The Anthropology of Tourism  
Anthro 319, Spring 2003

"There are no foreign lands. It is the traveler alone who is foreign.”  
- Robert Louis Stevenson

Course Description:
Tourism is one of the fastest growing industries in the world. It has become an important aspect of globalization, is intrinsic to our lifestyles and has had a profound impact on peoples of the world and the environments in which they live. This course explores the phenomenon of tourism from an anthropological/sociological perspective. The first portion of the course analyzes the history and socio-cultural structure of tourism, and addresses the institutions of tourism (museums, souvenirs, travel agencies etc) and their role in the construction of “exotic others.” We also look at “tourist cultures” (tourism as pilgrimage, tourism as status-marking, and the psycho-cultural motivations of the tourist, etc.). The second portion of the course will focus on the social, economic, and ecological dynamics entailed in tourism. The seminar draws heavily on case studies from the Pacific, Asia, Africa and the Americas. Throughout the course, ethnographic observations are related to anthropological and sociological theories concerning globalization, cultural change, economic development, cross-cultural communication, ethnicity, nationalism, and gender.

Learning Objectives:
You should come away from this seminar with the following:

- Awareness of the strengths & limitations of various theoretical models for understanding the dynamics of tourism
- Ability to discuss tourism as a part of globalization
- Ability to discuss the role of tourism in national development
- A critical appreciation of the role of tourism in the creation of cultural imagery
- Knowledge of the history of social science approaches to understanding tourism
- A critical awareness of the subtle messages embedded in touristic materials
- Enhanced written and verbal communication skills

Course Structure & Requirements:
This class will run in seminar format. Generally, I will open the class with a group activity or presentation pertaining to the topic at hand, introducing new material relevant to the theme. Then we will shift to a group discussion of the readings.

You will be graded on the basis of class participation, a mini-travel piece (1-2 pages), a 5 page essay assignment, 3 quizzes, a mid-term, final "mega-quiz" and a 10 page research paper (for graduate students 16 pages minimum). Late assignments will be docked one-half grade per day late, except in documented cases of illness or family emergency. Please don’t be shy about coming to see me. I encourage each of you to visit me in my office early in the semester so that I
may become better acquainted with you and your interests. I anticipate that this will also serve as an opportunity to brainstorm about potential term paper projects. I look forward to getting to know each of you better.

As this course is heavily oriented towards discussion, there will be three unannounced quizzes (to ensure that readings are completed on time and students are prepared for discussion). Quizzes will cover specific points in the assigned readings for that week. The lowest quiz grade will be dropped. Given that this class will only meet 15 times, attendance is essential and absences will result in a lowered grade.

Detailed assignment guidelines will be distributed in class. All papers will also be presented orally in class and missing the presentation will entail a grade reduction.

**Texts**

Class texts may be purchased at Beck’s Bookstore or at the Loyola university bookstore. The van den Berghe book is available only at Beck’s.

- Picard, M. and Robert Wood  
- van den Berghe, Pierre  
- Kincaid, Jamaica  
- Urry, John  
- Reading packet available at SOS Copy Center, Sheridan Ave.

**Optional Text**

- Lippard, Lucy  

-Optional articles & grad student readings available in 957 Damen (Soc/Anth Lounge) class file cabinet.

**Grading**

Student grades will be based on the following formula:

Midterm Exam: ..........................................................25%
Term Paper: .............................................................20%
Annotated paper bibliography (10 NEW sources) .......................5%
Final quiz: .................................................................15%
3 quizzes (5% each), lowest grade dropped: ..............................10%
Write-up of Chicago tourist site research ..................................15%
(above includes in-class presentation)
Class participation: .....................................................10%

**Academic Integrity:** Plagiarism will have severe ramifications, as outlined in the Undergraduate Studies Catalog (p. 12-13). Plagiarism may result in failure of the class.

**Students with disabilities** who need disability-related testing accommodations are encouraged
to notify me. The coordinator of Services for Students with Disabilities in the Learning Assistance Center (101 Damen, 508-2741) is also available to assist students in arranging these accommodations.

**Important Dates**

Feb 12: Paper topic selection deadline
Feb 26: Individual write-up & team oral presentation of analysis of Chicago tourist site
Mar 12: Midterm exam date
April 2: Annotated paper bibliography due
Ap 23 (during first 30-40 minutes of class): Final mega-quiz.
May 7, 10:20-12:20 (final exam slot): Oral presentation of term papers
May 7 (at beginning of class) Term Papers due.

**Seminar Themes and Reading Assignments:**

NOTE: As this is a 300 level seminar, readings for the class can be heavy. Budget your time accordingly to insure that you complete the readings prior to class.

**Reminder:** Optional articles are located in the files in the Soc-Anthro lounge on the 9th floor of Damen Hall. Please be considerate of your fellow classmates and leave a note as to where you can be found if you have left the lounge to photocopy the article. Please do not leave the lounge with an article for more than 30 minutes. Also note that the lounge is open only M-F 9-5.

**NOTE:** *ed items in “optional readings” are required readings for graduate students

**WEEK 1 (Wed Jan 15): Introduction**

- review of syllabus, research resources, and travel writing exercise.

**WEEK 2 (1/22): Orienting Tour: Tourism History and the Rise of the Socio-cultural Study of Tourism (Classic Issues in the Study of Tourism)**

- Read:  
  - Lucy Lippard, Ch 1 “On Rubbernecking” *On the Beaten Track* (p. 2-11.) (R=in reader) 

**WEEK 3 (Jan 29): Tourism as Quest: Pilgrimage and Authenticity Issues**

- Read:  
  - Wang, Ning Rethinking Authenticity in Tourism Experience” *Annales of Tourism Research* 1999 Vol 26(2). (R) 

Optional Readings (*ed items are mandatory for graduate students):
- Excerpt from Andrew Causey’s More than They Bargain For Univ. of Hawaii Press. (In Press)

Video: “Cannibal Tours”

WEEK 4 (Feb 5): Tourism, Commerce and Commoditization: Is Tourism Tantamount to Cultural Degradation?


-- Linnekin, Jocelyn “Consuming Cultures: Tourism and the Commoditization of Cultural Identity in the Island Pacific” Ch. 8 in Picard and Wood book.

Optional readings:
- Greenwood, “Culture by the Pound” in Valene Smith’s Hosts and Guests. (ch 8)

In class video: Trekking on Tradition

WEEK 5 (Feb 12): Tourism, Class and Social Inequality

Note: Readings are briefer this week to enable you to devote time to reflection on your term paper project.

Read:  - Munt, Ian “The Other Post-Modern Tourism: Class, Travel and the New Middle Classes.” Theory, Culture and Society 1994 11:101-123. (R)
- Urry, John The Tourist Gaze Ch 5.
Optional Readings:
- Urry, John *The Tourist Gaze* Ch. 4 & 7

**DEADLINE FOR TERM PAPER TOPIC SELECTION:** Bring typed 1-2 paragraph description of your term paper topic to class

**WEEK 6 (Feb 19): Field Research Trips to Locale Tourist Sites** (No formal class meeting)

- Read BEFORE visiting your tourist site or writing your paper. These readings will aid in your analysis of your site.
  - Urry, J. “Gazing on History” Ch 6 *The Tourist Gaze*.

- **Optional readings:**

- Write a paper on your research trip and be prepared to present your work orally in class on Feb 26. (see handout for specific paper instructions)

**WEEK 7 (Feb 26): Tourist Sites/Sights: The Heritage Industry, Museums & Cultural Theme Parks**

- Discuss Week 6 readings.
- Presentations of research trip projects.

**WEEK 8 (Mar 5): No Class: Spring Break**

- Read: -van den Berghe book *The Quest for the Other* (this will not be covered on the midterm but will be discussed following the exam)

**Week 9 (March 12): Midterm Exam**

- **2nd Half of Class: Tourism and Ethnicity: Case Study of Mexico**
  - discussion of van den Berghe book
  - video excerpt: Incidents of Travel in Chichen Itza

**Week 10 (Mar 19): The Politics of Tourism, Ethnicity, and the State**

Read:
- Wood, R. Ch 1, p. 7-34. *Tourism, Ethnicity and the State in Asian and Pacific Societies*.
- Adams, K. “Touting Touristic Primadonas: Tourism, Ethnicity and National Integration in Sulawesi, Indonesia” Ch. 6 in Picard and Wood book

Optional readings:

Video:
Sight Unseen (27 mins)

Week 11 (Mar 26) EnGENDERing the Other: Tourism, Exoticism and Sexuality

Read:
-Enloe, Cynthia, "On the Beach: Sexism and Tourism" in Bananas, Beaches, and Bases 1990. Berkeley: Univ. of Calif. Press. (R)

Optional readings:
-Kinnaird, V. And D. Hall Tourism: A Gender Analysis.

In class video excerpt: “The Toured: The Other Side of Tourism in Barbados.”

Week 12 (April 2):Tourism and “Nature”: Ecotourism, Nature Parks & Debates Concerning Sustainable Development

Read:
-Patullo, Polly "Green Crime, Green Redemption: The Environment and Ecotourism" Ch 5 in Last Resorts. (R)
-Luis Vivanco “The Truth Behind the International Year of Ecotourism.” Avail. at:
http://zayan.org/docs/IYE%20critique.doc
-Desmond, Jane “Ch 7:The Industries of Species Tourism” & “Ch 8: In/Out-of/In-Fake-Situ” excerpt from Staging Tourism: Bodies on Display from Waikiki World to Sea World. 1999, Univ. of Chicago Press.

Optional Readings:
*“Ecotourism: Marketing Gimmick or Real Hope?” special Issue of Contours: Concern for Tourism: The Quarterly Newsletter of the Ecumenical coalition on Third World Tourism 1998 8(2).
*Hitchcock “Cultural, Economic and Environmental Impacts of Tourism Among the Kalahari.” In Erve Chambers (ed), Tourism and Culture: An Applied Perspective.

In class video: The Environmental Tourist

Annotated Bibliography for Term Paper due in class.

Week 13 (April 9): The “Touree” Talks Back: Indigenous Voices on Tourism

Read:
-Kincaid, J. A Small Place

Optional Reading:
-Helu-Thaman “Beyond Hula, Hotels and Handicrafts: A Pacific Islander’s Perspective of Tourism Development”

Video segment: Troubled Paradise

Week 14 (April 16): New Directions in the Anthropology of Tourism: Globalization, Tourism and Terrorism

Read:

Optional:
Adams, Kathleen, “Global Cities, Terror and Tourism: The Allure of the Urban Jungle.” In R. Bishop et. al. (eds) Postcolonial Urbanism: Southeast Asian Cities

**Week 15 (April 23): Concluding Remarks and Final Test**

First 30-40 minutes: Test

Remainder of Class: Concluding remarks

**Wed May 7, 10:20-12:20: Final Exam Slot**

TERM PAPERS DUE.

Oral presentation of papers in class.