heritage Tourism: the Global-Local Nexus. *Annals of Tourism Research*, 2, 284-305.

De la Dehesa, G. (2000). *Comprender la globalización*. Madrid: Alianza Editorial.

Farrel, B. H., & Twining-Ward, L. (2002). Reconceptualizing tourism. *Annals of Tourism Research*, 31, 274-295.

Ghemawat, P. (2001). Globalization as market integration and the future of international business, working paper, Harvard Business School. Retrieved July 20, 2004 from the World Wide Web:

<http://www.hbs.edu/research/facpubs/workingpapers/papers0102.html>

Go, F., & Ritchie, J. R. B. (1990). Tourism and transnationalism. *Tourism Management*, 11, 287-290.

Göymen, K. (2000). Tourism and governance in Turkey. *Annals of Tourism Research*, 4, 1025-1048.

Hjalager, A. M. (2007). Stages in the economic globalization of tourism. *Annals of Tourism Research*, 34 (2), 437-457.

Held, D. (1997). *La democracia y el orden global*. Barcelona: Paidós.

Held, D., McGrew, A., Goldblatt, D., & Perraton, J. (1999) *Global transformations. Politics, economics, culture*. Cambridge: Polity Press.

Hirst, P. (1997). *Globalisering, demokrati og det civile samfund*. Copenhagen: Hans Reitzels.

Holjevac, I. A. (2003). A vision of tourism and the hotel industry in the 21st century. *Hospitality Management*, 22, 129-134.

Jafari, J. (1987). Tourism models: the socio cultural aspects. *Tourist Management*, 8, 151-159.

Krugman, P. (1996). *Pop internationalism*. Cambridge: The Massachusetts Institute of Technology Press.

Martorell Cunill, O. (2002). *Cadenas hoteleras. Análisis del top 10*. Barcelona: Ariel.

Milne, S., & Ateljevic, I. (2001). Tourism, economic development and The global-local nexus: theory embracing complexity. *Tourism Geographies*, 3, 369-393.

Morales, L., & Mysyk, A. (2006). cultural tourism, the state and the day of the dead. *Annals of Tourism Research*, 4, 879-898.

Mulgan, G. (1998). *Connexity: responsibility, freedom, business and power in the new century*. Londres: Vintage.

Reid, D. (2003). *Tourism, globalization, and development: responsible tourism planning*. London: Pluto Press.

Reiser, D. (2003). Globalisation: an old phenomenon that needs to be rediscovered for tourism? *Tourism and Hospitality Research*, 4, 306-320.

Robertson, R. (1995) *Glocalization: Time-Space and Homogeneity-Heterogeneity*. In M. Featherstone, S. Lash, S. & Robertson, R. (Eds.), *Global Modernities* (pp. 25-44). London: Sage.

Salazar, N. (2005). Tourism and glocalization: "local" tour guiding. *Annals of Tourism*

Research, 32, 628-646.

Salazar, N. (2006). Touristifying Tanzania: local guides, global discourse. *Annals of Tourism Research*, 33, 833-852.

Sernau, S. (2000). *Bound: living in the globalized world*. Connecticut, USA: Kumarian Press.

Smeral, E. (1998). The impact of globalization on small and medium enterprises: new challenges for tourism policies in the european countries. *Tourism Management*, 19, 371-380.

Sugiyarto, G, Blake, A. & Sinclair, T. (2003). Tourism and Globalization: Economic Impact in Indonesia. *Annals of Tourism Research*, 30, 683-701.

Teo, P., & Li, L. H. (2003). Global and local interactions in tourism. *Annals of Tourism Research*, 30, 287-306.

Teo, P., & Yeoh, B. (1997). Remaking Local Heritage for Tourism. *Annals of Tourism Research*, 4, 192-213.

Urry, J. (2002). *The tourist gaze*. London: Sage.

Urry, J. (2003). *Global complexity*. Cambridge: Polity

Vellas, F., & Bécherel, L. (1995). *International tourism*. New York: St. Martin's Press.

Wang, N. (2000). *Tourism and modernity: a sociological analysis*. Oxford: Elsevier.

Wood, R. (2000). Caribbean cruise tourism: globalization at sea. *Annals of Tourism Research*, 27, 345-370.

Xiao, H. (2006). *Annals Index*. *Annals of Tourism Research*. Retrieved March 12, 2007 from the World Wide Web: http://www.elsevier.com/framework_products/promis_misc/atr2006.pdf

Yeong, S., & Santos, C. A. (2005). Cultural politics and contested place identity. *Annals of Tourism Research*, 3, 640-656.

About the Author

Ana María Munar, Associate Professor at the Department of International Economics and Management, Copenhagen Business School (Denmark), is a political scientist and holds a PhD in Business and Economics from the University of the Balearic Islands. Her research interests are in globalisation processes and cultural change, tourism and information and communication technologies, social media, place branding, policy and trends in tourism education.