

Tourism Social Science Series

Volume 26

Fashion and Tourism

Tourism Social Science Series

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The books in *Tourism Social Science Series* (TSSSeries) are intended to systematically and cumulatively contribute to the formation, embodiment and advancement of knowledge in the field of tourism.

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In this publication, the convergence of fashion and tourism is explored from an academic perspective, shedding light on the intricate linkages and reciprocal influences between these two vibrant industries. By delving into their shared history spanning over two centuries, the different authors present a compelling hypothesis that unveils the profound impact they have had on each other. Through parallel analysis in the different chapters, readers gain a deeper understanding of the symbiotic relationship between fashion and tourism, and how their collaborative actions shape and reflect contemporary societies worldwide. This insightful work is a must-read for anyone seeking a comprehensive exploration of the dynamic interplay between these global influential forces.

Eduardo Santander, PhD
Executive Director
European Travel Commission

The topics of fashion and tourism have many traits in common. The academic world has yet studied them mostly separately. The important contribution of this volume lies in its ability to show their joint effect on social life. Both fashion and tourism seek to sell dreams and both rely on brand image in order to gain recognition and attract the attention of consumers. The “parallel stories” that are carefully told in this volume constitute a significant understanding of how two big industries have shaped our taste and behaviour for the last two centuries.

Paula von Wachenfeldt, PhD
Associate Professor in Fashion
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Volume 26

FASHION AND TOURISM

Parallel Stories

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INVESTOR IN PEOPLE

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