



**TOURISM
IMAGINARIES**
UNIVERSITY OF CALIFORNIA, BERKELEY
**IMAGINAIRES
TOURISTIQUES**

February 18th to 20th / 18 au 20 Février /
BERKELEY, CALIFORNIA

Tourism Studies Working Group (TSWG), University of California at Berkeley / Institut de Recherches et d'Etudes Supérieures du Tourisme (IREST) et Equipe Interdisciplinaire de REcherche Sur le Tourisme (EIREST), Université Paris 1 Panthéon-Sorbonne

JOUR 1 / DAY 1 (February 18th)

14h30-17h30	Lieu / Venue: Bancroft Hotel, Berkeley Inscription / Registration
17h30-18h30	Réception / Reception
18h30-20h00	Nelson GRABURN, Maria GRAVARI-BARBAS : Introduction au colloque / Introduction to the Conference Key Note speaker : Dean MacCANNELL <i>"The Tourist Imaginary"</i>
20h00-22h00	Opening Dinner (sur inscription)

JOUR 2 / DAY 2 (February 19th)

8h30-9h00

Coffee

9h00-10h30

1. GEO-SEMANTICS OF TOURIST IMAGINARIES

SESSION 1.1 Lieu/Venue: Bechtel Room (Alumni House)

Chair: David PICARD

Amos RON, Department of Tourism and Hospitality Studies, Kinneret College on the Sea of Galilee

Calvary and the tomb of Jesus: Tourism Imaginaries in Christian Themed Environments

Sébastien JACQUOT, EIREST, Université de Paris 1 Panthéon Sorbonne

Imaginaires touristiques et imaginaires locaux [Tourist imaginaries and local imaginaries]

Luc VACHER, Equipe AGILE, UMR 6250 Littoral ENvironnement et Sociétés (LIENSs) CNRS-Université de La Rochelle

Le merveilleux des eaux tropicales: l'invention d'un imaginaire touristique au rythme des évolutions technologiques [The marvel of tropical waters: the invention of a tourist imaginary in rhythm with technological evolution.]

Jean-François STASZAK, Department of Geography, University of Geneva

L'imaginaire géographique du tourisme sexuel [The geographical imaginary of sex tourism.]

2. CONFLICT/COMPETITION BETWEEN AND/OR WITHIN IMAGINARIES AND NARRATIVES

SESSION 2.1 Lieu/Venue: Toll Room (Alumni House)

Chair: Michael DI GIOVINE

Bertram GORDON, History, Mills College

The Battle of Tourism in World War II – Different Perspectives

Hazel HAHN, History, Seattle University

Empire Building, Catastrophes and Tourism in French and English Illustrated Press, 1870-1914

Athinodoros CHRONIS, Management, Operations, and Marketing Department, California State University

Between Place and a Story: Gettysburg as a Tourism Imaginary

Elizabeth CARNEGIE, University of Sheffield

'An espionage sortie in the American culture wars': exploring the imagined world of 'reasons late-modern other'

3. STABILITY AND CHANGE

SESSION 3.1 Lieu/Venue: Sibley Room (Alumni House)

Chair: Margaret SWAIN

Valene SMITH, Museum of Anthropology, California State University, Chico

Before the "Mouse", a Travel Agent was your DEALER IN DREAMS

Josep-Maria GARCIA-FUENTES, Department of Architectural Composition, Universitat Politècnica de Catalunya - Barcelona TECH

Reinventing Gaudí. From nation to tourism: Architecture, conflict, and change in Barcelona's tourist imaginary

Bernard SCHEOU, University of Perpignan

Quels imaginaires fondent le retour de pratiques d'hospitalité? [What imaginaries are creating a return to the practices of hospitality?]

Raghuraman TRICHUR, Anthropology, Sacramento State University

Tourism and Nation Building in Postcolonial Goa

	Pause Café / Coffee break
11h00-12h30	<p>1. INSTITUTIONAL AND PERSONAL ARTICULATIONS</p> <p>SESSION 4.1 Lieu/Venue: Toll Room (Alumni House) Chair : Paula Mota SANTOS Bertrand REAU, Centre européen de sociologie et de science politique- Centre de sociologie européenne -Université Paris 1-CNRS-EHESS <i>Les imaginaires du Voyage dans les éducations des élites : l'année à l'étranger des étudiants des Sciences Po.</i> [The imaginaries of the journey in the elites training: the 'year abroad' among the students of Sciences Po. (the national academy of political science).] Alain GIRARD et Bernard SCHEOU, University of Perpignan <i>L'imaginaire de l'expérience de tourisme solidaire versus l'imaginaire des expériences de tourisme de masse? Un code symbolique commun derrière une opposition idéologique.</i> [The imaginary of the experience of 'solidarity tourism' versus the imaginary of the experiences of mass tourism? A shared symbolic code behind the ideological opposition.] Lukasz BOCHENEK, Enterprise Institute, Université de Neuchâtel <i>Imagining the travel – stratifying the travelers</i> Sheungting Iris LO and Bob McKERCHER, School of Hotel and Tourism Management, The Hong Kong Polytechnic University <i>Tourism, Online Photography, and Mediation of Self</i></p> <p>2.CONFLICT/COMPETITION BETWEEN AND/OR WITHIN IMAGINARIES AND NARRATIVES</p> <p>SESSION 2.2 Lieu/Venue: Bechtel Room (Alumni House) Chair: Karen O'REILLY Benjamin PORTER, Near Eastern Studies Department, UC Berkeley <i>Thinking through ruins: Parsing imaginaries on Middle Eastern tourism's margins</i> Barbara SHAFF, English Department, Goettingen University <i>"The only way I can deal with Egypt is as Molly MacCarthy did with Christmas: alphabetically": Vita Sackville-West's tourist experience in Egypt</i> Miha KOZOROG, Department of Ethnology and Cultural Anthropology, Faculty of Arts, University of Ljubljana <i>'Hell over Paradise': Reproduction and altering of the imaginary of a "natural place" through subcultural music festivals</i> Anke TONNAER, Dept. of Anthropology and Development Studies, Radboud University Nijmegen <i>Envisioning the Dutch Serengeti: An Anthropological Exploration of Touristic Imaginings of the Wild in the Netherlands</i></p> <p>3.STABILITY AND CHANGE</p> <p>SESSION 3.2 Lieu/Venue: Sibley Room (Alumni House) Chair: Jean-François STASZAK Marie-Laure GUILLAND, Sociology / Anthropology, Institut des Hautes Eudes sur l'Amérique Latine, Sorbonne Nouvelle <i>"Colombia, the only risk is wanting to stay" Toward a touristic Colombia: uses and misappropriations of the imaginary of risk</i> Federica FERRARIS, Anthropology, University of Sussex (UK) <i>Out of sight, out of time: Italian tourist imageries of Cambodia</i> Frédérique GUYADER, Anthropology, IRSEA <i>Stability and change in a tourism policy: the case of Lijiang (Yunnan, China).</i> Amy Cox HALL, NC-Charlotte <i>Imagining Discovery: Hiram Bingham's photographs of Machu Picchu in National Geographic (1913)</i></p>
12h30-13h15	REPAS /LUNCH

13h15-14h15	<p style="text-align: center;">Key Note Speaker : Bernard DEBARBIEUX</p> <p style="text-align: center;">"Le tourisme et la petite fabrique des identités sociales et géographiques" / "Tourism places: workshops of social and geographical identities"</p>
14h30-16h00	<p>1. INSTITUTIONAL AND PERSONAL ARTICULATIONS</p> <p>SESSION 4.2 Lieu/Venue: Toll Room (Alumni House)</p> <p>Chair: Naomi LEITE</p> <p>Madina REGNAULT, EHESS <i>Mayotte, une île sans imaginaire touristique?</i> [Mayotte: an island without tourist imaginary?]</p> <p>David PICARD, FCSH, CRIA/Universidade Nova de Lisboa <i>Images and Experiences of Magic in Tourism</i></p> <p>Ming-chun KU, Institute of Sociology, National Tsing Hua University, Taiwan <i>Actors, and Multiple Imagined Landscapes of Tourism: A Case Study of Tourism in the Mogao Caves, China</i></p> <p>Rupert STASCH, Anthropology, U. California, San Diego <i>Tourist and Tourate Imaginaries in Contrast, Conflict, or Cooperation: Nudity and Payment in New Guinea Primitivist Tourism</i></p> <p>2. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES</p> <p>SESSION 5.1 Lieu/Venue: Bechtel Room (Alumni House)</p> <p>Chair: Bertrand REAU</p> <p>Mari OIRY-VARACCA, Departement of Geography, Geneva University <i>Fabriquer des imaginaires touristiques, réinventer l'identité. Exemples dans la montagne marocaine.</i> [The making of tourist imaginaries, and the reinvention of identity: Examples from highland Morocco.]</p> <p>Linda BOUKHRIS, IREST, Université Paris I <i>L'imaginaire touristique à l'épreuve du Costa Rica: de la production des lieux touristiques à la construction d'une identité territoriale</i> [The tourist imaginary on trial in Morocco: from the production of tourist places to the construction of a territorial identity.]</p> <p>Jennie GERMANN MOLZ, Department of Sociology and Anthropology, College of the Holy Cross, Worcester, MA <i>Displacement, Disconnection and Desire: Tourist Imaginaries of Escape in the Digital Age</i></p> <p>Alexis BUNTEN, Department of Anthropology, Humboldt State University <i>Redirecting Demand: Reshaping Popular Imagination in the Production of the Ethnic Tourism Experience</i></p> <p>3. CONFLICT/COMPETITION BETWEEN AND/OR WITHIN IMAGINARIES AND NARRATIVES</p> <p>SESSION 2.3 Lieu/Venue: Sibley Room (Alumni House)</p> <p>Chair: Philippe VIALON</p> <p>Liz MONTEGARY, Cultural Studies, University of California, Davis <i>Reimagining Provincetown?: Fifteen Years of "Family Week"</i></p> <p>Dimitrios THEODOSSOPOULOS, School of Anthropology and Conservation, University of Kent <i>Scorn or idealization? Tourism imaginaries, exoticisation and ambivalence</i></p> <p>Hécate VERGOPOULOS, Département de Sciences de l'information et de la communication, GRIPIC, CELSA Université Paris-Sorbonne (Paris IV) <i>Anecdotes et Imaginaires touristiques</i> [Anecdotes and the tourist imaginary.]</p> <p>Louis MARROU, University of La Rochelle-CNRS UMR 6250 LIENSs, CNRS 6250 LIENSs <i>A comme Açores [A like Azores]</i></p>

16h00-16h30	Pause Café / Coffee break
16h30-18h00	<p>1. INSTITUTIONAL AND PERSONAL ARTICULATIONS</p> <p>SESSION 4.3 Lieu/Venue: Toll Room (Alumni House) Chair: Marian BINKLEY Eva AMBOS, Cluster 'Asia and Europe', University of Heidelberg, Germany <i>Religion on Stage: Performing Tourist Imaginaries in Sri Lanka</i> Hazel TUCKER, Department of Tourism, University of Otago <i>Moving towards postcolonial possibilities of tourist imaginaries</i> Mary CONRAN, Anthropology, University of Hawaii at Manoa <i>"I Want to See/Save the World": The Geography of Compassion in Volunteer Tourism</i> Matilde CORDOBA AZCARATE, The earth and environmental sciences program. The Graduate Center <i>"Thanks God, this is not Cancun!" Alternative tourism imaginaries in the Yucatan Peninsula (Mexico)</i></p> <p>2. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES</p> <p>SESSION 5.2 Lieu/Venue: Sibley Room (Alumni House) Chair: Madina REGNAULT Audray BOCHATON, IRD, Université Paris Ouest Nanterre la Défense <i>Seeking care or going on vacation? Transformations of therapeutic/traveling perceptions and practices viewed through the phenomenon of medical tourism</i> Patrick NAEF, Environmental Sciences Institute, University of Geneva <i>Voyage a travers un baril de poudre [A journey across a powder keg.]</i> Chia-ling LAI, Graduate Institute of Futures Studies, Tamkang Univ, Taiwan <i>Packing the World Expo as tourists' global-mega event: analyzing the media and package tour as the intermediate mechanism of tourist attraction-making</i> Mathieu PETITE, Department of Geography, Royal Holloway University of London <i>Ces Alpes "naturelles" et "traditionnelles": la mobilisation des objets et des images dans les projets touristiques [The 'natural' and the 'traditional' Alps: the mobilization of objects and images in tourist projects.]</i></p> <p>3. CONFLICT/COMPETITION BETWEEN AND/OR WITHIN IMAGINARIES AND NARRATIVES</p> <p>SESSION 2.4 Lieu/Venue: Bechtel Room (Alumni House) Chair: Chris VASANTKUMAR Jing LI, Asian Studies, Gettysburg College <i>Aestheticizing Xishuang Banna: Minority Song and Dance Spectacle, Economic Regionalism, and Image Crafting in China's Ethnic Tourism</i> Jennifer DEVINE, University of California Berkeley <i>Imagining El Mirador: El Dorado or Apacolypto?</i> Rongling GE, Department of Anthropology, Xiamen University <i>Design a Tunpu for Tourism: A case study in southwest China</i> Lu JIN, Phoebe A. Hearst Museum of Anthropology, University of California, Berkeley <i>Tourism imaginary and rural development: The practice of ecomuseums in China as an imaginary of the Western model</i></p>
DINER LIBRE /DINNER (FREE)	

JOUR 3 / DAY 3 (February 20th)

8h30-9h00

Accueil /Coffee

9h00-10h30

1. INSTRUMENTS FOR CARRYING, STORING, AND PERPETUATING THE IMAGINARY

SESSION 6,1 Lieu/Venue: **Sibley Room (Alumni House)**

Chair: Alexis BUNTEN

Sandra PONTING, Jess PONTING, Kate SPILDE, Hospitality & Tourism Management, San Diego State University
Tribal Gamings and Imaginaries of Contemporary "Indianness"

Alexandra FERREIRA, Universidade Nova de Lisboa, Portugal

Hotel Utopia: the dream of the "National Hotel" during the 1st half of the XX century in Portugal

PASCALE NEDELEC, Université Lyon 2, France

What happens in Vegas doesn't stay in Vegas : when tourism imaginaries fashion the scientific discourse

Julien LAVERDURE, LAIOS - CREDAL, EHESS - IHEAL

Manipulating Archaism, Cultural Entrepreneurs and the Touristic Imaginaries of Autochtony

2. RELATIONSHIPS BETWEEN LOCATIONS AND TYPES OF IMAGINARIES AND POTENTIAL CARRIERS/USERS

SESSION 9.1 Lieu/Venue: **Bechtel Room (Alumni House)**

Chair: Mike ROBINSON

Chris VASANTKUMAR, Anthropology, Hamilton College,

Intersecting Tourisms, Parallel Imaginaries? Palimpsestic Itineraries of Han and Western Tourists to Langmusi, Northwest China

Emmanuelle PEYVEL, Geography, Ecole Normale Supérieure Lyon

Visiting Indochina: The Imaginary Of The French Colonial Period In Today's Touristic Viêt Nam

Benjamin TAUNAY, Geography, Université de La Rochelle

Imaginaires et Pratiques Touristiques de la Nature en Chine [Touristic Imaginaries and Practices about Nature in China]

Yaniv BELHASSEN, Department of Hotel & Tourism Management, Ben Gurion University of the Negev

The Construction of the Imaginary Holy Land in the Evangelical Sub-Culture

3. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES

SESSION 5.3 Lieu/Venue: **Barrows Room 554 (Barrows Hall)**

Chair: Alex SARAGOZA

Mariana GÓMEZ SCHETTINI and **Claudia Alejandra TRONCOSO**, Gino Germani Research Institute, Social Sciences School - Institute of Geography, University of Buenos Aires

Tourist Imaginaries and Global Competence: Promoting Touristic Argentina

Miriam KAHN, Department of Anthropology, University of Washington

Like Magic: Illusion and Reality in Tahiti's Tourist Cocoons

João BAPTISTA, Institute of Ethnology, Martin Luther University

The sharing of imaginaries of problems in 'community-based tourism'

Michael Di GIOVINE, Department of Anthropology, University of Chicago

The Imaginaire Dialectic and the Refashioning of Pietrelcina, Italy

	<p>4. ASPECTS OF RECEPTION AND CONSUMPTION OF IMAGINARIES</p> <p>SESSION 5.4 Lieu/Venue: Toll Room (Alumni House)</p> <p>Chair: Athinodoros CHRONIS</p> <p>Pedro ANDRADE, Centro de Estudos de Comunicação e Linguagens, Universidade Nova de Lisboa <i>Tourism Imaginaries and Web 3.0: Geneologic methods in the analysis of tourist interaction with urban public art</i></p> <p>Maria João CORDEIRO, CECC - Research Centre for Communication and Culture, Portuguese Catholic University <i>Perpetuating tourism imaginaries: guidebooks and films on Portugal</i></p> <p>Kensuke SUMII, The Center for Japanese Studies, UC Berkeley <i>Science to Develop a Showcase for Tourism: "Okinawa" as a Locus of Cultural Production among a Folklorist, a Popular TV Drama Producer, Popular TV and Magazine Reporters, and an Okinawan Tourist Promotion Agency</i></p> <p>Habib SAIDI, CELAT, Laval University <i>Imaginaire touristique et imaginaire national : regards croisés sur Québec et Tunis</i> [The tourist imaginary and the national imaginary: a comparative look at Quebec and Tunis].</p>
10h30-11h00	Pause Café / Coffee break
11h00-12h30	<p>1. ASPECTS OF RECEPTION AND CONSUMPTION OF IMAGINARIES</p> <p>SESSION 7.1 Lieu/Venue: Toll Room (Alumni House)</p> <p>Chair: Hazel TUCKER</p> <p>Rita ROSS, Canadian Studies Program, UC Berkeley <i>Evangeline, Acadians, and Tourists</i></p> <p>Ben BRAZIL, Graduate Division of Religion, Emory University (Atlanta, Georgia) <i>"Dear Mr. Vagabond": Letters to a Hippie Guidebook Writer</i></p> <p>Mike ROBINSON, Centre for Tourism and Cultural Change Leeds Metropolitan University <i>Innocence, Desire and Loathing: Visiting the Book</i></p> <p>Thitirat PANBAMRUNGKIJ and Nattapat MANIROCHANA, Department of Geography and Regional Research, University of Vienna <i>Wartime Heritage Tourist Attractions and Tourists' Quality Expectation</i></p> <p>2. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES</p> <p>SESSION 9.2 Lieu/Venue: Bechtel Room (Alumni House)</p> <p>Chair: Bertram GORDON</p> <p>Michaela BENSON, School for Policy Studies, University of Bristol <i>Culture, personal biographies, and credibility: Exploring the intersections of imagination and lifestyle migration</i></p> <p>Yuko SHIOJI, Department of International Tourism, Hannan University <i>Imaginaries of "Old England" — A Study of a Changing Community in the English Countryside —</i></p> <p>Elizabeth CARNEGIE, University of Sheffield <i>Beautiful, rugged and flawed? 'New World Scots' imaginings of a left land</i></p> <p>Vaso TROVA, School of Architecture, University of Thessalia, Greece <i>Between localism and cosmopolitanism: The tourist resort design</i></p>

	<p>3. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES SESSION 5.5 Lieu/Venue: Sibley Room (Alumni House) Chair: Amos RON Adèle ESPOSITO, IPRAUS, Paris , ENSAPB, Paris <i>Siem Reap aux portes d'Angkor (Cambodge) : le rôle des images touristiques dans la conception des projets architecturaux</i> [Siem Reap at the doors of Angkor (Cambodia):The role of tourist images in the conception of architectural projects] Lina TEGTMEYER, Graduate School for Northamerican Studies, Freie Uniformität Berlin <i>Mapping the Imaginary In the Theoretic Bubble - Best Western Tourism Studies, Urban Studies, Cultural Studies.</i> Ami TEMARANTZ, Dalhousie University <i>"Take a Picture with a Real Indian": (Self-) Representation, Ecotourism, and Indigeneity in Amazonia</i> Dana HERCBERGS and Chaim NOY, Program in Israel Studies and the Department of Anthropology, University of Calgary <i>Ideology and Mobile Cartographies: The Visual Management of Jerusalem</i></p> <p>4. ASPECTS OF RECEPTION AND CONSUMPTION OF IMAGINARIES SESSION 7.2 Lieu/Venue: Barrows Room 554 (Barrows Hall) Chair: Benjamin PORTER Ken LITTLE, Anthropology, York University <i>Belize Ephemera: Materiality, Affect and an Emergent Imaginary</i> Paula SANTOS, Behavioural & Political Science, Universidade Fernando Pessoa <i>The Imagined Nation: Portugal dos Pequenitos miniature theme park and the mystery of the enduring appeal of the colonial image in a post-colonial time</i> Adriana CRACIUN, English Department, University of California <i>The Franklin Disaster as Historic Site, Tourist Destination, and Sovereign Space</i> Jess PONTING, Hospitality & Tourism Management, San Diego State University <i>Producing Nirvana: A Conceptual Framework for Understanding the Production of a Surfing Tourist Imaginary and its Implications for Destination Communities in the Less Developed World</i></p>
12h30-13h15	REPAS /LUNCH
13h15-14h15	Key Note Speaker: Noel SALAZAR <i>The (im)mobility of Tourism Imaginaries</i>
14h30-16h00	<p>1. ASPECTS OF RECEPTION AND CONSUMPTION OF IMAGINARIES SESSION 7.3 Lieu/Venue: Toll Room (Alumni House) Chair: Sébastien JACQUOT Elizabeth ERKENBRACK, Anthropology, University of Pennsylvania <i>The Mobilization of Quechua as an Ethnocommodity</i> Elena MARCHIORI, Alessandro INVERSINI and Lorenzo CANTONI, webatelier.net Faculty of Communication, University of Lugano <i>Credibility in the Online Tourism: An analysis of the aspects of reception and consumption of imaginaries produced in Web 2.0 Tourism Services</i> Valérie KOHLER, Department of Geography, University of Geneva, Switzerland <i>Fossilisation d'un imaginaire touristique ? Le cas du Grand Nord canadien face à sa mise en tourisme par le web</i> [The fossilization of a Tourist Imaginary: the Case of the Canadian High Arctic as presented for tourism on the web.] Philippe VIALON, University of Lyon 2, France <i>Les sites web des métropoles touristiques entre images et imaginaires</i> [Web sites of tourist metropolises between images and imaginaries].</p>

2. RELATIONS OF CONTEXTUAL-RESOURCES TO KINDS OF IMAGINARIES AND KINDS OF TOURISM

SESSION 8.1 Lieu/Venue: Sibley Room (Alumni House)

Chair: Rita ROSS

Marian BINKLEY, Dalhousie University

From Nostalgia to Progress – State Marketing of Nova Scotia’s Tourism

Kristina SVELS, Åbo Akademi University, Vasa, Finland, Demography and rural studies (sociology)

Can a ‘blur’ image constitute an unique attraction?

Anne HERTZOG, Cergy Pontoise University, Versailles, France

Imaginaire touristique et lieux de mémoire de la Grande Guerre [The tourist imaginary and the ‘lieu de memoire’ of the Great War.]

Charles CARROLL, Tourism Studies Working Group, UC Berkeley

Divergent imaginaries guided along the Party line: Domestic tourism in national museums, intergenerational tensions and the inculcation of young propagandists in the Lao People’s Democratic Republic

3. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES

SESSION 5.6 Lieu/Venue: Bechtel Room (Alumni House)

Chair: Louis MARROU

Lionel GAUTHIER, Department of Geography, University of Geneva

Faire le tour du monde à la fin du XIXe siècle [Doing the World Tour at the end of the XIX century.]

Estelle SOHIER, Dept of Geography University of Geneva

Photographies et imaginaire touristique: la Grèce de Fred Boissonnas [Photographs and the tourist imaginary: the Greece of Fred Boissonnas.]

Karen O'REILLY, Social Sciences, Loughborough University

The role of the Imaginary in Residential Tourism

Rina PRIYANI, School of Architecture, Planning and Policy Development, Bandung Institute of Technology, Indonesia

"Wisata Nusantara": Cultural and Political Imaginaries of Indonesian Domestic Tourism

4. RELATIONSHIPS BETWEEN LOCATIONS AND TYPES OF IMAGINARIES AND POTENTIAL CARRIERS/USERS

SESSION 9.3 Lieu/Venue: Barrows Room 554 (Barrows Hall)

Chair: Lina TEGTMEYER

Clothilde SABRE, Université Lille 1, laboratoire Clersé, France

Media Pilgrimage in Japan

Thibault DANTEUR, Université Paul Valéry, Montpellier III, LERSEM, France

La place Jamaa El Fna de Marrakech: coproduction d'un imaginaire orientaliste. [The place Jamaa El Fna in Marrakech: the co-production of an orientalist imaginary.]

Nan BOYD, Women and Gender Studies Department, San Francisco State University

San Francisco's Castro District: From Gay Liberation to Neoliberal Tourist Destination

Margaret SWAIN, Women and Gender Studies, University of California, Davis

Myth Management in Tourism's Imaginariums: Tales from Southwest China, and Beyond

16h00-16h30

Pause Café / Coffee break

16h30-17h30

Concluding remarks

EXCURSIONS (Optional)

Friday, February 18th

EXCURSION PRE-CONFERENCE / PRE-CONFERENCE EXCURSION

SAN FRANCISCO ARMORY AND KINK.COM STUDIOS

Housed in the Moorish-castle-inspired Historic San Francisco Armory, Kink.com is a production facility producing adult entertainment aimed at online consumers.

Kink.com has buttressed the building while maintaining the deteriorated appearance of the interiors.

This tour will explore the San Francisco Armory and the imaginaries produced by Kink.com. Participants must be 18 years of age or older.

-OR -

BERKELEY 'ECO-FRIENDLY' SCOOTER TOUR

Discover Berkeley in a way that fits with the 'imaginary' of this unique city by echo-scooter or electric bicycles.

Tour includes travel from UC Berkeley to Inspiration Point and the Berkeley Marina, including stunning views from the Berkeley hills.

Saturday, February 19th

CHINESE NEW YEAR PARADE in SAN FRANCISCO

Celebrate the Year of the Rabbit with a Bang! Come experience San Francisco's unique blend of cultural tourism and corporate sponsorship.

Sunday, February 20th

EXCURSION POST-CONFERENCE / POST-CONFERENCE EXCURSION

TEA TASTING at TEANCE

Relax and enjoy artisanal teas after the conference. Come to a tea tasting at the Teance Tea Room.

We will taste five different teas with specialists discussing them and answering questions in the friendly informal atmosphere of an Asian-style tearoom.

Monday, February 21st

EXCURSION POST-CONFERENCE / POST-CONFERENCE EXCURSION

NAPA VALLEY WINE TOUR

Invitation to explore the Napa Valley imaginary through a wine tasting tour. Often affectionately referred to as a modern-day Eden,

Northern California's Napa Valley is beyond doubt the most famous winegrowing region in America and one of only nine Great Wine Capitals on earth.

-OR -

ON THE BEATEN PATH: AN ALL-DAY WALKING TOUR OF ICONIC SF

An all-day participatory walking tour through which we will collectively employ and discuss concepts and ideas from the conference as we explore some of the highly toured sites, imaginaries, and interstitial spaces of "San Francisco." Tour facilitated by Charlie Carroll of the TSWG, Berkeley

SCIENTIFIC COORDINATORS:

Nelson GRABURN (graburn@berkeley.edu)

Maria GRAVARI-BARBAS (<mailto:maria.gravari-barbas@wanadoo.fr>)

CONFERENCE INFORMATION: <http://www.univ-paris1.fr/colloques/imaginairestouristiques/>; <http://www.tourismstudies.org/tourismimaginaries.htm>

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***Room Capacities: Toll-120; Barrows Room 554-40; Bechtel-40; Sibley-35**