ANTHR 263F

ANTHROPOLOGY OF TOURISM: East Asia

This course examines the global tourism industry with a regional emphasis on East Asia. Readings offer anthropological perspectives on the history of tourism; cultures of consumption; problems of authenticity and aesthetics; political economy & ecology; and the challenge of achieving “sustainable” tourism development across diverse natural environments. We will explore tourism as both a cause and effect of globalization (and “localization” movements) by tracking the consumer habits of emerging international Chinese tourist markets, while ethnographic readings unpack Japanese interpretations of "ecotourism" and the role that nostalgia plays in influencing domestic travel patterns. We will further consider tourism the production and consumption of “tradition” in contemporary Korea, and we’ll tackle ethically problematic tourist sites and attractions such as China’s “Hollywood East” theme park.

By the end of the semester, you will (among other things!): 1) learn how to analyze discursively rich tourism marketing materials for East Asian travel destinations and beyond; 2) write critical essays on dynamic touristic enterprises in an East Asian country you have visited/would like to visit; 3) hone your critical social scientific thinking and analytical skills to better recognize the social construction of (and global power relations embedded within) the tourism industry. Together, we will acquire the anthropological tools necessary to understand the cultural, economic, and political forces driving rapidly changing global travel markets, all the while reflecting on our own roles as thinking consumer-tourists.

Note: While there are no language requirements for this course, students with Japanese, Chinese, and/or Korean language abilities are particularly encouraged to enroll.
Course Requirements:
This course is composed of six graded elements:
1) Regular class attendance*
2) Thoughtful and enthusiastic class participation and discussion (incl. posts on course website)
3) In-class presentations of assigned ethnographies (rotated throughout the semester)
4) In-class presentations of comparative tourism case studies
5) Final paper/podcast script outline (due before Fall Break)
6) Final paper/podcast script & podcast (due during Reading Period, date TBD)

1) *Attendance. You are allowed two excused absences during the semester. Please arrive to class on time. If you arrive to class more than 10 minutes late, you will be marked absent for that meeting. Missing class will negatively affect your grade.

2) Participation. In addition to being physically present (and awake!), you are expected to come to class having completed all of the assigned readings for that week and to be ready to discuss these. This means you are bringing WRITTEN questions and comments about the week’s course material to each class, even if you are not leading the discussion that day. These questions can be efforts to clarify concepts, relate theories to contemporary events, weigh theories against one another, etc. Through examining these questions as a class, we will help each other to make sense of the subject matter and (I hope!) find relevant connections to our daily student & not-so-daily tourist lives.

3) In-Class Ethnography Presentations. 2-3 times during the semester, each student will be required to give a 10-15 minute presentation introducing one of the books assigned for the class. NOTE: You may have the opportunity to work in groups and/or to present more than twice (as a respondent, discussant, etc.) for extra credit.

4) Tourism Case Study Presentations. 2-3 times during the semester, you will also have the opportunity to conduct independent research and present (for no more than 10 minutes!!) your most noteworthy discoveries about a tourist destination of your choosing, and to compare and contrast these findings with the East Asian locations we will “visit” during class. Note: If you plan to travel somewhere interesting during Fall Break or Thanksgiving you are encouraged to incorporate ethnographic material acquired during these holidays.

5) Final Paper/Podcast Script Outline (Proposal with Annotated Bibliography). You are required to turn in a proposal outline of your final paper/podcast script (including list of interviewees) by Week 8 (i.e. October 14, the Tuesday before Fall Break). This outline will annotate at least three of the assigned texts from the course (ethnographies or articles, both are acceptable), as well as at least three independently researched anthropological sources that interest you. The outline will be graded (5% of final paper grade), commented on, edited, and returned to you for revision before you submit the first draft of your paper/podcast script.
6) **Final Paper/Podcast Script & Podcast (8-10pp)** This final piece of writing, based on your outline (see #5), constitutes your capstone achievement for the course. Here you will demonstrate that you can make a coherent argument about the assigned course readings and write in a clear, accessible style. For the final paper/podcast script, you will be asked to cite sources correctly, and to provide a comprehensive bibliography. **Note: We will discuss thoroughly the terms and parameters of the “Hamilton College 2014 Inaugural Anthropology Podcast Challenge!” in class. This is a group experiment!**

**Students with Disabilities:**
I request that any student with a documented disability needing academic adjustments or accommodations speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact Allen Harrison in the Dean of Students Office (Elihu Root House; **315.859.4021**) who coordinates services for students with disabilities.

**Expectations of Academic Honesty: Plagiarism**
In the spirit of co-generating both a classroom and campus-wide environment conducive to genuine and lasting learning, I do not to tolerate plagiarism of any kind. Plagiarism is defined as the verbatim use of four or more words from an unreferenced source. This includes copying from another student's written work, from a book or article, from the Internet (including translation websites), or from any other source without attributing the words in question (providing the author, the title, the pages, and so on). If you are ever unsure about Hamilton’s **Honor Code**, or what constitutes academic honesty in a specific situation, please consult me and/or your trusty **Student Handbook**. There is never any harm in **asking**!

For more information: **On How to Avoid Plagiarism**

**Grading: (100 points total possible)**
1) Attendance: 15% (15 points total possible)
2) Class Participation: 25% (25 points total possible)
3) In-Class Ethnography Presentation: 15% (15 points total possible)
4) Tourism Case Study Presentation: 15% (15 points total possible)
5) Annotated Final Paper/Podcast Script Outline: 5% (5 points total possible)
6) Final Paper or Podcast: 25% (25 points total possible)
WEEK 1: (Thursday August 28) Introduction to the course
- Introduction to major course themes, explanation of syllabus, course requirements, and general expectations for class
- Questions for Discussion:
  - What is the “anthropology” of tourism?
  - Why should we study tourism, anyway?

WEEK 2: (Tuesday Sept 2) Anthropology of Tourism: Tradition, Hosts, and Guests
  (Pennsylvania University Press c1989)
- Introduction & Part I (Chapters 1&2)

(Thursday Sept 4)
Part II (Chapters 3-7)

WEEK 3: (Tuesday Sept 9) Imagining “Exotic” China
- Displacing Desire: Travel and Popular Culture in China. Notar, Beth E.
  (Hawai'i University Press 2006)
- Chapters 1-3

(Thursday Sept 11)
- Chapters 4-6

Special IN-CLASS Film Screening: “The World (Outside)”
A theme park in southwest China where the ordinary and the fantastical overlap at work and home.
Filmmaker: Benny Shaffer, Sensory Ethnography Lab, Harvard University

WEEK 4: (Tuesday September 16) Travel and the Chinese Diaspora
  (Note: Book chapter is on Reserve at Burke and will be posted on Blackboard)

(Thursday September 18)
WEEK 5: (Tuesday Sept 23) Redefining “The Tourist” for the 21st Century
(Note: Chapters will be on Reserve at Burke and may be posted on Blackboard)
-Chapters 1-3

(Thursday Sept 25)
-Chapters 4-6

WEEK 6: (Tuesday Sept 30) Tourism and Heritage in China (and beyond!)
-Global Tourism: Cultural Heritage and Economic Encounters.
Lyon, Sarah and E.C. Wells, Ed.
(Alta Mira Press 2012)
-Part I (Chapters 1-4)

(Thursday Oct 2)
Global Tourism: Cultural Heritage and Economic Encounters. Lyon, Sarah and E.C. Wells, Ed. (Alta Mira Press 2012)
-Part II (Chapters 5-9)

WEEK 7: (Tuesday Oct 7) Japanese Domestic Tourism
- Discourses of the Vanishing: Modernity, Phantasm, Japan. Ivy, Marilyn.
(Chicago UP 1995)
-Chapters 1-3

(Thursday Oct 9)
-Chapters 4-6 and Afterword

WEEK 8: (Tuesday October 14) NO NEW READING; IN-CLASS FINAL PROJECT PROPOSAL WORKSHOP

[REMEMBER: FINAL PAPER/PODCAST PROPOSALS DUE THIS WEEK!]

(Thursday October 16) NO CLASS—FALL BREAK!

[PLEASE CONSIDER CONDUCTING SOME ETHNOGRAPHIC RESEARCH OVER THE BREAK, WHEREVER YOU MAY BE…]
WEEK 9: (Tuesday October 21) Orientalism, “Cultural Display,” and Japan
Hendry, Joy. (Berg 2000)
- Chapters 1-4

(Thursday October 23)
- Chapters 5-8

WEEK 10: (Tuesday October 28) Revisiting Theories of Global Tourism
  (Philadelphia UP c1989)
- Parts III & IV (Chapters 8-13)

(Thursday October 30)
- Part V (Chapter 14)

WEEK 11: (Tuesday November 4) Commodification of Tradition in Korea
  (Hawai’i UP 2010)
- Parts I&2 (Chapters 1-5)

(Thursday November 6)
- Part III (Chapters 6-9)

WEEK 12: (Tuesday November 11) Tourism & the “Natural” Environment
- Global Tourism: Cultural Heritage and Economic Encounters. Lyon, Sarah and E.C. Wells, Ed. (Alta Mira Press 2012)
- Part III (Chapters 10-14)

(Thursday November 13)
Introduction and Chapter 6: “Stranger in the Eco-Village: Race, Tourism and Environmental Time”

(NOTE: Complete E-Book version of Slow Violence will be available on Blackboard!)
WEEK 13: (Tuesday November 18) **Ecotourism & Trauma in Okinawa**

*Murray, Andrea E. Footprints in Paradise: Ethnography of Ecotourism, Local Knowledge Production, and Nature Therapies in Okinawa.*

(Unpublished Book Manuscript, will be made available on Blackboard)

-Chapters 1-3

(Thursday November 20)
-Chapters 4-6

**WEEK 14: NO CLASS—THANKSGIVING BREAK! Please take one! 😊**

**WEEK 15: (Tuesday December 2)**
-Readings & Film Screening/Audio Listening TBD

(Thursday December 4)
-Readings & Film Screening/Audio Listening TBD

**WEEK 16: FINAL WEEK OF CLASS! (Tuesday December 9)**
-Readings TBD; In-Class Paper/Podcast workshop

(Thursday December 11)
-Readings TBD; In-Class Paper/Podcast workshop

**Required Texts: (Available at Campus Bookstore)**

1) **Kendall, Laurel, Ed.** *Consuming Korean Tradition in Early and Late Modernity: Commodification, Tourism, and Performance.* (Hawaii University Press 2010)


3) **Ivy, Marilyn.** *Discourses of the Vanishing: Modernity, Phantasm, Japan.* (Chicago University Press 1995)

4) **Notar, Beth E.** *Displacing Desire: Travel and Poplar Culture in China.* (Hawaii University Press 2006) **NOTE: ALSO AVAILABLE as E-BOOK on BLACKBOARD**


6) **Lyon, Sarah and E. Christian Wells, Ed.** *Global Tourism: Cultural Heritage and Economic Encounters.* (Alta Mira Press 2012)