

EXERCISE 4.1

EMBODYING AND SENSING TOURISM

Detail how the named tourist experiences below would stimulate each of the five senses:

- A day trip to the local beach
- A visit to a Disney themepark
- A whale-watching tour in the Atlantic Ocean
- A day at the zoo
- Mountain biking and camping in the Scottish Highlands

For each experience above, explain how you would: (a) heighten the **sensuousness** of the experience; and (b) market the experience in such a way as to highlight sensory elements.

Take three or four holiday brochures from a travel agency and examine them in detail with reference to bodies and bodily sensations.

- Is the body a significant aspect of the marketing within any of the brochures?
- How is the body portrayed, and what kinds of bodies are shown?
- What are the bodies in the pictures doing?
- What representations (pictorial or written) or bodily sensations are incorporated?

Reflect on your own current outfit (including any body adornments) and outline why each item was chosen and what it says about you and how you wish to be perceived.

What kind of consumer does your clothing indicate?

Does your clothing or jewellery mark you out as belonging to any subcultural group?

What messages is your clothing intended to communicate?

Get together with a colleague and compare notes and perceptions of each other (sensitively, of course!)

Get hold of a copy of a celebrity magazine and a tabloid newspaper (or make use of their websites). Examine both to detail what kinds of bodies are represented and what references are made to ideal or other body types.

Is there any evidence of the operation of cultural norms in terms of body sizes and shapes?

What commentary is offered in relation to both ideal and less-than-ideal physical forms?

In what senses is the body commodified in such publications?

How do these representations relate to those in the tourist brochures as considered previously?