

Tourism, Heritage, and Development
Anthropology 222
Fall 2009

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2110 G Street NW, Room 303

Class: Thursdays, 4.10-6.00 pm, HAH 202

Office Hours: Tuesdays, 2-4 pm; Wednesdays, 1-3 pm, and by appointment

This course will examine the links between tourism practices, heritage policies, and development goals. It will be organized into three broad sections. Part I will provide a brief overview of the anthropology of tourism. After a review of the theoretical debates within this relatively new sub-field we will focus on the assumptions embedded within various forms of travel. We will discuss why people go to particular places, how travel and tourism impact people, practices, and places, and why tourism carries such a stigma for many of the educated classes. In Part II we will examine the contemporary surge of interest in the concept of 'cultural heritage', focusing on what this term means, why it has become such a popular concept, and what implications about culture as a process and practice emerge from the mainstream cultural heritage movement's emphasis on preservation and, broadly, 'authenticity'. Finally, in Part III we will turn to case studies of heritage and tourism in the service of development, focusing on multi-ethnic states.

Course Texts:

Errington, Shelly. *The Death of Authentic Primitive Art and Other Tales of Progress*. University of California, 1998. 978-0520212114

Gmelch, Sharon (ed). *Tourists and Tourism: A Reader*. Waveland Press, 2004. 978-1577663065

Hancock, Mary. *The Politics of Heritage from Madras to Chennai*. Indiana University Press, 2008. 978-0253352231

Silverman, Helaine & D. Fairchild Ruggles (eds). *Cultural Heritage and Human Rights*. Springer, 2009. ISBN-13: 978-0387765792.

Winter, Tim, Peggy Teo and T.C. Chang (eds). *Asia on Tour: Exploring the Rise of Asian Tourism*. London and New York: Routledge, 2009.

Electronic Reserves:

Brown, Michael. "Can Culture Be Copyrighted?" *Current Anthropology* 39:2 (April 1998), 193-222.

Oakes, Timothy. "Ethnic Tourism in Rural Guizhou: Sense of Place and the Commerce of Authenticity" in Michel Picard and Robert Wood (eds). *Tourism, Ethnicity, and the State in Asian and Pacific Societies*. Honolulu: University of Hawai'i Press 1997, pp. 35-70.

Picard, Michel. "Touristification and Balinization at a Time of *Reformasi*". *Indonesia and the Malay World* 31:89 (March 2003), 108-118.

Shepherd, Robert [a]. "From the Temple to the Market: Tourism, Commodification, and Culture." *Tourist Studies* 2:2, (2002), 183-201.

----- [b]. "Cultural Heritage, UNESCO, and the Chinese State: Whose Heritage and for Whom?" *Heritage Management* 2:1 (Spring 2009), 55-81.

Winter, Tim. "Rethinking Tourism in Asia". *Annals of Tourism Research* 34:1 (2007), 27-44.

MISCELLANEOUS

ACADEMIC INTEGRITY: The GW Code of Academic Integrity states: "Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information." For the remainder of the code, see: <http://www.gwu.edu/~ntegrity/code.html>

SUPPORT FOR STUDENTS OUTSIDE THE CLASSROOM: Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Marvin Center, Suite 242, to establish eligibility and to coordinate reasonable

accommodations. For additional information please refer to:
<http://gwired.gwu.edu/dss/>

UNIVERSITY COUNSELING CENTER (UCC) 202-994-5300: The University Counseling Center (UCC) offers 24/7 assistance for personal, social, career, and study skills problems. Services for students include crisis and emergency mental health consultations, confidential assessment, counseling services (individual and small group), and referrals:

<http://gwired.gwu.edu/counsel/CounselingServices/AcademicSupportServices>

SECURITY: In case of an emergency, if at all possible, the class should shelter in place. If the building that the class is in is affected, follow the evacuation procedures for the building. After evacuation, seek shelter at a predetermined rendezvous location.

Course Outline

PART I: Tourism in Theory & Practice

Week I (September 3rd): Gmelch (ed.), Introduction, *Tourists and Tourism*, Chapters 1, 2, & 4

Week II (September 10th): Do Tourists Seek 'Authenticity'? (Gmelch, 11, 12, 14, & 15)

Week III (September 17th): Tourist Encounters with Anthropology (Gmelch, 5, 6, 7, & 8, Shepherd [a])

Week IV (September 24th): Encountering the Local (Gmelch, 9, 10, 17, 18, & 24)

Week V (October 1st): Decentering 'The West' (Oakes, Winter, *Asia on Tour*, Introduction; Brown)

PART II: Cultural Heritage

Week VI (October 8th): The Colonial Encounter, European Modernism, and the Search for Authenticity (Errington, 1-158)

Week VII October 15th): Culture in the Service of Nationalism & Development (Errington, 159-272, Shepherd [b], Nyiri)

Week VIII (October 22nd): Who Has a Right to Heritage? (Silverman & Ruggles, Chapters 1, 2, 5, 6 & 9)

Week IX (October 29th): When Heritage Meets Civil Society (Silverman & Ruggles, Chapters 4, 7, 8, & 11, Picard)

PART III: Heritage & Tourism

Week X (November 5th): Destination Culture (Winter, *et al.*, Chapters 4, 7, 9, 12, 17)

Week XI (November 12th): Tourism in the Service of Nationalism & Development, Redux (Winter, *et al.*, Chapters 5, 11, 15, 16, 17, 21, 23)

Week XII (November 19th): Case-Study (*The Politics of Heritage from Madras to Chennai*)

Week XIII Thanksgiving Holiday

Week XIV (December 3rd): Paper Presentations