

ΠΕΡΙΓΡΑΜΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	ΕΠ619	Semester	6
Course Title	Anthropology of Tourism		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
Lectures and Tutorials		3	6
Course Type <i>Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>		Optional Course, Interdisciplinary/Scientific area Scientific area: Anthropology, Cultural Studies, Tourism Studies, History, Visual and Material Culture Studies	
Prerequisites:			
Course teaching and evaluation language:		Greek	
The course is offered to Erasmus incoming students		Yes [potentially the course may be offered in English given that it is for 3 rd -year students]	
Course Page (URL)		(to be posted on eclass at the beginning of spring semester 2022)	

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

The aims of the course are:

Students will have explored relevant debate concerning the anthropological and historical study of tourism and will be able to grasp analytical categories such as: Orientalism, the gaze, the pursuit of authenticity, center-periphery relations, hospitality and social segmentation, social memory, nationalism, tourism and the national imaginary, pilgrimage and rites of passage, gender, resistance, etc.

The course overviews the historical processes relating to the historical emergence of tourism in Greece and elsewhere (its relationship/connection to Romanticism and European travellers, the ways in which it involves social changes in local rural societies, etc.)

Upon successful completion of the course students will be able to: summarize and understand debates about tourism, local economies, representation, power and resistance. Students will also be able to apply these concepts to their own personal experiences (e.g., the representation of their own environments social/digital media).

General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies

Adaptation to new situations

Decision making

Independent work

Teamwork

Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas *Project design and management*
Respect for diversity and multiculturalism
Respect for the natural environment
Demonstrate social, professional and ethical responsibility and gender sensitivity
Exercising criticism and self-criticism
Promoting free, creative and inductive thinking

The course aims at cultivating the following skills:

«*Research, analyze and synthesize data and information, using the necessary technologies*»
students are asked to collect and evaluate digital/online material and reflect on their own experience in relation to tourism as cultural politics (blogs, posters, Instagram, etc.)

“*Independent work*” :
students are assigned specific theoretical topics and scientific articles to present in class

«*Working in an interdisciplinary environment*»:
students read and evaluate essays and texts reflective of different disciplines in Greek and in English

“*Production of new research ideas*” :
students are trained to assess the usefulness of different theoretical models in analyzing tourism as an everyday practice and the ways it informs experiences of the home and the self.

“*Respect for diversity and multiculturalism*”:
students are exposed to an exploration of the asymmetry in the relationship between centers and peripheries globally (as mediated through tourism) as well as the ways in which alterity becomes an attractive object of desire in tourism and the problems of this process. The course further overviews contemporary initiatives regarding sexual, cultural and ethnic diversity as these play out in the field of tourism.

«*Demonstrate social, professional and ethical responsibility and gender sensitivity*»:

The course examines the question of ethics in the representation of Others (minorities, patients, etc)- it pays particular attention to the role of women and men as gendered subjects in institutions and constellations relating to cultural representation.

«*Exercising criticism and self-criticism*»
: Students delve into critical theories through discussions in class—The tutor presents these theories as different tools/possibilities for understanding cultural practice—students are invited to develop their own critical skills and the capacity to assess cultural phenomena by synthesizing these theoretical ideas.

“*Promoting free, creative and inductive thinking*” :
see above point- emphasis on the selective, reflexive use of theoretical models and on synthesizing and creatively combining these models.

3. Course Content

At the beginning of term students are provided with a detailed course outline and syllabus featuring the weekly themes and associated key and secondary readings—you will find a summary of the course outline below.

Description:

This course explores tourism from a social-science perspective, privileging the scope of social anthropology/ethnography. The course will overview a wide range of cultural experiences that emerge in tourism, while also arguing that key components of tourism (such as the search for alterity, the photographing of Other places and the reviewing of services) increasingly infuse daily life in most locales around the globe. In the course, students are introduced to basic theoretical ideas and tools that have emerged since the mid-late 20th century for the study of tourism (e.g., the search for authenticity, tourism as a rite of passage, tourism imaginaries, dark tourism and so on). Tourism, in the course, will be further related to political discussions concerning exoticism, center-periphery asymmetries and representation as power. We also be exploring the ways in which visual/digital media produce particular kinds of possibilities and encounters in tourism. The course builds on case-studies from Greece and elsewhere and students will thus have the chance to consider particular ethnographic instances, through which scholars theorize tensions and experiences in fields such as: development, hospitality, tradition and its reinventions, etc. A wide range of materials from popular culture such as brochures, blogs, travelogues and articles in the press will be analyzed in class in order to illuminate the complex intersections between tourism and experiences of time, nationhood, gender as well as tourism's role in social and economic change and conflict.

The 13 teaching weeks cover the following topics:

- Introduction: "Tourism as imperialism". Tourism as an object of study.
- Tourism in Greece: Historical transformations and social tensions.
- Development and underdevelopment, modernity and its predicaments.
- Locals and "foreigners": Theories of resistance: from (sexual) harpooning to intimidation.
- Exoticism/Orientalism and the pursuit of alterity.
- Authenticity and tourism as a pilgrimage.
- "Tradition," invention, hybridization: Paradoxes of Tourism.
- Hospitality, incorporation, segmentation.
- Photography, postcards and the camera in tourism.
- Dark tourism and crisis pornography.

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence. Alternatively on Ms-Teams following restrictions due to the Covid-19 pandemic or in case other restrictions are in place.	
Use of IT's in teaching and communication with students	<ul style="list-style-type: none"> • Power Point presentations featuring moving and still imagery as well as summaries of textual theory • Support Learning Process via the e-class platform • Electronic communication with students and meetings with them (face to face or via email and Ms Teams) 	
Teaching Structure <i>The methods of teaching are described in detail</i> <i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.</i>	Methods	Semester Work Load
	Lectures	20
	Interactive discussion in class	20
	Presentation/ Individual project	20
	Oral Exam (final)	90
	Course Total	150
	(25 Hrs. Work Load per	

	Credit Unit)	
Student Evaluation <i>Description of the evaluation procedure</i>	<p>The evaluation criteria are explicitly mentioned during the first introductory lecture. They are also available, in the course description on the university's eclass asynchronous e-learning platform.</p> <p><u>Formative assessment:</u> Oral presentation of particular visual exercise and/or piece of academic work using audiovisual material (students receive detailed feedback).</p> <p><u>Summative assessment:</u> Oral exam at the end: Students are finally assessed in oral exams (online or in person depending on regulations concerning covid):</p> <p>They are asked 2 kinds of questions: 1: brief, informational which assess their capacity to describe basic points covered during the class (e.g., what does MacCannell mean with the term “staged authenticity”? what does tourism as a form of pilgrimage mean?). 2: questions that demand a critical assessment of theory and ethnographic examples: e.g., how would you apply the notion of resistance in X place?).</p> <p>Alternatively students can be assessed based on a final paper (as summative assessment). The paper will be either focused on bibliographical/theoretical overview of a given topic OR will feature short-term ethnographic observation onto which students will be asked to apply theoretical insights from the bibliography. Details about these papers are uploaded on Eclass under “documents”.</p> <p>Final exam: 80% Mini Assignment: 20%</p> <p>Language: Greek or English</p>	

5. Recommended Readings

A Detailed bibliography is uploaded with the syllabus on eclass. The following is merely a sample showing 2 readings per theme (hence not alphabetical).

Alneg, V. (2002). “The modern does not cater for natives: Travel ethnography and the conventions of form.” *Tourist Studies* 2(2): 119–142.

Bruner, Edward. 2004. *Culture on Tour: Ethnographies of Travel*. Chicago: University of Chicago Press.

Μπακ-Μορς, Σουζαν. [1987] 2019. *Σημειολογικά όρια και πολιτικές του νοήματος: Η νεωτερικότητα σε περιοδεία. Ένα χωριό της Κρήτης σε μετάβαση*. Γ. Μυλωνάς (επιμ.), Β. Πούλιος (μτφρ). Θεσσαλονίκη: Εκδόσεις Ψηφίδες. **(in English: 1987: Semiotic boundaries and the politics of meaning: modernity on tour—a village in transition. In: M. G. Raskin and H. J. Bernstein (eds.), New ways of knowing: The sciences, society, and reconstructive knowledge. Totowa, NJ: Rowman and Littlefield, pp. 200–236.**

Νάζου, Δέσποινα. 2005. «Συναντώντας τον «άλλον» στον τουρισμό: Οι γυναίκες επιχειρηματίες, οι τουρίστες και οι διαπολιτισμικές τους ανταλλαγές στη Μύκονο.» Στο Μ. Μιχαηλίδου και Ι. Κυριακάκης (επιμ.) *Ετερότητες*, (pp. 197-235) . Αθήνα: Μεταίχμιο.

[trans. Encounter the Other in Tourism: Business women, tourists and trans-cultural exchanges in

Mykonos]. Various alternatives in English are available for that week: e.g., Galani-Moutafi, Vassiliki. 1994. "From agriculture to tourism: Property, labor, gender, and kinship in a Greek island village (Part Two)." *Journal of Modern Greek Studies* 12(1), pp. 113-131.

Kalantzis, Konstantinos. 2020. "Modernity as Cure and Poison: Visual Culture and Ambiguous Stillness in Therasia, Greece", *Zeitschrift für Ethnologie, Journal of Social and Cultural Anthropology*, Special issue: Rethinking the Mediterranean, επιμ.: Simon Holdermann, Christoph Lange, Michaela Schäuble and Martin Zillinger.

Μπακαλάκη, Αλεξάνδρα. 2015. «Κάτι περισσότερο και κάτι λιγότερο από «ένα νησάκι δίπλα στη Σαντορίνη». Στο Κ. Παλυβού και Ι. Τζαχίλη (επιμ.) *Θηρασιά: Μια διαχρονική διαδρομή* (σελ. 240-253). Αθήνα: Τα Πράγματα.

[**trans.** "Something more and something less than 'a small island next to Santorini'"]- alternative readings in English are offered for that week: e.g., Chio, Jenny. 2011: "Leave the fields without leaving the countryside: Modernity and mobility in rural, ethnic China." *Identities: Global Studies in Culture and Power* 18:551–575.]

Boissevain, J. 1996. "Introduction." In J. Boissevain (ed.) *Coping with Tourists: European Reactions to Mass Tourism*, (pp. 1-26). Oxford: Berghahn Books.

Zinovieff, S. [1992] (2006). «Έλληνες άντρες και ξένες γυναίκες: Το καμάκι σε μια επαρχιακή πόλη.» Στο Ε. Παπαταξιάρχης και Θ. Παραδέλης (επιμ.), *Ταυτότητες και φύλο στη σύγχρονη Ελλάδα: Ανθρωπολογικές προσεγγίσεις* (σελ. 251–276). Αθήνα: Εκδόσεις Αλεξάνδρεια.

[**in English:** Zinovieff, Sofka 1991: "Hunters and hunted: Kamaki and the ambiguities of sexual predation." In: P. Loizos and A. Papataxiarchis (eds.), *Gender and Kinship in Greece*. Princeton, NJ: Princeton University Press, pp. 203–220.

Graburn, Nelson H. H. 1989. "Tourism: The sacred journey." In V. Smith (ed.) *Hosts and guests: The anthropology of tourism* (pp. 21–36). Philadelphia: University of Pennsylvania Press.

MacCannell, Dean. 1999. *The Tourist: A New Theory of the Leisure Class*. Berkeley: University of California Press.

Kalantzis, Konstantinos 2019. *Tradition in the frame: Photography, power, and imagination in Sfakia, Crete*. Bloomington: Indiana University Press. [chapter 4]

Ren, C. 2010. "Beyond hosts and guests: Translating the concept of cultural misconception." *International Journal of Culture, Tourism and Hospitality Research* 4(4): 287-298.

Candea, M, and G. da Col. (2012). The Return to hospitality. *Journal of the Royal Anthropological Institute* 18 (1): 1–19.

Herzfeld, Michael. 1987. "As in your own house": Hospitality, ethnography, and the stereotype of Mediterranean society." In D. D. Gilmore (ed.) *Honor and shame and the unity of the Mediterranean* (pp. 75–89). Washington, DC: American Anthropological Association.

Edwards, Elizabeth. 1996. "Postcards: Greetings from Another World." In *The Tourist Image: Myths and Myth Making in Tourism*, edited by Tom Selwyn, 197–221. Chichester, UK: John Wiley.

2022. Kalantzis, Konstantinos, "Photography, Citizenship and Accusatory Memory in the Greek Crisis", In *Citizens of Photography: The Camera and the Political Imagination*, ed. Christopher Pinney, Durham NC: Duke University Press (forthcoming).

Lennon, John and Malcolm Foley. 2000. *Dark Tourism: The Attraction of Death and Disaster*. London: Continuum.

Kalantzis, Konstantinos. 2022 "Athens and the Indigenous Sublime: Rethinking Orientalism and Desire from Documenta 14 to the Cretan Highlands," forthcoming in *Current Anthropology*.

Students will also explore in assignments in in-class discussions materials concerning tourism such as (the following list is merely indicative):

M.Hulot. 2018. "Street Artists or Street Assholes? Graffitiτουρίστες της συμφοράς: Η νέα μάστιγα της Αθήνας, Lifo (14.10.2018) https://www.lifo.gr/articles/athens_articles/187689/gkrafitotoyrismos-h-nea-mastiga-tis-athinas?fbclid=IwAR0YbxUFoEhJsqUUqC1NLF7950qFyBwVq7I2MKNUy5b_AxIkJL5n4p7SqzM

Ψημένος, Στέφανος 1996. *Ανεξερεύνητη Κρήτη*. Αθήνα: Εκδόσεις Road. [trans. *Unexplored Crete*]

Nehring, Cristina. 2005. "Beauty and the Blood." *Condé Nast Traveler*, July. 110–118, 156–159.

(short film about Greece's relationship to the West and the question of stereotyping) https://www.youtube.com/watch?v=34Cq-4UiVJU&ab_channel=%CE%9C%CE%B5%CF%84%CE%AD%CF%87%CE%BD%CE%B9%CE%BF-Metexnio METEXNIO - AU PAYS DES INSENSIBLES, (2020)

Pashley, Robert, Esq. (1838) 1989a. *Travels in Crete*, vol. 1. Athens: Dion. N. Karavias.
———. (1838) 1989b. *Travels in Crete*, vol. 2. Athens: Dion. N. Karavias.

Series of articles on the Guardian regarding crisis/poverty porn. e.g.,

<https://www.theguardian.com/global-development-professionals-network/2016/dec/08/radiator-award-poverty-porn-vs-empowerment-the-best-and-worst-aid-videos-of-2016>

Students are assessed based on their study of the materials delivered and explained during classes. The core content of these lectures, including images and a summary of theoretical positions, is uploaded by the tutor as ppt presentations (one per week) on eclass. Students are also asked to read particular chapters, either from the book (Evdoxos) or those made available on eclass.

Course materials come from a wide range of works (edited volumes, monographs and journals: some of which feature work by the tutor). For those texts in English, a detailed explanation and presentation is given in Greek in class along with a power point explanation of the key points which is uploaded on eclass.

Journals: Annals of Tourism Research, American Ethnologist, Journal of Modern Greek Studies, Representations, American Anthropologist, Critical Inquiry, Journal of the Royal Anthropological Institute, Visual Anthropology Review, Anthropology and Photography, New Media and Society, Tourist Studies