Capitalism is not limited to the extraction of primary products and the capture of industrial markets. Cultural raw materials can be marketed, consumed, even manufactured, be they landscapes or practices. Heritage can be manufactured, tradition can be consumed; if “all that is solid melts into air, all that is holy is profaned” then every appearance of authenticity may only be a mirage, a simulacrum manufactured only to be consumed. Is the consumption of the “authentic” an antidote for a life this is seen as counterfeit and inauthentic? Is the consumption of tradition a cure for modernity’s ills? Does the wealth-making potential of the concepts of tradition and heritage convey power to local elites? Can residents use these same concepts to resist the power of local, or international, elites? Perhaps heritage and authenticity are political positions, strategic, rather than essential qualities of landscapes or cultural practices. We will explore these questions in this seminar. Our focus will be explicitly interdisciplinary, overcoming the artificial barriers of the social science division of labor, to produce a holistic understanding of global tourism and cultural understanding.

Format: All students are required to come to class having done all readings and ready to engage in discussion. You should extract a few ideas from our readings that you feel merit discussion and be ready to lead our discussion in a new direction. For each of the weeks (Weeks 2-6), there are two class days. Students must turn in a 2-4 page analysis of the readings from one of those two class periods weekly, i.e., once per week for five weeks. If you choose Tuesday’s readings, your analysis must be received by 7 pm on Monday as a pdf attachment; if you choose Thursday’s readings, the analysis is due at 7 pm on Wednesday.

An analysis is not a summary; rather, you must extract a theme that unites the articles and explain what the authors are saying to each other pertaining to that theme. Ask yourself: What is the conversation that connects all of today’s articles, where do the authors disagree or agree, which arguments are more persuasive, and, perhaps, how does this conversation directly relate to previous readings?

Grading: POSC 365 is an asterisk seminar course in Political Science. The course will culminate in a research paper of at least 20 pages (30%). Students must receive approval from the instructor for the topic of the paper, due at the end of the finals period. There will be two examinations (three choices! See Applying Theory/Lessons) in which students will be tested on their ability to apply course materials to previously unexplored cases of tourism (50% total). Any of these three cases or any of the cases from our reading list would be ideal topics for the research paper. Class participation and the quality of weekly analyses will account for the final 20 percent of the grade.

The two examinations begin with a few articles to introduce you to a tourist site. The first expectation is that you will supplement this information with additional materials about the site, demonstrating your resourcefulness in finding data. The second expectation for these exams is that you will demonstrate the breadth of the knowledge and understanding you have gained from the course readings by illustrating theoretical concepts through application to the new site and by drawing comparisons and contrasts between our course cases and the new site. The third expectation is that you will proofread thoroughly, be careful about stretching concepts so far that they lose their meaning, and maintain your own voice by minimal reliance on quotes but maximal citation of paraphrases. All pages should be numbered, endnotes should never use Roman numerals, and your name should only appear on a separate last page of your submission. Electronic submissions should be pdf files. Recommended page length is 7-10.

Week 1
INTRODUCTION:
“Introduction,” in Cities and Visitors [Course Text]
Judd, Visitors and the Spatial Ecology of the City in Cities and Visitors
D. Boorstin, “From Traveler to Tourist,” in The Image: A Guide to Pseudo-Events in America (Vintage).*

Week 2
CREATING LANDSCAPES, OTHER-SCAPES, LIVING MUSEUMS
**Week 3**

**UTOPIC PILGRIMAGES?**

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title and Source</th>
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<tr>
<td>Hoffman</td>
<td>Revalorizing the Inner City … Harlem in <em>Cities and Visitors</em></td>
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**Hoffman, Revalorizing the Inner City … Harlem in Cities and Visitors**

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**Week 4**

**REGENERATION BY SPECTACLE: Postmodern or Postindustrial Economic Development?**

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**AUTHENTICITY, CULTURE AND HISTORIC REVISIONISM IN THE MAKING OF TOURISM**

<table>
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<tr>
<th>Q: What is being forgotten, what is being remembered, what is being revised and edited, and what image is being marketed?</th>
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<tr>
<td>J. James</td>
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<td>Bevan</td>
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**UTOPIC PILGRIMAGES?**

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<tr>
<td>M. Gottdiener</td>
<td>“Media Vegas,” in <em>Las Vegas: The Social Production of an All-American City</em> (Blackwell, 1999).*</td>
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<tr>
<td>W. Fox</td>
<td><em>In the Desert of Desire: Las Vegas and the Culture of Spectacle</em> (University of Nevada, 2005), 1-23.*</td>
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</table>
M. August, “Paris Disneyland Naysayers Eat Crow,” *Associated Press* (April 17, 1997).*

**MULTIDISCIPLINARY APPROACHES TO TOURISM**
Costa and Martinotti, “Sociological Theories of Tourism and Regulation Theory,” in *Cities and Visitors*.

**Week 5**
**MULTIDISCIPLINARY APPROACHES TO TOURISM**
A. Holden, *Tourism Studies and the Social Sciences* [course text], chs. 5-8.

**REGENERATION BY SPECTACLE: Postmodern or Postindustrial Economic Development?**
Hiernaux-Nicolas, “Mexico: Tensions in the Fordist Model,” in *Cities and Visitors*.
Gladstone and Fainstein, “Regulating Hospitality … Workers in NY and LA,” in *Cities and Visitors*.

**Week 6**
**CREATING LANDSCAPES, OTHER-SCAPES, LIVING MUSEUMS**
Q: Who has the power to do what to whom? Governing coalitions, visitors, local elites, or residents? Use this question or choose a theme of your own that engages the articles in cross-dialogue.
Hamnett and Shoval, Museums as Flagships in *Cities and Visitors*.

**CREATING LANDSCAPES, OTHER-SCAPES, LIVING MUSEUMS**

**Week 7**
**REGENERATION BY SPECTACLE: Postmodern or Postindustrial Economic Development?**

**APPLYING THEORY/LESSONS**
I. Who is attracted to Amsterdam? Who governs tourist development? Can you update the struggle over Amsterdam’s image that is emerging (by doing some investigation; note how limited my sources are)?
What ideas from previous readings seem particularly applicable for understanding the appeal and impact of tourism in Amsterdam?

Terhorst, P. Amsterdam Its All in the Mix in Cities and Visitors

Europe’s Coolest cities SPIEGEL ONLINE

Amsterdam to Shut 43 Cannabis Cafes - SPIEGEL ONLINE

Amsterdam to Reclaim Historic City Center - SPIEGEL

Week 8

II. What are the explanations for Christiania’s attraction as a tourist site? Why might its attractiveness be paradoxical? What ideas from previous readings seem particularly applicable?

Christiania Shangri-la.doc

Christiania 4/6/04.rtf

Christiania guide.pdf

Christiania Misfits.pdf

Week 9

III. Cows on Parade: Public Art, Local Identity, and Tourism

D. Johnson, “In a City with Cattle in Its Past, the Cows Have Come Home,” NYTimes (Oct. 1, 1999), A14.


Week 10


We will read the entire book, written by a professor of Religious Studies. Which Social Science raises issues that overlap with those presented in this book? Should a revised version of Holden’s book contain a chapter on Religion and Tourism?
**Additional Readings for the Curious**

*McGreevy, Niagara Falls, ch. 1 and 2*

*Dongkoo Yun, A Study of Cultural Tourism* (Anne of Green Gables and Prince Edward Island tourism)

*David Herbert, Literary Places, Tourism and the Heritage Experience*

*Rast, The Cultural Politics of Tourism in SF Chinatown*


*W. Hazbun, BEACHES, RUINS, RESORTS: THE POLITICS OF TOURISM IN THE ARAB WORLD*

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**Reserve Books**

*Amy Levin, Defining Memory: Local Museums and the Construction of History in America’s Changing Communities*

*D. Timothy and G. Nyaupane, Cultural Heritage and Tourism in the Developing World*

*Bevan, The Destruction of Memory: Architecture at War*

*Shields, Places on the Margin*

*Rowan and Baram, Marketing Heritage*

*Judd and S. S. Fainstein, eds. The Tourist City*

*Gottdiener, Las Vegas: The Social Production of an All-American City*

*Fox, In the Desert of Desire: Las Vegas and the Culture of Spectacle*

*Smith, Smith, ed., Tourism, Culture and Regeneration*