

**ANTH 5370 Tourism and Culture**

**Fall 2021**

Lecturer: Sidney Cheung <[sidneycheung@cuhk.edu.hk](mailto:sidneycheung@cuhk.edu.hk)>

Classroom: Humanities Building 12

Lecture: 10:30 ~ 12:15 (Tue)

Tutorial: 12:30 ~ 1:15 (Tue)

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**Introduction:**

In this course students learn about various aspects of tourism, as studied through the cultural anthropological perspectives. Students will learn about the major theories and will be more aware of the socio-cultural dimensions of social policy, cultural development, heritage preservation, community involvement and self-identity construction through the studies of tourism in anthropology. With the assigned readings, students are also introduced to famous examples of different types of tourist destinations in order to gain an appreciation of the wide range of socio-cultural changes related to tourism developmental challenges around the world.

**Learning outcomes:**

1. Students will learn major theories with examples of various tourism development around the world and will be able to critically identify the different factors brought by tourism development.
  2. Students will be guided in examining changing cultural values in different countries by re-thinking tourism activities such as theme parks, foodways, religious pilgrimage and traditional rituals; students will become more conscious of aspects of leisure activities in the forms of travel that they take for granted, .
  3. Students will learn about different local lifestyles and their interaction with the changing living environment as well as impacts brought by tourism, and to develop an understanding of the role of tradition and globalization.
  4. After the course, students will appreciate the diversity of culture related to tourism development, and the processes that mold and shape cultural identity.
  5. Students will also learn skills in research design, cultural data collection, communication, and presentation of results.
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**Course Description:**

**Week 1 (Sept 7) Introduction: Studying Tourism from the socio-cultural perspectives**

*Readings:*

Chow, W. S. (1988) Open Policy and Tourism between Guangdong and Hong Kong. *Annals of Tourism Research* 15: 205-218.

**Week 2 (Sept 14) Development of Anthropology of Tourism**

*Readings:*

Graburn, Nelson H.H. (1983) The Anthropology of Tourism. *Annals of Tourism Research* 10: 9-33.

Stronza, Amanda (2001) Anthropology of Tourism: Forging New Ground for Ecotourism and Other Alternatives. *Ann. Review of Anthropology* 30: 261-283.

Smith, Valene (1989) Introduction. In *Hosts and Guests: The Anthropology of Tourism*. Valene Smith ed. Philadelphia: University of Pennsylvania Press, pp. 1-17.

**Week 3 (Sept 21) Film-screening and Discussion:**

**農家樂 *Peasant Family Happiness* (a film by Jenny Chio, 2013) (CUHK library online)**

***Cannibal Tours* (a film by Dennis O'Rourke, 1987) (Youtube and CUHK library)**

*Readings:*

Abram, Simone, Jacqueline Waldren and Donald V.L. Macleod eds. (1997) Introduction. In *Tourists and Tourism: Identifying with People and Places*. Oxford: Berg.

Bruner, Edward M. (1989) Of Cannibals, Tourist, and Ethnographers. *Cultural Anthropology* 4 (4): 438-445.

*Additional readings:*

Chio, Jenny (2014) *A Landscape of Travel: The Work of Tourism in Rural Ethnic China*. Seattle: University of Washington Press.

#### **Week 4 (Sept 28) Traveling Self**

*Readings:*

Binder, Jana (2004) The Whole Point of Backpacking: Anthropological Perspectives on the Characteristics of Backpacking. In *The Global Nomad: Backpacker Travel in Theory and Practice*, G. Richards and J. Wilson eds., Clevedon: Channel View, pp. 92-108.

Lim, Francis Khek Gee (2009) 'Donkey Friends' in China: The Internet, Civil Society and the Emergence of the Chinese Backpacking Community. In *Asia on Tour: Exploring the Rise of Asian Tourism*, T. Winter, P. Teo and T.C. Chang eds., London: Routledge Press, pp. 291-301.

Turner, Victor (1974) Chapter 5. In *Dramas, Fields and Metaphors: Symbolic Action in Human Society*. Ithaca: Cornell University Press.

*Additional reading:*

Richards, Greg and Julie Wilson eds. (2004) *The Global Nomad: Backpacker Travel in Theory and Practice*. Clevedon: Channel View.

#### **Week 5 (Oct 5) Tourism and Indigenous Issues**

*Readings:*

Bruner, Edward (2001) Ethnic Tourism: One Group, Three Contexts. In *Tourism, Anthropology and China*, Tan C.B., S. Cheung and Yang H. eds., Bangkok: White Lotus, pp. 55-70.

Luk, Tak-chuen (2005) The Poverty of Tourism under Mobilization Developmentalism in China. *Visual Anthropology* 18 (2/3): 257-289.

Cheung, Sidney (2005) Rethinking Ainu Heritage: A Case Study of an Ainu Settlement in Hokkaido, Japan. *International Journal of Heritage Studies* 11 (3): 197-210.

*Additional reading:*

Hitchcock, Michael and Ken Teague eds. (2000) *Souvenirs: The Material Culture of Tourism*. Aldershot: Ashgate.

#### **Week 6 (Oct 12) Fieldtrip to Sai Kung Yim Tin Tsai**

Reference: 阮志 (2021) 《從荒岩到東方之珠：形塑香港的旅遊文化史》，香港：三聯書店。

#### **Week 7 (Oct 19) Tourist Gaze**

*Readings:*

Bruner, Edward (1991) Transformation of Self in Tourism. *Annals of Tourism Research*, 18: 238-250.

Shackel, Paul A. (2011) America's Home Town: Fiction, Mark Twain, and the Re-creation of Hannibal, Missouri. *International Journal of Heritage Studies* 17 (3): 197-213.

Zhang, Yang and Michael Hitchcock (2014) The Chinese Female Tourist Gaze: A Netnography of Young Women's Blogs on Macau. *Current Issues in Tourism*, available online.

*Additional reading:*

Urry, John (1990) *The Tourist Gaze: Leisure and Travel in Contemporary Societies*. London: Sage Publications.

## **Week 8 (Oct 26) Domestic Tourism and Travel Culture in Japan**

### *Readings:*

Brannen, Mary (1992) "Bwana Mickey": Constructing Cultural Consumption at Tokyo Disneyland. In *Re-made in Japan: Everyday Life and Consumer Taste in a Changing Society*, Joseph Tobin ed., New Haven: Yale University Press, pp. 216-234.

Moeran, Brian (1983) The Language of Japanese Tourism. *Annals of Tourism Research* 10: 93-108.

Rea, Michael (2000) A *Furusato* Away from Home. *Annals of Tourism Research* 27 (3): 638-660.

### *Additional reading:*

Guichard-Anguis, Sylvie and Okpyo Moon eds. (2009) *Japanese Tourism and Travel Culture*. London and New York: Routledge.

## **Week 9 (Nov 2) Gastronomic Tourism**

### *Readings:*

Cheung, Sidney (2009) Gastronomy and Tourism: A Case Study of Gourmet Country-style cuisine in Hong Kong. In *Asia on Tour: Exploring the Rise of Asian Tourism*, pp. 264-273.

Cheung, Sidney (2015) From Cajun Crayfish to Spicy Little Lobster: A Tale of Local Culinary Politics in a Third-Tier City in China. In *Globalization and Asian Cuisines: Transnational Networks and Contact Zones*, James Farrer ed. New York: Palgrave MacMillan Press, pp. 209-228.

Cheung, Sidney (2019) Local Knowledge Transfer in Hong Kong through Gastronomy, Agriculture and Tourism. In *The Routledge Handbook of Gastronomic Tourism*. Saurabh Kumar Dixit ed. London, New York: Routledge, pp. 272-279.

### *Additional reading:*

Wilk, Richard (2006) *Home Cooking in the Global Village: Caribbean Food from Buccaneers to Ecotourists*. Oxford and New York: Berg.

## **Week 10 (Nov 9) Fieldtrip to Lamma Island**

## **Week 11 (Nov 16) Tourism and Media**

### *Readings:*

Alberts, Patricia C. and William R. James (1988) Travel Photography: A Methodological Approach. *Annals of Tourism Research* 15: 134-158.

Cohen, Erik (1993) The Study of Touristic Images of Native People: Mitigating the Stereotype of a Stereotype. In *Tourism Research: Critique and Challenges*, Douglas Pearce and Richard Butler eds., London: Routledge, pp. 36-69.

MacDougall, David (1992) Photo Hierarchic: Signs and Mirrors in Indian Photography. *Visual Anthropology* 5 (2): 103-129.

### *Additional reading:*

Notar, Beth E. (2006) *Displacing Desire: Travel and Popular Culture in China*. Honolulu: University of Hawaii Press.

## **Week 12 (Nov 23) Heritage Tourism**

Cheung, Sidney (2003) Remembering Through Space: The Politics of Heritage in Hong Kong. *International Journal of Heritage Studies* 9 (1): 7-26.

Graburn, Nelson and Lu Jin (2017) Tourism and Museums in China. *Asian Journal of Tourism Research* 2 (1): 1-35.

Wang, Yu (2007) Customized Authenticity: Begins at Home. *Annals of Tourism Research* 34 (3): 789-804.

*Additional reading:*

Hall, C. Michael and Gossling Stefan eds. (2016) *Food Tourism and Regional Development: Networks, Products and Trajectories*, London and New York: Routledge Press.

### **Week 13 (Nov 30) Project presentation**

Each Ug student needs to present the research topic with outlines. (~10 mins)

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#### **Books (for references):**

Bruner, Edward (2004) *Culture on Tour: Ethnographies of Travel*. Chicago: University of Chicago Press.

Desmond, Jane (1999) *Staging Tourism: Bodies on Display from Waikiki to Sea World*. Chicago: University of Chicago Press.

Graburn, Nelson H.H. ed. (1976) *Ethnic and Tourists Arts: Cultural Expression from the Fourth World*. Berkeley: University of California.

Hall, Colin Michael (1994) *Tourism and Politics: Policy, Power and Place*. Wiley, Chichester.

Hall, Colin Michael et al. (2003) *Food Tourism Around the Worlds: Development, Management, and Markets*. Oxford; Boston: Butterworth-Heinemann.

Han, Min and Nelson Graburn eds. (2010) *Tourism and Globalization: Perspectives on East Asian Societies*. Senri Ethnological Studies 76. Osaka, Japan: National Museum of Ethnology.

Handler, Richard (1988) *Nationalism and Politics of Culture in Quebec*. Madison: University of Wisconsin Press.

Hendry, Joy (2000) *The Orient Strikes Back: A Global View of Cultural Display*. Oxford: Berg.

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

Kirshenblatt-Gimblet, Barbara (1997) *Destination Culture: Tourism, Museums, and Heritage*. Berkeley: University of California Press.

Lanfant, Marie-Francoise, John Allcock and Edward M. Bruner, eds. (1995) *International Tourism: Identity and Change*. London: Sage.

Lew, Alan and Lawrence Yu eds. (1995) *Tourism in China*. Boulder: Westview Press.

Lubben, Nina and David Crouch (2003) *Visual Culture and Tourism*. New York: Berg.

MacCannell, Dean (1976) *The Tourist: A New Theory of the Leisure Class*. MacMillan Press.

McKercher, Bob and Hilary du Cros (2002) *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management*. New York: Haworth Hospitality Press.

Yamashita, Shinji (2003) *Bali and Beyond: Case Studies in the Anthropology of Tourism*. Oxford: Berghahn Books.

#### **Course requirements**

Do the readings; Participate in class discussions; and Write one individual research paper

#### **Grading**

Individual Research Paper (30 pages)

100% (deadline: 15 Dec., 2021)

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#### ***Note:***

For the format, I prefer if you use the Anthropology Department citation style which you can find at [www.cuhk.edu.hk/ant](http://www.cuhk.edu.hk/ant) under Current Students -> Thesis Style.

Students are required to submit all papers to VeriGuide system (the Chinese University Plagiarism Identification Engine System). No paper will be graded without a receipt from VeriGuide system included by the student with his or her paper.

Please check the website <https://veriguide1.cse.cuhk.edu.hk/>

for more information on plagiarism and on how to submit papers through the system.