Anthropology and Tourism – 2006  
**Anth 3395 section**  
Tues./Thurs. 10:00 –11:30- Rm 116 McElhinney  
Instructor: Andrew J. Gordon 260b McElhinney  tel # 713:  743-3784  
Email: use email tool inside webct

This course will provide an overview on the Anthropology and Tourism

The requirements for the course are:

- 10 points - Regular class attendance and participation. Your are expected to be at each class, attendance will be taken and unexcused or unexplained absences will be noticed and bring your grade down; 1 point the first two times, three points afterwards

- 10 points = first submission (observation of a tourism locale)

- 10 points = second submission interview (an interview) someone working in a tourism

- 10 points = locale third submission (group presentation of marketing in tourism niche)

- 25 points = midterm

- 20 points = take home final

- 15 points = final quiz

Learning outcomes:

- To understand how the theories and methods of anthropology apply to tourism studies

- To achieve observational and interview skills in reporting on tourism

- To appreciate how tourism contributes to and transforms “traditional” cultures

- To understand the relation between globalization and tourism in terms of behavioral norms and economic arrangements

The course will cover

1) Central concepts to describe, analyze, evaluate and plan tourism These concepts include: the tourist gaze, niche tourism, commoditization, the creating of landscape, personal identity, the semiotic approach to tourism, sustainable tourism, carrying capacity, and mass tourism; and as well the functions of marketing, the role of tourism in national and regional development, and the impacts of tourism.

2) Separate niches or types of tourism. These include religious tourism, cultural or heritage tourism, gambling tourism, sports tourism, music tourism, sex tourism, and econtourism; and

While it is anticipated that the dates and contents of the readings, field assignments, quizzes and exams will be strictly followed, the professor reserves the rights to make modifications so as to enhance the learning experience. In no case will any modifications increase work load. Any modifications will be made to enhance the student’s success in the course.
3) Your own personal involvement in tourism research through visiting and recording a touristic site (first submission), through representation of marketing of a niche (second submission), and through an interview on the problems of tourism (third submission).

I plan to make use of WebCT to support your learning and to make the readings and preparation for the tests both efficient and enjoyable. After each class, please expect to find a note on the website: either summary comments from the class we just had or ways in which you may think about readings for the next class. Also, study guides for the exams and directions for the short assignments will be included in the WebCT source for this course. The address is http://www.uh.edu/webct You are, as well, welcome to email me about any concern, question, or idea that you may have. Also make use of the email to let me know if you can’t make class providing some legitimate reason.

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SCHEDULE OF BASIC READINGS AND ASSIGNMENTS

All readings are either in the two assigned books by Erve Chambers or available through downloading and printing through library reserves.

SCHEDULE OF BASIC READINGS AND ASSIGNMENTS

Week 1  August 21 and 23  Introduction to the Class

Concept:  The Tourism Gaze


Week 2  Aug 28 and Aug 30

Concept:  Niche Tourism
Substantive area:  Religious Tourism


From Travel to Tourism by Chambers  pp 1-27 in 2000.

Week 3 and 4  Sept 5,7,12, and 14

Semiotics, Marketing
Substantive area Cultural/Heritage Tourism


Urban Tourism in Revitalizing Downtowns:  Conceptualizing Tourism in Boston, Massacusetts by R. Timothy Sieber pp 59-76 in Chambers 1997


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Tourism and Culture pp 93-124 in Chambers 2000

Tourism, Cultural Authenticity and the Native Crafts Cooperative: The Eastern Cherokee Experience pp 31-57 in Chambers 1997, Betty J. Duggan

**Week 5 Sept 19 & 21**

**Conceptual area: Political Economy and Dependency**

**Substantive area Gambling Tourism**

**First submission due Sept. 19**


Tourism, Society and the Political Economy pp 29 – 66 in Chambers 2000

Policy, Dependency and Tourism: The Politics of Tourism Development pp 108-150 in Tourism and Politics: Policy, Power and Place by Colin Michael Hall. New York: Wiley and Sons,

**Week 6 Sept 26 and 28**

**Conceptual Area: Culture**

**Substantive area: Sports Tourism**

**Marketing Reports, to be discussed**

Tourism and Culture pp 93-124 in Chambers 2000


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Week 7  Music Tourism Oct 3 and Oct 5

Second submission due Oct. 3


Mid term Oct. 10 and 12

Week 9 and 10  Oct 17, 19, 24,and 26

Conceptual Area:  Tourism Impacts
Substantive Area :  Sex Tourism

Women’s Work is Never Done Sex Tourism in Sosua, the Dominican Republic by Amalia L. Cabezas pp 93 – 123 in Sex Sun and Gold edited by Kamala Kempadoo.  Lanham, Md:  Bowman and Littlefield publicers, Inc. 1999

Smith, Valene, Tourism Change and Impacts  pp 107- 121 Cognition Communciation Corporation 2001  edited by Valene Smith and Maryann  Brent, Cognition Communication Corporation 2001


Week 11  Oct. 31 and Nov. 2

Concepts and Substance:  Planning Tourism:  review of cases


Dilemmas of the Crossover Experience:  Tourism Work in Bethlehem, Pennsylvania by Catherine Mary Cameron pp 163-181 in Chambers 1997

The Town that Debates Tourism:  Community and Tourism in Broome, Australia by Elvi Whittaker pp 13- 30 in Chambers 1997


Tourism as a Subject of Higher Education:  Educating Thailand’s Workforce pp 183-182 in Chambers 1997

Weeks 12 and 13 Nov 7, 9, 14 and 16

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Conceptual Area  Sustainability and Carrying Capacity
Substantive Area:  Ecotourism
Written part of marketing report, one page (Nov. 14)


Wilderness Tourism in Zimbabwe pp. 153-160 by Robin Heath Cognition Communication Corporation 2001 edited by Valene Smith and Maryann Brent


Tourism and the Environment 67-92 in Chambers 2000


Cultural Economic and Environmental Impacts of Tourism Among Kalahari Bushmen by Robert K. Hitchcock pp 93 – 128


Week 14  Nov. 21  Final Quiz

Week 15  Third submission, oral presentation

Nov. 28 & Nov 30

Take home exam due – noon  Dec 3.

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