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CTS 7 Intergenerational Dialogue

Speakers :

Nelson Graburn. Professor Emeritus, Sociocultural Anthropology, University of California at Berkeley

Heather Jeffrey. Lecturer, Tourism Studies and Management, University of Bedfordshire, PhD Candidate at Middlesex University

The CTS Students Network

Moderator :

Lisa Cooke. Associate Professor, Cultural Anthropology, Thompson Rivers University

Tourism Imaginaries :

Whose Discipline? Whose Morality?

Nelson Graburn

Tourism research is a very complex network of overlapping goals, methods, and measures. The past two decades have seen the emergence of strong components labelled the moralization of tourism and critical studies. Within the past decade, the field of Tourism Imaginaries has emerged, cross-cutting the social sciences disciplines, and has become a concern to more practical fields of branding, advertising, and destination image. This paper asks questions about whose morality? The researcher's, the tourists' or the tourist practitioners'? It takes a historical view of the growth of moral concerns in the disciplines which make up tourism studies, paying attention to what these actors are being moral about, and whether there are reflexively monitoring their own thoughts and behavior or whether they are judgmental about the behaviors of others. While the Western philosophies, ancestors of the social sciences, have since the Renaissance had imaginaries which included service to humanity, moral concerns have differentiated and changed over time. Recent visions in tourism studies have included concerns for poverty alleviation, preservation of cultural and environmental heritages including threatened species and ecological zones, local and rural empowerment and decision making, gender egalitarianism and children's rights including sexual exploitation, sustainability in its many meanings, and of course long-term climate change. Imaginaries are conservative personal and cultural formations which may, like habitus, include tacit and embodied values, and self-promotion and defense mechanisms. Our focus will engage recent debates and research, looking at their disciplinary backgrounds and ethical contextualizations.

Nelson Graburn has taught at Berkeley since 1964, with visiting appointments at the National Museum of Civilization, Ottawa, Le Centre des Hautes Etudes Touristiques, Aix-en-Provence, the National Museum of Ethnology (Minpaku) in Osaka, the Research Center for Korean Studies, Kyushu National University, Fukuoka, the International Institute for Culture, Tourism and Development, London Metropolitan University, and the UF Rio Grande del Sol, Porto Alegre, Brazil. At Berkeley, he has taught a seminar on Tourism, Art, and Modernity since 1977, and he is co-chair of the Tourism Studies Working Group. His recent research has focused on the study of art, tourism, museums, and the expression and representation of identity. He is now working on Contemporary Tourism in Asia (Japan and China), as well as continuing his research on contemporary Inuit arts including "urban Inuit arts". He also works with the Canadian Inuit cultural organization, Avataq, in Nouveau Quebec, and with Inuit institutions in Iqaluit, Nunavut, on aspects of cultural preservation and autonomy.



Lisa Cooke is a cultural anthropologist specializing in Indigenous and Settler Colonial studies. Her research interests revolve around examining indigenous-settler relations in Canada as they play out in, through, and between places. She has found ethnographic examinations of tourism and the production of touristic spaces a great entry point to exploring contemporary colonial cultural forms and the ways that indigenous-settler relations are shape or are shaped by them on the ground. Earlier work conducted in Whitehorse and Dawson City in Canada's Yukon Territory informs her current examination of indigenous-settler relations as they play out in the southern interior of British Columbia. Lisa is an associate professor of Anthropology at Thompson Rivers University in Canada.



Heather Jeffrey is a lecturer in tourism studies and management at the University of Bedfordshire and a PhD candidate at Middlesex University. Heather's research interests lie in tourism and social inequalities; her PhD investigates women and tourism in Tunisia. Heather benefitted from the environment of the last CTS conference so much that she wanted to spread the word among other PhD students, and so she decided to start the Facebook group Critical Tourism Studies Students.