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## CTS 7 Keynote Address: Contaminated Tourism. On Pissed Off-Ness, Passion, and Hope

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# CTS 7 Keynote Address



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Hazel specialises in the area of tourism's influences on socio-cultural relationships and change. Originally from the UK, Hazel conducted her PhD research (Social Anthropology, University of Durham, UK) on tourism development in Cappadocia, central Turkey. Since then, Hazel has continued to be engaged in a longitudinal ethnographic study in that region of Turkey, exploring issues concerning gender and women's involvement in tourism work, host-guest interaction and tourism representations and identity in relation to World Heritage. Other areas of Hazel's research and publishing include colonialism/postcolonialism, tours and tour guiding, the social dynamics of commercial hospitality, and emotional and affective dimensions of tourism. She has more recently been engaged in a project on the relationship between tourism and apocalypticism. Along with a number of published articles in refereed journals and books, Hazel is author of *Living with Tourism: Negotiating Identity in a Turkish Village* (Routledge 2003), and co-editor of *Tourism and Postcolonialism* (Routledge 2004) and *Commercial Homes in Tourism* (Routledge 2009). Hazel is engaged in curriculum development at the postgraduate level and teaches courses on tourist culture and research methodologies, as well as leading a masters level ethnographic field school course in northern Thailand. Along with serving on the editorial boards of several journals, Hazel is a Resource Editor for *Annals of Tourism Research* and Co-Vice President of the RC50 International Tourism Research Committee of the International Sociological Association.

## Contaminated tourism

### On pissed off-ness, passion, and hope

Along with a current, often seemingly overwhelming, sense that we are living in the end times, we are faced with the question of ‘how to respond?’ In this paper, I attempt to think through what it means to respond by suggesting an imperative, as in the theme of this year’s CTS conference, to understand tourism so to change tourism, and to understand ourselves so to change ourselves. Beginning by posing the question: Why change? Why now?, I ponder what it is that is prompting the sense of urgency for understanding and change. As part of that pondering I will discuss some ‘end-of-the-worldisms’, or apocalyptic imaginings, which I see as directly or indirectly related to tourism and as influencing our ‘mood’ and our urge for change. In the paper I will draw also on the metaphor of encounter-as-contamination, together with the notion of contaminated diversity, as helpful in recognizing and accepting that tourism knowledges are always already ‘contaminated’. Returning to the urge for change, then, rather than it being that better understanding is needed as a prelude to ‘proper’ or ‘correct’ change, perhaps it is through changing towards a better appreciation of contaminated diversities that we might have any hope of knowing ‘how to respond’.

