

## Abstract

*Med charter till Estoril - en etnologisk studie av kulturell mångfald inom modern svensk turism.*  
(By Charter to Estoril - An Ethnological Study on Cultural Diversity within Modern Swedish Tourism). Doctoral Thesis at the Department of Ethnology, Göteborg University.  
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This thesis is about tourists and their varying interpretations of pleasant holiday experiences. More explicitly it deals with cultural diversity within the framework of modern Swedish Charter tourism to Portugal in the 1990ties. Empirically this thesis is pre-dominantly based on material gathered by participant observations at the tourist site as well as interviews and conversations with Swedish Portugal visitors. Starting out from empirical research on the individual level this study aims to identify collective tourist patterns. The five tourist-styles which successively emerged among the Swedish Charter tourists, i.e. *Recreational Tourists*, *Cultural Tourists*, *Action Tourists* as well as *Individualists* and *Compromisers* are described and discussed separately though in a comparative perspective.

The five observable tourist-styles certainly mirror in the first place personal tastes and preferences. At the same time, however, they also prove to be closely linked to the tourists' age as well as their varying cultural and social premises. Neither age nor social background serve per se as a satisfactory explanatory criterion when trying to grasp similarities and differences in the tourists' travel motives and holiday behaviour. Instead it is by looking at the way in which these two background variables interact in each specific case, the observable similarities and differences in tourist ideals and tourist behaviour become understandable.

The empirical study of modern tourist patterns and their corresponding cultural contexts has been carried out in dialogue with the different meta-theories on modern tourism which have been developed ever since the so-called tourist explosion in the 1950ties and 1960ties. The observations from the present study undermine theoretical accounts defining tourists as an essentially homogenous group whose members allegedly share the same travel motives and show similar behaviours. Though the five patterns mirror certain macro-analyses, none of the latter can be applied on all tourists alike. Furthermore the empirical evidence runs counter to the notion of different tourist-types as chronological links in an evolutionary chain. Instead of having replaced one another the so-called historical traveller, modern tourist as well as post-tourist prove to exist side by side within modern tourism in the 1990ties. The debate on post- or late-modernity has been intimately linked to the idea of democratisation of contemporary societies. The absence of clearly cut frontiers between the described tourist-styles undoubtedly translates into more diffuse frontiers between different social groups in contemporary society, compared to the classical, industrial society. On the other hand, tourist studies like the present call attention to the fact that social inequalities continue in late modernity though they have to be analysed and defined by other means than the traditional concept of class.

**Keywords:** Tourism, Swedish charter tourism to Portugal in the 1990ties, Travel motives and tourist behaviour, Tourist-styles, subjective experiences, collective patterns, harmony, intensity, knowledge, age, social background, younger, elder touristgeneration, similarity and diversity, socio-cultural differentiation, change and continuity, pre-modern, modern and late-modern Tourist-types.

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