ANTH 3829.2: Special Topics/Seminars in Anthropology
The Anthropology of Tourism
Winter 2019
Mon Wed 11:30 -12:45
Loyola Academic 177

Michelle MacCarthy
MS219
michelle.maccarthy@smu.ca
Office Hours: Tues Thurs 10am -12pm

DESCRIPTION
This course uses anthropological methods to examine tourism and its effects on contemporary culture. It will explore the phenomenon of tourism from multiple perspectives, including the tourist experience, the tourist industry and the re-shaping of places as a result of the challenges and opportunities presented by tourism. Theories of tourism as a category of experience (e.g., pilgrimage, role-playing, rite of passage) and as an increasingly globalized socio-cultural practice will be analyzed alongside the political economy of travel. Ethnographic case studies will draw on examples from Oceania, Asia, Africa, Europe and the Americas.

EXPECTATIONS
This course will be run as a combination of lectures and in-class discussions. This means that your active participation is required and linked closely to your grade. All students are expected to keep up with the readings, to come to class having interrogated the readings, and to engage in in-class discussions regularly.

LEARNING OUTCOMES
At the completion of the course, students are expected to:

- Understand how the anthropology of tourism fits within the broader discipline of anthropology
- Understand how anthropology is particularly useful as an approach to studying tourism;
- Recognize various ways of conceiving of tourism and travel as anthropological subjects;
- Recognize a number of different types of travel and tourism;
- Understand the relationship between tourism and idealizations of history, “tradition,” “culture” and “authenticity” and why these are problematic concepts; and
- Reflect on how the broad themes of the course relate to a particular case study of your choosing

READING

Required Texts
3. Course reader available for additional readings.

Some lectures will deal directly with course readings, while others we will not; regardless, it is your responsibility to familiarize yourself with the material in preparation for lectures/discussions before that lecture.

The course program includes several documentary films that will supplement the lectures. These are also required, you will choose ONE of these films for your Film Reflection assignment. Your attendance at the class days where films are scheduled will be noted, and will contribute to your participation grade.

There are two required texts and a course reader for this course. One of your required books is *Culture on Tour*, by Edward Bruner. Not all of chapters are assigned readings, though you are encouraged to read the entire text. The second, *Making the Modern Primitive* is an ethnographic case study of cultural tourism in the Trobriand Islands of Papua New Guinea and will serve as a framework and example of how many of the themes and ideas of the course work in a particular tourism context. Both can be purchased from the University Bookstore.
*Note that this book is not available in paperback, but if you do not want to buy a hardcover copy, you can buy the Kindle version from Amazon.com for approximately $30 USD. Alternatively, I will place a copy on reserve at the library so you are able to read it there if you prefer not to buy it.

**ASSESSMENT**

You will be assessed on the basis of two items of written work—an essay and a film reflection, and one oral (or video) presentation, as well as in class quizzes. In addition, every student must contribute to discussions with questions and comments relevant to the topic and/or deriving from readings, film, or previous discussions. This will be a small class, so each of you needs to come to class ready to take part!

The relative weightings of these components are as follows:

- **Participation** 10%
- **In Class Quizzes** 20% 5 over the course of the semester
- **Essay Proposal (500 words)** 10% Due Mon, Jan 28
- **Oral or Video Presentation** 20% Wed Mar 13
- **Essay (2,500-3,000 words)** 30% Due Wed, Mar 27
- **Film reflection (750-1000 words)** 10% ONE to be submitted over the course of the semester

A **Style Guide for Essay Writing** can be obtained from the Department of Anthropology website at the following link: [http://www.smuc.ca/webfiles/AnthropologyAAAStyle-OnlineVersion.pdf](http://www.smuc.ca/webfiles/AnthropologyAAAStyle-OnlineVersion.pdf). Your essays must conform to the conventions outlined in that guide for citations, references, formatting, and other matters. Your grade will be reduced if you do not adhere to the guidelines provided. Plagiarism of any kind is a serious offence and will not be tolerated. See the Academic Integrity Student Booklet if you are unsure about what constitutes plagiarism.

You must hand in your essay by the dates and times given above. If you are going to be late, contact me. **Extensions must be requested before the due date.** Late essays will only be accepted without penalty if an extension has been granted in advance and the essay is accompanied by an adequate and documented explanation. Essays not accompanied by such explanations or for which an extension has not been granted will be penalized at the rate of one point (i.e. 1% of your final grade) per day (including weekends and holidays).

**Essays MUST be submitted BOTH to the Dropbox on Brightspace, AND in hard copy. The time stamp on the Dropbox copy will be used to determine if your essay is in on time.**

**Assignments**

- **Quizzes:** These may or may not be announced in advance and five (5) will be administered over the course of the semester. Your FOUR (4) BEST marks will count towards your final grade.
- **Essay Proposal:** You will write a 500 words proposal for your term paper, which will be a case study of a particular place, cultural context, type of tourism (e.g. poverty tourism, ecotourism, ethnic tourism), and/or kind of cultural commodity (souvenirs, performances, village stays, etc). The proposal will introduce your topic, which should be specific and based on identified examples/case studies with a clearly articulated thesis statement, and summarize the kinds of analysis to be presented in the final paper. It should include at least 3 scholarly sources that you have identified so far.
- **Term paper:** In 2500-3000 words, develop the topic you have selected into an analysis of the anthropological significance of your case study drawing on theories, concepts, and themes that have been developed in this course. It will be essential to identify and utilize appropriate scholarly work relevant to your topic beyond assigned course materials. Other sources of information (websites, newspaper articles, magazine articles, films, etc.) may be used to supplement your arguments.
- **Presentation:** Working in groups of 2-3, identify a site that is visited regularly by tourists within the Halifax area. You will put together a short (10-15 minute) video, OR, alternatively, you will do an in-class presentation of similar duration, that incorporates themes that you have learned in class to unpack what makes a given site, monument, institution, activity, or event “meaningful” for the tourists who visit it. More information will be provided in class and on Brightspace.
• **Film Reflection**: Write a short reflection on ONE of the films assigned in class. This is not a film *review* and is NOT a plot summary. You should reflect on how the film relates to the subject matter of the course. It is an exercise in critical engagement and demonstrates your ability to read the significance of a film in relation to key concepts, theories, and ideas presented in the course. You can absolutely critique the work or suggest ways in which the film is not successful or misses important points.

**ACADEMIC PROBLEMS**

Please see me during office house, or make an appointment, if you are having problems with any aspect of this course. I will do my best to help you get back on track. I am also happy to see you if you just want to ask questions or discuss particular aspects of the course that you might not have had the opportunity to bring up in class. Help can also be obtained from the Writing Centre which facilitates the development of effective writing skills in students and helps those who encounter difficulties in their studies. The Learning Studio offers language support for International students as well as technology support for on-on-one or small group support to students who need assistance with technology-based learning resources. If you have trouble expressing yourself clearly when you write, or have difficulty with things like grammar and punctuation, please avail yourself of these services! The Writing Centre is located in Room 115 of the Burke Building, and they have drop-in hours or you can make an appointment online, by calling 902-491-6202 or by email at writing@smu.ca

**LECTURE PROGRAMME AND READING LIST**

The following is a week-by-week programme of lectures and readings. If changes are necessary, they will be announced in class. Announcements will also be emailed and/or posted on Brightspace. Powerpoints and other resources will also be made available on Brightspace, but only after the lecture has been given in class.

**WEEK 1 Understanding the Anthropology of Tourism**

**Wed, Jan 9**

*What is the Anthropology of Tourism? Course overview and introduction*

**Required reading**: “The Anthropology of Tourism” by Nelson Graburn

**WEEK 2 The basics: Ethnographies of tourism**

**Mon, Jan 14**

*Who and what are tourists?*

**Required reading**: MacCannell, Dean (1989[1976]) “Introduction” in *The Tourist: A new theory of the leisure class* AND Introduction in *Culture on Tour*

**Wed, Jan 16**

*How can we study tourism anthropologically? Tourism and ethnography*

**Required reading**: Prologue and Chapter 1 in *Making the Modern Primitive*

**WEEK 3 Authenticity and Cultural Commoditization**

**Mon, Jan 21**

*Thinking through authenticity*


**Wed, Jan 23**

*Commoditizing culture*

WEEK 4  What a difference difference makes
Mon, Jan 28  ***ESSAY PROPOSAL DUE***
Creating demand for difference
**Required reading:** Chapter 3 in *Making the Modern Primitive*

Wed, Jan 30
**Ethnographic Theme Parks**

WEEK 5  Viewing the cultural Other
Mon, Feb 4
**The Tourist Gaze**
**Film:** Cannibal Tours (1988)

Wed, Feb 6
**Performance and “Unperformance”: Cultural Shows and Spectacles**

WEEK 6  Borderzones and the Intercultural Encounter
Mon, Feb 11
**Borderzones and meeting grounds**
**Required reading:** Bruner, Edward (2005) The Balinese Borderzone in *Culture on Tour* (Chapter 7), pp.191-210

Wed, Feb 13
**Tourism as an intercultural encounter**
**Required reading:** Chapter 5 in *Making the Modern Primitive*
**Film:** Trekking on Tradition (1992)

WEEK 7  WINTER BREAK
Mon, Feb 18 & Wed, Feb 20: NO CLASSES

WEEK 8  The material culture of tourism and tourist art
Mon, Feb 25
**Souvenirs and meaning-making through objects**

Wed, Feb 27
**Tourist art**
WEEK 9 Representing Otherness
Mon, Mar 4
Tourist photography


Wed, Mar 6
Imag(in)ing the Exotic: representing Otherness

**Required reading:** none
**Film:** Peasant Family Happiness (2013)

WEEK 10 Ecotourism + PRESENTATIONS
Mon, Mar 11
Ecotourism


Wed, Mar 13

**Required reading:** none

In-class presentations/videos (10-15 min)

WEEK 11 Inequality in the tourism encounter
Mon, Mar 18
Money and intercultural exchange

**Required reading:** Chapter 8 in *Making the Modern Primitive* AND Bruner, Edward (2005) Maasai and the Lion King in *Culture on Tour* (Chapter 2), pp 71-100.

Wed, Mar 20
Gender, sex and power


WEEK 12 Ethics and Exploitation
Mon, Mar 25
Dark Tourism: Disaster and Poverty Tourism


Wed, Mar 27 ***FINAL ESSAY DUE***

Voluntourism

**No required reading**
**Film:** Volunteers Unleashed (2015)

WEEK 13 Tourism and memory, personal quest, and healing
Mon, Apr 1
Roots tourism and the concept of ‘return’

**Required reading:**
Bruner, Edward (2005) Slavery and the Return of the Black Diaspora: Tourism in Ghana in *Culture on Tour*
Wed, Apr 3

Tourism as healing?