

Reseñas de publicaciones

Turismo no percurso do tempo. Tourism in the threshold of time.

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The question as to why travels and expeditions are inextricably intertwined to tourism and hospitality is a matter very hard to grasp. Anyway, this has motivated in historians a search for the ancient roots of tourism. Of course Greeks and Romans enjoyed themselves by traveling for knowing new customs (education purposes) or for relax. However, these movements were not considered forms of tourism because of many reasons. One of them and perhaps the more reasonable was the consideration of roman leisure (and within this term the trip) as a part of sacred-space. Typically, unlike modern tourism, ancient festivals characterized to be held in honor to certain divinity and participants were rushed to take part of them. For other hand, travels were for ancients a mechanism to improve education of off-spring or part of duties as officials. In general, the populace was not accustomed to travel for resting. However, it is safe to say the ancient leisure paved the ways for the future configuration of modern tourism.

Under such a context, the book *Tourism in the Threshold of Time*, edited by Mirian Rejowski substantially explores in the historic background of tourism and travels in the line of time. This valuable book comprises three different chapters that can be read indistinctively but are orchestrated in an all-encompassed manner for reader

to follow how material conditions of production has certainly evolved towards tourism as known today. With this argument in mind, R. Yasoshima and N. Da-Silva introduce us to the development of tourism in the threshold of time. Starting from the premise travels are a relevant aspect of tourism, authors consider that historically people saw in them efficient way for surviving purposes. Humankind characterized by conceiving the travel from different perspectives along with its history. For example, in Greece the hospitality was applied following a sacred principle wherein the traveler was considered as an envoy of Gods. Rather, Rome distinguished from Greece for an important aversion to foreigners which materialized in the broader military expansion and formation of an Empire. Their main thesis here seems to be that the process of touristification encompassed four stages ranging from Ancient Greece, Rome, Middle Age and finally the Renaissance.

The role played by pathways and infrastructure in travels in the process of domination, expansion and hegemony over the barbarian world, is an unquestionable reality. For one hand, they allowed to military forces to have a faster presence in their provinces but at the same time encouraged the commerce and exchange of travelers between Rome and the periphery. On the other hand, travels experienced a radical change

during Middle Age and Renaissance. In the former period (marked by the collapse of Roman Empire) civil wars associated to a rise of conflicts among feuds converged in a stagnation of displacement and commerce, activities that has been reassumed no later than the appearance of renaissance and Grand-Tour. This process combined a mixture of education with pleasure for the aristocracies. To a greater or lesser extent, this is the first time trips start to be deemed as mechanisms of escape. Needs of evasion as well as the infrastructure necessary for relaxing outside proper home were two of the main aspects that contributed to the surfacing of modern-tourism.

The chapter two authored by Rejowski, Yasoshima, Stigliano and Silva-Silvera has been fully dedicated to the evolution of modern tourism. In the mid of XVIIIth century the industrial revolution paved the pathways towards the economic, demographic and working changes for giving as a result the creation of a middle class. The older travels of aristocracies based on the emulative consumption changed to shorter sojourn and a much more extensive reason to travel. The social upward and aesthetic fascination for mountains, landscapes and thermal baths generated a real demand for travelling beyond the humdrum routine. Under this context, Thomas Cook organizes the first trips within and beyond of England to continent from 1845 to 1890. With basis on the extension of trains other industries started to grow such as restaurants, hotels, ships, expositions, agencies and long-haul airplanes. In this vein, these researchers do not hesitate to argue the XIX century was the hallmark for mass-tourism. It is evident T. Cook merits a special credit for the invention of prepaid or all inclusive travel. However, this was not enough to trigger tourism in such. This industry has been a result of other more radical and profound shifts in Europe and US. These changes were of associated to the advance of Science, needs of discovering, technological advances and the appearance of new means of transport.

These are exactly the remarks of Rejowski and Toledo-Solha who assess in third chapter how worked tourism from 1900 up to date. In general, they synthesize the history of tourism in seven independent but interconnected stages: a) the inception of century (1900-1914) characterized by technology advances of former century, b) First World War (1914-1919) interruption of tourist fluxes at time the army conflict is being aggravated, c) interwar period that refers to a new rise of tourism suddenly interrupted by financial crash of 1930 in

US, d) Second world War (1936-1950) and d) the "Tourism boom" or well-known as expansion of tourism (1953-1973), e) a period of crises (1973-1989) marked by inflation, problems with the non-renewable resources and ultimately, f) postmodern tourism initiated after 1990 up to date.

To be honest, the latter period has been witness how the tourism passed from an idyllic conception of tourist-experience to a more critical perspective about the future of activity in the world. Exhaustion of resources, economic imbalance, down-right competition between agencies for attractiveness of destinations, poverty, real-estate speculations, globalization, wealth distribution and development were one of main concerns wherein scholars devoted considerable attention. The global tourism conforming new identities in an era characterized by information and mobility seems to be the main topic to be studied for practitioners and scholars. The marketing and advertising played a pivotal role in the destination's image as well as in promotion of tourist's products. The maturity of this activity converged with a more changing world that asked for new strategies and policies, of course, historians reminds the postmodern tourism as the era of sustainable tourism.

In the final chapter, K. Toledo-Solha questions the future of tourism and examines the evolution of Brazilian tourism. Of course, in Brazil things were no pretty different than Europe. Tourism evolved in similar pattern than other places. The goals of her investigation are certainly aimed at exploring the characteristics of Brazilian tourism to the extent of respecting the theoretical framework discussed in previous chapters. In Brazil, by the way, tourism has been considered a fruitful instrument to resolve the structural and social problems of population related to poverty, wealthy distribution, and economic stability. Once these preconditions were stabilized up to 1990, tourism becomes in a mass-activity sustainable in time. Locations such as Pantanal-Manaus, Bonito (Mato-Grosso), Blumenau (Santa Catarina), Berretos (Sao Paulo) and Fortaleza surface as a product of the modern concerns for preservation, ecology and nature leaving the sun and beach in a secondary position of commercialization. The education in this country is considerably proliferated from 1990 onwards. Statistically speaking, tourism-related courses in 1990 passed from 52 to 330 in 2002 considering the following main topics: tourism (284), hospitality (19), hotels and tourism (19) gastronomy (3),

pleasure and events (2). The proliferation of education in tourism reaches companies that send their managers to receive formal training. Exponential growth of books, conferences, careers and journals in Brazil are a proof this activity has recovered a notable protagonist role of such a country.

Perhaps, one of the issues that Rejowski and her collaborators had not taken on mind seems to be the complexity of historical facts. The current paradigm coincides that tourism is compounded by four stages: Ancient Greece and Rome, Middle Age, Renaissance and Modernity involved papers in this book loss the sight of other perspectives along with the evolution of activity. In turn, it is unresolved to what extent tourism was not present in Ancient Times or even in Renaissance before than industrialization. There is a common widespread belief that tourism is a product of modernization and industrialization. Nonetheless, this position sometimes is not sustained with a stronger argument. Secondly, by framing almost more than 2.000 years only in four stages seem to be ingenious but a bit superficial. The reality and history transcend our own frames.

We strongly believe Rejowski should nuance or smooth her argument. For example, Greece was certainly formed by several ethnic groups some of them with few resemblances. We are not in position to refer to Greece as an organic state. In addition, Rejowski precludes that tourism is defined by the physical displacement enrooted in the travel as social institution. Ultimately, this work ascribes to the troubling idea that tourism is subject to broader forces of production and evolves within the threshold of time. Quite aside from this, we come across in this compilation an insight four papers that are clearly coupled. Undoubtedly, a project of this caliber is a great contribution to the history of tourism and of course Rejowski should be credited for that.

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