SEMESTER AT SEA COURSE SYLLABUS

Voyage: Spring 2013  
Discipline: Sociology

Course Title: SOC 3595 Sociology of Tourism  
Division: Upper Division  
Faculty Name: William Greenfield  
Prerequisites: Previous coursework in the social sciences is recommended.

COURSE DESCRIPTION

This course focuses on how tourism reflects and shapes social, cultural, economic, and political identities and inequalities. Perspectives of hosts and guests, the different sorts of tourism and the economic and environmental effects of tourism will be among the topics explored. Students will study what motivates tourists and what they experience as tourists.

COURSE OBJECTIVES

Apply a sociological perspective in describing and analyzing tourist behaviors, the tourist industry, and the multifaceted impacts of tourism.

Understand tourism’s role in creating cultural/ethnic/gender/linguistic stereotypes

Describe a variety of examples of the relationships between tourism, identity, and culture.

Describe the cultural, economic, ecological, and sociopolitical implications of tourism.

REQUIRED TEXTBOOKS

AUTHOR: Edward M. Bruner  
TITLE: Culture on Tour  
PUBLISHER: University of Chicago Press  
ISBN #: 0-226-07763-2  
DATE/EDITION: 2005

AUTHOR: David M. Fetterman  
TITLE: Ethnography: Step-by-Step  
PUBLISHER: SAGE Publications  
ISBN #: 978-1-4129-5045-9  
DATE/EDITION: 2010, 3rd edition

TOPICAL OUTLINE OF COURSE

There are two types of readings listed below: required and supplemental. These have been designated by a red R (required) or a green S (supplemental). The supplemental readings offer a glimpse into country-specific themes and issues. At times we may employ a variant of a jigsaw strategy with 3 or 4 individuals assigned to lead the discussion around a reading.

Session B1: Introduction  
Review of key concepts, course expectations, objectives, course structure, syllabus, projects, assignments, and field lab requirements. This is your
opportunity to ask questions about what to expect in taking this course.

**Session B2:**  The Sociology of Tourism: What do we mean?  
(Next port: Hilo)


**Session B3:**  Cultural Perspectives on Tourism  
(At Sea)


**Session B4:**  Hosts and Guests  
(At Sea)

Bruner, E. M. (2005) Culture on Tour. Chapter 1, Maasai on the Lawn, pp. 33-70. (Text) [R]


**Session B5:**  Getting Up Close to the Tourist Experience  
(At Sea)

Due: 1st Electronic Field Notebook (include observations and analyses from January 13, 2013 through January 23, 2013).


**Session B6:**  Which Story is the Right Story?  
(Next ports: Yokohama & Kobe)

Bruner, E. M. (2005) Culture on Tour. Chapter 4, Lincoln’s New Salem as a Contested Site, pp.127-144. (Text) [R]


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1 The instructor recognizes that writing “field notes” will be new for most of you, and you will be coached along the way to help you improve your skills in this area. While we will be using ethnographic strategies to observe and learn about tourism, this is a course about tourism, not about doing ethnography.

Session B7: Sex and Medical Tourism (Next ports: Shanghai & Hong Kong)

Due: 1st Field Observation & Analysis Report


Session B8: Tourists’ and Locals’ Motivations (Next port: Ho Chi Minh City)


Session B9: Identity, Culture, and Place (Next port: Singapore)


Session B10: Heritage, Museums, and Tourism (At Sea)


Session B11: Tourism, Development, and Sustainability (Next port: Rangoon)

Your 2nd Electronic Field Notebook is Due (include observations and analyses from January 13, 2013 through February 23, 2013).


Session B12: Tourism Brochures and Reality on the Ground (Next port: Cochin)


Session B13: Island Tourism (At Sea)


Session B14: Review of Key Tourism Concepts (At Sea)

Due: 2nd Field Observation & Analysis Report


Session B15: Mid-term exam (Next port: Mauritius & our Field Lab)
Session B16: The Case of Flic en Flac (At Sea)


Session B17: Ecotourism and Volunteer Tourism (Next port: Capetown)


Session B18: Local NGO Influences on Tourism (At Sea)


Session B19: Revisiting the Concept of Authenticity (At Sea)


Session B20: Which Story is Privileged? (Next port: Tema)


Session B21: Reincorporation (At Sea)


Your 3rd Electronic Field Notebook is Due (include observations and analyses from January 13, 2013 through April 11, 2013.


Session B22: Review of Key Concepts (Next port: Casablanca)

Complete Course Evaluation Forms


Session B23: Final Exam or Term Project (Final port: Barcelona)

COURSE ASSIGNMENTS TO BE GRADED AND POINT VALUES FOR EACH ONE

a) Informed Participation in All Scheduled Classes (10 points) Informed participation and reading of the required (R) course materials before each class is expected. Late assignments will receive a 2 point penalty. Your grade will be lowered if you have unexcused absences (classes missed due to illness require a note from the ship’s medical staff).

b) Two Tourist Site Observations and Analyses (10 points each) Describe and analyze tourist sites in two ports, in addition to the site you will visit as part of the Field Lab in Mauritius. Prepare a typed one-page, single-spaced, summary of your key observations and share it electronically with members of the class and the instructor. You may be asked to offer a more in depth description and analysis in class. Further details will be provided in class.

c) Electronic Field Observations Notebook (20 points) Keep a personal notebook in which you record descriptive notes and observations about your (and others’) experiences as a student, tourist, and traveler. Use key tourism concepts to guide your analysis and inform your understanding of tourism. This is to be an ongoing, cumulative, and developmental effort. The instructor will coach you on how to do this activity. Further details will be provided in class.

d) Field Lab in Mauritius (20 points) Attendance in this lab is mandatory. You will make a field visit to the coastal tourist village of Flic en Flac, Mauritius. The lab will provide an opportunity to discuss tourism and raise questions with local informants, including
representatives of the local community, the government, the tourism industry, and NGO’s concerns about the impact of tourism. Write a report on what you observed. Further details will be provided in class.

   e) Mid-term Exam (20 points) The exam will include a combination of concept definition, short-answer, and essay questions. It will ask you to draw upon your class notes, the required readings, and your field notes and in-port observations to date.

   f) Individual Term Project or Final Exam (20 points) Complete either a final exam or an individual term project. The exam will be given in class and will ask you to draw upon your class notes, required readings, field notes, and in-port observations to date. The individual term project and written report must address one or more key concepts within tourism studies and may take any of several forms. Further details will be provided in class.

FIELD WORK

As described above, there are two components to the Field Work for this course: 1) the mandatory Field Lab in Mauritius as describe below, and (2) the ongoing Electronic Field Observations Notebook as described above.

FIELD LAB IN MAURITIUS

The Field Lab will occur on March 18th. We will depart for the coastal tourist town of Flic en Flac by bus in the morning, and will return to the ship’s dock area that afternoon. The purpose of the Field Lab is to examine island tourism and gain an up-close understanding of the interplay between world-class resorts, a program of action that works to reduce threats to the coastline of Mauritius, the efforts of local NGO’s, and a government group linked to the Ministry of Tourism and Leisure. Our Lab will explore the intersection of tourists’ motivations and activities and the efforts by tourism venues, hotels and resorts, governments, the travel industry, and local NGO’s to meet tourists’ needs. This lab will also provide an opportunity for you to compare and contrast what you have observed and learned about tourism in other ports with what you observe in Flic en Flac.

FIELD ASSIGNMENTS FOR THE LAB IN MAURITIUS

a. Take notes throughout the day, participate fully in the discussions.

b. Use these notes and those in your Electronic Field Observations Notebook as the basis for writing a field lab “brief”. The brief is to be not more than 5 single-spaced pages and submitted electronically to the instructor. Be prepared to discuss your brief in class.

c. Your commentary (the “brief”) on observations and notes taken during the field lab is expected to build upon and be informed by your Electronic Field Observation Notes to date as well as by the notes and observations specific to the Flic en Flac lab site.

d. Two specific questions are to be addressed in your “brief”: (1) What are the key “tourism” phenomena of significance in Flic en Flac; and (2) given their similarity or difference relative to what you have observed elsewhere, what recommendations can you offer, with an accompanying rationale, that you believe have the potential for a positive impact on tourism
and all of its ramifications in *Flic en Flac*? Further details will be provided in class.

**RESERVE LIBRARY LIST**

<table>
<thead>
<tr>
<th>AUTHOR: John Urry and Jonas Larsen</th>
<th>AUTHOR: Tazim Jamal and Mike Robinson</th>
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<tr>
<td>TITLE: The Tourist Gaze 3.0</td>
<td>TITLE: The SAGE Handbook of Tourism Studies</td>
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<td>PUBLISHER: SAGE Publications, Inc.</td>
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<tr>
<th>AUTHOR: Erving Goffman</th>
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<tr>
<td>TITLE: The Presentation of Self</td>
<td>TITLE: Symbolic Interactionism</td>
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<tr>
<td>PUBLISHER: Doubleday</td>
<td>PUBLISHER: Prentice-Hall</td>
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<tr>
<td>DATE/EDITION: 1959</td>
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**ELECTRONIC COURSE MATERIALS**

Supplemental country-specific readings are available in the Ship’s Electronic Reserve.

**HONOR CODE**

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University’s honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager’s Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: “On my honor as a student, I pledge that I have neither given nor received aid on this assignment.” The pledge must be signed, or, in the case of an electronic file, signed “[signed].”