

國立臺灣師範大學課程綱要格式

一、課程基本資料（任課教師不可異動部分）

課程代碼	ETM0060	課程名稱	文化研究與觀光
英文課名	Cultural Studies on Tourism		
全/半年	半年	必/選修	選修
總學分數	3	每週授課時數	3
開課班級			
先修課程			
課程簡介	<p>本課程意圖介紹從文化研究的各種觀點如何來研究旅遊與觀光，包括現代後現代、後殖民、認同形構、空間與地方感、主客關係、旅遊導引與文化詮釋、象徵鬥爭、品味與區辨、具身化與感官、舞台化與品牌化、全球與在地化、多重流動性、行動網絡理論、物質性、危險與風險等。將使與課同學了解觀光旅遊與休閒如何歷史性地成形，並深深地介入現代社會生活。此課程一方面探討旅遊景點如何成形；其次探究中介部門，包括交通運輸科技，導覽媒介及各種文化詮釋如何介入旅遊景點的建構。另一方面著重於觀光消費者如何參與介入，不論參加旅遊團或自助旅行，運用攝影科技紀錄旅遊經驗與紀念品的採購與收藏，或冒險患難或重視安全保險，觀光客皆展現了各種層次的創造自身旅遊經驗的實踐。同時透過此課程，希望與課者將能深刻反省旅遊產業生成與觀光實踐中，所展演執行個體與社會性的轉變或再製，以及社會權力的建構與重構。</p> <p>This course aims to introduce the perspectives of cultural studies on tourism research. It explores concepts from modernity, post-modernity, post-colonialism, identity formation, space/places, host-guest relationship, guiding and culture interpretation, symbolic struggle, taste and distinction, embodiment and senses, staging and branding, global-local politics, multiple mobilities, STS, materiality, danger and risk, surveillance society, non-places and complexity. It also includes main tourism topics on destination-making and places in branding, media technology and intermediate guiding system, cultural heritage and festival making, hospitality and service culture, identity formation and consumption practices, transportation and touring culture, as well as tourist practices of photo-taking and souvenirs-collecting.</p> <p>After taking this course, students will not only gain professional training for understanding tourism from the perspective of cultural</p>		

	studies, but also can apply these knowledge practically on their future career on cultural and tourism planning.
系所核心能力	(由教務系統課程地圖子系統核心能力維護表帶入)
課程目標	對應核心能力
1	To gain professional knowledge on tourism studies 2.1; 3.1
2	To understand the cultural studies approaches 2.1; 3.2
3	To obtain the capacity to create and design the tourist attraction 2.2; 2.3
4	To understand the tourist practices and their cultural implication 4.2; 4.4

二、教學大綱 (任課教師可異動部分)

授課教師	(每學期帶入授課教師姓名)
教學進度與主題	
<p>Week 1 Cultural Studies on Tourism: An Introduction. 9/15 When culture studies and tourism studies meet up</p> <p>Week 2 What is Tourism? Tourist Gaze and Beyond 9/22 Urry, John and Jonas Larsen. 2011. <i>The Tourist Gaze</i>3.0. London: Sage. Chap 1, 8. (中文版 觀光客的凝視 第二版 葉浩譯 台北: 書林) MacCannell, Dean. 1989. <i>The Tourist</i>. New York: Schocken Books. Chap 5. Löfgren, Orvar. 1999. 'Introduction' in <i>On Holiday</i>. London: University of California Press. (中文版 度假 台北: 藍鯨出版社) preface, Chap 1, Chap8.</p> <p>Week 3 Destinations in the Making: Nature/Culture under the tourist gaze 自然旅遊景點的製造: 談自然的文化化 9/29 Urry, John. 1995. 'The Making of the Lake District', in <i>Consuming Places</i>. London: Routledge.</p> <p>Shields, R. 1991. 'Niagara Falls: Honeymoon capital of the world' in <i>Places on the Margin: Alternative geographies of modernity</i>. London and New York: Routledge. Pp: 117-162.</p>	

Sheller, Mimi. 2003. 'Iconic islands: nature, landscape, and the tropical tourist gaze' in *Consuming the Caribbean*. London: Routledge.

Week 4 Destinations in the Making: Staging and branding 10/6

Edensor, Tim. 2011. 'Tourism and performance', in *Sage Handbook of Tourism Studies*, edited by Tazim Jamal and Mike Robinson, London: Sage. Pp. 543-557.

Bryman, A. 1995. *Disney and his worlds*. London: Routledge.

(或中文版的迪斯尼風暴 *The Disneyization of Society*)

Ref:

Kirshenblatt-Gimblett, B. 1998. *Destination Culture: Tourism, Museums, and Heritage*. London: University of California Press. Chap 1.

Week 5 Cultures and Heritages under the tourist gaze 10/13

Urry, John and Jonas Larsen. 2011. *Tourist Gaze. 3.0*. London: Routledge. Chap.6.

MacDonald, Sharon. 2011. *Difficult Heritage: Negotiating the Nazi Past in Nuremberg and beyond*. London: Routledge. (Introduction)

Ref:

Dicks, Bella. 2003. *Culture on Display: The Production of Contemporary Visitability*. Ch 5,6,7

Week 6 Events and Tourist destinations 10/20

Roche, Maurice. 2000. 'Mega-events and cultural citizenship: consumption, inclusion/exclusion and internationalism' in *Mega-Events and Modernity*. London: Routledge.

Roche, Maurice. 2000. 'Mega-events, cities and tourist culture: Olympics and expos' in *Mega-Events and Modernity*. London: Routledge.

Week 7 Transportation and Tourism 10/27

Schivelbusch, W. 1986. *The Railway Journey*. Trains and Travel in the Nineteenth Century. Oxford: Blackwell. Chap 3,4,5

Mark Gottdiener. 2001. *Life in the Air: Surviving the New Culture of Air Travel*. Rowman & Littlefield Publishers, Inc.: Lanham, MD

Ref:

Saulo Cwerner, Sven Kesselring and John Urry edited 2009. *Aeromobilities*. London: Routledge.

Week 8 Destinations on the move 11/3

Cresswell, Tim. 2006 'The Production of Mobilities at Schiphol Airport, Amsterdam', *On the Move*. London: Routledge.

Auge, Marc. 1997. *Non places*. London: Verso.

Week 9 Working under the tourist gaze 11/10

Urry, John. 2011. *Tourist Gaze 3.0.* London: Sage. Chap 4.

Cynthia Enloe. 2000. 'On the Beach: sexism and Tourism', in *Bananas, Beaches and Bases: Making Feminist Sense of International Politics*. Berkeley: University of California Press (updated edition).Pp. 19-41.

Week 10 Regulating/ Mediating tourist gaze: 11/17

MacDonald, Sharon. 2011. *Difficult Heritage: Negotiating the Nazi Past in Nuremberg and beyond*. London: Routledge. Chap 7.

Edensor, Tim. 1998. *Tourist at the Taj*. Chap 2.

Ref:

Grewal, Inderpal. 1996. 'The Guidebook and the Museum', in *Home and Harem*, London: Leicester University Press.

Week 11 Mid-term paper submission and discussion 11/24

Week 12-18 The Performance of Tourists/ travellers 旅者的展演

Week 12 Package tour v.s. Canivalesque tour: What is freedom? 12/1

George Ritzer and Allan Liska. 1997. ' "McDisneyization" and "Post-Tourism": Complementary Perspectives on Contemporary Tourism" in Chris Rojek and John Urry, eds. *Touring Cultures: Transformations in Travel and Theory*. London: Routledge: 96-109

Hetherington, Kevin. 2000. 'Free festivals: Consumption, belonging and the carnivalesque' in *New Age Travellers*. London: Cassell.

Edensor, Tim. 1998. *Tourist at the Taj*. Chap 4.

Week 13 Travelling with Cameras: Tourist photography and video 12/8

Crawshaw, Carol and John Urry, "Tourism and the Photographic Eye," in *Touring Cultures: Transformations of Travel and Theory*, eds. Chris Rojek and John Urry (London & New York: Routledge, 1997), 176-95.

Urry, John and Jonas Larsen. 2011. *The Tourist Gaze*. 3.0. London: Routledge. Chap. 7.

Ref:

Osborne, Peter D. 2000. "Travel Products: Promoting the Tourist Vision," in *Travelling Light: Photography, Travel, and Visual Culture*. Manchester: University of Manchester Press. Pp: 78-91.

Week 14 Travelling with objects: souvenirs and collecting 12/15

Rogan, Bjarne. 2005. 'An Entangled Object: The Picture Postcard as Souvenir and Collectible, Exchange and Ritual Communication', *Cultural Analysis*, Vol 4: 1-27.

Lury, Celia. 1997 'The objects of travel' in C. Rojek and J. Urry (eds.) *Touring Cultures: Transformations of Travel and Theory*, Routledge, pp.75-95.

Ref:

Stewart, Susan. 1993. 'Objects of desire: Part I, Souvenirs' in *On Longing*. Duke: Duke University Press.

Week 15 Travelling with danger/risk: dark tourism and complexity 12/22

Bowman, Michael and Phaedra C. Pezzullo. 2009. 'What's so 'dark' about 'dark tourism'? Death, Tours, and Performance', *Tourist Studies*. Vol 9(3): 187-202.

Urry, John and Jonas Larsen. 2011. *The Tourist Gaze*. 3.0. London: Routledge. Ch. 9.

Ref:

Lewis, Neil. 2000. 'The Climbing Body, Nature and the Experience of

Modernity' in *Body and Society*. Vol. 6 (3): 58-80.

Urry, John. 2004. 'Death in Venice' in John Urry and Mimi Sheller (eds.) *Tourism. Mobilities: places to play, places in play*. London: Routledge.

Special topics: Dark tourism

Week 16 Travelling inequality and the ethics of sightseeing 12/29

Torpey, John. 2000. *The Invention of the Passport: Surveillance, Citizenship and the State*. New York: Cambridge University Press.

MacCannell, Dean. 2011. 'Toward an ethics of sightseeing', in *The Ethics of Sightseeing*. London: University of California Press.

Ref:

Bauman, Zygmunt. 1998. 'Tourists and Vagabond' in *Globalisation*. London: Polity Press.

Week 17 Invited Speaker TBA 1/5

Week 18 Conclusion 1/12

From tourism to mobile cultures

教學方法

方式	說明
<input checked="" type="checkbox"/> 講述法	(教師勾選左列教學方式並填寫必要說明)
<input checked="" type="checkbox"/> 討論法	
<input type="checkbox"/> 問題解決教學	
<input type="checkbox"/> 合作學習	
<input type="checkbox"/> 實驗/實作	
<input type="checkbox"/> 實地考察、參訪	
<input type="checkbox"/> 媒體融入教學	
<input type="checkbox"/> 專題研究	
<input type="checkbox"/> 其他：	(教師輸入其他教學方法)

評量方法

方式	百分比	說明
<input checked="" type="checkbox"/> 作業	30	(教師勾選左列教學方式百分比，並填入必要說明)
<input type="checkbox"/> 期中考		
<input type="checkbox"/> 期末考		
<input checked="" type="checkbox"/> 課堂討論參與	10	

V 出席	10	
V 報告	50	
<input type="checkbox"/> 成果展覽		
<input type="checkbox"/> 專題		
<input type="checkbox"/> 其他：		(教師輸入其他評量方法)
參考書目	<p>Key Journals:</p> <p>Annals of Tourism Research</p> <p>Tourist studies</p> <p>Tourism Geography</p> <p>Museum and society e-journal</p> <p>Mobilities</p> <p>Journey</p> <p>Barthes, Roland. 1993. <i>Mythologies</i>. New York: Vintage.</p> <p>Baudrillard, Jean. 1989. <i>On America</i>. London: Verso.</p> <p>Boorstin, D. 1992. <i>The Image</i>. New York: Vintage.</p> <p>Bourdieu, Pierre. 1980. <i>Distinction</i>. Harvard: Harvard University Press.</p> <p>Bruner, Eric. 1988. 'Of Cannicals, tourist and ethnographers', <i>Cultural Anthropology</i>, Vol.</p> <p>Cohen, Eric. 1988. 'Authenticity and commoditization in tourism', <i>Annals of Tourism Research</i>.</p> <p>Culler, J. 1981. 'Semiotics of tourism', <i>AJS</i></p> <p>Debord, G. 1983. <i>Society of the Spectacle</i>.</p> <p>Fyfe, G and Macdonald (ed) 1996. <i>Theorising Museums</i>. London: Routledge.</p> <p>Hooper-Greenhill, Eileen. 1988. <i>Museums and the shaping of Knowledge</i>. London: Routledge.</p> <p>MacCannell, Dean. 1992. <i>Empty Meeting Grounds</i>. London: Routledge.</p> <p>McClintock, A. 1995. <i>Imperial Leather</i>. London: Routledge.</p> <p>McCrone, D. et all, 1995, <i>Scotland-the brand</i>.</p> <p>Mitchell, Timothy. 1988. <i>Colonizing Egypt</i>. California: California University Press.</p>	

	<p>Rojek, Chris. 1993. <i>Ways of Escape</i>. London: Palgrave Macmillan</p> <p>_____. 1995. <i>Decentring Leisure</i>. London: Sage.</p> <p>_____. 2009. <i>The Labour of Leisure</i>. London: Sage.</p> <p>Smith, V (ed), 1989. <i>Host and Guest</i>. University of Pennsylvania Press.</p> <p>Taylor, J. 1994. <i>A Dream of England</i>. Manchester: Manchester University Press.</p> <p>Turner, V. 1995. <i>The Ritual Process</i>. New York: Aldine de Gruyter.</p> <p>Zukin, S. 1995. <i>The Cultures of Cities</i>. WileyBlackwell.</p> <p>_____. 1993. <i>Landscapes of Power</i>. California: University of California Press.</p>
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