

STIRRING UP EFFERVESCENCE



METHODS

- **Ethnographic observations**
(in Sunny Beach & Ibiza)
- **In-depth interviews**
(with tourists, guides, bartenders, prostitutes etc.)
- **Surveys**
(n = 2.500)

THE MEDIA COVERAGE

“The trade in cocaine and ecstasy is rampant”
 “Police are nowhere to be found”
 ”Harmful Binge Travels”
 ”Nightmare holiday”
 ”Awash in Drugs”
 “War zone”

SUBSTANCE USE DURING HOLIDAY

	Britons in Ibiza	Danes in Sunny Beach
Alcohol	99%	96%
Cannabis	20%	3%
Ecstasy	44%	1%
Cocaine	34%	1%
Ketamine	14%	1%

References:
 Hughes, K. et al. (2009) 'Alcohol, drugs, sex and violence: health risks and consequences in young British holidaymakers to the Balearics' *Adicciones* 21(4): 265-78.
 Tutenges, S. and Hesse, M. (2008), "Patterns of binge drinking at an international nightlife resort", *Alcohol & Alcoholism*, 43(5): 595-599.

TECHNIQUES OF INTOXICATION

- **Body techniques**
- **Speech and sound effects**
- **Crowd effects**
- **Alcohol**

BODY TECHNIQUES



“Body techniques [can lead to] mystical states”
(Marcel Mauss)

SPEECH AND SOUND EFFECTS



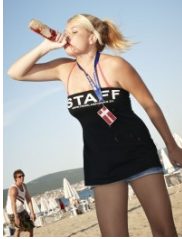
“Music is my drug”
(T-shirt logo)

CROWD EFFECTS



“The very fact of assembling is an exceptionally powerful stimulant”
(Émile Durkheim)

ALCOHOL



'A glass or two enables people to loosen relatively quickly the often rather deeply ingrown armor of restraints and thus to open themselves to the mutuality of playful arousal'

(Norbert Elias and Eric Dunning)

SOME REFERENCES

Hesse, M., Tutenges, S., Schliewe, S., & Reinholdt, T. (2008). Party package travels impact on alcohol use and related problems in a holiday resort – a mixed methods study. *BMC Public Health*, 351, 8.

Hughes, K., Bellis, M.A., & Chaudry, M. (2004). Elevated substance use in casual labour at international nightlife resorts: A case control study. *International Journal of Drug Policy*, 15(3), 211–213.

Tutenges, S., Jæger, M.M., Hesse, M. (in print) The influence of guides on alcohol consumption among young tourists at a nightlife resort, *American Journal on Addictions*.

Tutenges, S. (in print). "Stirring up effervescence: an ethnographic study of youth at a nightlife resort", *Leisure studies*.

Thank you for listening!