

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Fall 2014
Discipline: Anthropology
ANTH 3590-501: Anthropology of Tourism
Upper Division
Faculty Name: Tracy Bachrach Ehlers
Credit Hours: 3; Contact Hours: 38

Prerequisites: None, but a previous anthropology course would be advisable.

COURSE DESCRIPTION

This class utilizes an anthropological approach to the study of the impact of tourism on cultures and societies of the world with particular emphasis on the countries we will be visiting on the voyage. The class is based upon the study of the newest social scientific literature on tourism, as well as a wealth of case-specific data documenting the cultural, social, and environmental costs of hosting a tourist industry. We will examine the shifting cultural values and social relations that occur as host meets guest, and cultures become commodities to be offered for a price. Although the class emerges from concern for tourism's impact on local populations and cultures, to be sure, our approach is not entirely critical. In some cases tourism has caused assimilated indigenous cultures to revitalize their ancient traditions to meet the tourist market. Similarly, our discussion also includes analysis of the growing popularity of the eco-tourist industry as a model of sustainable Third World development. We take this topic a step farther as we examine the compatibility of "responsible tourism" with sustainable development goals.

Semester at Sea will be a laboratory for the application of what we learn in this class. Assignments will focus on data gathering and analysis in destination countries and among other "tourists" aboard ship. In a final analysis of the tourist experience, students will design an alternative tourist plan of action. The project should analyze the development prospects, economic problems, and cultural pitfalls of tourism particular to that part of the world. At the same time, the plan should incorporate responsible alternative tourism, and suggest how far that approach might go towards alleviating some of these obstacles.

COURSE OBJECTIVES

1. Appreciate the nature of tourism and its role in society.
2. Understand the role of anthropology in the study of "hosts" and "guests."
3. Identify the economics, social relations, and history of the link between these two players.
4. Document how and why tourists and the supporting infrastructure impact native peoples and cultures.
5. Separate tourism from modernization in terms of its impact on social change.

6. Critically think about the difference between travel and tourism and appreciate its history and political economy.
7. Examine attempts to redress some of the tourism damage with innovative, sustainable plans like ecotourism that are more reminiscent of old-fashioned "travel" where education was the goal of the trip, not "getting away from it all."

REQUIRED TEXTS:

Robert Gordon – Going Abroad. Traveling Like an Anthropologist. Boulder: Paradigm Publishers. 2010 ISBN 9781594517716

Pattullo, Polly – Last Resorts. The Cost of Tourism in the Caribbean Monthly Review Press. 2005 ISBN 9781583671177

Sharon Bohn Gmelch, ed. - Tourists and Tourism: A Reader Waveland Press, Inc. 2004 ISBN 1577663063

TOPICAL OUTLINE OF COURSE

A1-2 The Death of the Traveler

1. Pattullo – Chapter 1 – History and Power
2. Gmelch – Why Tourism Matters (Tourists & Tourism)
3. Brazier – Problems in Paradise. New Internationalist 2008 (reserve)

A3 The Birth of the Tourist

1. Pattullo Chapter 2 – Linkages and Leakages
2. Graburn – Secular Ritual: A General Theory of Tourism (T&T)
3. Gmelch – Let's Go Europe: What Student Tourists Really Learn (T&T)

A4 The Political Economy of Tourism

1. Pattullo Chapter 3 - Employment
2. Trask, Haunani-Kay. Tourism and the Prostitution of Hawaiian Culture. Cultural Survival Quarterly 24:1, 2000 (reserve)

A5-6 Traveler vs. Tourist

1. Gordon: Going Abroad. Traveling Like an Anthropologist
2. Tourist Guidelines. Appendix C (T&T)

A7 Meeting the "Other" – Hosts and Guests

1. Pattullo Chapter 4 Social Impact
2. Cohen – Backpacking: Diversity and Change (T&T)
3. Sweet – 'Let 'em Loose' – Pueblo Indian Management of Tourism (T&T)

A8 Field Lab Debriefing

A9 Who Are the Tourists?

1. Pattullo Chapter 6 The Holiday and Its Makers
2. Maoz – The Mutual Gaze. *Annals of Tourism Research* 33:1, p. 221-239, 2006 (reserve)

A10: Authenticity and Marketing Cultural Traditions

1. Greenwood – Culture by the Pound. *Tourism as Cultural Commoditization* (T&T)
2. Errington and Gewertz – *Tourism and Anthropology in a Postmodern World* (T&T)
3. Patullo Chapter 8 – Heritage Tourism

A11: Midterm Papers Due

DVD: Cannibal Tours

A12: African Tourism: The Urban Poor

1. Steinbrink - We did the slum! Urban poverty tourism in historical perspective. *Tourism Geographies* 14:2, p. 213-234, 2012 (reserve)
2. Friere-Medeiros - Gazing at the poor: Favela tours and the colonial legacy. *events.sas.ac.uk/...2010* (reserve)
3. Saint-Upéry – Left at the Crossroad: Ogling the Poor (reserve)
<http://en.rian.ru/columnists/20101021/161035393.html>

A13: African Tourism, cont.

1. Spenceley and Goodwin – Nature-based tourism and poverty alleviation: Impact of private sector and parastatal enterprises in and around Kruger National Park, South Africa (reserve)
2. Garland and Gordon – The Authentic (In)Authentic: Bushman Anthro-Tourism (T&T)

A14: Ghana

1. Bruner – Tourism in Ghana: The Representation of Slavery and the Return of the Black Diaspora (T&T)

A15-16: Cruise Ships

1. Pattullo – Sailing into the Sunset. *The Cruise Ship Industry* (T&T)

A17: Environmental Impact

1. Pattullo - Chapter 5 Green Crime, Green Redemption: The Environment and Eco-tourism

A18: Basics of the “New” Tourism

1. Butler, Richard
1992 *Alternative Tourism: The Thin Edge of the Wedge*, *In Tourism Alternatives: Potentials and Problems in the Development of Tourism*, Valene L. Smith and

- William R. Eadington, eds. Philadelphia: The University of Pennsylvania Press, p. 31-46 (reserve)
2. Pattullo- Chapter 9 New Footprints in the Sand

A19: Alternative Tourism

1. Silver – Truth and Travel: Alternative Tourism isn't always responsible tourism. *Cultural Survival* 16.2 (Summer 1992) (reserve)
2. Smith – Boracay, Philippines: A Case Study for Alternative Tourism. *In Tourism Alternatives: Potentials and Problems in the Development of Tourism*, Valene L. Smith and William R. Eadington, eds. Philadelphia: The University of Pennsylvania Press, p. 135-157 (reserve)
3. Luh Sin – Volunteer Tourism: "Involve me and I will learn"? *Annals of Tourism Research* 36:3, 2009 (reserve)

A20: Considering Ecotourism

1. McClaren – Rethinking tourism (T&T)
2. Honey – Giving a grade to Costa Rica's green tourism (T&T)
3. Benz – Green Dreams: Misadventures in Ecotourism (reserve)
4. Hawkins – Ecotourism Opportunities for Developing Countries. *In Global Tourism*. William Theobald, ed., Oxford, p. 191-204. (reserve)

A21-22: Cuban Tourism

1. Babb – Che, Chevys, and Hemingway's Daiquiris: Cuban Tourism in a Time of Globalization, *Bulletin of Latin American Research*, vol. 30, no. 1, pp. 50-63/
2. Elliott and Neirotti – Challenges of Tourism in a Dynamic Island Destination: The Case of Cuba, *Tourism Geographies*, vol. 10, no.3, pp. 375-402.

A23-24: Group Presentations of Final Projects

A24: Project Papers Due

FIELD COMPONENT

Ethnographic fieldwork is an essential part of this course. In each "host" country, students will be assigned short research projects based on concepts relevant to the ethnographic study of tourism. Their findings will be the basis for a "Comments Please" session upon their return. About half of our Comments Please reports will be short papers based on the myriad of experiences individual students will have ashore, some of which will be tied to fieldwork excursions assigned by the professor. Included in the Comments Please assignments is a somewhat longer essay focused on the required Field Lab.

FIELD LAB

Country: Ireland

Irish Storytelling

This Field Lab is designed to combine an alternative and personal traveler's reality with the typical touristic experience in Northern Ireland. We will develop an intimate connection to the people and culture of Ireland through Irish Storytelling, an ancient oral tradition that has been revived in the 21st century. Our guide for the day will be Philip Bryne, an internationally known storyteller.

METHODS OF EVALUATION

Grades will be made up as follows:

Comments Please (6 fieldwork reports including one Field Lab essay): 25%

Class Participation (discussion of fieldwork experience, oral presentation of findings from longer papers): 15%

Paper #1 (analysis tourism and development, 12-15 pages): 30%

Paper #2 (design and presentation of alternative tourism model 12-15 pages): 30%

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]."