

## Outlines

The ways in which we consume our contemporary world is becoming increasingly complex and fascinating, especially as we consider enhanced economies, technologies and competencies. Inasmuch as consumption is commonly construed in terms of demand and supply, it is also pertinent to explore consumption as an inherent part and productive activity of the everyday (de Certeau 1984). In this sense, consumption and its relation to markets and culture can be considered in terms of social practices and as a phenomenon to understand processes involved in the creation and reproduction of practices. Warde (2005) relates consumption not as a practice in itself, but a moment in every practice in which appropriation occurs within practices and determines how practice is organized. It becomes apparent that practice accommodates both the holistic role of habituation alongside notions of agency and embodiment.

Touring in terms of travel, tourism or varying aspects of mobilities contribute substantially to particular conventions and rituals of consumer practices, especially with an eye towards the enactment of scripts. However, touring consumption delineates a kind of performance that is not only reproduced, but is productive and emergent in its own right. Hence, the more traditional conceptions of tourist, pilgrim, vagabond, refugee, expatriate, international student or business traveler are becoming more and more diffused with notions of what are considered local, regular or insider, and need to be re-examined in the light of a differentiated, complex and individualized everyday perspective. On the other hand, it is as important to consider a touristification of society (Picard 1996) in which touring as an everyday metaphor can be used to encapsulate new forms of mobilities as societal, economic, consumptive or scientific phenomena.

Tourism has become a significant area of scholarship especially given the industry's product development opportunities on a global scale. However, the emphasis placed on such research has largely been from a supply-side perspective, reviewing economic value within market segments. What needs to be explored is the shift towards the agencies of the tourist/traveler as consumer, and consumption as being embodied as a moment of practice in continuous states of touring. This conference attempts to confront spatial, performative and cultural interrelations between tourism and social/economic behavior

by providing a critical platform for articulation and discussion of possibilities, problems and effects of the complexities of touring consumption in our contemporary world. It focuses on how agents engage with places and spaces as performance, encounter and experience, and explores how these insights may contribute to our understanding of mobile and fluid states of consumption practices. During the conference, we wish to engage 'Touring Consumption' through interdisciplinary and cross-methodological approaches that collapse the poles of materialities and discourses, exteriority and interiority, body and mind, interpretation and meaning, presence and representation, ethics and aesthetics, and form and performance.

- How do we look at touring consumption as part of practices? What kinds of practices are consumed? How are they differentiated? How are they combined? How are they engaged by different individuals and in different cultural contexts?
- How does tourism unfold as practice? To what extent are touring practices performed, enacted and embodied? Who and what is the tourist/traveler in this context as opposed to predisposed ideas of what a tourist already is?
- How do we position a touristification of society in terms of the everyday? How are agent mobilities organized in terms of the everyday?

Themes include, but are not restricted to:

- Reordering tourist spaces and arenas
  - Re-branding and re-interpreting consumption through destinations
  - Representations of place and beyond
  - Substance, materialities and atmospheres (Böhme 1993)
  - Ethnicity, gender, queer
  - Issues on how tourism is consumed relating to planning, development and sustainability
  - New forms of touring and tourism like home tourism and balconia
  
- Tourism/touring and cultural identities of agents
  - Cross-cultural frameworks
  - Identity building and belonging
  - Social encounters
  - Transnationalism
  - Cosmopolitanism
  
- Touring consumption in terms of
  - Performance and performativity
  - Body and embodiment
  - Creativity and Transformation
  - Senses and sensualities
  - Pro-sumption and co-creation

- Emergence of touring consumption
  - Impacts of travel mobilities for society
  - Travelling theories, concepts, ideas, products, meanings, narratives and metaphors (Bal 2002)
  - Social, cultural and material networks
  - Innovation and design on agents and objects of travel
  - Appropriation of human and material resources
  - New technological applications and implications

## References

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Picard, M. (1996) *Bali: Cultural tourism and touristic culture*. Singapore: Archipelago Press.

Warde, A. (2005): Consumption and theories of practice. In: Journal of Consumer Culture, 5(2), 131-153.