

**THE AMERICAN
BUSINESS SCHOOL
PARIS**

COURSE TITLE : **THE ANTHROPOLOGY OF TOURISM**

COURSE NUMBER : POL 333

CREDITS : 3

PREREQUISITES : NONE

SEMESTER HOURS : 45

OFFERED : SUMMER

COURSE DESCRIPTION :

Tourism is the largest sector of the global economy and growing rapidly. Tourism travel is not the primary vehicle through which people traverse cultural spaces and encounter “other worlds”. What do tourism encounters say about “otherness” in a world where quickening flows of people and images continually threaten to dissolve differences ? What are the aesthetics and politics of creating difference in today’s globalized tourism ? This course will pose these questions with special reference to Paris, the world’s most famous tourist destination.

INSTRUCTIONAL METHODOLOGY :

The course will focus especially on sites of cultural tourism such as museums, historic sites, memorials, and theme parks, as well as events that put culture on display in bodies and performances. In these contexts, how have other peoples, times, and places been represented through history ? What do these representations say about those doing the representing ? The course will include fieldwork that involves observing the actual practices of tourism.

Subjects covered in class will be :

- cultural tourism in a global world
- Parisian tourist history
- cultural tourism – museums & memorials
- the art museum as a cultural encounter – the Louvre
- displaying of indigenous art – Musée de quai Branly
- theme parks

TEXTS : *Culture on Tour : Ethnographies of Travel*, Bruner, 2005; *Loney Planet Paris*, 2002;

The Tourist : A New Theory of the Leisure Class, MacCannell, 1999;

Paris Primitive : Jacques Chirac’s Museum on the Quai Branly, Price, 2007;

We’ll Always Have Paris : American Tourists in Paris Since 1930, Levenstein,

2004

EVALUATION : class participation 20%, written assignments 40%, final research paper 40%