ANTH 4701.035/5700.014 Anthropology of Tourism Spring 2017 - Wednesday 6:00 – 8:50pm - GAB, Room 406

Instructor: Dr. Jamie K. Johnson

Office hours: Monday 1:30pm – 3:30pm

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COURSE DESCRIPTION:

As one of the world's largest industries, tourism annually engages hundreds of millions of individuals and institutions in multiple spheres of life – cultural, material, economic, political and environmental – making it a provocative field for contemporary anthropological inquiry.

This course acquaints students with historical and cultural representations of the exotic "other" in host vs. guest encounters - now classic themes in travel and tourism – before examining such intricacies of global tourism as destination branding, heritage and authenticity, neoliberalism and development, inequality, technology, and sustainability.

Using ethnographic case studies and website content analysis, students will travel to and explore destinations in each of the following fields: cultural tourism; spiritual tourism; eco-tourism; and biomedical tourism. Previous coursework in the social sciences (anthropology, sociology, geography, psychology) is recommended but not required.

CONTACT INFO:

- EMAIL: Only email from your official UNT email account. Include ANTH 4701/5700 in the Subject line of your email. Please allow 24 hours for response Monday thru Friday, and 48 hours over weekends and on holidays. I expect the same from you.
- **PHONE: Please email me first!** I work from home when I'm not teaching or holding office hours. If you have an emergency, contact the Anthropology front desk: 940-565-2200.
- **IN-PERSON:** Office visits are great feel free to drop by. But if you *need* to talk to me, make an appointment.
- **IN-DIGITAL PERSON**: If you can't make office hours, we can Skype or Google chat Tues. or Thurs. or over the weekend if necessary.

NOTIFICATION OF ABSENCE:

Students desiring to observe a religious holy day, which will result in a class absence, must notify the instructor in writing, for each class, no later than the first week in February. For University-excused absences such as illness or extracurriculars, the student is required to notify me before or within 24 hours of the absence, and must complete any missed assignments within **ONE WEEK**. Only students with legitimate University-excused absences will be allowed to submit late work.

COURSE MATERIALS:

There are no books required to purchase. Journal articles and book chapters can be found in the **Weekly Reading Assignments** section within the Blackboard component of this class. Selections are taken from the following books, which have been placed on Course Reserve at the Willis Library.

Bibliography:

- -T. Jamal and M. Robinson, eds., *The Sage Handbook of Tourism Studies*. London: Sage. *EBook online, multiple user access.
- -Chambers, Erve. 2010. *Native Tours: The Anthropology of Tourism and Travel*, 2nd ed. Long Grove, IL: Waveland Press.
- -Bruner, Edward. 2005. *Culture on Tour: Ethnographies of Travel*. Chicago: University of Chicago Press..
- Hancock, Mary. 2008. *The Politics of Heritage from Madras to Chennai*. Bloomington: University of Indiana Press.
- -Picard, M. and Robert Wood 1997 *Tourism, Ethnicity and the State in Asian and Pacific Societies*. Honolulu: Univ. of Hawaii Press.
- -Kincaid, Jamaica 1988 A Small Place. New York: Farrar Straus Giroux.
- -Urry, John 1990 The Tourist Gaze: Leisure and Travel in Contemporary Societies. London: Sage.
- -Lippard, Lucy 1999 On the Beaten Track: Tourism, Art and Place. New York: The New Press.
- -Gmelch, Sharon Bohn 2004 *Tourists and Tourism: A Reader*. Long Grove: Waveland Press.
- -MacCannell, Dean 1976 The Tourist: A New Theory of the Leisure Class. New York: Schocken.
- -Clifford, James 1997 *Routes: Travel and Translation in the Late Twentieth Century*. Cambridge: Harvard University Press.
- -Desmond, Jane C. 1999 *Staging Tourism: Bodies on Display from Waikiki to Sea World*. Chicago: The University of Chicago Press.
- -Salazar, Noel, and Nelson Graburn, eds. 2014. *Tourism Imaginaries: Anthropological Approaches*. Oxford: Berghahn

Library Course Guide:

In addition to the reference material listed above, you will also be given access to a Library Course Guide, available from the UNT Library website. Just click on http://guides.library.unt.edu/home and scroll down to ANTH 4701/5700 Tourism. This is an AWESOME research tool! Not only will it have databases and helpful search tips, but it will give you easy access to every online Tourism journal that UNT subscribes to. This is an easy go-to for your "Ethnographic Offering" Assignments.

COURSE REQUIREMENTS AND POINTS BREAKDOWN:

Grades for this class are based on class participation, talking points, in-class assignments, film reflections, an independent tour project and paper, and a final destination project and paper.

Participation: Students are expected to attend and participate regularly in class. During the first half of our weekly meetings, I will be guiding the class through the assigned readings and asking you to contemplate the weekly course themes. Completing the assigned readings prior to each class ensures you will be prepared to engage in class discussion. Regular attendance is expected of all students. More than 1 unexcused absence will result in a full letter grade deduction from your final grade.

Talking Points: 10 points each (12 @ 10pts = 120pts) To ensure you have read and understood the readings, you will submit "talking points" in the Blackboard Discussion board every Wednesday before class (5.59pm). These are not exhaustive summations of the readings. Think: key points + important issues, concerns, critiques, accolades, etc.. Posts should be a paragraph or so in length (no more than 300 words – feel free to bullet, etc.) and should *synthesize* (not just summarize) all of the readings for that day. These constitute a large component of your overall course grade, so don't fall behind!

Show-and-Tell In-class Assignments: 10 points each (9 @ 10pts = 90pts) Some meetings will involve analyzing tourism products, such as promotional brochures and websites, literature, music, art, souvenirs, etc. You will be responsible for bringing in items for a 3-5 minute discussion and analysis based on the weekly course theme. Show-and-tell will take place during the second half of the class. I will be keeping track of who has come prepared and who has not. Online or digital materials (websites, blogs, videos, photographs) will need to be posted within your **Talking Points** so we can pull them up on the overhead during class to share.

Ethnographic Offering In-Class Assignments: 10 points each (4 @ 10pts = 40pts) Some meetings will involve outside ethnographic research or case study on a destination and topic related to the course theme. These will comprise the second half of the class. On Ethnographic Offering days, your **Talking Points** should include a brief synopsis of the following:

- The title of your offering and where you found it
- A sentence or two describing the main point of the article
- A sentence or two relating the study to the weekly readings

Film Reflections: 10 points each (2 @ 10pts = 20pts) Over the course of the semester, we will watch two films that are related to the anthropological study of tourism. The reflection must be three paragraphs in length (500 words max), and should make connections to class materials. Reflections will be due on Sunday after the date the film was shown in class.

Spring Break Tour Project: (100 points) During Spring Break, you will conduct participant observation at a local (wherever you may be) tourism site. You may work on the project independently or as part of a 2-person team. The "deliverable" will be a 7-10 minute power point presentation which you will present to the class the week following Spring Break. The presentation should offer a sophisticated analysis of your experience both as a tourist AND as a researcher. In addition to the presentation, Graduate students must apply at least one of the theoretical approaches that we have read in class and analyze the tour in a one to two page written paper (500 words max). Powerpoints must be submitted within the Assignments tab on Blackboard by Wednesday 5:59pm. See detailed guidelines under the Blackboard Assignments tab. This project is essentially your "Midterm" exam, so take it seriously!

Final Destination Project: (100 points) To further investigate the promotion of tourism through media, students must analyze websites and other promotional tourism materials in a tourist destination of their choice. Each student must find at least five websites targeting "Global North" (Western) tourists for their particular destination. Based on the information found on these sites, you should write a critical analysis of websites advertising tourism. You should include information on activities that are promoted, who is being targeted, and how the culture is represented. This project is the equivalent to your "Final Exam" and thus, counts for a significant portion of your grade. I will be asking you to submit a proposal on the 11th week of class (3/29) to ensure you have given the topic ample thought. **Graduate**

Students will be expected to write a comparison of two or more separate destinations. Papers for undergrads should run 5-7 pages in length. Graduate papers should run 10-12 pages in length. See Final Destinations research paper guidelines in Blackboard for detailed instructions. Papers will be submitted under the Assignments tab within Blackboard by **5/3 at 5:59pm**.

Total Points possible:

Attendance and participation	30 points
Talking points (12 @ 10 ea)	120 points
Show and Tell and/or Ethnographic Offering (13 @ 10ea)	130 points
Film Reflections	20 points
Spring Break Tour	100 points
Final Destination Tour	100 points
	500 points

COURSE SCHEDULE:

WEEKLY MEETING	MEETING TOPICS READINGS, FILMS and ASSIGNMENTS	DUE DATE
WEEK 1 1/18 – 1/20	Course Introduction Personal Introductions and travel writing exercise ASSIGNMENT: Read: Naomi Leite and Nelson Graburn. 2009. "Anthropological Interventions." In Robinson, Mike Jamal, Tazim. The SAGE Handbook of Tourism Studies. SAGE Publications. Pp. 35-55.	
WEEK 2 1/23 – 1/29	Approaches to Tourism Studies READINGS: McCannell 1976. Introduction. In <i>The Tourist: a New Theory of the Leisure Class</i> . Shocken books: New York. Pg. 1-16 (recommended reading through Ch. 2 pp. 17-34). Urry, John. 1990. "The Tourist Gaze". In <i>The Tourist Gaze</i> . <i>Leisure and Travel in Contemporary Societies</i> . London: Sage. Gmelch 2004. "Why Tourism Matters". In <i>Tourists and Tourism</i> . Prospect Heights: Waveland. Pp. 3-19. (Recommended: Wolf, Erik R. 1982. Europe and a People Without History. California: University of California Press, 1982. Chapter 1, pp. 3-23.)	Talking Points should be posted on the Discussion Board by: Wednesday, 5:59pm Film Reflection should be posted under the Assignments tab by Sunday 1/29, 11:59pm

	Film: Cannibal Tours https://vod.library.unt.edu/cat_vodentry.php?film=116 ASSIGNMENT: Read the assigned material and post a 150 - 200 word "talking points" on either MacCannell or Urry AND Gmelch in the Blackboard Discussion feature. (Leite and Grabaum will form the basis of lecture.) Film Reflection 1: Your reflection must be roughly three paragraphs in length (350-500 words), and should make connections to the reading materials thus far. Feel free to present critiques of the film or critical thinking questions to raise the following week in class. See Assignment instructions	
	in Blackboard.	
	Representation, Pt. I: The Production and Performance of Culture Attractions, Sightseeing and Storytelling	Talking Points: Wednesday, 5:59pm
WEEK 3 1/30 – 2/5	READINGS: Bruner, Edward M. 2005 "Introduction: Travel Stories Told and Retold." In <i>Culture on Tour: Ethnographies of Travel</i> . Pp. 1-32.	Show-and-tell: bring in items for a 3-5 minute discussion and analysis based on the weekly course
	MacCannell 1976. Staged Authenticity. In The Tourist: a New Theory of the Leisure Class. Shocken books: New York On photography: Urry 1990. 136-140	theme. Note: Online or digital materials (websites, blogs, videos, photographs)
	Recommended: Sontag, Susan (1973) "In Plato's Cave," in On Photography, pp. 3-24. New York: Farrar, Straus, and Giroux. ON COURSE RESERVE	will need to be posted within your <i>Talking Points</i> .
	ASSIGNMENT: Show-and-Tell Come prepared an example of the representation of a place (travel destination preferably) or a people in ART – esp. PHOTOGRAPHY, MUSIC, or LITERATURE.	
	Representation, Pt. II: Mediating and Producing Places	Talking Points: Wednesday, 5:59pm
WEEK 4 2/6 – 2/12	Tour Guides Destination Branding Commoditization and Mediated Consumption	Show-and-tell: come prepared with a 3-5 minute discussion
	READINGS: Ooi 2002. "Introduction: the Centering and Decentering of Culture". In <i>Cultural Tourism and Tourism Cultures</i> . Copenhagen: Copenhagen business school press. Select entries- Pp. 1-41.	and analysis based on the weekly course theme. Note: Online or digital materials will need to be

	ASSIGNMENT: Show and Tell Find an advertisement for a destination of your choice. You may search the newspaper, travel magazines or online. Your show-sand-tell will consist of the article/flyer, a screenshot or a weblink of an advertisement. Be prepared to identify specific markers of centering and decentering of culture.	posted within your Talking Points.
WEEK 5 2/13 – 2/19	Representation, Pt. III: Tourism Imaginaries Introduction pp. 1 – 22. In Salazar, Noel, and Nelson Graburn, eds. 2014. Tourism Imaginaries: Anthropological Approaches. Oxford: Berghahn AND either Swain, Margaret Byrne. "Myth Management in Tourism's Imaginariums" (ibid) pp. 103-121 OR Ferraris, Federica. "Temporal Fragmentation: Cambodian Tales" (ibid) pp. 172 – 189. Please note: graduate students should read all three reading assignments. ASSIGNMENT: Show and Tell	Talking Points: Wednesday, 5:59pm Show-and-tell: come prepared with a 3-5 minute discussion and analysis based on the weekly course theme. Note: Online or digital materials will need to be posted within your Talking Points.
	Watch a travel show and report on it to the class. Pay special attention to the mediation of culture by the tour guide, and how those travel shows appeal to tourism imaginaries.	
WEEK 6 2/20 – 2/26	Touring the Past The Heritage Industry Authenticity and Locality READINGS: Selections from: Hancock, Mary. 2008. The Politics of Heritage from Madras to Chennai. DS486.M2 H36 2008 (Online) Recommended: (Introduction) "Making the Past in a Global Present: Chennai's New Heritage" Required: Ch. 5 "Consuming the Past: Tourism's Cultural Economies" Required: Urry 1990. "Gazing at History". In The Tourist Gaze. Pp. 66-81. Optional: Gonzalez, Pablo Alonzo. 2014. "Conceptualizing Cultural Heritage as a Common "In Identity and Heritage: Contemporary Challenges in a Globalized World. Springer.	Talking Points Wednesday, 5:59pm Ethnographic Offering Wednesday, 5:59pm Come prepared with a 3-5 minute discussion and analysis based on the weekly course theme. Source material will need to be posted within your Talking Points.

	ASSIGNMENT: Ethnographic Offering Conduct ethnographic research on some aspect of heritage tourism and come to class prepared to analyze and discuss your findings. Beyond the databases in the ANTH 4701 Library Course Guide, I will also offer a number of suggestions for refining your search. Take homes and Takeaways	Talking Points
	Commodification of arts (and crafts) and music "Museumification" of material culture Souvenirs READINGS: Stewart, Susan (1993) "Objects of Desire: The Souvenir," in On Longing: Narratives of the Miniature, the Gigantic, the Souvenir, the Collection, pp. 132-51. Durham and London: Duke University Press. OPTIONAL:	Show-and-tell: come prepared with a 3-5 minute discussion and analysis based on the weekly course theme. Note: Online or digital materials will need to be posted within your <i>Talking Points</i> .
WEEK 7 2/27 – 3/5	A great (short) ethnography: Lewis, Jovan Scott. "A So Black People Stay: Bad-mind, Sufferation, and Discourses of Race and Unity in a Jamaican Craft Market". <i>The Journal of Latin Anerican and Caribbean Anthropology,</i> Vol. 20, No. 2, pp. 327-342. Please revisit: Naomi Leite and Nelson Graburn. 2009. "Anthropological Interventions." In Robinson, Mike Jamal, Tazim. <i>The SAGE Handbook of Tourism Studies</i> . SAGE Publications. Pp. 42-43; 48; 51-52.	
	MacCannell 1976. " A Semiotic of Attraction" In The Tourist: a New Theory of the Leisure Class. Shocken books: New York. pp. 109-133. ASSIGNMENT: Show and Tell Come prepared to show and talk about ANY piece of <i>material</i> culture that has been commodified for consumption.	
WEEK 8 3/6 – 3/12	Touring Death Thanatourism or Death and Dark Tourism READING: Lippard, Lucy. 1999. "Tragic Tourism" In On the Beaten Track: Tourism, Art, and Place. The New Press: New York.	Talking Points and Ethnographic Offering Wednesday, 5:59pm

	Seaton, Tony. "Thanatourism and its discontents: An appraisal of a decade's work with some future issues and directions". In Robinson, Mike Jamal, Tazim. <i>The SAGE Handbook of Tourism Studies</i> . SAGE Publications. pp. 521-542. ASSIGNMENT: Ethnographic Offering OR Show-and-Tell (well-researched).	
WEEK 9 3/13 – 3/19	SPRING BREAK Museums and museumification READINGS: -Kirshenblatt-Gimblett, Barbara "Destination Museum" in Destination culture: Tourism, Museums, and Heritage. 1998 Berkeley: Univ. of California Press"Museums and Tourism", Special issue of Museum Anthropology 1993 (17)3. ASSIGNMENT: Conduct an ethnographic observation of a museum and interview either a tourist or a local and be prepared to present your work orally in class on Mar. 22. (see handout for specific paper instructions)	DUE DATE: In-class Presentations DUE DATE: 3/22 Powerpoints and accompanying written analysis must be submitted to the Assignment DropBox by 5:59pm Observations must include an analysis which incorporates at least three of the readings, including the Kirshenblatt-Gimblett assigned for this week.
WEEK 10 3/20 – 3/26	Touring Nature Ecotourism, Species Tourism, and Adventure READINGS: Desmond, Jane. 1999. Selections from "Staging the Natural." In Staging Tourism: Bodies on Display from Waikiki to Sea World. Presentations	Talking points Wednesday, 5:59pm
WEEK 11 3/27 – 4/2	No class – (Dr. J out of town) ASSIGNMENT: TBA	Wednesday, 5:59pm
WEEK 12 4/3 – 4/9	Touring the Self/Spirit Festivals, Pilgrimages, and other Journeys of the Self Sharpley, Richard. 2009. "Tourism, Religion, and Spirituality." In Robinson, Mike Jamal, Tazim. <i>The SAGE Handbook of Tourism Studies</i> . SAGE Publications. Pp. 237 - 250.	Talking points Wednesday, 5:59pm Show and Tell Wednesday, 5:59pm

	Quinn, Bernadette. 2009. "Festivals, Events and Tourism." In Robinson, Mike Jamal, Tazim. <i>The SAGE Handbook of Tourism Studies</i> . SAGE Publications. Pp. 483 - 497. Recommended reading: Turner, Victor (1966) "Chapter 3: Liminality and Communitas," in The Ritual Process: Structure and AntiStructure, pp. 94-130. Ithaca: Cornell University Press. Graburn, Nelson H. H. (1989) "Tourism: The Sacred Journey," in Hosts and Guests: The Anthropology of Tourism, Valene L. Smith, ed., pp. 21-36. Philadelphia: University of Pennsylvania Press. ASSIGNMENT: Show and Tell Come prepared to show and talk about a festival, or pilgrimage you have been on	Talking points
WEEK 13 4/10 – 4/16	Touring Bodies Gender, Sex Tourism, READINGS: Lippard, Lucy. 1999. "Seduction and Hyperbole". In On the Beaten Track. Pp. 54-58. Brennan, Denise. 2004. Selections from What's Love Got to Do With It? Transnational Desires and Sex Tourism in the Dominican Republic. Desmond, Jane. 1999. Selections from "Staging the Natural." In Staging Tourism: Bodies on Display from Waikiki to Sea World. Film: The Toured: The Other Side of Tourism in Barbados ASSIGNMENT: Film Reflection	Talking points Wednesday, 5:59 Film reflection Sunday, 5:59pm
WEEK 14 4/17 – 4/23	Touring Bodies, II Medical and Health Tourism READING: TBA Flim: Short film clip ASSIGNMENT: Ethnographic Offering	Talking points and Ethnographic Offering Wednesday, 5:59
WEEK 15 4/24 – 4/30	Touring for the Better Good Voluntourism, Edutainment and Global Development READINGS: Keese, James R. 2011. The Geography of Volunteer Tourism: Place Matters. <i>Tourism Geographies Vol. 13, No. 2, 257–279</i> .	Talking points and Ethnographic Offering Wednesday, 5:59

	Wearing, Stephen and Jess Pointing. 2009. "Breaking Down the System: How Volunteer Tourism Contributes to New Ways of Viewing Commodified Tourism." In Robinson, Mike Jamal, Tazim. <i>The SAGE Handbook of Tourism Studies</i> . SAGE Publications. Pp. 254 - 265.	
	Recommended reading: Telfer, David J. "Development Studies and Tourism." In Robinson, Mike Jamal, Tazim. <i>The SAGE Handbook of Tourism Studies</i> . SAGE Publications. Pp. 146 - 162.	
	ASSIGNMENT: Ethnographic Offering Research EITHER a study abroad program with a volunteer or service learning component OR A volunteer organization in the Global South	
WEEK 16 5/1 – 5/7	PRESENTATIONS OF FINAL DESTINATION PROJECT	

COURSE POLICIES

Class Participation: Students are required to login regularly to the online class site. The instructor will use the tracking feature in Blackboard to monitor student activity. Students are also required to participate in all class activities such as discussion boards. Check your Eagle Mail account and Blackboard Announcements frequently to stay current with course announcements.

Virtual Classroom Citizenship: The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper *netiquette* when interacting with class members and the professor.

Copyright Notice: Some or all of the materials in the course may be protected by copyright. Federal copyright law prohibits the reproduction, distribution, public performance, or public display of copyrighted materials without the express and written permission of the copyright owner, unless fair use or another exemption under copyright law applies.

Important Registrar Dates, Drops, and Withdraws

Dates for Dropping Courses	
Monday, January 30	12 th Class day. Last day to drop a course and receive a refund; instructor approval not required. Courses dropped by this date do not appear on grade report or transcript.

Wednesday, February 24	Last day to drop (with instructor approval) with automatic "W." Student must have signed drop from to Registrar's Office by 5:00 p.m.
Monday, April 4	Last day to drop (with instructor approval) but grade will be "W" or "WF" as determined by instructor.
Withdrawal	
Thursday, April 21	Final date to withdraw (drop <u>all</u> courses). Must be done by letter, fax or in person at the Registrar's Office by 5:00 p.m. Date of withdrawal is printed on grade sheet and instructor assigns "W" or "WF."

Academic Honesty Policy: Cite your sources! The Department of Anthropology does not tolerate plagiarism, cheating, or collusion (helping others to cheat). Students suspected of any of these will be provided the opportunity for a hearing; a guilty finding will merit an automatic "F" in the course. For information on the University's policies regarding academic integrity and dishonesty, see the UNT Center for Student Rights and Responsibilities, http://www.unt.edu/csrr/.

ODA Policy: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at http://disability.unt.edu/. You may also contacts them by phone at 940.565.4323.