

Konstantinos Andriotis
Professor in Tourism
Middlesex University Business School

Degrowing Tourism

Although it is true that degrowth has attracted a great deal of research attention from various disciplines, it has rarely been examined from the perspective of tourism studies. Even the few published studies in the subject have been characterized by a descriptive rather than an analytical approach and, hence, the subject has not been explicitly examined from the distinct perspective of tourism. Bearing this in mind, it is the overall purpose of this paper to look at alternatives to the classic models of development by exploring and applying the concept of degrowth in a tourism context. Being among the limited attempts to scientifically approach the concept from a tourism perspective, this paper will explore important core themes of degrowth, such as reduced working hours in order citizens to have more unconstrained time to travel and facilitate more sustainable and time-consuming lifestyle practices; rejection of Western travel amenities and commoditised tourism products; downscaling of tourism infrastructure and richness of experience through the focus on locality and engagement with the local communities.