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## IN MEMORIAM: PROFESSOR PHILIP L. PEARCE (1951-2020)


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On August 11, 2020, the community of tourism researchers and academics suffered a great loss. Professor Philip L. Pearce passed away on that day. He was not only a world-renowned researcher of tourist behaviour, but also an extremely popular and respected colleague. His popularity was mainly due to his unique character traits and openness to scientific cooperation, which we personally experienced ourselves. Professor Pearce greatly contributed to the development of research and knowledge about tourism, especially in the field of psychology, but much of his work reached beyond this field too (as exemplified by projects containing accurate observations and diagnoses on the methodology of tourism research). As the Editorial Board of the journal “Folia Turistica”, we were lucky and extremely proud to work with the Professor for five years, at the time when he was a member of our Scientific Council. Bearing in mind the Professor’s great influence on the development of research and knowledge in tourism, as well as the high esteem and recognition he enjoyed both among us and our readers, we will try to present here his scientific achievements and the personal characteristics of this great scholar.



Professor Philip L. Pearce was born in 1951 in Adelaide, Australia, where his ancestors had arrived a hundred years earlier, as some of the first

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English and Scottish settlers in the South Australia. From his early school years, he was active and willing to compete, also in the field of sport (especially cricket). From his youth, he followed his family members' important and interesting hobby, and was involved in breeding and showing Australian Shepherd Dogs, giving him exposure to tourism. Initially, his interest in education was in literature, and young Pearce thought to become an English teacher. However, his interest in psychology also appeared fairly early, which was reflected in his undertakings and graduating with honours from the University of Adelaide in 1972. In 1973, he started working as an Associate Lecturer of Psychology at the University of South Australia, and after completing postgraduate studies in 1974, he received a research scholarship to Oxford for a doctorate in social psychology. The period in Oxford (1974-1977) turned out to be extremely significant for his further scientific career, partially due to contacts and friendships with experienced scientists, who influenced his interests and the way he conducted his research. For example, the important ones were Peter Collet – the author of an excellent book in the field of social communication, entitled *The Book of Tells* and Michael Argyle, the author of pioneering works on social skills, relationships and happiness. An important event for the Professor's future career was the invitation from Professor Jafar Jafari (the founder and editor-in-chief of "Annals of Tourism Research", established only a few years earlier, but by then, already a very prestigious journal), to the editorial cooperation with the mission of broadening the profile of the journal by adding the psychological themes and topics. The focus of Annals at that time was on sociology and anthropology. Pearce tried to promote the best work in the field of tourism psychology, collaborating closely with such eminent scholars of social research in tourism as Dean MacCannell and Erik Cohen. They, at the time, pursued research on tourism authenticity, which was close to Pearce's own interests. The crowning achievement of the Oxford period in the Professor's life and career was completing his doctoral dissertation in the field of Experimental Psychology on *The Social and Environmental Perceptions of Overseas Tourists*. In this work, supervised by Professors Peter Collett and Michael Argyle, and focusing on the social and environmental context of the phenomenon of tourism, he mainly investigated the social and environmental perceptions of overseas tourists in Europe.

Exactly after 3 years, 2 months and 14 days – as he admitted in an interview – he returned to Australia with his Ph.D. He started to work as an Associate Lecturer of Psychology at Flinders University, in the Social Psychology Department that was being established there. Two years later, he moved to James Cook University, where he worked as a Senior Lecturer of Psychology between 1983-1987. Then, from 1988 to 1989, he worked as Research Director at the National Centre for Studies in Travel & Tourism. In 1990, he became the first Foundation Professor of Tourism in Australia

and returned to work at James Cook University, with which he was associated until the end of his professional career. He rightly considered it a great privilege to be awarded the title of Australia's First Tourism Professor and appreciated it very much. Undoubtedly, this had great impact on his approach to work and his views on the roles that mentors should play in the learning process. We had the opportunity to observe this personally, working with the Professor on the occasion of publishing a special issue of the journal "Folia Turistica" *Master Classes* (edited by Alejziak 2011), devoted to the role of eminent academics in the contemporary shaping of knowledge, to which we invited Professor Pearce along with other outstanding researchers and tourism theorists from around the world. Two of the authors of this article had the opportunity and pleasure to get to know the Professor better (although only via e-mail) while editing the entire issue (W. Alejziak), translating his text to Polish and preparing his academic biography (D. Ujma). Below, we present a few of the Professor's research directions, included in that special issue (Ujma 2011, p. 206):

*He publishes widely in psychology and tourism studies journals, and his general research interests endeavour to gain a better understanding of tourist behaviour and experience. This specialist tourist behaviour research area provides a sound core to help understand tourism in general. His interests have developed in several ways. He focuses in part on why people participate in tourism and therefore conducts studies of tourist motivation. He has also developed an understanding of what tourists do on site (e.g. at theme parks, at museums, at attractions and in everyday tourist settings). Such studies consider tourists' emotional reactions, attitudes, behaviours and cross-cultural travel experiences. Additionally, his interest in tourist behaviour extends to the consequences of tourists' actions. Here, there is a concern with tourists' satisfaction and learning as well as with the sustainability of what they do, including their impact on local people and places. These interests may be seen in part as encouraging everyone to celebrate, study and enjoy the fun of well managed tourism as a part of human flourishing and wellbeing.*

Perhaps the greatest of Professor P. Pearce's contributions to our understanding of tourism is his research on conceptualising tourist behaviour. In this field, he was able to brilliantly use various concepts, methods and research techniques developed in the field of social psychology, and skilfully transpose them to the field of tourism. His research devoted to tourist motivations, tourist satisfaction, authenticity or factors determining the choice of a destination and its perception are among the most frequently cited. One of his first monographs, *The Social Psychology of Tourist Behaviour* (Pearce 1982b), published by Pergamon Press Oxford in 1982, is considered a breakthrough in the field of psychology of tourist behaviour. In the same year, the Professor published a respected article in *the Annals of Tourism Research*, in which he presented an innovative approach to researching the perception

of tourist attractions, as well as factors determining their image (Pearce 1982a). In general, the already mentioned 1980s were a very intense and “fruitful” period in the Professor’s career, enabled largely by two research scholarships: first, the G. Murray scholarship, which allowed him to study and conduct research in Oxford, and then, the Fulbright scholarship, which in 1981-1982 made it possible for him to work at Harvard University.

An important direction of Professor Pearce’s research and his later publications was the role of tourism for broadly understood social relations, and his book – co-authored with G. Moscardo and G. Ross – *Tourism community relationships*, became the leading academic textbook in this area. An intriguing thread in Professor Pearce’s research was the issue of free time and the importance of psychology within leisure studies. As a part of this thread, he published several original pieces on positive psychology, concerning well-being, happiness and good life (Pearce, Filep, Ross, 2011), as well as the relations between tourism and the broadly understood topic of humour (Pearce, Pabel 2014). In the 1990s, as one of the first investigators, Pearce initiated his research on the phenomenon of backpacking and continued with it, both independently and on various research teams. It remains a noticeable part of his academic endeavours.

In the Professor’s entire opus, there are many relevant works for the development of tourism research, and it is difficult to identify the most important ones. Among them, there would probably be those published in 1988. The first is an article written by an excellent team of authors, on the methodology of tourism research, which showed various methodological nuances of such research and its rarely noticed complexity (Dann, Nash, Pearce, 1988a). The second is the book *The Ulysses factor: Evaluating visitors in tourist settings* (Pearce 1988b), published by Springer. Pearce advocates the development of research on tourist behaviour and emphasizes the central importance of experiences in the study of tourism, whilst noticing that the majority of such studies are conducted by Australian, British and American researchers.

*Tourist behaviour: Themes and conceptual schemes*, published in 2005 by Channel View, is one of Professor Pearce’s most cited and appreciated works. In it, he presented expansion of the Travel Career Ladder (TCL) model, on which he had worked with his former Ph.D. student, Lui Lee. This theoretical model was developed and modified to the Travel Career Pattern, and work on it partially led to the *Tourist behaviour and the contemporary world* (Pearce 2011b), written in similar vein. Professor Pearce was often invited as a keynote speaker and a very active participant in various conferences, at which he willingly presented the results of his research and was a contributor in many discussions.

Professor Pearce often expressed his views on tourism education, especially at the academic/HE level. This thread appears in the article titled

*Respecting the Past, Preparing for the Future: The Rise of Australian Academic Tourism Research.* It was included in the project of the “Master Classes” – a special two-volume bilingual edition of the journal “*Folia Turistica*”, published on the 35<sup>th</sup> anniversary of its publisher, Faculty of Tourism and Recreation at Akademia Wychowania Fizycznego (University of Physical Education) in Kraków. We had the opportunity to carefully study this piece: D. Ujma, during its translation to Polish, and W. Aleziak in the process of editing it for the needs of the journal. In this article, the Professor brilliantly outlined the conditions and circumstances regarding the rapid progression of tourism academic education in Australia, which in just a decade (starting from 1987), developed almost spectacularly. In his words (Pearce 2011a, p. 190):

*The upgrading of the colleges of advanced education and the institutes to university status provided them not only with a new prestige but a mandate for change and a hunt for more students. Thus the old names with the common designation CAE (College of Advanced Education) – such as Hawkesbury College, Gatton College, Northern Rivers CAE, Footscray Institute, Kuring-gai CAE and Gold Coast CAE – became some of the new ones in early tourism and have since morphed or merged into substantial concerns – respectively as the University of Western Sydney, University of Queensland Gatton and Ipswich, Southern Cross University, Victoria University, University of Technology Sydney and Griffith University Gold Coast.*

In addition to presenting the Australian education system, the quoted article contains accurate directions towards factors influencing the effectiveness of tourism research. They stemmed from nearly 30 years concerning the Professor’s observations of Australian tourism research, including comments on the political environment. In the paper, their genesis, conditions and prospects for further development were presented, with an indication of these factors and procedures that should be utilised by contemporary researchers from around the world to intensify tourism research. Some of the themes in the article posed quite a challenge to interpret and translate. Therefore, it was necessary to contact Philip Pearce via e-mail to discuss and digest his meaning, allowing for it to be adequately expressed in Polish. Professor Pearce responded quickly and was generous with his time and patience. He seemed genuinely enthusiastic about discussing any themes that hopefully resulted in a more accurate translation.

For his research and teaching, Professor Pearce was awarded many honorary titles. For example, in 2008, the Australian Learning and Teaching Council, recognising the Professor’s strive towards excellence in both tourism research and teaching, distinguished him for his outstanding contribution to the development of tourism education. The International Studies University in China bestowed on him the title of honorary professor. Tourism studies in

China and in Asia occupied an important place in the Professor's research output. In the 21<sup>st</sup> century, it was one of the dominant directions of his publications. Cooperation with researchers from China, the Country of the Middle (中国, or Zhōng guó, which in Mandarin – the main language of China – means the Central State: a country surrounded by borders) is, in fact, an important element in Pearce's research career. This is evidenced by the relatively high number of joint publications with researchers from this country (see attached lists of publications).

Professor Pearce was a sought after editor and member of scientific councils for many prestigious journals, including: *Annals of Tourism Research* (since 1982); *Asia Pacific Journal of Tourism Studies* (since 1996); *Progress in Tourism and Hospitality Research* (1994-1998); *Journal of Teaching in Travel and Tourism* (since 2008); *European Journal of Tourism* (since 2008). He was also the Foundation Editor of the *Journal of Tourism Studies* (1990-2005). In 2015, he became a member of the Scientific Council of our journal – *Folia Turistica*, and remained in this position until his untimely death<sup>1</sup>. Professor Pearce was one of the most world-renowned tourism academics, who not only shaped the foundations of tourism studies, but also promoted it and set new directions in tourism research. The prestigious International Academy for the Study of Tourism (IAST), of which Professor Pearce was a founding member, comprised an international organisation supporting all these activities.

Professor Pearce supervised many doctoral dissertations and some of his doctoral students have joined the group of outstanding international tourism researchers. Sebastian Filep and Pierre Benckendorff are such examples, and we singled them out because they wrote an excellent article on Professor Pearce's contribution to the development of tourism research, published as a part of a special series of works on pioneers and world eminent scholars in the field of tourism (Filep and Benckendorff 2016). Such a series has been published for some time in the journal *Anatolia. An International Journal of Tourism and Hospitality Research* and on the website of the aforementioned IAST, ([http://www.tourismscholars.org/anatolia\\_portrait.php](http://www.tourismscholars.org/anatolia_portrait.php)). In their engaging and emotional presentation of Professor Pearce's career – for he was not only a great role-model for them but, as they admit, also a friend – they quote others confirming the Professor's spe-

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<sup>1</sup> Unfortunately, it was not meant for Philip Pearce to visit Poland and Kraków, which he announced several times in the e-mails that I (W. Alejziak) had the pleasure to exchange with him on various occasions. An example may be an exchange summarising our cooperation on the project "Master Classes", already mentioned in this article, where Professor Pearce wrote in one of the e-mails "... Wiesław, Your courtesy and helpfulness is appreciated. Please consider that visiting Poland is on my future agenda and I will start with visiting you. Exactly when I do not know but I hope it will not be too far in the future ". Later in another e-mail, with his sense of humour he added – "... I hope that by publishing with you I may one day get to visit Krakow!").

cial connection with his doctoral students. One of them was the Professor's long-term personal assistant, Anne Sharp, who argued that: "... Pearce could turn a crying, aimless, desperate Ph.D. student into one who was laughing and highly motivated in 10 min." (Filep, Benckendorff 2016, p. 294). S. Filep and P. Benckendorff also cite another colleague, Karen Hughes, who spoke about him in this way (Filep, Benckendorff 2016, p. 295):

*A youthful enthusiasm for life ... He relishes the thrill of solving a puzzle, problem or conundrum. He is generous with his time and expertise – always willing to discuss ideas, give advice and share resources. Philip has always been very supportive of his research students. He has been instrumental in creating a talented and cohesive network of ex-students who share his ideals and strive to emulate his innovative, thorough and insightful approaches to tourism research. He also has a great sense of humour.*

Several tourism researchers from around the world have shared similar views about Professor Pearce. The number of e-mails that reached us, as members of the TRINET network shortly after his death, was astounding. The touching farewells and memories played tribute to how great a man Professor Philip L. Pearce was. For instance, Professor Chris Ryan, the long-term editor-in-chief of *Tourism Management*, one of the journals considered to be most prestigious in the field of tourism, published the following tribute ([http://www.tourismscholars.org/memoriam\\_pearce.php](http://www.tourismscholars.org/memoriam_pearce.php)):

*It (Professor Pearce's death – added by authors) leaves us bereft of his friendship and sense of sharing – whether it was a guest lecture on humour in tourism, showing games to our students, or sharing stories of travel and companionship. As I write these words – I realise how much I have left out. The First Tourism Professor in Australia, a Fulbright Scholar at Harvard University, a visiting professor at so many universities. For me, as for many of us, he was quite simply, our friend.*

The Channel View Publishers, who issued several of the Professor's fundamental books, shared their touching farewell shortly after his death (<https://channelviewpublications.wordpress.com/2020/08/11/philip-pearce/>):

*We were shocked and saddened to hear about the sudden death of author and friend of Channel View, Philip Pearce, this week. In this post Sarah shares her memories of him. I had the pleasure of knowing Philip for many years and working with him on a number of occasions. He was a lovely, kind man and a brilliant mind. He always showed such care for those around him and all of us at Channel View appreciated his great support of the company and the enthusiasm with which he tackled his work. It was always good to see Philip at conferences – if he was presenting it was bound to be a not-to-be-missed paper [...]. Channel View are proud to have published Philip's work and we're grateful and glad to have known him and worked with him for so long. We will raise a glass*

*to him when we can all be together again and I will certainly specially remember him at Big Bash time and cheer on the Brisbane Heat. We are thinking of his wife, Hera, and all his family. He will be greatly missed.*

*Sarah, Ellie, Tommi, Anna, Laura, Flo, Alice and Rose*

Professor Pearce's academic achievements are extremely rich, exceeding (in quantitative terms) several hundred publications. They are cited not only when tourism is researched from a psychological perspective, which Professor Pearce represented, but also many others (according to Google Scholar – number of citations: 22,186; H-index: 69; Index I-10: 210, as of 02 Jan. 2021). The attached list of the Professor's publications is presented in a slightly unusual format: the first part follows the list prepared by him in 2011 with regard to the aforementioned project "Master Classes" for the special edition of the journal "*Folia Turistica*" (2011, 25 (1)). The second part consists of a list generated by Google Scholar, for the period from 2011 until his death; in fact, until the end of 2020. Some articles and chapters are still forthcoming, to be published shortly. For example, Professor Richard Sharpley, in a private correspondence from 11 Jan. 2021, states the following:

*Two of Philip Pearce's most recent works are chapters that he contributed to the Routledge Handbook of the Tourist Experience (in press, Sharpley (Ed.)). In one, he revisits the concept with which he is arguably most commonly associated, namely, the travel career model, critically assessing its historical development and contemporary applications as well exploring its future contribution to understanding tourist motivation. In the other, co-authored with Zohre Mohammadi and possibly his final work, he proposes a new concept – the orchestra model – as a framework for analysing the tourist experience. Together, these chapters are evidence of his continuing enthusiasm for, and contributing to, extending knowledge and understanding of the social phenomenon that is tourism.*

Even though we certainly have not managed to include all of the Professor's works (especially those published over the last nine years), the list remains incredibly impressive. The value of these publications, his academic legacy, lies not only in their quantity, but mainly in their quality, which is most likely to be confirmed by all of us who have had the opportunity to read Professor Pearce's works.

We have lost many of the "leading lights" of tourism in the last few years and we miss them. Although they have left us, their work remains. It is up to us (the Academy) to build on their ideas and contributions.

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**List of Professor Ph. L. Pearce's publications up to 2011  
(this list was prepared by Philip Pearce for the special edition  
of "Folia Turistica – Master Classes")**

**MONOGRAPHS:**

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