

ANTHROPOLOGY OF TOURISM

ANTH 187/RLS 187; Fall 2002

Dr. Castaneda (MND 4028)

Office Hrs: T/TH 2:45-3:45 (or by appt.)

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“The strangest thing in a strange land, is the stranger who visits it.” –from *Cannibal Tours*, a film by Dennis O’Rourke

Course Description This course analyzes tourism as a cultural phenomenon with ritualized behaviors and complex meanings for both host and guest societies. It explores issues of cultural and artistic authenticity, identity production and marketing, and commodification of both the tourist and the toured. Particular emphasis is placed on the cultural politics of tourism on local, regional, national and transnational scales, with case studies ranging from Fourth to First World venues.

Course Objectives Students will learn to 1) Identify the historical precursors to cultural tourism. 2) Recognize cross-cultural patterns and variations in tourism and relate these to other cultural behaviors, values, and social patterns. 3) Evaluate the impact of tourism on sociopolitical relations within host societies and between host and guest societies. 4) Recognize the tendency of tourism to market to and foster stereotypifications, and the potential of such cultural images and encounters to result in racism and other forms of extreme ethnocentrism. 5) Evaluate the impact of tourist markets on the production of “tradition” with regard to artistic goods and sociopolitical representations. 6) Practice cultural sensitivity in the tourism workplace (museums, theme parks, interpretive sites and parks, travel industries) when developing formal representations of other peoples and societies (brochures, exhibits, tours, and cultural performances). 7) Make critical judgments about benefits and costs of tourism for various cultural communities/clients.

Required Texts:

Chambers, E. *Native Tours: The Anthropology of Travel and Tourism*, (2000) Waveland.
Clifford, J. *Routes: Travel and Translation in the Late Twentieth Century*, (1997) Harvard.
Smith, V. (ed.) *Hosts and Guests: The Anthropology of Tourism*, (1989) U of Penn. Press.
VanWynsberghe, R. *AlterNatives: Community, Identity, and Environmental Justice on Walpole Island*, (2002) Allyn & Bacon.

Course Requirements and Evaluation:

Your final course grade will be calculated using the following formula:

- 25% Participation grade based upon an average of your reading and group project scores: 80 pts: 4 (out of 5) unannounced (in-class) reading exercises/quizzes* (20 pts. each). 20 pts: group assignment (this will involve research on the Florence Gerie Pitcairn Islands Collection).
- 25% Essay Exam # 1 (take-home)
- 25% Essay Exam # 2 (take-home)

25% **Final Paper** (8-10 typed pp.) For this assignment, you will choose from a series of genres (informed by readings in the class) to produce either 1) an ethnographic essay focusing upon a specific tourism venue, 2) a traditional research paper exploring a problem or issue related to culture and tourism, or 3) an anthropologically-informed travel essay/critique. (I will provide you with a handout of possible themes and topics—also see the Recommended Reading List and Web Bibliography provided below.) There is no final exam in this course.

*Approximately 10 minutes each.

Related Policies:

1. Attendance and class participation are critical to your success in this course. You may not make up missed, in-class assignments. However, your lowest score will be dropped before averaging your participation grade.
2. Reading assignments for each course date should be completed before coming to class (see course outline on the next page).
3. Late take-home essays will be penalized 10 points per each class day late.
4. Final papers are due on the last day of class (not during finals week). A list of topics will be forthcoming in early October. You must clear your choice with the instructor by the date indicated on the forthcoming topics list and instruction sheet.
5. Extra Credit may not be earned in this course, although an exemplary attendance and participation record will be counted in your favor in the case of borderline grade averages.
6. Academic dishonesty and plagiarism, in particular, constitute grounds for an automatic failing grade and dismissal from the course.
7. The Course Outline is subject to change at the discretion of the instructor.

Grading Scale

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 59 or below.

Wk.	Dates	Unit/Topics of Discussion	Readings
1	Sept. 3 - 5	Exotics at Home and Abroad: A Brief History of Cross-Cultural Encounters in the Western World Pilgrimages & Crusades; Exploration, Discovery, & Conquest; Colonials and Cosmopolitans; a Global Village w/ Cyberplaces	<u>Native Tours</u> : Chpt. 1; <u>Routes</u> : “Prologue”
2	Sept. 10-12	The Commerce of Culture: Fairs, Theme Parks, Museums and McDonalds Colonial Era Legacies in the Postmodern World; World Fairs, Wild West Shows, Disneylands, Las Vegas & other venues of the hyper-real; “Glocal” tourism in a transnational market: foodscapes and fashionscapes—from Big Mac to Gap;	<u>Native Tours</u> : 118-121 <u>Hosts & Guests</u> : Stanton <u>Routes</u> : “Traveling Culture,” “Museums as Contact Zones”

3	Sept. 17-19	From Sight to Site: An Introduction to Anthropological Concepts & Approaches to Tourism Political Economy of Tourism; Staged Authenticity; Typologies of the Tourist & the Toured...	<u>Native Tours:</u> Chpt. 2 <u>Hosts & Guests:</u> Introduction/ Graburn/ Nash...
4	Sept. 24-26	...Ethnography, Travel, and the Tourist Gaze	... <u>Routes:</u> "Spatial Practices."
5	Oct. 1-3		
6	Oct. 8-10	The Commodification of Nature, Self, and Other Touring Tradition—the Search for a Pre-modern People and Place ...	10/ 8 Essay #1 due at 1:30 <u>Native Tours:</u> Chpts. 3 & 4
7	Oct. 15-17	...Alaska, Southern Africa, Mexico, rural Europe and the US.	<u>Routes:</u> "Palenque Log" <u>Hosts & Guests:</u> Smith/ Pi-Sunyer/Greenwood
8	Oct. 22-24	Engendered Encounters and the Marketing of Desire: Gendered Space & Place; The Feminization of the Exotic Other; SE Asian & Pacific Island Tourism; Sex Tourism.	<u>Hosts & Guests:</u> Swain/Crystal (2 reserve room readings: Buck / Enloe) <u>Routes:</u> "Paradise"
9	Oct. 29-31	Collecting the Other Postcards, Photographs, Souvenirs and Ethnic Art; Case Studies include the Pueblo Indians of the American SW & the Kuna Indians of the San Blas Archipelago.	<u>Hosts & Guests:</u> Deitch / Loeb <u>Journal of the Southwest</u> Babcock / Dauber (read on-line, see below*)
10	Nov. 5-7	Heritage Tourism, Economic Development & Identity Politics: Colonial Williamsburg, Galveston Island, Northwest Coast, Casino Tours: California Indian Gaming, Identity & Self-Determination	<u>Native Tours:</u> Chpt. 4 <u>Hosts & Guests:</u> Peck & Lepie <u>Routes:</u> " Four Northwest Coast Museums"
11	Nov. 12-14	Tourism, Cultural Representation & the Social Relations of Power Landscapes of Disenfranchisement, Destruction and Culturally-Contested Meaning: Holocaust Museums; Internment Camps; Roadside Shrines, Ground Zero	<u>Routes:</u> "Fort Ross Meditations"
12	Nov. 19-21	Applying Anthropology: A Case Study in Cultural Survival, Self Determination, and Sustainable Development	11/19 Essay #2 due 1:30 Next 3 weeks: <u>AlterNatives:</u> Community, Identity, & Environmental Justice on Walpole Island by Van Wynsberghe
13	Nov. 26		
14	Dec. 3-5		
15	Dec. 10-12	Oral Presentations of Final Paper Projects	12/12 Final Papers due 1:30

* <http://digital.library.arizona.edu/jsw/3204/> for Journal of the Southwest (Winter 1990) articles by Barbara Babcock (“ ‘A New Mexican Rebecca’: Imaging Pueblo Women”) and Kenneth Dauber (“Pueblo Pottery & the Politics of Regional Identity”).

Bibliographic Resources/Recommended Reading List

Go to http://coombs.anu.edu.au/Biblio/biblio_tourism1.html for the best and most up-to-date bibliography on the anthropology of tourism. For those of you who do not have easy access to the Internet, I have listed below just a small sample of books and journal articles that can help you to select a topic or focus for your final papers. The “References” section in Native Tours also provides you with an excellent bibliography. I have personal copies of many of the articles/books below, see me if you cannot find them in the library.

- Adams, Kathleen M.
1996 “Ethnic Tourism and the Renegotiation of Tradition in Tana Toraja (Sulawesi, Indonesia),” Ethnology Vol. 36:4.
- Bruner, Edward M.
1996 “Tourism in Ghana: The Representation of Slavery and the Return of the Black Diaspora.” American Anthropologist. 98(2):290-304.
1991 “Transformation of Self in Tourism.” Annals of Tourism Research 18(2):238-250.
- Bruner, Edward M. and Barbara Kirshenblatt-Gimblett
1995 “Maasai on the Lawn: Tourism Realism in East Africa.” Cultural Anthropology 9(4): 435-470.
- Buck, Elizabeth
1993 Paradise Remade: The Politics of Culture and History in Hawa’ai. Philadelphia: Temple University Press (*a portion of this work is on reserve in the library as assigned reading*).
- Crick, Malcolm
1989 “Representations of International Tourism in the Social Sciences: Sun, Sex, Sights, Savings, and Servility.” Annual Reviews in Anthropology 18:307-44.
- Dorst, John
1989 The Written Suburb. Philadelphia: U of Pennsylvania Press.
- Enloe, Cynthia
1989 Bananas, Beaches, and Bases: Making Feminist Sense of International Politics. Berkeley: University of California Press (*a portion of this work is on reserve in the library as assigned reading*).
- Errington & Gewertz
1996 “The Individuation of Tradition and Modernity in a Papua New Guinea Modernity” American Anthropologist, Vol. 98:1.
- Fjellman, Stephen
1992 Vinyl Leaves: Walt Disney World and America. Madison: Westview Press.
- Graburn, Nelson H.H.
1979 Ethnic and Tourist Arts: Cultural Expressions from the Fourth World. Berkeley: Univ. of California Press.
- Handler, Richard
1988 Nationalism and the Politics of Culture in Quebec. Madison: U of Wisconsin Press.
- Hannerz, Ulf
1996 Transnational Connections: Culture, People, Places. London: Routledge.

- Kirsch, Stuart
 1997 "Lost Tribes: Indigenous People and the Social Imaginary" Anthropological Quarterly, Vol. 70 (2): 58-67.
- Kirshenblatt-Gimblett, Barbara
 1998 Destination Culture: Tourism, Museums, and Heritage. Berkeley: University of California Press.
- Krech, Shepard and Barbara Hail
 1999 Collecting Native America 1870-1960. Washington, DC: Smithsonian Institution Press.
- Linnekin, Jocelyn
 1983 "Defining Tradition: Variations on the Hawaiian Identity" in American Ethnologist. Vol.1: 241-22.
- McCannell, Dean
 1992 Empty Meeting Grounds: The Tourist Papers. London: Routledge.
- Ness, Sally Ann
 2003 Where Asia Smiles: An Ethnography of Philippine Tourism. Philadelphia: University of Pennsylvania Press.
- Price, Sally
 1989 Primitive Art in Civilized Places. Chicago: U of Chicago Press.
- Rydell, Robert
 1984 All the World's a Fair: Visions of Empire at American International Expositions, 1876-1916. Chicago: U of Chicago Press.
- Schumaker, Lyn
 2000 "Constructing Racial Landscapes: Africans, Administrators and Anthropologists in Northern Rhodesia" in Colonial Subjects: Essays on the Practical History of Anthropology. Pels and Salemink (eds.), Ann Arbor: U of Michigan Press.
- Tilley, Christopher
 1997 "Performing Culture in the Global Village." Critique of Anthropology 17.1:67-89.
- Turner, Victor (editor)
 1982 Celebration: Studies in Festivity and Ritual. Washington, DC: Smithsonian Institution Press.
- Williamson, Judith
 1986 "Woman is an Island: Femininity and Colonization" Studies in Entertainment: Critical Approaches to Mass Culture. T. Modleski, ed., Bloomington: Indiana U. Press.