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Elements of Non-Market Economy in Tourism: Empathy, Natural Environment, Community, Gift

Introduction

In modern times where the market economy is penetrating human life widely and globally, tourism has also been developing assuming the existing market economy, and at the same time, the part of human life which has not been made into a market economy remains a significant part in tourism. This is supposed to be important characteristic of tourism.

Based on the institutional premise of the market economy and prior studies on tourism, I extracted elements such as empathy, natural environment, community, gift as a non-market economy area in tourism, then considered the theoretical background of these elements, and showed how these elements are maintained in tourism. By focusing on non-market elements in tourism, I clarified new characteristic of tourism that cannot be captured by the idea of tourism like consuming in the market.

Literature Review

According to Uzawa, Market economy is characterized by the rational behavior of each economic entity and the market equilibrium of goods realized through price mechanism in the market. Polanyi pointed out that regarding market economy, the economy is not embedded in social relations, but social relations are embedded in the economic system.

About the fact that everything is headed towards a society that becomes a sale as a commodity, Sandell is raising a problem because of the two reasons: expanding the gap due to increased importance of the assets it holds, and loss of value by treating it as a tool to gain profits.

Regarding market penetration, the field of tourism is no exception. There is a view that tourism is linked with market economy, something commercialized is taken as tourism, and travelers consume touristic services. For example, Boorstin argued that the experience of the tourist is not a genuine one but a pseudo-event, but here is the premise of a tourist who consume existing product called package tour.

In connection with the discussion on authenticity, Sudo, focused on the fact that the commercialized tourism includes non-market economy area as a part, pointed out that behind tourism, it must include nature, human beings, sacred things etc. that cannot be commercialized in order for tourism as a commercial product to have authenticity. Furthermore, the further penetration of the market economy argued that the back side of commercial tourism was lost, which implies the end of tourism.

Methodology

Smith argued, in Wealth of Nation, that economic behavior based on individual selfishness brings about the benefits of society as a whole, but individuals envisioned there are not isolated existence, they are individuals as a social entity empathizing other and seeking to be empathized by others. In the tourism phenomenon, I will find numerous cases where "empathy" to the tourist and "empathy" to the people living in the destination remain.

According to Harvey "natural environment" is caught as a storage of various potential use values for the market economy, and private ownership rights are set and commercialized. Regarding the "natural environment" converted into tourism resources, it is not supplied or allocated through the market economy by maintaining the character of public goods or imposing constraints on the exercise of private ownership. I will look for numerous cases maintained and managed as social common capital.

Market economy, with individuals as economic unit, deconstructed the community, along with political power of the nation state and thought of civil society. Uchiyama pointed out that in the rapidly growing period when the market economy penetrated rapidly in Japan, the community ultimately disappeared. On the other hand, I will look for many cases remaining on the premise of "community" such as festival and tourism development related to tourism

Polanyi recognizes reciprocal besides the market economy as an integrated form in the human economy. A representative example of reciprocity is "gift", and in the tourism phenomenon I will search for many cases where customs of "gift" remain such as souvenir and entertainment.

Results

In this article, I focused on "empathy", "natural environment", "community", "gift" as a part of non-market economy in tourism. After presenting the theoretical background while paying attention to the relationship with the market economy, each of them presented how they are maintained by tourism. By doing this, I presented features of tourism that cannot be captured by the idea of tourism as a commercial product.

Conclusion and Discussion

As I presented in this paper, the field of tourism is exactly the area where the non-market economy is still remarkable, and it can be said that market area and non-market area are organically connected in the tourism. I think that is the significance of studying tourism.

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