Book review


As the study of Tourism continues to grow in academic circles, management, and practice, the urgency of modernizing the methodologies utilized in discovery of tourism phenomena are of paramount importance. While much of the study of tourism has been firmly planted in the positivist paradigm, it has become apparent that the field must embrace newer modes of inquiry that can yield insight and interpretation that ordinarily is not found in the positivist realm (see Podoshen, Andrzejewski, Venkatesh, & Wallin, 2015). Chaim Noy, in his latest text, Thank You for Dying for Our Country, fervently and unabashedly embraces a deep ethnographic approach centered on analysis of communication in commemorative visitor books. Noy calls the entextualized discourse “tourists’ traces” and demonstrates, over the course of a number of highly detailed and introspective chapters, the value of analyzing the communications left behind in artifacts of tourism performance.

Noy’s specific focus on The Ammunition Hill Museum gives readers insight into the battle and campaign for Jerusalem. The book certainly does give immense detail about the museum, the campaign, and the underlying politics about both. Readers will be well-versed in the history of the site during the 1967 war and will empathize, through an array of vivid description, with the families of those soldiers who lost their lives in battle. The inclusion of photography in the text gives the description deeper meaning and assists in understanding context for those who live continents away. Those looking for information and details about collective amnesia in interpretation leave the reader engaged in a wealth of depth and introspection from chapter to chapter.

Chapter Five, entitled, Articulating Commemoration, is a chapter of particular interest. Here the author really goes into the semiotics of those looking for information about what the reader is to expect in the respective chapter. This will allow the book to become somewhat of a desk reference for those looking to employ Noy’s techniques.

Overall, Thank You for Dying for Our Country is a valuable, insightful text that not only directly and concisely addresses a gap in the Tourism literature, but also demonstrates how Tourism inquiry can stem from ethnographic, visual and even linguistic inquiry. Students and faculty in the liberal arts environment will find the book particularly useful as example of how interdisciplinary inquiry can play a prominent role in deep discovery.

Reference


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