



Sociology of Travel and Tourism

SOCL 299

COURSE OVERVIEW

Enrolled students should consult Moodle for a current syllabus.

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COURSE OVERVIEW

Travel has always been a central aspect of human life. Today, tourism is one of the largest industries in the world. Yet, because tourism is often associated with fun, leisure and time off as opposed to the more 'serious' functions of society, its significance within contemporary society is frequently overlooked. In this course, we will focus on the relationship between tourism and social life by considering how tourist practices are socially shaped and made meaningful within social contexts. As we investigate why people travel, how they travel, and what they do while they are 'on the road', we will see that tourism is not on the margins of the social world, but rather deeply interconnected with everyday social life, from the personal to the global. Tourism is thus emblematic of many of the features of contemporary social life we will explore in this course: modernity and postmodernity, consumption and cultural commodification, the aestheticization of everyday life, social inequalities, authenticity, embodiment, identity, gender, risk, technology, mobility, and globalization. That makes for a very busy intellectual itinerary, but the course will also leave room for you to explore your own tourism-related research interests.

LEARNING OUTCOMES

By participating in this course, you will:

- Be able to use the sociological perspective as a lens through which to understand travel and tourism, and tourism as a lens through which to understand modern social life.
- Develop a better understanding of the key debates and discourses that surround the social and cultural dimensions of tourism.
- Be able to make critical judgments about the sociopolitical implications of tourism at the local, national and global levels.
- Recognize the way tourism reflects and shapes social inequalities, especially those related to class, gender and age; and the way some forms of tourism seek to promote social equality.
- Understand the relationship between tourism, identity and culture.
- Gain specialized knowledge of at least one aspect of tourism and society by exploring the topic in depth and presenting your findings to the class.
- Further develop your critical reading, writing and presentation skills through the discussion of assigned readings in class, through the application of sociological theory and analysis in written assignments, and through oral presentations.

REQUIRED READINGS

- *Tourists and Tourism, 2nd ed. (T&T)* by Sharon Bohn Gmelch (Waveland, 2009)
- *A Small Place* by Jamaica Kincaid (Farrar, Straus & Giroux, 2000)
- *Eat, Pray, Love* by Elizabeth Gilbert (Penguin, 2007)

Required texts are available in the bookstore. In addition to these texts, various articles and other readings and resources are available through ERes and on Moodle. You are responsible for all of these required readings.

ASSIGNMENTS

Please see the Assignments Packet for details on the following assignments. The Assignments Packet also includes important information about the learning objectives for each assignment, how to format and submit your course work, grading rubrics, deadlines and late policy, and tips on writing.

1) Class Participation: 5%

Your participation in class will include regular attendance, in-class contributions that reflect a high level of engagement with course readings and preparation for each topic, and online contributions to a class *Travel & Tourism Journal* on Moodle.

2) Reflection Papers: 60%

You will write three reflection papers throughout the semester on the following topics:

- *Travel & Tourism Auto/Biography* (15%): In this 2- to 3-page paper, you will apply your sociological imagination to an analysis of your own travel and tourism experiences.
- *Destination Analysis* (25%): In this 4- to 6-page paper, you will visit a tourist destination and use concepts from the first and second parts of the course to analyze that destination and the social relations you observe there.
- *Tourism Inequalities* (25%): In this 4- to 6-page paper, you will use materials and concepts from the third and fourth parts of the course to reflect on the way social inequalities are shaped in and through 'global' tourism in the 'local' context of the Caribbean.

3) Research Presentation 5%

You will prepare a 10-minute presentation of the initial findings from your research project (see below). You will present to the class at the end of the semester in order to explain what you have learned and to receive feedback from me and from your classmates that you can use in the final written version of your paper. **See Course Schedule for presentation dates and sign up on Moodle.**

4) Research Project 30%

You will select a topic from a list provided in the Assignments Packet and write an 8- to 10-page research paper that combines first-hand research and course concepts in an analysis of the topic. I will also consider proposals for other topics that are not on the list. In either case, you must submit a proposal in advance that includes the topic, a one-paragraph description of the topic and your proposed methods, and at least 2 academic sources you plan to use in your research. See the assignments packet for information about how the presentation and paper will be graded.

GRADING POLICY

Your final grade for the course will be calculated by weighting each assignment as indicated above (for example, Participation x .05; Destination Analysis x .25; and so on) and adding the results. Your final letter grade will then be determined as follows:

A	93-100	B	83-86.9	C	73-76.9	D	63-66.9
A-	90-92.9	B-	80-82.9	C-	70-72.9	D-	60-62.9
B+	87-89.9	C+	77-79.9	D+	67-69.9	F	below 60

Please refer to the Grading Criteria section of the Assignments Packet for a more detailed account of my grading philosophy and my approach to grading your assignments. You should read this section closely before you start to write any of your assignments.

MOODLE

Please refer to Moodle for more information and resources for this course. As mentioned in the Assignments Packet, you are required to submit both a hard copy and an electronic copy of all written assignments. You will be submitting your electronic copies via Moodle, so please be sure you know how the submission process works before the first deadline.

OFFICE HOURS

Whether you have a specific question or concern about the course or would like to talk more generally about the course topics or your academic interests, I hope you will feel free to visit me during office hours. I will be in my office (Beaven 215) and available to meet with you on a drop-in basis on Wednesdays from 9.30am-noon & Fridays 9.30am-10.30am and by appointment on Tuesdays (any time). I am also happy to arrange other meeting times – just send me an email or see me after class to make an appointment. **Email:** I am more than happy to correspond with you via email regarding any questions or concerns related to the course. I check email every day and will reply as quickly as possible. On occasion, I will also correspond with you via email or via Moodle (which goes to your Holy Cross account), so please check your Holy Cross email regularly!

ACADEMIC INTEGRITY

I expect you to be familiar with and abide by the Holy Cross statement on academic honesty: <http://www.holycross.edu/catalog/academic-honesty-policy.pdf>. Academic honesty is a matter of trust within the academic community as well as a matter of respect for intellectual property. It is also essential to learning. Learning involves reading and critiquing texts for yourself, developing your own ideas, and synthesizing themes and debates through your own words. Of course, as you engage with academic debates and research, you will draw on the work of other scholars. In these cases, you must *always* cite your sources including books, chapters, magazine or newspaper articles, journal articles, websites, or any other resource. Learning is also a collaborative process, and I encourage you to study and discuss the course materials together with your fellow students. But when it comes time to write your essays and reports, make sure that the ideas you present as your own *are* your own ideas – and if they are not, be sure you cite them properly. I am always happy to discuss this matter if you have any questions.

COURSE SCHEDULE

Introduction to the Course

topic	readings & films	activities & due dates
<i>the departure lounge</i>	Chapter 1 in T&T: 'Why Tourism Matters', by S. B. Gmelch Berger, A.A. (2004) 'Aspects of Travel and Tourism', in <i>Deconstructing Travel</i> (Walnut Creek: Altamira), pp. 22-39. (ERes)	

Part I: Tourism as a Metaphor for the Social World

topic	readings & films	activities & due dates
<i>on the beach: historical, social and spatial constructions of a tourist fantasy</i>	Chapter 3 in T&T: 'The Global Beach', by O. Löfgren. Baerenholdt, J.O., et al (2004) 'Staging the Beach', in <i>Performing Tourist Places</i> . (Aldershot: Ashgate), pp. 49-68. (ERes) <i>recommended:</i> Garland, A. (1998) <i>The Beach</i> .	Remember to post to the <i>Travel & Tourism Journal</i> on Moodle!
<i>mobilizing the sociological imagination</i>	Mills, C.W. (1959) 'The Promise,' excerpt from <i>The Sociological Imagination</i> . (ERes) Mavriç, M. & Urry, J. (2009) 'Tourism Studies and the New Mobilities Paradigm,' in <i>Sage Handbook of Tourism Studies</i> , ed. by T. Jamal & M. Robinson. (London: Sage), pp. 645-657. (ERes) <i>recommended:</i> McCabe, S. (2002) 'The Tourist Experience and Everyday Life', in <i>The Tourist as a Metaphor of the Social World</i> , ed. by G.M.S. Dann. (Cambridge, MA: CABI), pp. 61-76. (ERes)	For next Wednesday: post a travel photo on Moodle. We'll look at these next week.
<i>tourism, modernity & postmodernity: the tourist gaze</i>	Chapter 4 in T&T: 'Sightseeing and Social Structure: The Moral Integration of Modernity', by D. MacCannell Urry, J. (2002) 'The Tourist Gaze', in <i>The Tourist Gaze, 2nd ed.</i> (London: Sage), pp. 1-15; 145-152. (ERes)	Assign reading groups for next week's jigsaw discussion.

Part II: Key Concepts in Tourism Studies

date & topic	readings & films	activities & due dates
<i>tourist photography</i>	Larsen, J. (2006) 'Geographies of Tourist Photography', in <i>Geographies of Communication</i> , ed. by J. Falkheimer & A. Jansson. (Göteborg: Nordicom), pp. 243-260. (ERes)	DUE: Paper #1 Practicing the tourist gaze

topic	readings & films	activities & due dates
<p><i>authenticity, simulation and commodification</i></p>	<p>Chapter 12 in T&T: 'The Masai and the Lion King: Authenticity, Nationalism, and Globalization', by E.M. Bruner. (1)</p> <p>Chapter 15 in T&T: 'In a Sense Abroad: Theme Parks and Simulated Tourism', by L. Mintz. (2)</p> <p>Ritzer, G. & Liska, A. (1997) "McDisneyization" and "Post-Tourism": Complementary Perspectives on Contemporary Tourism', in <i>Touring Cultures</i>, ed. by Rojek & Urry. (London: Routledge), pp. 96-109. (ERes) (3)</p> <p>Halewood, C. & Hannam, K. (2001) 'Viking Heritage Tourism: Authenticity and Commodification', <i>Annals of Tourism Research</i>, 28(3): 565-580. (ERes) (4)</p> <p>MacCannell, D. (1999) 'Staged Authenticity', in <i>The Tourist</i>. (Berkeley: UCPress), pp. 91-107. (ERes) (5)</p>	<p>Remember to post to the <i>Travel & Tourism Journal</i> on Moodle!</p> <p>For class today: 1) bring in a tourist souvenir; <i>or</i> 2) research a simulated tourist destination like Disney World or an historical re-enactment site like Old Sturbridge Village to share in class.</p>
<p><i>the quest: pilgrimage and rites of passage</i></p>	<p>Chapter 2 in T&T: 'Secular Ritual: A General Theory of Tourism', by N.H.H. Graburn.</p>	
<p><i>hosts and guests</i></p>	<p>Film in class: <i>Cannibal Tours</i></p> <p>Chapter 18 in T&T: 'Sherpa Culture and the Tourist Torrent', by J.F. Fisher.</p> <p>Bell, D. (2009) 'Tourism & Hospitality', in <i>Sage Handbook of Tourism Studies</i>, ed. by T. Jamal & M. Robinson. (London: Sage), pp. 19-34. (ERes)</p>	<p>Have you been to the Grand Canyon? If so, jot down a few memories from your visit and bring them to share in class next Wednesday <i>or</i> post them on the <i>Travel & Tourism Journal</i> on Moodle!</p>
<p><i>place and performance</i></p>	<p>Baerenholdt, J.O. et al (2004) 'Castles in the Sand', in <i>Performing Tourist Places</i>. (Aldershot: Ashgate), pp. 1-11. (ERes)</p> <p>Edensor, T. (2009) 'Tourism and Performance' in <i>The Sage Handbook of Tourism Studies</i>, ed. by T. Jamal & M. Robinson. (London: Sage), pp. 543-557. (ERes)</p> <p>Neumann, M. (2002) 'Making the Scene: The Poetics and Performances of Displacement at the Grand Canyon', in <i>Tourism: Between Place and Performance</i>, ed. by S. Coleman & M. Crang. (NY: Berghahn), pp. 38-53. (ERes)</p>	<p>In preparation for Friday's class, do some research on Mardi Gras in New Orleans and Singapore's Haw Par Villa as tourist events/destinations.</p> <p>See the <i>Economist</i> article on 'The New Grand Tour' posted on Moodle.</p>

Part III: Touring the Globe/Globalizing Tourism

topic	readings & films	activities & due dates
<i>tourism and globalization: the local-global nexus</i>	<p>Fox Gotham, K. (2005) 'Tourism from Above and Below: Globalization, Localization and New Orleans's Mardi Gras', <i>International Journal of Urban and Regional Research</i>, 29(2): 309-326.</p> <p>Teo, P. & Lim, H.L. (2003) 'Global and Local Interactions in Tourism', <i>Annals of Tourism Research</i>, 30(2): 287-306.</p>	Remember to post to the <i>Travel & Tourism Journal</i> on Moodle!
<i>tourism mobilities on a global stage</i>	<p>Chapter 25 in T&T: 'Rethinking Tourism', by D. McLaren.</p> <p>Sheller, M. & Urry, J. (2004) 'Places to Play, Places in Play', in <i>Tourism Mobilities</i>, ed. by M. Sheller & J. Urry. (London: Routledge), pp. 1-10. (ERes)</p>	Assign reading groups for 'Tourism and Terrorism' jigsaw discussion.
<i>tourism, technology and globalization</i>	<p>White, P.B. & White, N.R. (2005) 'Virtually There: Travelling with New Media', <i>First Monday</i>, 10(8): online at http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/viewArticle/1267/1187</p> <p>Germann Molz, J. (2004) 'Playing Online and Between the Lines: Round-the-World Websites as Virtual Places to Play', in <i>Tourism Mobilities</i>, ed. by M. Sheller & J. Urry. (London: Routledge), pp. 169-180. (ERes)</p>	<p>Before class: check out some of the travel blog links on Moodle.</p> <p>Also, have a look at the <i>Condé Nast</i> article on augmented reality tourism posted on Moodle.</p>
<i>tourism and terrorism</i>	<p>Adams, K.M. (2006) 'Terror and Tourism: Charting the Ambivalent Allure of the Urban Jungle' in <i>Travels in Paradox</i>, ed. by C. Minca & T. Oakes. (Oxford: Rowmwan & Littlefield), pp. 205-228. (ERes) (1)</p> <p>Phipps, P. 'Tourism and Terrorism: An Intimate Equivalence', in <i>Tourists and Tourism</i>, 1st ed., ed. by S.B. Gmelch. (Long Grove, IL: Waveland), pp. 71-90. (ERes) (2)</p> <p>Hitchcock, M. & Darma Putra, I.N. (2010) 'Cultural Perspectives on Tourism and Terrorism', in <i>Tourism, Power and Culture</i>, ed. by D. Macleod & J.G. Carrier. (Bristol: Channel View), pp. 90-105. (ERes) (3)</p> <p>Salazar, N. (2006) 'Building a Culture of Peace through Tourism', <i>universitas humanística</i> 62: 319-333. (ERes) (4)</p>	Jigsaw Discussion Groups

topic	readings & films	activities & due dates
<i>globalization and the cruise ship industry</i>	<p>Chapter 21 in T&T: 'Sailing into the Sunset: The Cruise-ship Industry', by P. Pattullo.</p> <p>Wood, R.E. (2000) 'Caribbean Cruise Tourism: Globalization at Sea', <i>Annals of Tourism Research</i> 27(2): 345-370.</p>	DUE: Paper #2

Part IV: The Politics of Paradise

topic	readings & films	activities & due dates
<i>tourism in the Caribbean</i>	<p>Film clips in class: <i>Life + Debt</i> and <i>Jamaica For Sale</i> (in class)</p> <p>Start reading <i>A Small Place</i>; we will talk about it in the next class, but it will help you make sense of the film clips if you've read it by today.</p> <p><i>recommended:</i> Sheller, M. (2003) <i>Consuming the Caribbean</i>. (London: Routledge).</p>	For next Wednesday, look at some websites for ecotourism operators and destinations in the Caribbean and bring information to share in class. You can also post your findings on the <i>Travel & Tourism Journal</i> on Moodle.
<i>A Small Place</i>	Kincaid, J. (2000) <i>A Small Place</i> . (NY: Farrar, Strauss and Giroux).	
<i>ecotourism: producing and consuming nature in the Caribbean</i>	<p>Duffy, R. (2004) 'Ecotourists on the Beach', in <i>Tourism Mobilities</i>, ed. by M. Sheller & J. Urry. (London: Routledge), pp. 32-43. (ERes)</p> <p>Chapter 23 in T&T: 'Giving a Grade to Costa Rica's Green Tourism', by M. Honey.</p>	Be prepared to report in class on your findings on ecotourism. How do the examples you found relate to the readings?
<i>consuming bodies: sex tourism and romance tourism in the Caribbean</i>	<p>Chapter 9 in T&T: 'When Sex Tourists and Sex Workers Meet: Encounters within Sosúa, the Dominican Republic', by D. Brennan.</p> <p>Chapter 10 in T&T: 'Romance Tourism: Gender, Race, and Power in Jamaica', by D. Pruitt & S. LaFont.</p> <p>Frohlick, S. (2008) "'I'm More Sexy Here": Erotic Subjectivities of Female Tourists in the "Sexual Paradise" of the Costa Rican Caribbean', in <i>Gendered Mobilities</i>, ed. by T.P. Uteng & T. Cresswell. (Aldershot: Ashgate), pp. 129-142. (ERes)</p> <p><i>recommended:</i> Jacobs, J. (2006) 'Tourist Places and Negotiating Modernity: European Women and Romance Tourism in the Sinai', in <i>Travels in Paradox</i>, ed. by C. Minca & T. Oakes. (Oxford: Rowmwan & Littlefield), pp. 125-154. (ERes)</p>	<p>Remember to post to the <i>Travel & Tourism Journal</i> on Moodle!</p> <p>Start reading <i>Eat, Pray, Love</i>; focus on Part I and be sure to read the final chapter.</p>

Part V: Mobile Selves and Mobile Encounters

topic	readings & films	activities & due dates
<i>tourist v. traveler: mobility and modern subjectivity</i>	O'Reilly, C.C. (2005) 'Tourist or Traveller? Narrating Backpacker Identity', in <i>Discourse, Communication and Tourism</i> , ed. by A. Jaworski & A. Pritchard. (Brighton: Channel View), pp. 150-170. (ERes) <i>recommended:</i> Dann, G. (1999) 'Writing Out the Tourist in Time and Space', <i>Annals of Tourism Research</i> 26(1): 159-187. (ERes)	
<i>'finding myself': global nomads and backpackers</i>	Film clips in class: <i>A Map for Saturday</i> Chapter 5 in T&T: 'Let's Go Europe: What Students Tourists Do and Learn from Travel', by G. Gmelch. Anderskov, C. (2002) 'Backpacker Culture', University of Aarhus.	Remember to post to the <i>Travel & Tourism Journal</i> on Moodle! DUE: Paper #3
<i>'finding myself': on the transformative potential of travel</i>	Film clips in class: <i>Eat, Pray, Love</i> Gilbert, E. (2007) <i>Eat, Pray, Love</i> (NY: Penguin). Noy, C. (2004) 'This Trip Really Changed Me: Backpackers' Narratives of Self-Change', <i>Annals of Tourism Research</i> 31(1): 78-102. (ERes)	Have a look at the Boots 'n' All commentary posted on Moodle! DUE: Research project proposals

Course Conclusion and Research Presentations

topic	readings & films	activities & due dates
<i>home, again: the end of tourism?</i>	Larsen, J. (2008) 'De-exoticizing Tourist Travel: Everyday Life and Sociality on the Move', <i>Leisure Studies</i> , 27(1): 21-34. (ERes).	Has this class changed the way you think about tourism and your own travel and tourism practices? Be prepared to discuss!
PRESENTATIONS		

***** Enjoy the summer and safe travels! *****