ANTHROPOLOGY OF TOURISM
Anthropology 478/578
M, W 2:00-4:00
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COURSE DESCRIPTION
Tourism is among the world’s largest industries, generating trillions of dollars in annual revenues and employing millions. It is heavily relied upon as an economic strategy in developing countries and in notable and numerous pockets of more industrialized states, as well. The anthropological examination of tourism seeks to understand the relationships between the industry and other cultural productions. In this course, we will explore the cultural practices and impacts of tourism in relation to both host and guest communities, and travel itself as a part of culture. We will examine theories of tourism and ask the following questions:

- Who are tourists/travelers?
- Who are hosts?
- What motivates both to engage in travel and host/guest activities and relationships?
- What types of tourism do people undertake, and what are the current trends?
- What are the impacts of tourism on host communities?
- What are the links between tourism, conscious cultural production and identity?
- What role can (or should) anthropology play in influencing the industry and tourist and host behaviors?

COURSE OUTCOMES By the end of the class, students will:

- be able to carry out library research, critically evaluate published journal papers, and cite them correctly
- be able to produce a concise and well-structured piece of written work on a set topic.
- have increased confidence in presentations, group work, critical evaluation and seminar participation.
- be able to define tourism and its major impacts on both hosts and tourists
- to make connections between data, experience, theories, and approaches to tourism
- be able to identify the major topics and issues addressed within the contemporary anthropological study of tourism

GRADUATE COURSE OUTCOMES By the end of the class, grad students, besides the above, will:

- be able to design, develop, and defend a research proposal

COURSE REQUIREMENTS & ASSESSMENT
Class Participation. Students are expected to come to class prepared to talk about the readings and with assignments for that day completed. Most class time will be devoted to discussing the issues and ideas raised in the readings. Your full participation, questions, comments and responses are critical to the success of the class as a productive use of our time.

Written & In-Class Assignments and Exams
Reading/Discussion Journal (10 points each; due at the end of weeks 1-9). You will be keep a journal recording your understanding of and thoughts about the readings and class discussion. Journal entries for readings are due electronically 24 hours before the class session in which we discuss those readings. Your entries regarding our class discussions are to be submitted electronically at the end of each week.

In-Class Projects (10 points). Some class meetings will involve analyzing tourism products, such as promotional brochures and websites, tourist or airport art, souvenirs, etc. You will be responsible for bringing in items for discussion and analysis at least once in the quarter and will be asked to sign up in advance for the class session to which you will bring an item or items.

Final Project (50 points). All students will write a research paper on a tourism issue (minimum 10 pages). You can choose any topic and focus on one country or several. Your final project should include original research. In addition to presenting a review of the literature related to your topic, you should generate some new data and/or examine some primary sources. New data can be created by conducting interviews or administering a questionnaire or survey (e.g., on peoples’ motives for travel). Examples of primary data you might examine include: promotional videos and brochures, guidebooks, tourism trade statistics, etc.

By the mid-term, you will be required to select and submit for approval a proposal for a topic (one page) including a description of the type of original research you intend to conduct and a preliminary list of sources for the literature review portion. A draft of your paper is due the seventh eighth week of the term. You will summarize your project in an oral presentation delivered during the last week of classes and your final draft is due by the Friday of that week.

Exams (25 points each). There will be two tests (midterm and final) both short answer/essay in structure and covering the readings, discussion and films in the first half and second have of the term, respectively.

Grading
Reading/Discussion Journal 10 points each x 9 = 90points
In-Class Projects 10 points x 1 = 10points
Final Project 50 points x 1 = 50points
Exams 25 points each x 2 = 50points
total =200points

200-180 = A; 179-160 = B; 159-140 = C; 139-120 = D; -119 = F

grad student proposals 50 points =250points
(grad students add 20% to points for grade breakdown)

REQUIRED TEXTS
Culture on Tour: Ethnographies of Travel. Edward Bruner, 2004
GRADUATE STUDENT REQUIREMENTS
Graduate students are expected to perform at a level of proficiency appropriate to their graduate status. In addition to the course requirements listed above, graduate students will create a 4-5 page proposal for studying some aspect of tourism (complete with literature references, projected budget, goals and methods of study, etc.) along the lines that would be presented to a funding agency. The topic must be cleared by the professor ahead of time. This assignment is due no later than the final projects and will be presented to the class at that time.

Students with Disabilities: "Accommodations are collaborative efforts between students, faculty and Services for Students with Disabilities (SSD). Students with accommodations approved through SSD are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through SSD should contact SSD immediately at 737-4098."

OSU Academic Dishonesty Policy: http://oregonstate.edu/admin/stucon/achon.htm

SCHEDULE (TENTATIVE)
Week 1: Introduction to the Anthropology of Tourism
M: Introduction
W: Smith & Brent, Introduction
    Wallace, Introduction
    Gmelch, Chapter 1, Why Tourism Matters

Week 2: Definitions, Classifications and Theory
M: Smith, Chapter 1, Stone Age to Star Trek (in Smith & Brent)
    Graburn, Chapter 2, Secular Ritual: A General Theory of Tourism (in Gmelch)
    Smith, Chapter 4, The Nature of Tourism (in Smith & Brent)
    Chambers, Can the Anthropology of Tourism Make us Better Travelers (in Wallace)

W: Selänniemi, Chapter 6. Pale Skin on Playa del Anywhere: Finnish Tourists in the Liminoid South (in Smith & Brent)
    Bruner, Chapter 3 Slavery and the Return of the Black Diaspora: Tourism in Ghana
    Mintz, Chapter 11, In a Sense Abroad: Theme Parks and Simulated Tourism (in Gmelch)

Week 3: Marketing Culture & Heritage – Introduction & Case Studies
M: Douglas & Lacy, Anthropological Angst & the Tourist Encounter (in Wallace)
    McCannell, Chapter 29, The Commodification of Culture (in Smith & Brent)
    Greenwood, Chapter 9, Culture by the Pound (in Gmelch)

W: Smith, Chapter 10, Power & Ethnicity in Paradise (in Smith & Brent)
    Hartman, Chapter 16, Tourism to the Anne Frank House (in Smith & Brent)
    Shakley, Chapter 24, The Legend of Robin Hood (in Smith & Brent)
**Week 4: Culture/Heritage Case Studies, Cont.**

**M:** Bruner, Chapter 1. Maasai on the Lawn: Tourist Realism in East Africa  
Bruner, Chapter 2. The Maasai and the Lion King  
Moeran, Chapter 7, Rereading the Language of Japanese Tourism (in Gmelch)  
Atkinson, Chapter 10. Whose New Orleans? (in Gmelch)

**W:** Bruner, Chapter 4, Lincoln's New Salem as a Contested Site  
Bruner, Chapter 8 Taman Mini: Self-Constructions in an Ethnic Theme Park in Indonesia  
Urry, Chapter 26, Tourism, Europe, and Identity (in Gmelch)

**Week 5: Encounters – Class and Power**

**M:** Midterm  
Smith, Chapter 21, The Culture Brokers, (in Smith & Brent)

**W:** Abbink, Chapter 16, Tourism and Its Discontents (in Gmelch)  
Smith, Chapter 21, The Role of the Elite in the Development of Tourism (in Gmelch)  
Adams, *Generating Theory, Tourism, and “World Heritage” in Indonesia: Ethical Quandries for Anthropologists in an Era of Tourist Mania* (in Wallace)

**Week 6: Impacts and Sustainability**

**M:** Smith, Chapter 8, Tourism Change and Impacts (in Smith & Brent)  
Boissevain, Chapter 15, Coping with Mass Cultural Tourism (in Gmelch)  
**Stonich, Enhancing Community-Based Tourism Development and Conservation in the Western Caribbean** (in Wallace)  
Wallace, Chapter 23. Putting "Culture" Into Sustainable Tourism (in Smith & Brent)

**W:** Fagence, Chapter 15. Tourism as a Protective Barrier for Old Order Amish and Mennonite Communities (in Smith & Brent)  
Trousdale, Chapter 19, Appropriate Tourism Impact Assessment (in Smith & Brent)  
Wallace & Diamante, *Keeping the People in the Parks* (in Wallace)  
Sweet, Chapter 17, "Let 'em Loose": Pueblo Indian Management of Tourism (in Gmelch)

**Week 7: Gender & Tourism**


**W:** Brennan, Chapter 18 When Sex Tourists and Sex Workers Meet (in Gmelch)  
Pruitt & LaFont, Chapter 19, Romance Tourism: Gender, Race, and Power in Jamaica (in Gmelch)
Week 8: Tourism in the 21st Century – Trends and Troubles
M: Smith, Chapter 26, Tourism Issues of the 21st Century (in Smith & Brent)
    Zimmermann, Chapter 25, European Union Cross-Border Cooperation (in Smith & Brent)
    Bruner, Chapter 9, Reincorporations: Return to Sumatra, 1957, 1997
    Phipps, Chapter 5, Tourism and Terrorism: An Intimate Equivalence (in Gmelch)

W: Brent, Chapter 27, From Kitty Hawk to the ISS Hilton (in Smith & Brent)
    Smith, Chapter 28, Hostility and Hospitality: War and Tourism (in Smith & Brent)
    McLaren, Chapter 27, Rethinking Tourism (in Gmelch)

Week 9: What's an Anthropologist to Do? Applied Approaches
M: CastaÑeda, Between Pure and Applied Research: Experimental Ethnography in a Transcultural Art World (in Wallace)
    Stronza, Hosts and Hosts: The Anthropology of Community-Based Ecotourism in the Peruvian Amazon (in Wallace)
    Ingles, More than Nature: Anthropologists as Interpreters of Culture for Nature-Based Tours (in Wallace)

W: Blendell, The Traveling Seminar: An Experiment in Cross-Cultural Tourism and Education in Taiwan (in Wallace)
    Smith, Anthropologists in the Tourism Workplace (in Wallace)

Week 10: Original Research – Class Presentations

Week 11: Final