

## CALL FOR BOOK CHAPTER PROPOSALS **Tourism, Immigration and Multiculturalism**

We are pleased to announce a Call for Chapter Proposals for the book which will present new and emerging direction in research in the area of tourism. Theoretical contributions as well as empirical and case studies to advance our understanding about this phenomenon are welcomed.

Omar Moufakkir, Gulf University for Science and Technology, Kuwait

Yvette Reisinger, Gulf University for Science and Technology, Kuwait

Ruud Welten, Saxion University of Applied Sciences, Netherlands

Please send extended abstracts (up to 500 words) or intention for contribution or questions to Professor Omar Moufakkir <moufakkir.o@gust.edu.kw> and Professor Yvette Reisinger <reisinger.y@gust.edu.kw>. All submissions will be reviewed and should include author(s) names, affiliations, and contact details.

Abstract submission for chapter proposals: No later than July 2017.

Notification of acceptance: August 2017

Growth in migration and tourism are two of the most significant manifestations of globalisation. Despite their relatedness and importance, there has been very little research into their relationship (UNWTO, 2009). According to UNWTO, "Migration makes important social and economic contributions to destination countries, culturally enriching their society, enhancing the tourism product and providing labour for the travel, tourism, hospitality and catering sectors" (p. vii). There are, however, also some negative aspects as a result of this relationship, which include 'brain drain', reduction in tax revenue in origin countries and wage deflation and social tension in destination countries (UNWTO, 2009). It is the social tension aspects of this phenomenon that are the focus of this edited book. The primary focus of the proposed volume is on the effects of immigration and integration/segregation/no-integration/acclturation on perceptions and their impacts on destination visitation and travel propensity.

More than a decade ago MacCannell noted that the "rapid implosion of the Third World into the First constitutes a reversal and transformation of the structure of tourism, and in many ways it is more interesting than the first phase of the globalization of culture" (MacCannell, 1999, p. xxii). This implosion has consequences for public opinion about immigration and perceptions of immigrants. Most recently, politicians referred to the growing tensions between natives and immigrants as 'the failure of multiculturalism'. For example, German Chancellor Angela Merkel, French President Nicolas Sarkozy, and UK Prime Minister David Cameron have all declared that multiculturalism has failed in their respective countries.

Regardless of the roots of the failure of multiculturalism and its impacts on communities, international terrorism, home grown terror, and the rise of ultra-nationalist sentiments must certainly have new impacts on tourism destinations and markets (Moufakkir, 2008; 2013; 2014; 2015). The increasing number of immigrants from developing to developed countries and accompanying policies, public opinion, and politically and sensationally charged media

contents should no longer go unnoticed in tourism studies, especially that a number of developing countries represent major tourist destinations for international tourists.

It could be assumed that if members of a native group hold negative perceptions of an ethnic minority group at home they are less likely to visit the country of origin of that ethnic group for tourism purposes. Or as Rosello (2001, p. 3) puts it: "I suspect that people who perceive their own cherished homeland as threatened by herds of dangerous foreigners" would want to encounter those herds in millions somewhere else or in their proper turf. On the other hand, we could also ask: To what extent encounters with ethnic minority groups stimulate a desire to visit their country of origin? What makes an ethnic minority group more or less attractive than others, and to what extent does the outcome of ethnic encounters influence destination choice or intention to visit?

On the other hand, how does the echo of the multicultural drama influence the gaze of host communities upon tourists coming from the 'drama' country? Are the rules of hospitality changing in tourism as they have changed in immigration? In the *Odyssey*, Homer says: a guest never forgets a host who treated him kindly! What echo does the multicultural drama have on tourism destinations and the gaze of their people?

For example, what makes Turkey so popular for German tourists despite the rising immigration-related tensions in Germany? What effects does/will this tension have on hospitality and host-guest encounters and gazes in Turkey? What is the situation in France and Algeria? Does perception of immigrant groups activate or discourage intentions to visit migrant sending countries to enjoy tourism? What do British tourists think about visiting Pakistan? How do Pakistanis welcome British tourists? What do Americans think about Mexico, the Mexican people, and the Mexicans in the US? What effects do these perceptions have on tourism participation and consumption? Do people who are less prejudiced towards immigrants travel more to those countries than their counterparts? Consequently, how do people in host communities who have family members overseas react to tourists, based on their interpretation of the drama and the media portrayal of their brothers and sisters? A few scenarios must emerge.

These assumptions are no exaggeration. The marketing consumer behavior literature has long recognized the effects of race and ethnicity on buyers' attitudes and behavior. For example, Ouellet (2005), like many others, have argued that "consumers' evaluations of domestic products of varied ethnic origins are significantly correlated with declared levels of racism towards that ethnic groups" (p. 422). This is because perceived incompatibility between groups engenders negative affect. This argument is also supported by the literature about homophily (McPherson, Smith-Lovin and Cook, 2001). Individuals interact with each other when the likelihood of shared similar demographic or psychological characteristics such as beliefs, values, attitudes, aspirations, education, social status, racial group and gender is greater. Perceived compatibility demonstrates the positive effects of homophily (McPherson et al., 2001). Studies have also examined how place identity influences consumers' behavioral intentions and satisfaction. Place identity refers to a congruency between self-identity and a place. It has been found that consumers look for a balance between whom they are and where they are. Customer comfort has a positive effect on consumer behaviors and attitudes. An anxious consumer is less likely to patronize a business because of the perception of incompatibility.

Multiculturalism has become a controversial topic in many countries. Debates surrounding multiculturalism revolve around the increasing numbers of immigrants, illegal immigration, the rise of neo-Nazism, nationalism, populism or fascism, Islamism, identity crisis, and more recently fiscal crises. The fury of fascists' sound resonates in slogans in Greece, Germany, the Netherlands, and many other countries. The sound and the fury of such a climate must certainly have an effect on tourism consumption, whether with regards to the tourist gaze or to the host gaze.

The marketing literature has extensively discussed consumer behavior in relation to multiculturalism. Effectively, various studies have identified the importance of the interrelation between multiculturalism, race, ethnicity, marketing and consumer behavior (e.g., Tadjewski, 2012). For example, Moufakkir tried to capture the complexity of the relationship between tourism and immigration in 'the effects of immigrant animosity on travel propensity and destination choice' (2014) and 'culture unrest' (2013) and the stigmatized tourist (2014).

Tourism studies have yet to seriously engage in such a critical and timely research endeavors (Moufakkir, 2008). The controversial climate of immigration and its social, cultural, economic and geopolitical playgrounds represent a fertile ground for tourism academics to revisit tourism theory, in the light of immigration-integration nexus and its effects on tourism participation and consumption.

This call invites theoretical contributions as well as empirical and case studies to advance our understanding about this phenomenon.

We are looking forward to an interesting inquisitive journey with you.

**Suggested topics (other ideas/themes are welcome)**

- Worldwide immigration: policies, practices and trends and their impacts on tourism
- Types of immigration (e.g. economic, political, retirement) and their impact on tourism
- Immigration and cultural diversity, tolerance and assimilation and their impacts on tourism
- Immigration and ethnic conflicts and their impact on tourism
- Immigration and loss of cultural identity in host countries and their impacts on tourism
- Europe's migrant crisis and its effect on future tourism in Europe
- Europe: Perceived security and impacts on tourism in and outside Europe
- Illegal and legal immigration and their consequences for tourism
- Economic, political, social, cultural, environmental and legal issues and their impacts on tourism in relation to the new wave (modern) immigration
- Immigration and tourism: friends or foes?
- Challenges/solutions/opportunities/future trends/scenarios

## References

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