

**SEMESTER AT SEA COURSE SYLLABUS**  
University of Virginia, Academic Sponsor

**Voyage: Spring 2016**

**Discipline: Anthropology**

**ANTH 3590-101: Anthropology of Tourism**

**Division: Upper**

**Faculty Name: Colleen Ballerino Cohen**

**Credit Hours: 3; Contact Hours: 38**

**Pre-requisites:** None, but previous coursework in the social sciences, history, or media studies is recommended.

### **COURSE DESCRIPTION**

Tourism is one of the fastest growing industries world-wide and many countries that we visit during our voyage rely upon tourism not just economically, but also as a means to build and promote a national culture or to revive indigenous traditions. A complex cultural, economic, and political phenomenon with profound impacts locally and globally, tourism is a vibrant and expanding focus of anthropological study. In this course we examine some of the key research and debates in the study of tourism, addressing questions such as: What is a tourist and what do tourists want? What is the role of cultural stereotypes in shaping tourist expectations? How are tourist spaces made and what kinds of interactions take place in them? What is the impact of tourism upon local culture, and who benefits? How are monuments, museums, memorials, and cultural displays used by local populations as well as by tourists? What are the prospects for “responsible” and environmentally and culturally sustainable tourism? Course readings and films relate directly to the places and people we will be visiting, and the class enables students to understand their own behaviors as tourists and to engage in original research on tourism and tourists, tourist places and tourist-local interactions.

### **COURSE OBJECTIVES**

**Students will**

- gain a general knowledge of the field of tourism studies
- learn to apply an anthropological perspective to the practices of tourists and tourism workers, and tourism industry items such as travelogues, brochures, photographs, cultural displays, in the countries we will be visiting
- develop an appreciation of the relationship between tourism, identity, and culture, including tourism’s role in perpetuating cultural/ethnic/gender stereotypes, and well as its potential to foster gender inequality and equality
- develop an ability to think critically about cultural commodification, including the lives of people involved in cultural performances
- consider the ethical challenges and potentials of dark tourism, poverty tourism, volunteer tourism
- consider possibilities for responsible and sustainable tourism
- gain a critical perspective of their own practices as tourists

## REQUIRED TEXTBOOKS

AUTHOR: Sharon Gmelch (editor)  
TITLE: Tourists and Tourism: A Reader (2<sup>nd</sup> edition)  
PUBLISHER: Waveland (Long Grove, IL)  
ISBN #: 978-1-57766-636-3  
DATE/EDITION: 2010

AUTHOR: Jamaica Kincaid  
TITLE: A Small Place  
PUBLISHER: Farrar, Straus and Giroux  
ISBN #: 978-0374527075  
DATE/EDITION: 2000, 1<sup>st</sup> Edition

## TOPICAL OUTLINE OF COURSE

Note: **Suggested additional readings** are readings that are pertinent to a topic or issue, but not required. **Optional readings** are readings that are pertinent to the port being visited, also not required.

### Depart Ensenada- January 5

#### A1- January 7

##### **Anthropology of Tourism: Overview**

Sharon Gmelch, "Why Tourism Matters" (T&T)  
Stephen Folmar (2009) "You Are the Clever One"

Suggested additional readings:

Amanda Stronza (2001) "Anthropology of Tourism"  
George Gmelch, "Let's Go Europe: What Student Tourists Do and Learn from Travel (T&T)  
Nelson Graburn, "Secular Ritual: A General Theory of Tourism" (T&T)

- **Brief ungraded writing exercise in class**

#### A2-January 9

##### **Sites, Sights, and Travel**

Orvar Lofgren, "The Global Beach" (T&T), pp. 35-47  
Dean MacCannell, "Sightseeing and Social Structure" (T&T), pp. 55-63  
Catherine Lutz and Jane Collins, Reading National Geographic, selection

#### A3- January 11

##### **Issues in Hawaiian Tourism**

Joyce Linnekin (1997) "Consuming Cultures" pp. 215-229, 236-end  
Ramsay Remigius Mahealani Taum (2010) "Tourism" (*from The Value of Hawai'i*)

Film: Princess Kaiulani (Marc Forby, 2010)

Optional readings:

Jane Desmond (1997) “Invoking ‘The Native’: Body Politics in Contemporary Hawaiian Tourist Shows”

Kristin McAndrews (2013) “Incorporating the Local Tourist at the Big Island Poke Festival”

Kathy Ferguson and Phyllis Turnbull (1998) “Seeing as Believing at the Arizona Memorial”

Field Lab: Waikiki

Field Lab Reading: Gaye Chan and Andrea Feeser (2006) “Hamohamo” (*from Waikiki*)

### **Honolulu: January 12**

#### **A4-January 14**

##### **Being a Tourist**

Jamaica Kincaid (1988) *A Small Place*, selections

Erve Chambers (2005) “Can the Anthropology of Tourism Make us Better Travelers?”

Polly Pattulo “Sailing into the Sunset: The Cruise Ship Industry” (T&T)

Film: *The Toured* (Julie Pritchard Wright, 1991)

#### **A5-January 17**

##### **Ethical Quandries: Between Tourism and Ethnography**

Frederick Errington and Deborah Gewertz, “Tourism and Anthropology in a Postmodern World” (T&T)

Kathleen Adams (2005) “Generating Theory, Tourism, and “World Heritage” in Indonesia” pp. 53-57

Alex Gillespie (2006) “Tourist Photography and the Reverse Gaze” esp. pp. 343-348, 354 362

Film: *Cannibal Tours* (Dennis O’Rourke, 1989)

### **Study Day: January 19**

#### **A6- January 20**

##### **Reading Tourism: Landscapes, Brochures, Souvenirs, and Reverse Souvenirs**

Orvar Lofgren, “Narrating the Tourist Experience” (T&T) pp. 95-101

Annette Pritchard and Nigel J. Morgan (2000) “Privileging the Male Gaze” pp. 889-901

Colleen Cohen (2010) “Stanley’s Swing and Other Intimate Encounters” (*from Take Me to my Paradise*), pp.149-160, 165-166

Suggested additional readings:

Danielle Lasusa (2006) “Eiffel Tower Key Chains and Other Pieces of Reality”  
Susan Stewart (1993) “Objects of Desire: The Souvenir”  
John Urry (1990) “The Tourist Gaze”

**\*\*\*DUE: Field lab write up**

**A7-January 22**

**Domestic Tourism and Pilgrimage: Japan**

Nelson Graburn (2004) The Kyoto Tax Strike: Buddhism, Shinto, and Tourism in Japan”  
Akira Suzuki (2002) “Gaikoku Mura: Photogenic Tourism for Hypertourists”

Suggested additional reading:

Lawrence Mintz, “In a Sense Abroad: Theme Parks and Simulated Tourism” (T&T)

Optional readings:

Takashi Yoshida (2004) “Whom Should We Remember? Japanese Museums of War and Peace”  
Chuntao Wu, et al (2014) “The Impact of Host Community on Destination (re)branding: A Case Study of Hiroshima”

**Yokohama: January 24-26 In-Transit: January 27 Kobe: January 28-29**

**A8- January 30**

**Tourism and Identities: Examples from China**

Xianghong Feng, (2007) “Gender and Hmong Women’s Handicrafts”  
Marzia Varutti (2014) “The Politics of Identity” (*from Museums in China*)

Film: “Vintage Chinese Culture Films”

Suggested additional reading:

Beth Notar (2006) “Lonely Planeteers and a Transnational Authentic” (*from Displacing Desire*)

Optional readings:

Chun-Shing Chow (2005) “Cultural Diversity and Tourism Development in Yunnan Province, China”  
Ming Ming Su and Geoffrey Wall (2014) “Community Participation in Tourism at a World Heritage Site: Mutianyu Great Wall, Beijing, China”

**Shanghai: February 1-2 In-Transit: February 3-4 Hong Kong: 5-6**

**A9- February 7**

**Incorporating the “Other”: Consuming Food, Culture, and Sex**

Lonán Ó Briain, (2014) “Minorities Onstage: Cultural Tourism, Cosmopolitanism, and Social Harmony in Northwestern Vietnam”

Alexandra Greeley (2002) “Pho: The Vietnamese Addiction”

Film: *Sita: A Girl from Jambu* (Kathleen Mann, 2007)

Suggested additional readings:

Lucy Long (2013) “Introduction” to Culinary Tourism

Denise Brennan, When Sex Tourists and Sex Workers Meet (T&T)

Nir Avieli (2005) “Roasted Pigs and Bao Dumplings: Festive Food and Imagined Transnational Identity in Chinese-Vietnamese Festivals”

Optional readings:

Melissa Stevens, “Power Disparities and Community-Based Tourism in Vietnam” (T&T)

Christina Schwenkel (2006) “Recombinant History: Transnational Practices of Memory and Knowledge Production in Contemporary Vietnam”

### **\*\*\*DUE: Host-Guest Interactions**

#### **Ho Chi Minh: February 9-14**

#### **A10- February 15**

##### **Medical Tourism: Singapore**

Devon Herrick (2007) “Medical Tourism: Global Competition in Health Care”

Singapore Tourist Board (2015) “Medical Travel”

Film: *Made in India* (Rebecca Haimowitz and Vaishall Sinha, 2010)

Suggested additional readings:

Anupama Sharma (2013) “Medical Tourism: Opportunities and Challenges (India)”

Deepshikha Punji (2012) “Get Well Zone”

Andrew Mazzaschi (2011) “Surgeon and Safari”

Optional readings:

Michel Pickard and Robert Wood (1997) “Commodifying Ethnicity: State and Ethnic Tourism in Singapore”

#### **Singapore: February 17**

#### **A11-February 18**

##### **Nation, Culture, and Heritage: Burma**

Gavin Douglas (2005) “Who’s Performing What?: State Patronage and the Transformation of Burmese Music”

Bob Hudson (2008) “Restoration and Reconstruction of Monuments at Bagan, 1995-2008”

Film: *Nat Pwe: Burma’s Carnival of Spirit Soul* (Richard Bishop, 2003)

Suggested additional readings:

“Strategic Tourism Planning for Splendid Bagan” (2012) A Presentation by the Ministry of Hotels & Tourism, The Republic of the Union of Myanmar, Paro, Bhutan. July 26  
Stephen Keck (2004) “Picturesque Burma: British Travel Writing 1890-1914”  
Benjamin Sovacool (2012) “Environmental Conservation Problems and Possible Solutions in Myanmar”  
Richard Covington (2002) “Sacred and Profaned”

Optional readings:

Joshua Hammer (2011) “Myanmar’s Free Thinkers: Young Artists and Activists”  
Catherine Diamond (2009) “A Delicate Balance: Negotiating Isolation and Globalization in the Burmese Performing Arts,” especially pp. 107-end  
su-mei yu (2009) “*Khao Chae*—Aromatic Soaked Rice”

### **Yangon: February 20-25**

#### **A12-February 26**

##### **Tourism of ‘the real’**

Kristan Lozanski (2010) “Defining ‘real India’: Representations of Authenticity in Independent Travel”  
John Lancaster (2007) “Next Stop, Squalor”  
Lela Nargi (2003) “What I Never Ate in India”

Film: *Battu’s Bioscope* (Andrej Fidyk, 1998)

Suggested additional readings:

Petri Hottola (2014) “Somewhat Empty Meeting Grounds: Travelers in South India”  
Manfred Rolfs (2010) “Poverty Tourism: Theoretical Reflections (Africa)”

#### **A13- February 28:**

##### **On the “Past” Track**

Tim Edensor (2004) “Reconstituting the Taj Mahal: Tourist Flows and Glocalization”  
David Geary (2008) “Destination Enlightenment”  
Amitabh Srivastava (2012) “India Hardsells Buddhism”

Film: *An Indian Pilgrimage* (Mira Binford and Michael Camerini, 1969)

#### **\*\*\*DUE: Making Tourist Places**

### **Cochin: March 1-6**

#### **A14-March 7**

##### **Disorienting Travel**

Kristin Lozanski, “Encountering Beggars: Disorienting Travelers?”

### **Study Day: March 9**

## **A15-March 10**

### **Staging History, Making Heritage: Maritius**

Tim Edensor and Uma Kothari (2004) “Sweetening Colonialism: A Mauritian Themed Resort”

Rosabelle Boswell (2005) “Tourism and Identity in the Mauritian Villages of Chamarl and Le Morne”

Optional reading:

Rajen Suntoo (2012) “Impact and Influence of Tourism in Mauritius: The Case of Flic en Flac”

## **Port Louis: March 12**

## **A16- March 13**

### **Ethnicity, Inc. Commodifying Culture in Africa**

Edward Bruner, “The Maasai and the Lion King: Authenticity, Nationalism, and Globalization in African Tourism” (T&T)

Elizabeth Barland and Robert Gordon, “The Authentic (In)Authentic: Bushman Anthro Tourism” (T&T)

Film: *Cashing in on Culture* (Regina Harrison, 2002)

Suggested additional readings:

Scarlett Cornelissen (2005) “Producing and Imaging ‘Place’ and ‘People’: The Political Economy of South African International Tourist Representation”

Alexis Celeste Bunten (2008) “Sharing Culture or Selling Out?”

Kim Wildman (2004) “Picturing Coffee Bay”

## **A17-March 15**

### **Nature/Eco-Tourism: African Examples**

Julie Silva and Lila Khatiwada (2014) “Transforming Conservation into Cash? Nature Tourism in South Africa”

Robert Hitchcock (1997) Cultural, Economic, and Environmental Impacts of Tourism Among Kalahari Bushmen”

Ralf Buckley (2013) Material Culture of Post-Colonial Wildlife Tourism”

Film: *The Rhino War* (National Geographic 1985)

Vintage African Safari Films

Suggested additional readings:

Martha Honey, “Giving a Grade to Costa Rica’s Green Tourism” (T&T)

Sylvie Blangy and Hitesh Mehta (2006) “Ecotourism and Ecological Restoration”

Mary Louise Pratt (1985) “Scratches on the Face of the Country”

Rosaleen Duffy (2014) “Interactive Elephants: Nature, Tourism, and Neoliberalism”

## **A18- March 17**

### **Urban Tourism: Capetown and Township Tourism**

Vivian Bickford-Smith (2009) “Creating a City of the Tourist Imagination: The Case of Cape Town, ‘The Fairest Cape of Them All’”

Irma Booyens (2010) “Rethinking Township Tourism: Towards Responsible Tourism Development in South African Townships”

Suggested additional readings:

Christian Rogerson (2004) “Urban Tourism and Small Tourism Enterprise Development in Johannesburg”

Jill Williams (2008) “Spatial Transversals: Gender, Race, Class, and Gay Tourism in Cape Town, South Africa”

### **Cape Town: March 19-24**

## **A19-March 25**

### **Tragic Tourism: The Slave Castles of Ghana**

Edward Bruner, “Tourism in Ghana: The Representation of Slavery and the Return of the Black Diaspora” (T&T)

Erika Robb (2009) “Violence and Recreation: Vacationing in the Realm of Dark Tourism”

Suggested additional readings:

Sandra Richards (2005) “What is to be Remembered?: Tourism to Ghana’s Slave Castle Dungeons”

Jennifer Hasty (2002) “Rites of Passage, Routes of Redemption”

Aaron Yankholmes and Oheneba Akyeampong (2010) Tourists’ Perceptions of Heritage Tourism Development in Danish-Osu, Ghana”

## **A20-March 27**

### **Volunteer Tourism: African Example**

Eledadh Swan (2012) “‘I’m not a tourist. I’m a volunteer’: Tourism, Development, and International Volunteerism in Ghana”

Mary Mostafanezhad (2013) “The Geography of Compassion in Volunteer Tourism”

Suggested additional:

Haring Luh Sin (2009) “Volunteer Tourism: ‘Involve Me and I Will Learn?’”

Daniel Guttentag (2009) “The Possible Negative Impacts of Volunteer Tourism”

Mary Conran (2011) “They Really Love Me!: Intimacy in Volunteer Tourism”

## **A21- March 29**

### **Tourism Futures**

Deborah McLaren, “Rethinking Tourism” (T&T)

Paul Lansing and Paul De Vries (2007) “Sustainable Tourism: Ethical Alternative or Marketing Ploy?”

Suggested additional readings:

Ralf Buckleye (2012) "Sustainable Tourism: Research and Reality"

Robert Caruana, et al (2014) "Tourists' Accounts of Responsible Tourism"

Lucy Kaplan (2003) "Skills Development in Tourism: South Africa's Tourism-led Development Strategy"

**Tema: March 31-April 1 Takoradi: April 2-4**

**A22-April 5**

**Wrap-Up and Student Presentations**

**A23-April 7**

**Student Presentations**

**A24-April 9**

**Student Presentations**

**Study Day: April 11**

**A2-April 12**

**Final Paper Due**

**April 15: Arrive in Southampton**

**FIELD WORK**

Experiential course work on Semester at Sea is comprised of the required field lab led by your instructor and additional field assignments that span multiple ports.

- **Your Field Notebook:** Ethnographic observation and participation in the countries we visit is an essential part of this course. From day one you will be keeping a field notebook, in which you record your observations, your reflections, information that you have collected, etc. Your field notebook will be an important resource as you write up your Field Lab report, your analyses of host-guest relations and the making of tourist spaces, and your final research project.

**FIELD LAB**

Field lab attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field lab.

The field lab for this course takes place on: January 11, in Waikiki, Honolulu, Hawaii

Objectives:

- To observe the tourist spaces of Waikiki
  - What marks it as a tourist space?

- What sorts of stereotypes is it drawing upon or reinforcing?
- What types of interactions between hosts and guests, tourists and other tourists are encouraged? Discouraged?
- To gain a greater understanding of the various stakes and players in Waikiki tourism:
  - Whose story is being told and who is telling it?
  - What notions of “authenticity” are being promoted?
- To develop skills at “reading” tourist sites
  - How are sights marked out? What isn’t being marked?
  - What messages are menus, cultural performances, brochures, maps sending?

Students will submit a 3-5 page (double space write-up of the field lab, addressing the above questions, and drawing upon course readings.

## FIELD ASSIGNMENTS

Ethnographic fieldwork in the countries that we visit is an essential part of this course. A field lab in our first port of call will provide students with an introduction to the questions that we ask, materials that we look at, the observations that we make when we undertake studies of tourism/tourists.

In addition to the formal field lab, three other assignments provide students with the opportunity to do original field-based studies. In addition to doing participant-observation and analyzing tourism materials such as signage, brochures, and maps, students are encouraged to engage locals and guides in respectful and non-intrusive conversation about tourism, and especially encouraged to interview each other about the tourism encounter.

- Two short pieces of work\* analyzing the dynamics at a tourist site at two of our ports of call (including supplemental trips).
  - The first short piece of work will focus on host-guest interactions. **Due NO LATER THAN FEBRUARY 7**
  - The second short piece of work will focus on the making of tourist space. **Due NO LATER THAN FEBRUARY 28**
- One semester-long research project addressing an issue/topic in tourism studies, based upon observations and field-research in various sites, and informed by course and supplemental readings. In addition to completing a piece of work\* on this research, students will present their work in the final three days of the course.
  - Issues/topics may include: gender roles in tourism, ritualistic aspects of tourism, “authenticity,” tourism materials such as maps, brochures, souvenirs, cultural or ethnic tourism, relation between tourism and identity (national, cultural, ethnic), power discrepancies in tourism, tourism and development, type(s) of tourism (heritage tourism, culinary tourism, tragic tourism, nature tourism, volunteer tourism, religious tourism and pilgrimage) the marketing of culture (including questions of cultural commodification), art and craft production and tourism, museums, to name a few.
  - Students will select the focus for their research project by our fourth class meeting. More than one student may sign up for a topic/issue/focus.

○ PAPER DUE APRIL 12

\* Usually a paper. For the short analyses, each paper should be 2-4 pages, double spaced. For the semester-long project, the paper should be 8-12 pages, double spaced. In lieu of a paper, students may submit other types of work such as a photo essay, creative non-fiction, or short video, but only after consultation with the professor.

**METHODS OF EVALUATION / GRADING RUBRIC**

Field Lab Write-up 20% 20 points

Short analysis

- Host-guest interactions 15% 15 points
- Making the tourist place 15% 15 points

Research Project 40% 40 points

Participation and Attendance 10% 10 points

(Includes participation in group presentation)

**RESERVE BOOKS AND FILMS FOR THE LIBRARY (In order of priority)**

AUTHOR: Walter van Beek, Annette Schmidt

TITLE: African Hosts and Their Guests: Cultural Dynamics of Tourism

PUBLISHER: James Curry (Boydell & Brewer)

ISBN #:

DATE/EDITION 2012

AUTHOR: Maria Varutti

TITLE: Museums in China: The Politics of Representation After Mao

PUBLISHER: Boydell Press (Boydell & Brewer)

ISBN #:

DATE/EDITION 2014

AUTHOR: William Chapman

TITLE: A Heritage of Ruins: The Ancient Sites of Southeast Asia and their Conservation

PUBLISHER: University of Hawai'i Press

ISBN #:

DATE/EDITION: 2013

AUTHOR: John Urry and Jonas Larsen

TITLE: The Tourist Gaze 3.0

PUBLISHER: SAGE Publications, Inc.

ISBN #: 978-1-84920-377-7

DATE/EDITION

AUTHOR: Beth Notar

TITLE: Displacing Desire: Travel and Popular Culture in China

PUBLISHER: University of Hawai'i Press

ISBN #:   
DATE/EDITION 2006

**FILMS (I will bring DVDs of all films with me):**

*The Toured* (Julie Pritchard Wright, 1991)  
*Cannibal Tours* (Dennis O'Rourke, 1989)  
*Sita: A Girl from Jambu* (Kathleen Mann, 2007)  
*Made in India* (Rebecca Haimowitz and Vaishall Sinha, 2010)  
*Nat Pwe: Burma's Carnival of Spirit Soul* (Richard Bishop, 2003)  
*An Indian Pilgrimage* (Mira Binford and Michael Camerini, 1969)  
*Cashing in on Culture* (Regina Harrison, 2002)  
*The Rhino War* (National Geographic 1985)

**ELECTRONIC COURSE MATERIALS**

I will provide pdfs of all chapters/articles. In selecting the readings, I have abided by the copyright restrictions.

**HOW I ASSIGN LETTER GRADES TO PAPERS**

*In grading papers I ask myself the following questions:*

- Does the paper have a thesis?
- Does the thesis address itself to an appropriate question or topic?
- Is the paper free from long stretches of quotations and summaries that exist only for their own sakes and remain unanalyzed?
- Is the paper free from basic grammatical errors and spelling mistakes?
- Are all ideas properly cited?

If the answer to any of these questions is “no,” I give the paper some kind of C. If the answer to most of the questions is “no,” its grade will be even lower.

*For papers that have met the above criteria, I add the following questions:*

- How thoughtful is the paper? Does it show originality?
- How adequate is the thesis? Does it respond to its question or topic in a full and interesting way? Does it have an appropriate degree of complexity?
- How well organized is the paper? Does it stick to the point? Does every paragraph contain a clear topic sentence? If not, is another kind of organizing principle at work? Are transitions well made? Does it have a real conclusion, not simply a stopping point?
- Is the style efficient, not wordy or unclear?
- Does the writing exhibit any special elegance? Can I hear a lively, intelligent human voice speaking to me (or to another audience, if that is the writer’s intent) as I read the paper?

Depending upon my answers to such questions, I give the paper some kind of A or B.

**FINAL GRADE CALCULATION:**

A	93-100 points	C+	77-79.9 points
A-	90-92.9 points	C	73-76.9 points
B+	87-89.9 points	C-	70-72.9 points
B	83-86.9 points	D+	67-69.9 points
B-	80-82.9 points	D	60-66.9 points

F 60 points and below

### **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]."