2023 MULTIDISCIPLINARY CONFERENCE ON SUSTAINABLE DEVELOPMENT

Timisoara, 25-26 May

CONSCIOUS TRAVEL, HOPEFUL TOURISM, TRANSFORMATIONAL/TRANSFORMATIVE TOURISM/TRAVEL AND/OR TRANSMODERN TOURISM?

I. PETROMAN [1]*, Loredana VĂDUVA [1], Codruța GAVRILĂ [2], G. A. FIRU-NEGOESCU [1]

[1] Banat's University of Life Sciences "King Mihai I", Faculty of Management and Rural Tourism, Timisoara

[2] Banat's University of Life Sciences "King Mihai I", Department for Teaching Staff Training, Timisoara

*Corresponding author's e-mail: i_petroman@yahoo.com

Abstract: *This paper investigates the features of transformational / transformative tourism and how tourism can cause transformation, with a focus on how tourism can be used to deliver social change and high ideals such as just, sustainable society. The research material used consists in articles on conscious travel, hopeful tourism, transformational tourism / travel, transformative tourism, transformative travel, and transmodern tourism, analysed from a terminological point of view. An attempt is made to clarify if all these concepts and terms overlap from the perspective of their meaning.*

• **Introduction**

Different concepts and terms illustrating the new trends in the field of tourism – conscious travel, hopeful tourism, transformational tourism / travel, TRANSFORMATIVE TOURISM, transformative travel, transmodern tourism.

These concepts and terms seem to gravitate around transformation, a concept rooted in the transformation learning theory defined as "a process by which we transform our taken for granted frames of references (meaning perspectives, habits of mind, mind-sets) to make them more inclusive, discriminating, open, emotionally capable of change and reflective so that they may generate beliefs and opinions that may prove more justified to guide actions". The link between transformation / transformational / transformative tourism / travel and transformation learning theory lies in the fact that the latter is a shift involving our understanding of ourselves and our self-locations; our relationships with other humans and with the natural worlds; our understanding of relations of power in interlocking structures of class, race, and gender; our body awareness, our visions of alternative approaches to living; and our sense of possibilities for social justice and peace and personal joy."

• **Material and method**

The material used in this paper consists in articles on conscious travel, hopeful tourism, transformational tourism / travel, transformative tourism, transformative travel, and transmodern tourism. A terminological analysis has been carried out to identify possible similarities and/or dissimilarities between these concepts and terms.

Figure 1. Conscious Travel Brand

• **Results and discussions**

Conscious travel, hopeful tourism, transformational tourism / travel, transformative tourism, transformative travel, and transmodern tourism, though sharing both similarities and dissimilarities, seem to be contained all under the same tourism "umbrella" – transformative tourism.

Pollock's conscious travel model – a "fresh perspective on tourism's role and mode of operation that's suited to the current period of transition and transformation" – is based on six paradigmatic observations:

1. "<Business as Usual> is neither possible nor desirable and transformation is inevitable;

2. Humanity must shift its focus from addressing symptoms to root cause;

3. Tourism is not an industrial assembly line but a living, dynamic system and systems-thinking capacity will be essential;

4. Tourism can shift from being part of an outdated, unsustainable Extractive Economy to help build a life-affirming Regenerative Economy;

5. This shift will involve a redefinition of success from a focus on volume growth and profitability for a few to the FLOURISHING of all stakeholders;

6. The Regenerative Economy is <place-based> and will be built from the ground up – community by community."

Tenets	Description
"Action"	To transform our way of seeing, being, doing and relating in tourism worlds; emancipation and transformation of self and others are hoped for, a less unequal, more sustainable world is a goal.
"Control"	"Shared between inquirer and co-knowledge generators."
Epistemology	"Transactional, subjectivist, value-mediated and co-created knowledge."
Inquiry Aim	Critical understanding, co-transformation.
"Methodology"	"Emancipatory, action-oriented, participant-driven, reflective, dialectical, pluralist, multi-dimensional."
"Nature of Knowledge"	"Structural/historical insights, critical subjectivity, living knowledge, co-transformative learnings."
"Ontology"	"Participative reality is shaped by social, political, cultural, economic, ethnic and gender values and underpinned by power structures."
"Research Credibility"	"Trustworthiness, resonance, participative storying; the extent to which it makes possible new and meaningful interpretations of the social and political phenomena it investigates."
"Research Dissemination"	"Challenges traditional research reporting and encourages participant involvement."
Research Training	"Qualitative and quantitative, learns through active engagement, foregrounds the emotional dynamics of research relations."
Researcher Position	Transformative advocate.
"Values and Ethics"	"Value-led scholarship; ethics and respect for human dignity and multiple worlds intrinsic."
Voice	Self-reflexive, passionate, positioned.

Figure 2. Tenets of hopeful tourism

• **Conclusions**

From a terminological point of view, there is no consensus yet on how to label the "different" concept and terms related to transformative tourism. What differentiates this cohort of concepts and terms from other tourism concepts and terms is the idea of transformation borrowed from the field of education;