SEMESTER AT SEA COURSE SYLLABUS

Voyage: Spring 2013
Discipline: Sociology
SOC 3595: Sp. Topics in Soc: Sociology of Tourism
Division: Upper Division
Faculty Name: William Greenfield
Pre-requisites: Previous coursework in the social sciences is recommended.

COURSE DESCRIPTION

This course focuses on how tourism reflects and shapes social, cultural, economic, and political identities and inequalities. Perspectives of hosts and guests, the different sorts of tourism, and the economic and environmental effects of tourism will be among the topics explored. Students will study what tourists do and what they experience as tourists.

COURSE OBJECTIVES

After completing this course students will be able to:

Apply a sociological perspective in describing and analyzing tourist behaviors, the tourist industry, and the multifaceted impacts of tourism.

Understand tourism’s role in creating cultural/ethnic/gender imagery and stereotypes

Describe a variety of examples of the relationships between tourism, identity, and culture.

Assess and discuss the cultural, economic, ecological, and sociopolitical implications of tourism.

REQUIRED TEXTBOOKS

AUTHOR: Edward M. Bruner
TITLE: Culture on Tour: Ethnographies of Travel
PUBLISHER: University of Chicago Press
ISBN #: 0-226-07763-2
DATE/EDITION: 2005

AUTHOR: David M. Fetterman
TITLE: Ethnography: Step-by-Step
DATE/EDITION: 2010, 3rd edition
TOPICAL OUTLINE OF COURSE

There are two types of readings listed below: required and supplemental. These have been designated by a red R (required) or a green S (supplemental). The intent of listing the supplemental readings and including them in the Electronic Reserve is to provide students with country-specific sources independent of the need to tie-up the ship's limited internet capacity.

While everyone is expected to read what is assigned as required “R”, sessions with a lot of required reading will employ a variant of a jigsaw strategy with 3 or 4 individuals assigned to report on and lead the discussion around a specific reading. (Class sessions: A4/B4; A5/B5; A6/B6; A7/B7; and A8/B8).

Session A1/B1: Introduction

Review of key concepts, course expectations, objectives, course structure, syllabus, projects, assignments, and field lab requirements. This is your opportunity to ask questions about what to expect in taking this course.

Key concepts drawn from the reading below offer a broad overview of the multitude of concepts, interests, and problems within tourism studies.


Session A2/B2: The Sociology of Tourism: What do we mean?


Session A3/B3: Anthropological Perspectives on Tourism


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Session A4/B4:  Whose Story is It?


Session A5/B5:  Which Story is the Right Story?

Bruner, E. M. (2005) Culture on Tour.  Chapter 4, Lincoln’s New Salem as a Contested Site, pp.127-144. (Text) R


Session A6/B6:  What is Between Home and Away, and Home Again?


Session A7/B7: What is an Ethnographic Approach to Studying Tourism?


The first Site Analysis is due no later than the next class session, A8/B8, after departing Hong Kong. Do an observation and analysis rooted in Japan.

Session A8/B8: Ethnographic Approach Continued

Due: 1st Site Description and Analysis


Session A9/B9: A Potpouri of Attractions – What’s Missing?


McMahon, Dominique and Thorsteinsdottir (2010) “Regulations Are Needed for


Session A10/B10: What Do We Mean by Authenticity?


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Session A11/B11:  Debriefing Hawaii, Japan, China, Vietnam, & Singapore


Session A12/B12:  Ecotourism and Other Alternatives


Session A13/B13:  Heritage Tourism

The second Site Analysis is due no later than the next class session, A14/B14.


Session A14/B14: Review of Key Concepts in the Sociology of Tourism

Due: 2nd Site Description and Analysis


Nash, Dennison et al., 1981.“Tourism as an Anthropological Subject [and Comments and Reply].” Current Anthropology. 22 (5): 461-481. *(Electronic Reserve)*


Session A15/B15: In-class mid-term exam

Session A16/B16: Debriefing the Field Lab


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of Cape Town, 'The Fairest Cape of Them All'. Urban Studies (Sage Publications, Ltd.), 46(9), 1763-1785. (Electronic Reserve) S


Session A18/B18: Study Group Presentations, Q&A
Session A19/B19: Study Group Presentations, Q&A
Session A20/B20: Study Group Presentations, Q&A
Session A21/B21: Study Group Presentations, Q&A

Individual term project reports are due the next class session, A23/B23.

Session A22/B22: Review and reflections on what we learned about tourism

Due: Individual Term Projects

Complete Course Evaluation Forms


Nash, Dennison et al., 1981.“Tourism as an Anthropological Subject [and Comments and Reply].” Current Anthropology. 22 (5): 461-481. (Electronic Reserve) R

Session A23/B23: Final Exam
COURSE ASSIGNMENTS

a) **Site Analyses:** Describe and analyze tourist sites in two ports, in addition to any sites you might visit as part of the Field Lab explained below. Use one or more conceptual lenses discussed in class and in the readings to describe and analyze each site in terms of what the theories and concepts applied helped you see and understand about tourism, or what questions about tourism emerged from your observations and analysis. Prepare a typed one-page, single-spaced, summary of your key observations and share it electronically with members of the class and the instructor. You are responsible for two analyses, the first to be submitted no later than the 8th class session, and the second to be submitted not later than the 14th class session.

Sites you might visit and analyze for this assignment include:
- A city orientation in any port
- A tour of a nearby village or artisans market frequented by tourists
- A visit to a national museum or a national or local heritage site
- A tour of one of the sites mentioned in a typical guidebook but not specifically offered through the SAS program
- A visit to an open-air market relied on extensively by locals

b) **Personal Travelogue:** Keep a personal travelogue where you record your personal experiences as a tourist and traveler, and where you comment on those experiences as well as on the course readings and how either or both might relate to or inform your understanding of tourism. Use your travelogue to capture your experiences as a tourist and traveler, your reflections on those experiences, key ideas you glean from the readings assigned, and comment on the connections you are seeing among the various concepts discussed in class and in the readings. Submit your Personal Travelogue electronically in Sessions A5/B5, A11/B11, and A21/B21.

c) **Field Lab:** We will undertake a day-long field visit in a designated port. The details of this lab are discussed below. The purpose of this lab is to provide several structured opportunities in which you can discuss tourism and raise questions with local informants. Informants will include representatives of the local community or government, the tourism industry, and NGO’s with concerns about the impact of tourism and associated development. Be prepared to ask questions and take notes.

d) **Mid-term and Final Exams:** Both exams will include a combination of concept definition, short-answer, and essay questions. The mid-term exam will be on Session 15, and the final exam will be Session 23. Both will be closed-book, in class. You may elect to complete an individual term project (see below) in lieu of the final exam.

e) **Group Presentation:** Join with three or four classmates and prepare a brief presentation to be given to the class. The presentation is to focus on a single significant topic, and be about 15 minutes in length, leaving time for Q&A. Your
travelogues may be used as a resource as you compare notes with other classmates in presenting your collective observations about one of the following topics: the tourism industry, the impact of tourism on communities, the ecological impacts of tourism, the politics and economics of tourism, specific key concepts related to the sociology and anthropology of tourism, or the experience of being a tourist (with yourself or others, maybe both, as the frame of reference for your observations). If a topic other than one of those listed is to be your focus your group must first consult with the instructor. Your travelogue as well as concepts and theories discussed in class and in the readings will be the grounding for this group presentation. Prepare an electronic summary of the presentation to be shared with classmates and the instructor and disseminate it electronically prior to the class presentation.

f) **Individual Term Project:** You may elect to complete either a final exam or an individual term project. The project and its written report may take any of several different forms. It must address a key concept within tourism studies. Consult the instructor if you would like to discuss possible options. A brief one-paragraph statement describing your intended project is to be submitted electronically to the instructor not later than Session A8/B8, and revised as needed not later than Session A14/B14. Please single-space your paper using a font of at least the size used in this syllabus and following the APA style guide (a copy of the APA style guide is available in the library). The Term Project report is to be submitted to the instructor electronically not later than Session A23/B23. Attach your personal travelogue to your term project paper as an appendix. If you elect the Final Exam it will be given in class during session A23/B23.

**FIELD LAB**

The field lab described below probably will be modified after receiving further guidance on the port location of the lab from the SAS office. There are two components to the Field Lab for this course: 1) the Field Lab Site Visitation and (2) the Personal Travelogue.

**FIELD LAB SITE VISITATION**

The Field Lab Site Visitation for this course will be composed of a morning session held at the University of Mauritius with Professor T. D. Juwaheer. He will provide a basic orientation regarding the tourism industry in Mauritius. This will include time for students to ask questions regarding various facets of the industry that have previously been discussed in class. We then will move on to the Port Arthur office of the Ministry of Tourism and Leisure, meeting with Mr. Mohammed Salim Ferhat Joomun, Principal Assistant Secretary. He will help us understand the role of the Ministry in developing tourism as an industry. He also will share with us the challenges the Ministry faces from competing and frequently conflicting perspectives within the tourism industry, including tour companies, NGO’s concerned about the potential negative consequences of development for Mauritius, and representatives of various tourist attractions.

We will have an informal lunch with Mr. Raj Muni Reddi, of the Environmental Protection &
Conservation Organisation of Mauritius, on the outskirts of Port Louis, to discuss with them their concerns about plans the Ministry of Tourism and Leisure has to fund development of tourist attractions that they believe threaten key heritage sites.

After lunch we will meet with the Marine Conservation Society of Mauritius. They will share their views regarding how they work with the tourism industry in Mauritius and discuss various tourist attractions they believe are valued-added and are having a positive impact on the ecosystem.

**SITE VISITATION ASSIGNMENT**

Take notes throughout the day, participate fully in the discussions, and use these notes as the basis to write a field lab brief. The brief is to be not more than 2 single-spaced pages and submitted electronically to the instructor. Your commentary (the “brief”) on observations and notes taken during the site visitation will build upon or help you anticipate issues discussed in your Site Analyses or your Term Project or Group Presentation. It is due at the beginning of the class session immediately following the field site visitation. You might consider such questions as:

- What important differences or similarities are there in the perspectives of the parties visited?
- What was not observed or discussed that surprised you; why?
- What did you learn about tourism’s impact on the local community?
- What did you learn about the meaning of “place”? 
- What was revealed about the production and consumption of meaning and the commoditization of culture?

**PERSONAL TRAVELOGUE**

Keep a personal travelogue where you record your personal experiences as a tourist and traveler, and where you comment on those experiences as well as on the course readings and how either or both might relate to or inform your understanding of tourism. Use your travelogue to capture your experiences as a tourist and traveler, your reflections on those experiences, key ideas you glean from the readings assigned, and comments on the connections you are seeing among the various concepts discussed in class and in the readings. Submit your Personal Travelogue to the instructor electronically in Sessions A5/B5, A11/B11, and A21/B21.

**METHODS OF EVALUATION / GRADING RUBRIC**

Regular class attendance is required and your grade will be lowered if you have unexcused absences (classes missed due to illness require a note from the ship’s medical staff). Attending each class is required and informed participation and reading of that session’s required (R) course materials prior to the start of each class is expected. Assignments turned in after their due date will receive a 2 point penalty.
Grades will be based on regular and informed class participation (10%) and the successful completion of:

- Site Visitation Assignment and Travelogue 30% (Lab 10% and Travelogue 20%)
- Two Tourist Site Analyses 10% (5% each)
- Mid-term Exam 20%
- Study Group Presentation 10%
- Individual Term Project Paper 20%
- Final Exam 20%

RESERVE LIBRARY LIST

AUTHOR: John Urry and Jonas Larsen
TITLE: The Tourist Gaze 3.0
PUBLISHER: SAGE Publications, Inc.
ISBN #: 978-1-84920-377-7
DATE/EDITION: 2011

AUTHOR: Tazim Jamal and Mike Robinson
TITLE: The SAGE Handbook of Tourism Studies
PUBLISHER: SAGE Publications Ltd.
ISBN #: 978-1-446-20875-5
DATE/EDITION: 2012

AUTHOR: Erving Goffman
TITLE: The Presentation of Self in Everyday Life
PUBLISHER: Doubleday
ISBN #: 0-385-09402-7
DATE/EDITION: 1959 or more recent edition

AUTHOR: Herbert Blumer
TITLE: Symbolic Interactionism: Perspective and Method
PUBLISHER: Prentice-Hall
ISBN #: 0-138-79924-5
DATE/EDITION: 1969 or more recent edition

ELECTRONIC COURSE MATERIALS


Akyeampong, Oheneba Akwasi (2011). “Pro-poor tourism: residents’ expectations,
experiences, and perceptions in Kakum National Park Area of Ghana. Journal of Sustainable Tourism 19 (2), 197-21


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All course material listed in the syllabus (excluding two required texts) either will be placed in my SAS intranet folder for you to access via your personal computer or the computer lab, or will be available through the Ship Library’s Reserve Desk.
ADDITI0NAL RESOURCES
No additional sources are required beyond those listed in this syllabus.

HONOR CODE
Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University’s honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager’s Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: “On my honor as a student, I pledge that I have neither given nor received aid on this assignment.” The pledge must be signed, or, in the case of an electronic file, signed “[signed].”