

Cultural Turn of Tourism Studies: The Chinese Voice

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Abstract: There is currently much debate about how knowledge of tourism can and indeed should be produced. Tourism knowledge production is criticised to rely too much on Western values which is Anglocentric and Eurocentric, with a crucial role played by the tourism's academic gatekeepers (male, first generation scholars grounded in the Western, Anglocentric traditions and located in business, geography or recreation departments) who determine the scope and direction of tourism knowledge. Although tourism, as a field of study is considered as demonstrating a notable "critical turn" in recent years with the evidence of several books and journals published in response to this trend, the situation is not really as optimistic as it seems to be. Whilst it might not be too difficult to achieve changes in terms of paradigm and methodology, the cultural and ideological turn in tourism studies lags behind. Recent research indicates that tourism knowledge production is still Anglocentric and Eurocentric and dominated by researchers from the developed world while voices from the developing countries are suppressed. This study seeks to redress this issue. Findings of a historical analysis of published articles in three leading tourism journals *Annals of Tourism Research (ATR)*, *Tourism Management (TM)*, and *Journal of Travel Research (JTR)* from 1986 to 2012 indicate an overlooking of Chinese value-based voices and a positive growing trend. Five possible reasons are attributed to the phenomenon and five suggestions are proposed to improve the situation. This study contributes to the cultural turn of tourism studies by encouraging alternative ways of tourism knowledge production.

Key Words: **tourism knowledge production, critical turn, cultural turn, Chinese voice**

Introduction

It is clearly demonstrated by globalisation that it is impossible to understand the world we are living in comprehensively and intensively if we only consider one kind of society or culture (Bentley and Ziegler, 2007). People who originate from different cultures have significant differences in beliefs, ideologies and values. Sociologists suggest that knowledge is not independent of the particular culture or society in which it is produced, but rather depended on it (Tribe, 2004). Language, concepts, and well-formed disciplinary rules are not universal but vary across time and place so that different cultural ensembles sustain different recipes for truth and knowledge (Tribe, 2006). As tourism is being considered as the world's largest industry and has significant benefits for economic development, more and more attentions have been paid to how knowledge of tourism can and indeed should be produced.

Apart from the debates on how tourism knowledge is created in terms of disciplinary position, the justice and rational of these tourism knowledge is also commonly questioned. Tourism knowledge production is criticised to rely too much on Western values which is Anglocentric and Eurocentric, with a crucial role played by the tourism's academic gatekeepers (male, first generation scholars grounded in the Western, Anglocentric traditions and located in business, geography or recreation departments) who determine the scope and direction of tourism knowledge. Tourism knowledge production is then encouraged to beyond the restrictive dogma and parochialism of disciplines with critical and reflexive approaches. Efforts have been taken, feminist methodology, several books and journals propagating critical and new approaches, seem to be leading tourism research into a "critical turn".

However, the situation is not really as optimistic as it seems to be. Whist lots of trials have been made to response to the methodological turn of tourism studies, effort for the cultural and ideological turn of tourism studies is relative deficient. This study seeks to redress this issue. The analysis of published articles in three leading tourism journals *Annals of Tourism*

Research (ATR), Tourism Management (TM), and Journal of Travel Research (JTR) from 1986 to 2006 by previous study and 2007 to 2012 by this study indicate tourism knowledge production is still Anglocentric and Eurocentric and dominated by researchers from the developed world while voices from the developing countries are suppressed. This study takes the Chinese voice as an example to demonstrate the deficiency of cultural turn of tourism studies. Five possible reasons are attributed to the phenomenon and four suggestions are proposed to improve the situation.

Injustice in Tourism Knowledge Creation

Tourism is defined by Tribe (1997, p.641) as “the sum of the phenomena and relationships arising from the interaction in generating and host regions, of tourists, business suppliers, economies, governments, communities and environments”. Complex as tourism is, there is a discussion of whether there is a coherent and clearly identifiable academic discipline centred on tourism, and how knowledge about tourism as a field of study is generated by scholars within and across academic disciplines (Cole, Hall and Duval, 2009). The disciplinary dilemma is the most outstanding issue around the debates. Different opinions are divided among tourism scholars as to whether tourism should be studied as a distinct discipline or as an area within its relative existing disciplines (Echtner and Jamal, 1997). However, apart from the debates on how tourism knowledge is created in terms of multidisciplinary (Graburn and Jafari, 1991), interdisciplinary (Holden, 2006) or extradisciplinary (Tribe, 1997), this study focuses on the justice and rational of tourism knowledge creation.

As tourism study penetrates deeply, there comes a debate about how knowledge of tourism can and indeed should be produced (Cole, Hall and Duval, 2006). Coles et al (2009) assert it is vital to how we come to construct and engineer knowledge about tourism and how tourism scholars relate to the world ontologically. Ayikoru (2009) encapsulates the review of common philosophical paradigms in social sciences and how an understanding of their assumptions can be used to select the most appropriate perspective to underpin knowledge production in

a given tourism inquiry. Cahn (1971) discusses issues related to the nature of perception, the relationship between knowledge and belief, and alternative theories of truth. Ayikoru (2009) argues that social behaviour including tourism is enmeshed in a complexity of differing value systems, beliefs and attitudes all of which render the whole notion of predictability very problematic.

Tribe (2006) argues that sometimes researchers are lions in the circus, caged by role and constrained by structure, rather than lions in the jungle. He believes that research is conducted in a world where language, concepts, and well-formed disciplinary rules already exist. Cole et al. (2009) held the idea that many present-day tourism research foci require knowledge production that is not intellectually straightjacketed by disciplinary antecedents. The scholars tend to limit themselves to what lies within their intellectual “comfort zones”. Since tourism studies are carried out in the humanities and social sciences, the position of the researchers in the production of knowledge have to be paid attention to. Pritchard and Morgan (2007) criticise the discourse of tourism knowledge production by highlighting the crucial role played by the tourism’s academic gatekeepers. Hall (2004) believes this gatekeeper role determines the scope and direction of tourism knowledge. He comments that tourism studies are partly influenced by the relationships that exist within the research community rather than depending solely on objective academic merit.

The oppression and injustice seems to be commonly agreed by researchers in tourism. The first and most questioned issue is the gender oppression. Tourism knowledge is criticised as masculine and heterosexual (Pritchard and Morgan, 2000; Johnston, 2001) for the ratio of male to female authors in tourism and leisure journals is four to one (Aitchison, 2001) and only three of the leading tourism scholars in one “definitive” list are female (Zhao and Ritchie, 2007). Tourism knowledge production is also criticised to rely too much on Western values which is Anglocentric and Eurocentric (Humberstone, 2004; Tribe, 2010; Ren, Pritchard and Morgan, 2010). Evidence can be found that 77% of the journal editors are based in the USA, the UK, Australia, New Zealand and Canada (Hall, Williams and Lew,

2004) and meanwhile these are also the top five contributing countries of published papers by the journals (Xiao and Smith, 2006a). Obviously, the values and voices of Others are severely suppressed. And this overlooking of “other knowledge” is attributed to a culture of ethnocentrism (Tribe, 2010). Therefore, the gatekeepers in tourism research are characterised as male, first generation scholars grounded in the Western, Anglocentric traditions and located in business, geography or (in the USA) recreation departments (Ren, Pritchard and Morgan, 2010; Tribe, 2010).

Critical Turn of Tourism Studies

Coles et al (2009) claimed that it is time to consider tourism knowledge production beyond the restrictive dogma and parochialism of disciplines. Ateljevic, Harris, Wilson and Collins (2005) point out whilst acknowledging a critical shift in thinking, limited explicit discussion or guidance on how to undergo the practice of being reflexive in tourism research is offered in tourism discourse. Thus they urge all researchers to find a common territory and engage in the art of reflexivity, irrespective of the ontological, epistemological and methodological binds.

What efforts have been taken by tourism researchers to encourage critical and reflexive approaches in creating tourism knowledge? In order to encourage the critical and reflexive approaches, tourism scholars and researchers went through different stages. The early stage of tourism studies concentrated on economic aspects and then focused on socio-cultural aspects. Research was then devoted to alternative forms of tourism which were potentially more sustainable (Jafari, 2003). The advanced stage of tourism study is called new approaches stage which directs the objective of the paradigm- system of tourism- to be innovative and diversified (Kuhn, 2001). Referring to tourism study, these orientations can be specific to “Old problems, new approaches”, “New problems, old approaches” and “New times, new tourism studies”. In order to challenge the masculinist dominance, more and more researchers adopt a feminist methodology in creating tourism knowledge. Feminism is

addressed by special journal issues, such as “Gender in Tourism” issue of *Annals of Tourism Research* 1995 and “Gender Tourism” issue of *Tourism Recreation Research* 2003.

The emerging evidence of critical and reflexive approaches seems to be leading tourism research into a new era. Cooper (2002) claims tourism research is at an important turning point in its development. Tribe (2005) states that tourism studies has now developed beyond the narrow boundaries of an applied business field and has the characteristics of a fledgling post-modern field of research. More reflexivity and an increasing range of tourism research which considers tourism as an academic field rather than just a business practice may even point to the establishment of “new tourism research” (Tribe, 2005). Ateljevic et al (2005) also agree that tourism studies as a field is demonstrating a notable “critical turn” – a shift in thought that serves to provide and legitimize a space for more interpretative and critical modes of tourism inquiry. Several books and journals are published in response to this trend. The journal *Tourist Studies* aims to provide a platform for the development of critical perspectives on the nature of tourism (Franklin and Crang, 2001). The book *Qualitative Research in Tourism: ontologies, epistemologies and methodologies* by Phillimore and Goodson (2004) gather new approaches used in producing tourism research. Furthermore, Ateljevic, Pritchard and Morgan (2007) edited a book named *The Critical Turn in Tourism Studies: Innovative Research Methodologies*. Following this topic, Bianchi (2009) critique the “critical turn” in tourism studies with regards to the power and cultural diversities. It addresses that the relationship between tourism and globalization, capitalism and structural power should be taken into consideration when engaging in critical Tourism Studies.

Real Situation: Historical Data

However, is the situation really as optimistic as it seems to be? Can tourism research achieve the propositions of the paradigmatic shift in tourism thinking which embraces multiple worldviews and cultural differences as hoped by Pritchard and Morgan (2007, p.11)? Or can tourism research achieve values-based and transformative perspectives by

principles of partnership, reciprocity and respect as described by Pritchard, Morgan and Ateljevic (2011) in their blueprint of hopeful tourism? Whilst it might not be too difficult to achieve the changes in terms of paradigms and methodologies, it is really difficult to bring about changes to the dominant cultural values and ideologies in tourism knowledge creation. Although the significance of a crucial challenge to develop tourism knowledge that encompass multiple worldviews and cultural differences is widely recognised (Ren et al., 2010), the effective effort is still very limited.

When it comes to the freedom to research, there are always debates. A number of tourism researchers view themselves as free agents in research (Tribe, 2010). Yes, it is free to research whatever people are interested in. Nevertheless, do all the people have equal opportunity to be known by tourism academy of their voices in a circumstance dominated by academics tribes, universities and departments? As mentioned above, the USA, the UK, Australia, New Zealand and Canada are the top five countries of which contribute to the published journal papers and editors of the famous tourism journals (Hall, Williams and Lew, 2004; Xiao and Smith, 2006a). Law and Cheung (2008) analysed 2,613 papers published by three leading tourism journals *Annals of Tourism Research (ATR)*, *Journal of Travel Research (JTR)*, and *Tourism Management (TM)* from 1986 to 2006 (see Figure 1).

There is no surprise that the top 5 contributing countries supported the evidence of other research, all Western value based, English speaking countries, accounting of 75.89% (1,983 of 2,613). If count the European countries in, the number becomes more than 85%. It demonstrates tourism knowledge production is Anglocentric and Eurocentric and dominated by Western cultural values. However, other countries such as China, as a country with most large population and more than 1,300 tertiary institutes that offered tourism programs, ranked only 19th on the contributing list with only 12 articles (0.46% of 2,613) published (Law and Cheung, 2008). In addition, universities in mainland China are absent in the list of the 20 most frequent contributing universities in the top tourism journals (see Figure 2). This evidence demonstrates how severe Chinese cultural values are overlooked in tourism

research. Even though consider Taiwan as Chinese cultural values, the Chinese voice still only takes account of 2.26% (59 of 2,613).

Figure 1 Published Articles by Countries/Regions

| Rank by AB | Countries/ Regions | AB | RE | Rank by AB | Countries/ Regions | AB | RE |
|------------|-----------------------|------|-----|------------|-----------------------|----|----|
| 1 | U.S. | 1780 | 901 | 20 | Denmark | 16 | 12 |
| 2 | U.K. | 779 | 499 | 21 | Germany | 15 | 10 |
| 3 | Australia | 467 | 265 | 22 | Ireland | 14 | 9 |
| 4 | Canada | 369 | 220 | 23 | Japan | 14 | 6 |
| 5 | New Zealand | 168 | 98 | 24 | South Africa | 13 | 8 |
| 6 | Spain | 156 | 70 | 25 | Switzerland | 13 | 10 |
| 7 | H.K. | 147 | 71 | 26 | Northern Ireland | 12 | 8 |
| 8 | South Korea | 113 | 47 | 27 | Belgium | 11 | 6 |
| 9 | Taiwan | 98 | 47 | 28 | Barbados | 9 | 5 |
| 10 | Israel | 83 | 48 | 29 | France | 9 | 9 |
| 11 | Singapore | 54 | 31 | 30 | Finland | 8 | 5 |
| 12 | The Netherlands | 53 | 32 | 31 | Mexico | 7 | 3 |
| 13 | Turkey | 51 | 29 | 32 | Poland | 7 | 6 |
| 14 | Austria | 36 | 21 | 33 | Cyprus | 6 | 2 |
| 15 | Norway | 27 | 16 | 34 | Kenya | 6 | 4 |
| 16 | Italy | 22 | 11 | 35 | Brazil | 4 | 3 |
| 17 | Greece | 21 | 15 | 36 | Czech Republic | 4 | 1 |
| 18 | Sweden | 19 | 12 | 37 | Russia | 4 | 1 |
| 19 | China | 18 | 12 | 38 | Yugoslavia | 4 | 4 |

Note: AB (absolute approach) considers each author in a co-authored paper is counted as having a publication; whereas in the RE (relative approach), an equally weighted percentage is assigned to each author in a co-authored paper.

Source: Law and Cheung (2008)

Chinese Voice: Assumption

The occlusion of Chinese voice may be disputed by the good performance of Hong Kong as the 7th contributing countries/regions and Hong Kong Polytechnic University as the 2nd contributing university in the top tourism journals (Law and Cheung, 2008). However, the simple geographical classification of authors cannot present their cultural basis. The special situation of Hong Kong in terms of cultural values and ideology has to be taken into account.

Figure 2 The 20 Most Frequent Contributing Universities in the Top Tourism Journals

| Rank | Most Frequent Contributing Universities | Country/Region | ATR | % | JTR | % | TM | % | Total |
|------|---|----------------|-----|-----|-----|-----|----|-----|-------|
| 1 | Texas A&M University | U.S. | 29 | 20% | 78 | 55% | 36 | 25% | 143 |
| 2 | Hong Kong Polytechnic University | H.K. | 13 | 11% | 43 | 35% | 67 | 54% | 123 |
| 3 | University of Surrey | U.K. | 30 | 27% | 33 | 29% | 50 | 44% | 113 |
| 4 | University of Hawaifi | U.S. | 28 | 33% | 45 | 54% | 11 | 13% | 84 |
| 5 | University of Calgary | Canada | 18 | 26% | 31 | 44% | 21 | 30% | 70 |
| 6 | Pennsylvania State University | U.S. | 21 | 31% | 38 | 57% | 8 | 12% | 67 |
| 7 | Griffith University | Australia | 20 | 31% | 16 | 25% | 29 | 45% | 65 |
| 8 | University of Illinois | U.S. | 17 | 27% | 35 | 55% | 12 | 19% | 64 |
| 9 | University of Waterloo | Canada | 21 | 34% | 16 | 26% | 25 | 40% | 62 |
| 10 | Virginia Polytechnic Institute & State University | U.S. | 10 | 16% | 29 | 48% | 22 | 36% | 61 |
| 11 | Arizona State University | U.S. | 17 | 29% | 29 | 50% | 12 | 21% | 58 |
| 11 | Purdue University | U.S. | 5 | 9% | 29 | 50% | 24 | 41% | 58 |
| 13 | Clemson University | U.S. | 9 | 17% | 33 | 62% | 11 | 21% | 53 |
| 14 | James Cook University | Australia | 20 | 39% | 16 | 31% | 15 | 29% | 51 |
| 15 | University of Central Florida | U.S. | 6 | 13% | 26 | 54% | 16 | 33% | 48 |
| 16 | University of Queensland | Australia | 7 | 16% | 14 | 31% | 24 | 53% | 45 |
| 17 | University of Nevada | U.S. | 7 | 18% | 23 | 61% | 8 | 21% | 38 |
| 18 | National University of Singapore | Singapore | 15 | 41% | 15 | 41% | 7 | 19% | 37 |
| 18 | Victoria University | Australia | 6 | 16% | 19 | 51% | 12 | 32% | 37 |
| 20 | Hebrew University of Jerusalem | Israel | 24 | 69% | 5 | 14% | 6 | 17% | 35 |

Source: Law and Cheung (2008)

As known to all, Hong Kong had been colonised by UK for more than 150 years and returned to China in 1997. Tourism studies of HK originated and developed within the period of colony and thus in the same system with the UK. As Tribe, Xiao and Chambers (2012, p.24) questioned “the extent to which the topics researched and the philosophical approaches adopted nevertheless reflect the realities and positionalities of these authors as peoples from traditionally marginalised societies? To what extent have these scholars managed to resist the adoption of Eurocentric ways of thinking, knowing and being? Or to

what extent is there evidence of emergent hybridities?” It is difficult to evaluate. What is more, there are a lot of non-Chinese tourism scholars published their papers depended on the institution of Hong Kong Polytechnic University. Therefore, the tourism studies undertaken in HK cannot be considered as absolute Chinese cultural value based voices but relative Western value based. Macau has the similar experience with HK. It is also difficult to evaluate the position of Chinese tourism scholars who publish their papers overseas. Based on the discussions above, an assumption is proposed: “Only the journal papers by Chinese authors who depend on universities or institutions in mainland China and Taiwan can be considered as Chinese voice”.

Recent Situation: New Data

Since the articles published in top tourism journals analysed in the previous study dated back to 2006, it is necessary to do a further analysis to see whether there is some change in recent years. The authors then analysed the 1,220 papers published by three same journals *Annals of Tourism Research (ATR)*, *Journal of Travel Research (JTR)*, and *Tourism Management (TM)* from 2007 to 2012. The RE (relative approach) is adopted so that the clear distribution of the countries/regions can be shown (see Figure 3 and Figure 4). It can be seen the US, Australia and the UK are still the top 3 contribution countries. Spain, Taiwan and Hong Kong rank 4, 5, 6 and Canada and New Zealand drop to 7 and 8. The total of the US, Australia, the UK, Canada, New Zealand and the other European countries is 949.73 which account for 77.85% (of 1,220). It supports the conclusion that tourism knowledge production is still Anglocentric and Eurocentric and dominated by researchers from the developed world while voices from the developing countries are suppressed (Tribe, Xiao and Chambers, 2012). When it comes to Chinese voices, mainland China improved from 19 to 12 with 21.52 papers published but the proportion is only 1.76% (21.52 of 1,220). Taiwan gained a fast growth from 1.8% (1986-2006) to 5.5% (2007-2012). However, 90.95% (61.08 of 67.16) of their papers published at *Tourism Management* with hardly contributions to *Annals of Tourism Research* and *Journal of Travel Research* which reflects the scholars’

preference. To summarise, though the Chinese voices are still weak in tourism studies, there is a positive trend.

Figure 3 Published Articles by Countries/Regions (2007-2012)

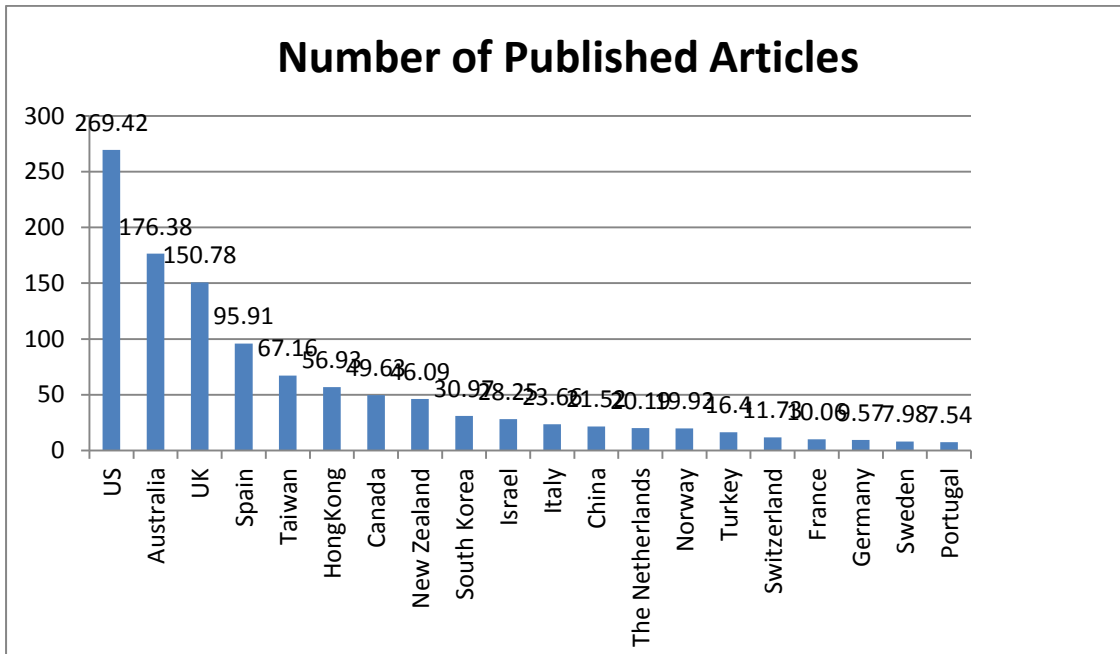
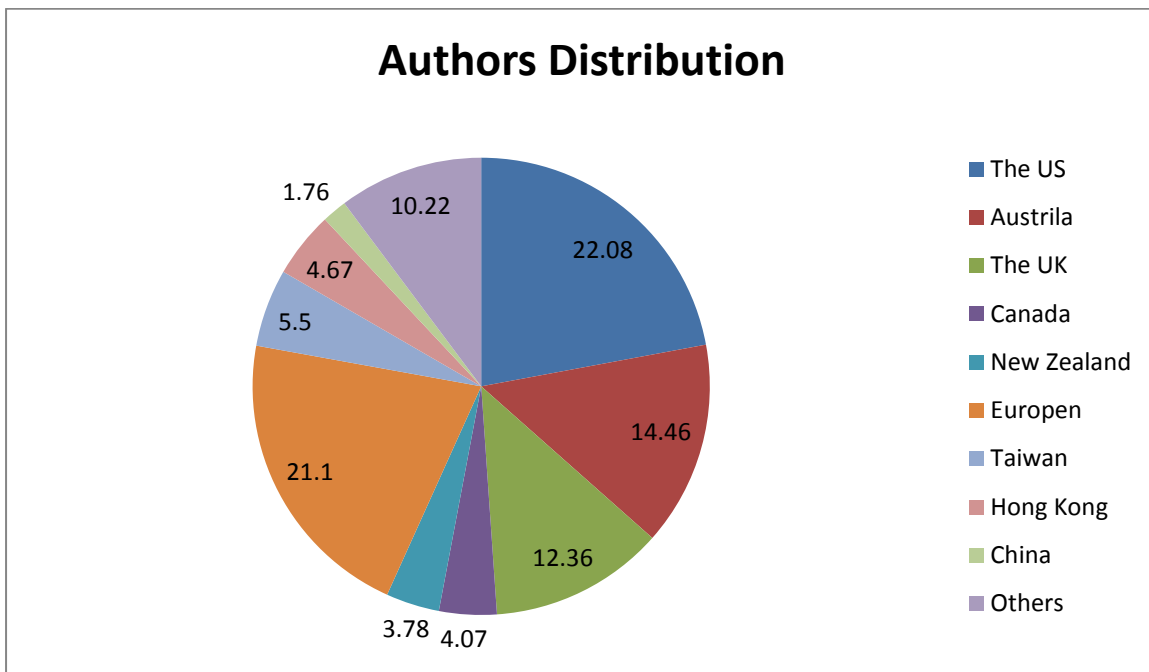


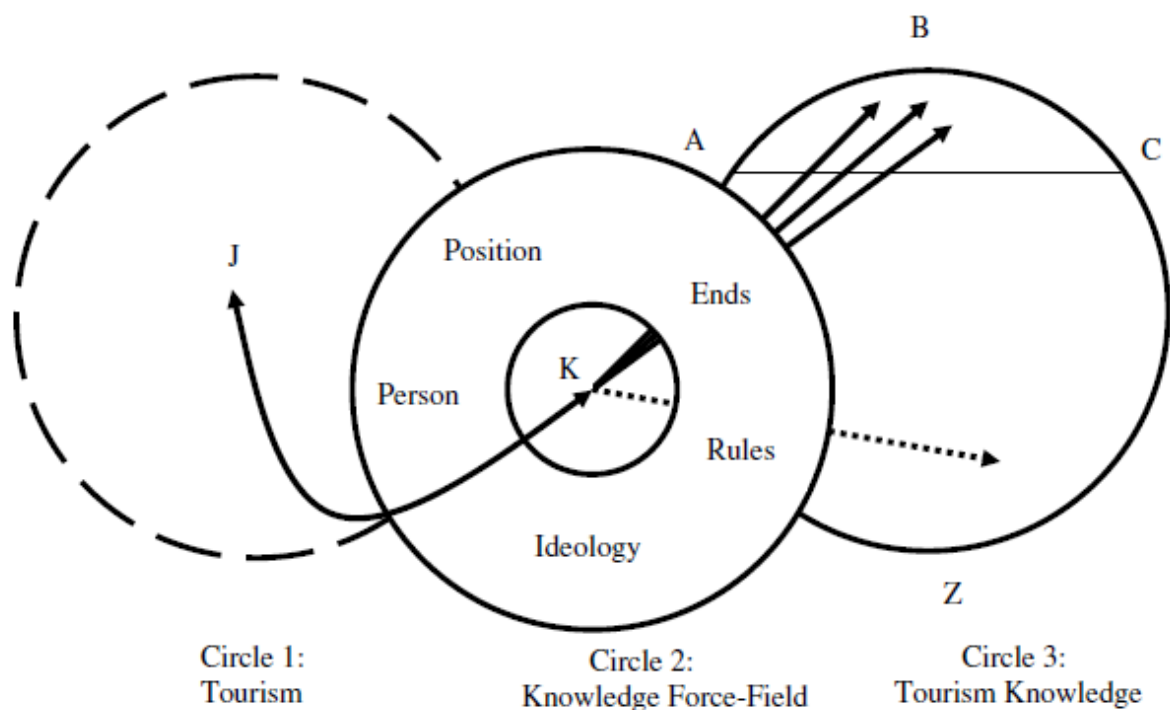
Figure 4 Distributions by Countries/Regions (2007-2012)



Possible Reasons of Deficiency in Cultural Turn of Tourism Studies

Based on the analysis above, though the cultural turn of tourism studies is proposed and encouraged, it lags behind the methodological turn. This phenomenon partly attributes to the dominant Anglocentric and Eurocentric countries and partly to the depressed countries. Five possible reasons are proposed take the Chinese voice as an example (mainly based on the situation in mainland China).

Figure 5 The Knowledge Force-field



Source: Tribe (2006)

First of all, the phenomenon is depended on the characteristic or procedure of tourism knowledge creation. According to Tribe (2006), tourism knowledge is created through five knowledge force-field (see Figure 5): person, rules, position, ends, and ideology. All these factors may lead to bias or oppression in tourism knowledge production. The entrenched mind of the person who acts as a researcher makes the research inevitably somewhat

subjective. The rules in knowledge production accepted and followed by researchers may result in knowledge under some limited paradigms sacrificing flexible methods. The dominant positions in tourism research give rise to a demotion of the subaltern. The ends indicate the purpose of the knowledge is never interest-free and thus caters to certain groups. An adherence to one ideology may lead to oppression and partial exclusion of other world views (Tribe, 2008). The model explains the situation of the world tourism studies very well.

The second reason attributes to the gatekeepers in tourism research. As discussed above, all the five forces (circle 2) may direct to different interpretations of tourism knowledge (circle 3). Once the doctrines and paradigms are built it is very difficult to break through. What is worse, the gatekeepers may not realise the roles they are playing but consider themselves as gate openers. Even though the journal *Annals of Tourism Research (ATR)* attaches much importance on critical and reflexive approaches as the founder of the journal Jafar Jafari claims “we should not be gate closers but gate openers” (Tribe and Xiao, 2011), the analysis of its published papers contradicts with their vision. Although it is free to research whatever people are interested in, they do not have equal opportunity to get published in a circumstance dominated by academic gatekeepers. Ren et al. (2010) argue that one has to perform research in recognisable ways, to satisfy the dominant recipe in terms of language, writing, value, and ideology, in order to be known and get published.

Thirdly, the performance of tourism researchers in non-Western countries seems to be not reflexive and innovative enough. Tourism research originates from the Western countries and consequently tourism knowledge production based on Western cultural values has become authoritative and is taken for granted by people not only from Western countries but also non-Western countries. Take China as an example. The tourism researchers in China have a tradition of believing the knowledge and approaches created by Western peers (Xiao and Smith, 2006b) and thus lack innovation consciousness. Whilst China is one of the top 3

downloading countries of ATR articles (Tribe et al., 2012), there is hardly any tourism knowledge created based on Chinese cultural values or a Chinese understanding of tourism.

Fourthly, it is one tourism development stage problem. Tourism study and research have been valued and applied for decades in western countries, especially in Europe and the USA. Both the tourism industry and tourism research have stepped into the mature stage. In contrast, tourism industry emerged in China much later, which commenced in 1980s after the reform and opening-up policy. The first bachelor's degree program in tourism management in China sponsored by China National Tourism Administration was founded in 1980. Although tourism industry in China grows very fast in the past 30 years, tourism study and research developed slowly and is still in a preliminary stage even though tremendous tertiary institutes that offered tourism programs are founded. In other words, tourism in China is now mostly a business practice rather than an academic field. The so called tourism scholars in China including the ones in universities pay too much attention to the economic benefit of tourism whilst overlook its academic values. They attach too much importance on practical tourism projects which results in poor academic performance.

The fifth reason is language barrier. All the current top tourism journals are English journals which require all the paper written in sterling English. However, most of solid Chinese tourism scholars are aged 40s and 50s who might have difficulties to produce an English paper. It significantly decreases their motivation and interest to contribute to English journals.

Suggestions to Cultural Turn Practice of Tourism Studies

Cultural turn of tourism studies is not just a slogan but requires effective practices. The data has demonstrated the deficiency in these practices. Responding to the possible reasons, suggestions are proposed as follows.

First and foremost, tourism scholars should be more open to Other voices, to be real gate openers rather than gatekeepers. As stated by Hollinshead (2006), the widening of research

option in human inquiry is particularly significant for the issues confronted by tourism studies-particularly where multiple truths (i.e., worldviews) contend against each other. And different puzzles and solutions are followed by tourism scholars from different value systems (Tribe, 1997).

Second, tourism scholars of Other countries should be more critical and reflexive. For China, tourism scholars should not take tourism knowledge created by their Western peers and translate it into Chinese but being critical to consider whether Chinese culture can offer different understandings. It is ironic that most research on tourism in China published in top journals is done by Western value based researchers. Andreu, Claver and Quer (2010) reviewed 95 papers focused on tourism in China published between 1997 and 2008 in the leading three tourism journals: ATR, JTR, and TM. With regard to the statement that only mainland China and Taiwan are Chinese cultural value based, only 38 of the 212 researchers are non-Western (Andreu et al., 2010). This case is criticised to be Western-produced representations of Others (Echtner and Prasad, 2003). In order to break through the Western Orientalistic imagination, Yan and Santos (2009) present how Chinese describe themselves or self-Orientalism by analysing a tourism promotional video: "China, Forever". This effort should not only be limited to tourism discourse but also needs to be extended to tourism knowledge production. Traditional Chinese culture and modern Western culture were originally independent from each other (Zhang, 2007). Both of them have rich but diverse connotations in ways of thinking and views of the world. Tourism knowledge based on Chinese cultural values can widen the understandings of tourism by human beings.

Third, tourism scholars of Other countries should considers tourism as an academic field rather than just a business practice. Although tourism has developed for more than 30 years in China and contributed to the outstanding fast economic growth, tourism as an academic field is still less well understood. Tourism is still considered as an easy entry industry with low educational background in China. Even though tremendous universities have

established school of hospitality and tourism, few of them emphasize academic values and contributions.

Fourth, tourism scholars of Other countries should make tourism projects into academic contributions. As mentioned above, with the fast development of tourism industry in China, Chinese tourism scholars spend lots of time on all kinds of tourism projects. It is a wise idea for them to further produce these tourism projects into journal papers. Two papers published in *Annals of Tourism Research* in 2012 by Chinese tourism scholars: *Frame Analysis on Golden Week Policy Reform in China* and *Tourist experience and Wetland parks: A case of Zhejiang, China* are good examples.

Fifth, tourism scholars of Other countries have many solutions to the language barrier. For example, they can ask for help from the department of English studies in their universities or professional English services. Another way is to find co-authors of English speaking countries as the above two example papers do, three tourism scholars of Zhejiang University, China cooperate with one tourism scholar of Indiana University, the US; two Chinese authors of Peking University co-author with two authors of Purdue University and University of Nevada, the US.

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