EAST ASIAN 130 Tourism in East Asia
Mon/weds, 9:30-10:45
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Office Hours: TBA
URL: http://www.eastasian.ucsb.edu/classes/TourEA130

Course description
This course is designed as an introductory survey to the history of travel and tourism using examples of famous places in China, Japan, and South Korea in the past century. Adopting a case study and interactive approach using video, photographs, and the internet, the class lectures will analyze world heritage sites, folk villages, theme parks, as well as influence of media including guidebooks, postcards, and television in the creation of iconic images of ethnic peoples and must-see destinations. By taking an interdisciplinary and inter-regional comparative approach and critical eye to the many facets of the increasingly global and lucrative tourist industry, the course addresses global tourism and its impact on national governments development policies, the livelihood of indigenous peoples, local communities, and the environment. The case studies address the following main themes: (1) The politics of authenticity and cultural heritage management, (2) The production of visual knowledge and representations of the “Other,” (3) Colonialism, and the re-writing of the past, (4) The negotiation and the commodification of ethnicity, (5) Who owns Native Culture? (6) Who is Tourism for?

Requirements:
The lectures as outlined in the following class schedule constitute the most important part of the course. Since slide viewings and class participations are an essential supplement to the lectures, please plan to attend all classes. Exam questions will include identifications and descriptions of sites, maps, and names as well as analytical essays. The final presentations in front of the whole class will consist of your own analysis of a tourist site of your choice related to Asia you have visited personally with instructor’s approval. The textbook is called, The Tourist. University of California Press, by David MacCannell 1999 (1976).

Class Participation: 20 % (Assignments-10%, class attendance and participation-10%), Mid-term: 25 %, Final Presentations: 25 % (PPT needs visual images and a list of reference sources), Final Exam: 30 %

Class Schedule and Reading List:
COURSE PART I: METHOD AND THEORY TO TOURISM STUDIES
Jan 7 (Mon): Introduction to Class -Why Study Tourism?

Jan 9 (Weds ): Approaches to Contemporary Tourism Studies
Jan 14 (Mon): The History of Global Tourism and Orientalism
Introduction (Elsewhereeland), Part 1: Landscapes and Mindscapes, pp. 13-40
Michael Haldrup and Jonas Larsen 2010: Mobilizing the Orient, in Tourism, Performance and the Everyday, pp. 75-93, Routledge. (reader)

Jan 16 (Wed): Visualizing the Exotic – Anthropological Photography and Postcards

Jan 21 (Mon) = HOLIDAY (Assignment to be loaded on Gaucho space. Detailed Instructions TBA)

Assignment No. 1: Search for iconic images of peoples and places such as famous destinations/monuments representing a country that everyone is familiar or from your own ethnic or country (eg. Taj Mahal for India, or Bedouin nomads for Arabia, Great Wall for China, Hula dancing girls for Hawaii, Mt. Fuji for Japan). Try to find the oldest visual representations possible from landscape paintings, travel photography, magazines, postcards, posters) dating back to 19 century and earlier (eg. National Geographic, or Smithsonian, Life). If possible try to locate works by famous photographers who recorded the original images who have influenced the construction and dissemination of representative images of a country, people or destination. Images must come from university data-bases and have historical records and provenience. (eg. Felice Beato etc samplelink http://digitalgallery.nypl.org/nypldigital/dgkeysearchresult.cfm?parent_id=137202&word= Read the following for preparation-Albers, Patricia C & William r. James 1988 Travel Photography: A Methodological Approach, Annals of Tourism Research Vol. 15: 134-158

Jan 23 (Wed): Modern Tourism comes to Japan

Jan 28 (Mon): Japanese Travel Media, Imperialist’s Nostalgia and Empire Building
Paul Barclay 2010: Peddling Postcards and Selling Empire:
30 (1): 83-112
Hyung Il Pai, “Travel Guides to the Empire: The Production of Tourist Images in Colonial Korea” in, Consuming Korean Tradition in Early and Late Modernity, Edited by Laurel Kendall, University of Hawaii Press. 2010

Jan 30 (weds): Staged Authenticity I-Analysis of Tourist Space (Ethnic Themed Parks)
Tim Tangherlini: “Choson Memories: Spectatorship, Ideology, and the Korean Folk Village.” In Sitings; Critical Approaches to Korean Geography, pp. 61-82, University of Hawaii Press (2008), Ed by Tim Tangherlini and Sallie Yea (reader)
Edensor, Tim 1998 Tourists at the Taj, London & New York: Routledge, Chapter 1

Feb 4 (Mon.): MID-TERM EXAMS

Feb 6 (Weds): The Politics of Representation and Time-less China

Feb 11 (Mon): The Politics of Reconstruction and World Heritage Sites: Tourism Development versus Preservation

Feb 13 (Weds.): Tourist Art and Selling Souvenirs

Bring a tourist Souvenir to class for show and tell.

Feb 18 (Mon): HOLIDAY-
Assignment 2- Find your favorite digital photo of you or your family together on vacation at a tourist destination. Make sure you or the destination (hopefully somewhere we can all recognize). Be prepared to explain the photograph in short essay (instructions for gaucho space TBA).

Everyone must have a presentation topic by this week: Final paper/presentation topic due on gaucho space- Title and short bibliography list to be uploaded by assigned presenters’ group. Must sign up for last week and deadweek schedule.
Feb 20 (Weds): The New Korean Wave-Film and Television Induced Tourism to South Korea
Feb 25 (Mon): Video: Up the Yangtze (Documentary-Cruise tourism and the environmental impact of the Three Gorges Dam on peasants)
Feb 27 (Weds): Class Conclusion and Discussion of Video- The Future of Tourism in Asia

March 4 (Mon), March 6 (Weds), March 11 (Mon), March 13 (Weds)
Student Couple presentations: 10-15 mins each. Send me PPT for review to be evaluated. Student must have used minimum one book and five articles on the topic selected- 4 days
Primary Reference sources can be guidebooks, postcards, movies, posters, websites but must be analyzed by academic authors. News-links, commercial web-sites, and internet blogs are not acceptable. Guidelines for your presentation: (1) Why did I pick this site? (2) What is this site famous for? (3) Why is this site relevant for this class? Body of the presentation—DETAILS of the place/monument/museum; FACTS: A. Who operates this place and what is their agenda? B. How many visitors does this place have a year; C. What is my impressions of this site D. How can you apply the issues discussed in class to the analysis of this place/topic. E. If you are a developer of the site, how would you do it differently. PPT will be graded for appropriate visual images, understanding of issues, and historical facts/relevant data.

March 15th (Friday)- All PPT presentations revisions to be uploaded for grading, due Last week/deadweek on gaucho space.

FINALS March 20th, Weds. 8-11 am