

Heritage Tourism, Marketing, and Archaeology

ANTH 6802
Fall 2013

Dr. Susan Johnston
Duques 362

- Books:
- Cornelius Holtorf. 2005. *From Stonehenge to Las Vegas*. Altamira: New York. ISBN 978-0759102675
- Philip Duke. 2007. *The Tourists Gaze, the Cretans Glance*. Left Coast Press: Walnut Creek, CA. ISBN 978-1598741438
- Kelli Ann Costa. 2009. *Coach Fellas*. Walnut Creek, CA. ISBN 978-1598744071

Readings not from these books are on Blackboard

Reading:

August	28	Introduction
September	4	What is a tourist? Cohen 1974; Crick 1995; Errington & Gewertz 1989; Shepherd 2003
	11	Authenticity? Cohen 1988; Cohen 1995; Lovata 2007a; Lovata 2007b
	18	<u>From Stonehenge to Las Vegas</u> , Cornelius Holtorf Ch. 1, 6-9
	25	Conservation and preservation Buccellati 2006a; Buccellati 2006b; Clottes & Chippendale 1999; Corruchaga & Monforte 2006; Delluc & Delluc 1984; Demas & Agnew 2006; Pye 2006
October	2	The archaeological tourism experience Ham 2007; Gable & Handler 2000; Holtorf 2010; Jorgensen 2003; Ladeira & Blake 2004; Leone, Potter, & Shackel 1987 (also skim Comments and Reply)
	9	Archaeological tourism and its impacts Ardren 2004; Magnoni, Ardren, & Hutson 2007; Medina 2003; Palumbo 2006; Meskell 2000; Pi-Sunyer, Thomas, & Databuit 2001; Silberman 2012

	16	<u>Coach Fellas</u> , Kelli Ann Costa Ch. 1-4
	23	<u>Coach Fellas</u> , Kelli Ann Costa Ch. 5-9
	30	International policy and its effects Cellini 2011; Thebe 2006; Fernandes & Pinto 2006; Shepherd, Yu, & Huimin 2012; Shepherd 2011; Jimura 2011; Miura 2005; Marcotte & Bourdeau 2006; Maswood 2000; Silberman & Callebaut 2006; Silberman 2009; ALSO, SKIM VARIOUS POLICY STATEMENTS UNDER THAT FILE ON BLACKBOARD, E.G. UNESCO, ICOMOS, ENAME, ETC.
November	6	Archaeology, tourism, and politics Abu-Khafala nd; Addison 2004; Bauman 2004; Gable & Handler 1993; Gazin-Schwartz 2004; Young 2003
	13	<u>The Tourists' Gaze, The Cretans' Glance</u> , Philip Duke All
	20	PRESENTATIONS—ATTENTION MANDATORY!!
	27-29	THANKSGIVING
	4	PRESENTATIONS—ATTENTION MANDATORY!! Also read Silberman 2013

Course Requirements:

This syllabus represents the basic framework of this class. However, **I RESERVE THE RIGHT TO CHANGE IT IF IT BECOMES NECESSARY**. This would only happen if we get behind, or want to pursue a topic for more time than I have allowed for that topic. You will get plenty of warning if I do have to change the syllabus.

All of the reading listed in this syllabus is required. This is a discussion class, so **PLEASE DO THE READING** so that you can participate. Don't expect your classmates to cover it for you—they might be doing the same thing, so don't take the risk.

There are two short papers, a longer paper, and a presentation for this course (there are no exams). The papers are described below. The short papers are worth 20% each, the presentation is worth 25%, and the final paper is worth 35% of your final grade.

My office is Rm. 204 in 2112 G St. and you can reach me at extension is 4-6075. You can also reach me by e-mail at sjohnsto@gwu.edu. My office hours are Wednesday 1:30-3:30 and Friday 11-1. Wednesday 1:30-2:30 I will be in the basement of 2110 G St. (the main anthropology department); otherwise I will be in my office. You can also always reach me by email (including days when I'm not on campus).

Short Papers

There are two short papers for this course. What you need to do is choose two classes that you are particular interested in, do the reading for the that class (which you will already have done, being a good and conscientious class member...), summarize the various articles, and describe the basic questions they raise. The idea is that, for those two classes, you should be able to speak knowledgeably about the readings and how they relate to that class's theme. Thus when I look at you on that class day and say, "so, what is today's topic?" you will be able to provide an answer. You can think about it as a kind of extended book report if you want, which should then allow you to take the lead in that day's discussion. Each paper should be about 5-7 pages long, so obviously I'm looking for fairly brief summaries. The paper is due on the day of that particular discussion.

Longer Paper and Presentation

The theme of the this class is what happens when archaeology and economics intersect. Some of the overall questions this raises are:



How are archaeological sites marketed to the public?



What are the costs and benefits, both locally and internationally, of the development of archaeological sites for tourism?



What are the risks of tourism to archaeological sites?



What is the relationship between authenticity, archaeological knowledge, and the tourism experience?



Is it important that archaeology consumers experience "real" sites or are replicas and reenactments sufficient?



What happens to archaeological knowledge when it becomes a commodity for sale? Should archaeological sites have to make an economic contribution to society?



How does the presentation of archaeological sites impact national identity, and vice-versa?

My larger interest here is the ways in which archaeological sites become tourist sights. While in some cases this is about archaeological sites and heritage in general being increasingly called on to “pay their own way”, to make an economic contribution in order to justify money spent on research, this goal may be different than that of archaeologists and other heritage professionals, who tend to think in terms of educational goals. So we are looking at the interplay between the perception of heritage, the perception and use of archaeological sites, and the potential for economic benefit to come from both. The topic of your paper should therefore consider this question in the context of an example of your choosing. You can focus on any of the topics just listed, consider more than one, or indeed create your own as long as it relates to the larger question. You should also consider a specific example in your paper (i.e. this should not be a theoretical exercise), chosen from anywhere in the world. While the main focus of this class is archaeology, you can also broaden this out to include living people if you wish, AS LONG AS THERE IS A HERITAGE FOCUS.

You will then present your topic in class on one of the days indicated on the syllabus, supported by some kind of visual aids (Powerpoint is best here, but if you have other ideas we can talk). The presentation should be about 15 minutes long. **ATTENDANCE IS MANDATORY ON STUDENT PRESENTATION DAYS**. I’m frankly fed up with students who blow off classes where I’m not the main talker just because I’m not the main talker. So you have to come. Period.

Also, in order to be sure that you are doing something I consider appropriate, **YOU MUST GET YOUR TOPIC APPROVED BEFORE YOU DO IT!!!!**

YOUR FINAL PAPER IS DUE BY NOON ON THE DAY OF THE FINAL EXAM. I don’t yet have this date, but obviously it will be during the final exam period.

References, Blackboard readings:

Abu-Khafajah, Shatha Ahmad Radwan. nd. "Make the past count ... make tourists feel at ease": Jordanian heritage between the government and the local community.
<http://www.academia.edu/1489152>

Addison, Erin. 2004. The roads to ruins: accessing Islamic heritage in Jordan. *Marketing Heritage*. Yorke Rowan and Uzi Baram (eds). Altamira: New York.

Ardren, Traci. 2004. Where are the Maya in ancient Maya archaeological tourism?. *Marketing Heritage*. Yorke Rowan and Uzi Baram (eds). Altamira: New York.

Bauman, Joel. 2004. Tourism, the Ideology of Design and the Nationalized Past in Zippori/ Sephoris, an Israeli National Park. *Marketing Heritage*. Yorke Rowan and Uzi Baram (eds). Altamira: New York.

Buccellati, Giorgio. 2006a. Conservation qua archaeology at Tell Mozan/ Urkesh. Of the Past, for the Future: Integrating Archaeology and Conservation. Neville Agnew & Janet Bridgland (eds.) The Getty Conservation Institute: Los Angeles.

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Cellini, Roberto. 2011. Is UNESCO recognition effective in fostering tourism? A comment on Yang, Lin and Han. *Tourism Management* 32: 452–454.

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Cohen, Erik. 1988. Authenticity and commoditization in tourism. *Annals of Tourism Research* 15: 371-386.

Cohen, Erik. 1995. Contemporary tourism: trends and challenges. *Change in Tourism*. Richard Butler & Douglas Pearce (eds.) Routledge: New York.

Corruchaga, José Antonio Lasheras and Pilar Fatás Monforte. 2006. The new museum of Altamira: finding solutions to tourism pressure. Of the Past, for the Future: Integrating Archaeology and Conservation. Neville Agnew & Janet Bridgland (eds.) The Getty Conservation Institute: Los Angeles. (Note that the version of this article on Blackboard is actually the presentation version given at the conference, later published under this reference; it was easier to download it than xerox it!)

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Delluc, Brigitte and Gilles Delluc. 1984. Lascaux II: a faithful copy. *Antiquity* 58: 194-196.

Demas, Martha and Neville Agnew. 2006. Decision making for conservation of archaeological sites: the example of the Laetoli hominid trackway, Tanzania. Of the Past, for the Future: Integrating Archaeology and Conservation. Neville Agnew & Janet Bridgland (eds.) The Getty Conservation Institute: Los Angeles.

Errington, Frederick and Deborah Gewertz. 2004 [1989]. Tourism and anthropology in a postmodern world. *Tourists and Tourism*. Sharon Gmelch (ed.) Waveland Press: Long Grove, IL.

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attitudes in the Côa Valley, Portugal. *Of the Past, for the Future: Integrating Archaeology and Conservation*. Neville Agnew & Janet Bridgland (eds.) The Getty Conservation Institute: Los Angeles.

Gable, Eric and Richard Handler. 1993. Deep dirt: messing up the past at Colonial Williamsburg. *Social Analysis* 34(3): 3-16.

Gable, Eric and Richard Handler. 2000. Public history, private memory: notes from the ethnography of Colonial Williamsburg, Virginia, USA. *Ethnos* 65(2): 237-252.

Gazin-Schwartz, Amy. 2004. Mementos of the past: material culture of tourism at Stonehenge and Avebury. *Marketing Heritage*. Yorke Rowan and Uzi Baram (eds). Altamira: New York.

Ham, Sam H. 2007. Can interpretation really make a difference? Answers to four questions from cognitive and behavioral psychology. *Proceedings of the Interpreting World Heritage Conference*, pp. 42-52 Vancouver, Canada, March 25-29, 2007 (www.interpretiveguides.org/dbfiles/13.pdf)

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Jorgensen, Annette. 2003. Power, knowledge and tourguiding: the construction of Irish identity on board County Wicklow tour buses. *Irish Tourism: Image, Culture & Identity*. Michael Cronin (ed.) Channel View Publications: Bristol.

Ladeira, I. and E.H. Blake. 2004. Virtual San storytelling for children: content vs. experience. *The 5th International Symposium on Virtual Reality, Archaeology and Cultural Heritage*. K. Cain, Y. Chrysanthou, F. Niccolucci, N. Silberman (eds). (<http://pubs.cs.uct.ac.za/archive/00000420/>)

Leone, Mark P., Parker B. Potter, Jr., and Paul A. Shackel. 1987. Toward a critical archaeology. *Current Anthropology* 28(3): 283-302.

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Lovata, Troy. 2007b. The fake Anasazi of Manitou Springs. *Inauthentic Archaeologies*. Left Coast Press: Walnut Creek, CA.

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- Marcotte, Pascale and Laurent Bourdeau. 2006. Tourists' knowledge of the UNESCO designation of world heritage sites: the case of visitors to Quebec City. *International Journal of Arts Management* 8(2): 4-13.
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- Pye, Elizabeth. 2006. Authenticity challenged? The "plastic house" Çatalhöyük. *Public Archaeology* 4:237-251.
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- Shepherd, Robert J. 2011. Historicity, fieldwork, and the allure of the post-modern: A reply to Ryan and Gu. *Tourism Management* 32: 187-190.
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- Silberman, Neil A.. 2009. Process not product: The ICOMOS Ename Charter (2008) and the practice of heritage stewardship. *Selected Publications of EFS Faculty, Students, and Alumni*. Paper 10. (http://scholarworks.umass.edu/efsp_pub_articles/10/)
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