

EDITORIAL

Bridging the gap: Languages, literature, and tourism

This special issue inaugurates a new stage for our journal, by publishing two issues per year, one of which will be under the responsibility of invited guest editors, who will focus on a specific theme or area of studies.

Editorial work for any journal involves various tasks – such as guiding submitted manuscripts along numerous stages from submission to final publication. For this particular issue, this task was perceived as both more challenging and more rewarding, since we were playing the role of “guest editors” to our regular publication.

Whether it is people privileged enough to travel or people who are “toured”, there is seemingly no one whose life remains unaffected by tourism – the single largest international trade in the world (Jaworski and Thurlow, 2010), producing one of the greatest population movements of all time. Even though we sometimes forget, tourism practices involve flows and meeting points of languages and encounters with other languages and their speakers. We decided to invite contributions that would explore the multi-faceted links between tourism, languages, and literatures, as the movements across languages and cultures, inherent to transnational mobility practices, are increasing in today’s global flows, even though these movements are often absent in discussions in the social sciences and in particular in linguistic approaches or literary analysis. Indisputably, in tourism, language (for example, in printed texts or websites) plays a key role in promotion and creation of tourist destinations. An unavoidable consequence of tourism is that language in the shape of codes, discourses, styles, genres, voices, or repertoires participates in the global flows of tourists and their hosts. The language that accompanies, facilitates, or results in these flows is also “on the move”, becomes locally lived and produced in terms of language practices, an unavoidable part of everyone’s everyday social life (Thurlow and Jaworski, 2010).

Literature through both its texts and its authors has also often been an inspiration for tourists that frequently travel to visit the writers’ homes or the places where the characters have inhabited or the plot was set. On the other hand, tourism has long

inspired literature. Consequently, literature has constructed tourist stories and identities and in turn, tourists read these fictional texts and feel motivated to visit particular places, which are legitimated for tourists, as often they become key tourist attractions.

Underpinning the choice for this theme was our aim to narrow what we believe is a research gap in the field of social sciences and critical tourism studies, as it has in many ways overlooked the intersections of language and mobility, and of language and tourism (with some notable exceptions such as the work by Jaworski and Thurlow (2010; Thurlow and Jaworski, 2010a; 2010b - who have made impressive contributions to the field), and a desire to consider the important role of languages and literature in travel. In fact, “linguists ignore tourism in their research, with one or two exceptions making forays into the study of travel writing”, and generally speaking tourism academics tend to ignore the main medium of tourism – languages (Phipps, 2007: 1). However, and even though scholarly interest in the intersections between literature and tourism has been slowly developing (Hendrix, 2014) in the humanities, we feel that “the examination of tourism centered literary texts still awaits serious critical interest” (Osagie and Buzinde, 2011: 213), and we believe the contribution should also come from multidisciplinary work within critical tourism studies.

The articles assembled for this special issue have empirically sustained our claim that it is possible to apply various research approaches to language and tourism and literature and tourism. Taken together these articles may be seen to contribute to the agenda that, as stated above, has been fairly neglected within tourism studies.

This special issue comprises a selection of papers which we believe take innovative approaches to the multifarious phenomenon of tourism in its links to languages and literature. Although evidently multidisciplinary in nature (with authors with a linguistic background and authors from literary studies), all the articles selected for this issue investigate the connections between language and tourism or literature and tourism through written texts. For Quinteiro and Baleiro (2014) and Prata (2014), the point of departure is a novel; Torkington (2014) explores the semiotic landscape of the Algarve (Portugal) as a nexus point for discursive practices, Etrillard (2014) focuses on lifestyle migrants’ memoirs and Lawson (2014) on British media texts. Within the context of teaching language for tourism, Cordeiro (2014) analyses language course books and

Correia, Ribeiro and Cabral (2014) investigate a written corpus produced by Tourism students.

We start this special issue with a paper by Sílvia Quinteiro and Rita Baleiro which focuses on the relationship between literature and tourism, entitled *A character in search of literature: Literary fiction and tourism*. This contribution is particularly relevant for this special issue as the authors explain in detail the relevance of the emerging field of interdisciplinary research which combines literary studies and studies in tourism, and draw a distinction between this line of research and that on 'travel literature'. Also, the authors provide us with the definitions of key concepts such as *literary site*, *literary tourist*, *literary pilgrim* and *authenticity* before they plunge into an analysis, within the scope of bridging literature and tourism, of the fairly recent novel *Dublinesca*, by Enrique Vila-Matas (2010).

The second paper focusing on literature and tourism, *The non-place as a tourist destination in Michel Houellebecq's Plateforme* by Ana Filipa Prata, analyses the representation of mass tourism in Michel Houellebecq's *Plateform* (2001) in relation to the concept of "non-place", defining the "supermodern" spaces proliferating in the globalized world which are deprived from historical, identity and relational values. Through the analysis of the production and consumption mechanisms of adventure circuits and vacation clubs, characteristic of sex tourism in Thailand, Ana Filipa Prata highlights how *Plateform* exposes an alienated Western society looking for an escape from everyday life in exotic destinations and *à la carte* sojourns.

This issue presents three papers dedicated to lifestyle migration, from the viewpoint of language and discursive practices. Kate Torkington explores the transformations in both the ethnoscape and the semiotic landscape of the Algarve due to tourism-related mobilities, highlighting how English (the language of 'lifestyle migration') is everywhere, whilst the languages of the eastern European migrant communities are almost entirely absent, paying particular attention to various circulating discursive practices. The author argues that such practices are spatially and temporally embedded in a dialectical relationship with the politics of place and contribute to the discursive construction of the inclusion/exclusion of different social groups. Aude Etrillard conducts a critical analysis of travel writings, claiming that these texts participate in the fetishisation of British lifestyle migration to rural France. British

migration to south-west France is also the social and geographical context in which Michelle Lawson conducts a discourse analysis of a corpus of UK media texts on British migration to France, and how these representations construct two distinct groups: the older migrants and the newcomers.

The last two papers focus on language as a means of instruction to tourism undergraduate students, exploring two little-known approaches. Maria João Cordeiro critically addresses the role of foreign language in encounters framed by tourist mobilities, as disseminated by English and German course books for tourism purposes, which is, as the author argues, a text genre which is hardly recognized as a genre of a 'tourism literature', but which is crucial, together with guidebooks or travel phrasebooks, for "othering" host identities, thus reinforcing the ideology, power relationships and the cultural politics of hospitality underlying the world of contemporary tourism. Correia, Ribeiro and Cabral present a detailed description on subject-verb agreement errors in the simple present in the texts written by a group of Tourism undergraduate students. By focusing on language learning and written texts in this context, the authors ask relevant questions about foreign language proficiency levels of professionals in the tourism trade.

All articles in this special issue - and special issues to come – have received - and will receive - the usual rigorous *Dos Algarves: A Multidisciplinary e-Journal* peer review from a pool of national and international experts to evaluate the scholarly contribution in each article. We would like to thank the reviewers for the challenging insights they offered into the papers we assembled.

In the short- and mid-term, we remain committed to publishing a variety of material, theoretical, empirical and policy-oriented papers, using quantitative, qualitative and multiple methods of social research. Together with the respective Guest Editors, we are currently planning three special issues (on ICT applied to Tourism, Slow Tourism and Accounting).

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