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Travel and Imagination (2014) by Lean, Staiff and Waterton is an interesting read as part of the "Current Developments in the Geographies of Leisure and Tourism" series. The editors have woven a text from nineteen contributors (profiles included). The text also provides a list of figures and a detailed index. Additionally, each chapter includes a list of references. The book is organized into fifteen chapters offered in four parts (244 pages). The content parts are focused on (1) Mobile Identities, (2) Tales of Imagination, to (3) Visual, Media, Representation and (4) Unsettling Imaginations. A prelude chapter describes a traveller scenario imagining her "dream" destination and the resulting reality frames the book well. This general theme (what is imagined for travel) is repeated throughout the book in various ways. It is reminiscent of how a book and or a movie can allow the reader or viewer to conjure for themselves images of a destination. Brief examples could be Michener's *Tales of the South Pacific* and on the film side

Casablanca. Who did not have images of place after reading or viewing these works? Beautiful islands and ocean breezes to the intrigue of the Casablanca market perhaps looking for "Rick". The discussions in the chapters lead the reader to various travels and tourism related topics and places which can include tourism in general, island tourism, marketing, branding and more.

Travel and Imagination involves people, places, things and ideas about travel. What will the people be like at a destination, its food, music and environment and or atmosphere? The book also relates travel and imagination to family stories and memories of places a potential traveller may visit one day. Personally, this reviewer's family stories related to French Canada and Ireland (my own ethnic ancestry) provided the catalyst for imagining visits to specific locations. In this text the Caribbean and other destinations were used as the back drop for travel in several chapters.

The text also provides conceptual and operational definitions of "imagination" and the related research surrounding that topic. The review and sharing of literature on these various topics in the chapters is well done and useful. Numerous theories are shared in various chapters, for example, non-representational theory (NRT) is introduced in Chapter 3. Additionally in Chapter 3, a section on Imagining Travel: In and Out of Body, denotes two types of an imagination: the *practical* and the *free*.

The chapters also differ in their approach; some presented as straight discussions and others using diaries. The diaries bridge the gap between what was imagined, what actually happened and what will be remembered. Chapter 4 takes an interesting approach 'Travel as Homemaking', and in the discussion examines the more mundane or what may be called today the drudgery of travel, waiting lines, being at the airport, security etc... One can also note from these discussions that travel, once exclusively for the rich has become more available to increasingly large parts of society, often through attending meetings, conferences and events.

Chapter 5, The Imagination of Travel Literature of Xavier de Maistre and its Philosophical Significance can lead the reader to popular topics such as topical book clubs, writing across the curriculum and a variety of other scholarly pursuits. Chapter 6, "The Prominence of the Railroad in African American Imagination: Mobile Men, Gendered Mobility and the Poetry of Sterling A. Brown, offers a look at the era of the Pullman Porter inclusive of photographs and poetry, relating an important segment of travel history to imagination inclusive of diversity and travel. This chapter discussion is reminds one of old travel advertisements (1920's) that left so much to the imagination of the reader for travel experience and destinations. This review will not recount all the chapters but suffice to say they are well written and providing interesting perspectives on travel and imagination.

As a classroom tool, the discussion associated with this chapter (6) could help students identify changes in perception and image of tourism products. For example, students can learn that rail and ship lines published many advertisements in the old National Geographic magazines, mostly in black and white and presented as drawings (ad art) as opposed to photographs. These advertisements required the reader to use his or her imagination to imagine possible destinations. In terms of imagination, a more comprehensive approach of the perceptions of advertisement art might offer unique insights into the role of advertising in the travel industry (O'Halloran and Deale 2001). For example, in addition to rail advertisements, Thomas Cook and Son advertised a cruise around the world in the 1920's that sailed from January 14th to May 24th and the Red Star Line promoted 132 day cruises to 60 cities in 14 countries. The advertisements offered a fascinating glimpse into the history of hospitality and tourism (O'Halloran and Deale, 2001) and in a meaningful way and examine tourism product perceptions and this use the theme of travel and imagination.

The book is well written and could easily be a great catalyst for discussion most likely in graduate courses. Faculty could develop various exercises and assignments that could spur the creativity of a student for travel writing and study. Additional photographs and or images could have also assisted in the appreciation of this text.

Travel and Imagination lends itself to creativity and arguably a catalyst for imagination in people with travel as a focus. Many tourism student activities can also elevate the creativity in classes focusing on the travel industry and the imagination of the students. Creativity requires students to work at high levels of thinking which is where this text appears to be targeted. When students move or are moved beyond memorization and "rote" responses their need to think critically and therefore, utilize their creative decision-making skills increases. It is an educator's opportunity to tap into a wealth of talent and

creativity, both theirs and their students', and provide additional resources for teaching and learning. This text is full of observations that recall destinations, planning, experiencing and then remembering. Was the trip (destination) what we thought? Is the imagined intrigue, romance or excitement of a location obvious or is the imagined location very different from reality. As noted in the conclusion, perhaps it is not just the physical place but its people and the connection(s) made by the traveller. *Travel and Imagination* is a text that can help to begin and frame discussions.

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