

Course Form for PKU Summer School International 2018

Course Title	Heritage, Tourism and Globalization
	遗产, 旅游与全球化
Teacher	ZHU Yujie
First day of classes	July 2, 2018
Last day of classes	July 13, 2018
Course Credit	3 credits
Course Description	
Objective:	
<ul style="list-style-type: none">• Introduce the study of heritage and tourism within a broader context of anthropological, social and cultural theories;• Critically engage with key concepts of heritage and tourism studies, and elucidate these concepts through case studies from different parts of the world;• Discuss social, cultural and political factors that shape different practices of heritage tourism;• Encourage students to think critically about the impacts of tourism on heritage;• Apply theoretical and methodological skills to conduct research relevant to the subject of heritage and tourism studies.	
Pre-requisites /Target audience	
Master of Museum and Heritage Studies, Tourism Studies, Development Studies, and those with an interests in anthropology, cultural studies, and cultural geography	
Proceeding of the Course	
<p>This course focuses on the key issues at stake in the multifaceted relation between heritage and tourism in the global context. Heritage is regarded as one of the most significant and fastest growing components of the world's largest industry - tourism. The globalization of heritage through tourism has had various effects on political, economic, social and cultural ideas of human society. In this course, we focus on both positive and negative effects of global tourism on heritage destinations, particularly in terms of commercialization, authenticity, sustainability, indigeneity, and ownership.</p> <p>Using theories and methods of anthropology, sociology, cultural studies, and performance studies, this course analyses the dynamic role of tourism in the global circulation of people, capital and images. In addition to lectures, students will engage with readings and short documentary films from different parts of the world, which exemplify and complicate prevailing theories in tourism studies. Through fieldtrips and workshops, students will be offered 'hands on' learning experience, and be encouraged to develop a critical understanding of the role of heritage and tourism in managing, interpreting and shaping</p>	

realities.

Assignments (essay or other forms)

Class Participation 10%

Individual Presentation 10%

Reflective essay summarizing the theme of the presentation (1000 words) 20%

Short reviews of fieldtrips (1000 words) 20%

Main essay (3000 words) 40%

Evaluation Details

1. Class Participation (10%)

Students need to attend all lectures and actively participate in workshops and fieldtrips. If students miss more than three sessions of the class, he or she will receive 0 for class participation.

2. Individual Presentation (10%)

By delivering an in-class 10 mins individual presentation, students will learn and develop critical and analytical thinking skill, and become familiar with topics of heritage and tourism studies.

This assessment task will be graded by the course convener. Full notes need to be listed underneath each slide outlining the talk.

3. Reflective essay of the presentation (1000 words) (20%)

Each student needs to write a 1000 words reflective essay summarizing the theme of the presentation. In this task students will be evaluated on the basis of the extent to which you have (a) understood the theories related to the chosen topics; (b) effectively applied the theories to analyze the case studies;

4. Short review of the fieldtrips (1000 words) (20%)

Students will be asked to select and review one fieldtrip during the course. They will learn how to apply different theories in these case studies. Papers will be reviewed and written up individually.

5. Main essay (3000 words) (40%)

Students will develop their essay in consultation with their course convener.

The essay should result from wide and critical reading and other research; be clearly focused on the set topic and deal fully with its central concerns; present a reasoned, structured and coherent argument; and be competently presented, with appropriate style and referencing (see *Essay Writing for Students*, Clanchy and Ballard, 1997). These four criteria provide a basic framework for assessing student assignments (see the general marking rubric for written work, below). Other key factors considered include organisation of ideas, structure and clarity of expression. It is essential that you proof read your work, and remember to check spelling, syntax and grammar. Late submission will be penalized at 10 points per day unless you have advance approval (at least 24 hours before the deadline) for

an extension.

Text Books and Reading Materials

Barbara K. G. (1998), *Destination Culture*, "Ellis Island" and "Plimoth Plantation." University of California Press.

Stanley, N. (1997). *Ethnographic theme parks and the revolt of the represente'*. pp. 35-84. *Tourism and cultural development in Asia and Oceania*, Penerbit University.

Bruner, E. M., & Kirshenblatt - Gimblett, B. (1994). *Maasai on the lawn: Tourist realism in East Africa*. *Cultural Anthropology*, 9(4), 435-470.

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

Brown, M. F. (2009). *Who owns native culture?.* Introduction. Harvard University Press.

Cheung, S. (2000). *Men, Women and "Japanese" as Outsiders: A Case Study of Postcards with Ainu Images*. *Visual Anthropology*, 13 (3): 227-255.

Graburn, N. (2001) *Secular Ritual: A General Theory of Tourism*. In *Hosts and guests Revisted: Tourism Issues of the 21th century*. Smith Valene Eds., pp.42-52. Cognizant Communication Corp.

Graburn, N. H. H. (2001). *Tourism and Anthropology in East Asia Today"* pp. 71-92 in *Tourism, Anthropology and China*. T. C. Beng, S. Cheung, H. Yang, eds., pp. 71-92. Bangkok: White Lotus Press.

Hitchcock, M. (1999). *Tourism and ethnicity: Situational perspectives*. *The International Journal of Tourism Research*, 1(1), 17.

Leite, N. and N. Graburn. (2009). *Anthropological Interventions in Tourism Studies*, pp.35-64. in T. Jamal and M. Robinson, eds., *The Sage Handbook of Tourism Studies*. London: Sage.

Salazar, N. B. & Zhu, Y., (2015). *Heritage and Tourism*. 240-258. In *Global Heritage: A Reader*. Lynn Meskell ed., Wiley.

Smith, M. K., & Robinson, M. (Eds.). (2006). *Cultural tourism in a changing world: Politics, participation and (re) presentation*. Introduction.1-18 Channel view publications.

Teo, P., & Li, L. H. (2003). *Global and local interactions in tourism*. *Annals of Tourism Research*, 30(2), 287-306.

Winter, T., Teo, P., & Chang, T. C. (Eds.). (2008). Introduction. 1-18. *Asia on tour: Exploring the rise of Asian tourism*. Routledge.

Wood, R. E. (1998). Touristic ethnicity: a brief itinerary. *Ethnic and Racial Studies*, 21(2), 218-241.

Urry, J., & Larsen, J. (2011). The tourist gaze 3.0. *Vision and Photography & Performances*, 155-216. London: Sage.

Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of tourism research*, 26(2), 349-370.

Zhu, Y. (2012). Performing heritage: Rethinking authenticity in tourism. *Annals of Tourism Research*, 39(3), 1495-1513.

Academic Integrity (If necessary)

CLASS SCHEDULE

(Subject to adjustment)

Session 1: **Ritual, work and performance**

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

Purpose: The origin of heritage and tourism practice by looking at the theory of ritual, work and performance

Schedule:

- Lecture
- Tutorial: Students will assign the topics for future presentations.

【Questions】

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【Readings, Websites or Video Clips】

- Graburn, N. (2001) Secular Ritual: A General Theory of Tourism. In *Hosts and guests Revisted: Tourism Issues of the 21th century*. Smith Valene Eds., pp.42-52. Cognizant Communication Corp.
- Bruner, Edward (1991) Transformation of Self in Tourism. *Annals of Tourism Research*, 18: 238-250.

【Assignments for this session (if any)】

Session 2: **Tourism and heritage**

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

Purpose: We will discuss the social-cultural and political consequences of the interaction between tourism and heritage

Schedule:

- Lecture
- Tutorial: 1-2 students will present according to the chosen topics.

【Questions】

- What are the social-cultural and economic consequences of tourism industry on heritage sites?
- Why heritage conservation should integrate tourism into consideration

【Readings, Websites or Video Clips】

- Salazar, N. B. & Zhu, Y., (2015). Heritage and Tourism. 240-258. In *Global Heritage: A Reader*. Lynn Meskell ed., Wiley.
- Leite, N. and N. Graburn. (2009). Anthropological Interventions in Tourism Studies, pp.35-64. in T. Jamal and M. Robinson, eds., *The Sage Handbook of Tourism Studies*. London: Sage.

【Assignments for this session (if any)】

Session 3: **Performing heritage: culture on display**

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

Purpose: We will discuss the role of the visual and photograph in heritage and tourism

Schedule:

- Lecture
- Tutorial: 1-2 students will present according to the chosen topics.

【Questions】

- What are the concepts of “gaze” and “tourism imaginaries”?
- Why heritage and tourism as performance/ body/affective practice?

【Readings, Websites or Video Clips】

- Urry, J., & Larsen, J. (2011). *The tourist gaze 3.0*. Vision and Photography & Performances, 155-216. London: Sage.
- Cheung, Sidney (2000). Men, Women and “Japanese” as Outsiders: A Case Study of Postcards with Ainu Images. *Visual Anthropology*, 13 (3): 227-255.

【Assignments for this session (if any)】	
Session 4: Tour: Commercialization and authenticity	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Purpose: The discussion of authenticity Schedule: <ul style="list-style-type: none"> – Field trip 	
【Questions】 <ul style="list-style-type: none"> - Does tourism destroy authenticity of culture? - What's the outcome of commercialization of culture? 	
【Readings, Websites or Video Clips】 <ul style="list-style-type: none"> - Zhu, Y. (2012). Performing heritage: Rethinking authenticity in tourism. <i>Annals of Tourism Research</i>, 39(3), 1495-1513. - Wang, N. (1999). Rethinking authenticity in tourism experience. <i>Annals of tourism research</i>, 26(2), 349-370. 	
【Assignments for this session (if any)】	
Session 5: Theme parks	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Purpose: This lecture aims to understand the phenomena of theme park and its relation with heritage tourism Schedule: <ul style="list-style-type: none"> – Lecture – Tutorial: 1-2 students will present according to the chosen topics. 	
【Questions】 <ul style="list-style-type: none"> – Why do we need theme parks? – How do theme parks change our way of engaging with realities? – What is the future of tourism? 	
【Readings, Websites or Video Clips】 <ul style="list-style-type: none"> - Barbara K. G. (1998), <i>Destination Culture</i>, "Ellis Island" and "Plimoth Plantation." University of California Press. - Stanley, N. (1997). Ethnographic theme parks and the revolt of the represente'. pp. 35-84. <i>Tourism and cultural development in Asia and Oceania</i>, Penerbit University. 	

【Assignments for this session (if any)】	
Session 6: Workshop: Global tourism-local heritage	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Purpose: Schedule: <ul style="list-style-type: none"> – Workshop with 3-4 speakers – Tutorial: Students will observe and discuss about the workshop 	
【Questions】 <ul style="list-style-type: none"> – What can we learn from these case studies? – Are they different from other parts of the world? 	
【Readings, Websites or Video Clips】 <ul style="list-style-type: none"> - Bruner, E. M., & Kirshenblatt-Gimblett, B. (1994). Maasai on the lawn: Tourist realism in East Africa. <i>Cultural Anthropology</i>, 9(4), 435-470. - Teo, P., & Li, L. H. (2003). Global and local interactions in tourism. <i>Annals of Tourism Research</i>, 30(2), 287-306. - 	
【Assignments for this session (if any)】	
Session 7: Field trip: doing fieldwork in China	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Purpose: We will visit a heritage site to discuss about research methods Schedule: <ul style="list-style-type: none"> – On site discussion 	
【Questions】 How can we study tourism at heritage sites?	
【Readings, Websites or Video Clips】 <ul style="list-style-type: none"> - Graburn, N. H. H. (2001). Tourism and Anthropology in East Asia Today" pp. 71-92 in <i>Tourism, Anthropology and China</i>. T. C. Beng, S. Cheung, H. Yang, eds., pp. 71-92. Bangkok: White Lotus Press. - Winter, T., Teo, P., & Chang, T. C. (Eds.). (2008). Introduction. 1-18. <i>Asia on tour: Exploring the rise of Asian tourism</i>. Routledge. 	

【Assignments for this session (if any)】	
Session 8: Indignity and ethnicity	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Purpose: Ethnic tourism Schedule: <ul style="list-style-type: none"> – Lecture – Tutorial: 1-2 students will present according to the chosen topics. 	
【Questions】 What is ethnic tourism? How ethnic identity is constructed in heritage industry? How tourism influences ethnic identity/ or representation of ethnic image?	
【Readings, Websites or Video Clips】 <ul style="list-style-type: none"> - Wood, R. E. (1998). Touristic ethnicity: a brief itinerary. <i>Ethnic and Racial Studies</i>, 21(2), 218-241. - Hitchcock, M. (1999). Tourism and ethnicity: Situational perspectives. <i>The International Journal of Tourism Research</i>, 1(1), 17. 	
【Assignments for this session (if any)】	
Session 9: Eroticization of tourism	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Purpose: Sex tourism; Tourism as pleasure making; the role of gender in tourism; Human trafficking Schedule: <ul style="list-style-type: none"> – Lecture – Tutorial: 1-2 students will present according to the chosen topics. 	
【Questions】 What is the role of gender in tourism? Why tourism is a form of pleasure making?	
【Readings, Websites or Video Clips】 <ul style="list-style-type: none"> - Manderson, L., & Jolly, M. (1997). <i>Sites of desire/economies of pleasure: Sexualities in Asia and the Pacific</i>. Introduction 1-26. University of Chicago Press. - Meisch, L. A. (2002). Sex and romance on the trail in the Andes: Guides, gender and authority. <i>Gender/tourism/fun</i>, 172-179. 	

<ul style="list-style-type: none">- Leheny, D. (1995). A political economy of Asian sex tourism. <i>Annals of Tourism Research</i>, 22(2), 367-384.	
【Assignments for this session (if any)】	
Session 10: Globalization and the future	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Purpose: Critical approach to heritage and tourism studies Schedule: <ul style="list-style-type: none">- Lecture- Tutorial: 1-2 students will present according to the chosen topics.	
【Questions】 <ul style="list-style-type: none">- What is the future of heritage and tourism?- Can we talk about heritage and tourism without politics?	
【Readings, Websites or Video Clips】 <ul style="list-style-type: none">- Timothy, D. J., & Boyd, S. W. (2006). Heritage tourism in the 21st century: Valued traditions and new perspectives. <i>Journal of heritage tourism</i>, 1(1), 1-16.- Smith, V. L., & Brent, M. (2001). Tourism issues of the 21st century. <i>Hosts and guests revisited: Tourism issues of the 21st century</i>, 333-353.- Xiao, H., Jafari, J., Cloke, P., & Tribe, J. (2013). Annals: 40–40 vision. <i>Annals of tourism research</i>, 40, 352-385.	
【Assignments for this session (if any)】	

About the Instructor

Yujie Zhu is a Lecturer at the School of Archeology and Anthropology, Australian National University. He received his PhD from the cluster of excellence “Asia and Europe in a Global Context,” Heidelberg University, Germany. He is interested in the politics of cultural heritage, and related issues including ethnic tourism, urbanisation, nationalism and religious practices. He has published more than 30 articles and book chapters in leading heritage, tourism and anthropology journals, including *Annals of Tourism Research*, *American Anthropologist* and *International Journal of Heritage*

Studies. He taught heritage and tourism studies in Germany, India, China and Australia. He is the vice chair of the Commission on the Anthropology of Tourism, International Union of Anthropological and Ethnological Sciences, and an executive committee member of the Association of Critical Heritage Studies.