

Lecturer: Sidney Cheung sidneycheung@cuhk.edu.hk

Lecture: Humanities Building 114; 9:30 ~ 11:15 (Wed)

Tutorial: Humanities Building 401; 12:30 ~ 13:15 (Wed) and one more

Tutor: XIE, Xin 1155135524@link.cuhk.edu.hk

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 4) Introduction: Studying Tourism from the socio-cultural perspectives

Readings:

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

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

Week 2 (Sept 11) 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)**

Additional readings:

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

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

Week 3 (Sept 18) 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.

Additional reading:

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

Week 4 (Sept 25) 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 2) 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 9) 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 7 (Oct 12) (Sat) Fieldtrip to Yim Tin Tsai, Sai Kung (西貢鹽田仔)

約於 1700 年代，深圳的陳氏遷居至沙頭角東北寶安縣的鹽田村，然後由鹽田遷移至該地設田曬鹽為生，因而被移為鹽田仔；鹽田仔全島居民於 1875 年全部領受聖洗。鹽田仔聖若瑟堂於 1890 年興建及其落成除了取代小教堂外，也成為島上的地標。

<https://yimtintsai.com/>

Week 8 (Oct 23) 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) (Sat) Fieldtrip to Lamma Fisher Folks Village (南丫島漁民文化村)

「南丫島漁民文化村」是一個全新意念的旅遊景點，建於南丫島索罟灣養魚區，面積約二千平方米的漁排上，介紹香港原居漁民傳統文化和捕魚業發展歷程。

<http://lammafisherfolks.com.hk/tc/about.php>

Week 10 (Nov 6) 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 Hierarchicus: 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 11 (Nov 13) Gastronomic Tourism in Hong Kong

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 12 (Nov 20) 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 27) Project presentation

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

Course requirements

1. Do the readings;
2. Participate in the two field trip;
3. Participate in class discussions; and
4. Write one **Field Report** and one individual **Research Paper**

Grading

Class performance and Fieldtrip participation	10%
Field Report (10 pages)	40% (deadline: 31 Oct., 2019)
Individual Research Paper (15 pages)	50% (deadline: 16 Dec., 2019)

Note:

For the format, I prefer if you use the Anthropology Department citation style which you can find at 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.

Grade descriptors are as follows for the assessment of this course:

Grade	Overall course
A	Outstanding performance on all learning outcomes.
A-	Generally outstanding performance on all (or almost all) learning outcomes.
B	Substantial performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance.
C	Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses.
D	Barely satisfactory performance on a number of learning outcomes.
F	Unsatisfactory performance on a number of learning outcomes, OR failure to meet specified assessment requirements.