14. Thinking Critically / Thinking Creatively: The Unfurling Imaginary of Soft Science Approaches In Tourism Studies / Related Subjects

Chairs: Keith Hollinshead & Rukeya Suleman

This session targets advances in soft science approaches for a proposed Special Issue of *Tourism, Culture and Communication* along the designated 'critical' and 'creative' trajectories of understanding and action. Individuals and research teams are invited to offer presentations on state-of-the-art / cutting edge developments in SOFT SCIENCE research approaches, notably upon, for example:

- emergent interpretive processes;
- advanced qualitative research methodologies;
- unfolding soft science critique;
- cutting edge ontological / epistemological thought;
- fresh thinking on axiological matters (concerning corrective / pathfinding / contested treatments of 'value'); and,
- tensions and contradictions in 'progressive' qualitative research today.

Presenters in Chiang Mai in April 2020 will be expected to:

- give the philosophy behind the emergent thinking ... especially as it may relate to a or the need for transformative action; and / or

- relate that conceptuality to on-the-ground practice in local or international tourism scenarios.

The session will operate at the METHODOLOGICAL level rather than at the METHODS level ... and abstracts are particularly invited from individuals or teams which are relevant to Asia and / or Oceania.

The proposed special issue of *Tourism, Culture and Communication* will probably place an accent upon cardinal matters of VOICE, REFLEXIVITY, and AUDIENCE dependent upon the mix of abstracts received and the fit of the presentations subsequently delivered in Thailand.

Presenters who wish to offer deliveries on approaches which critically or creatively disrupt received / orthodox approaches to qualitative or critico-interpretive research will be particularly welcome. Such forms of disruption may be inspired culturally, spiritually, politically, psychically, whatever.