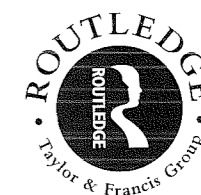


Consuming Tradition, Manufacturing Heritage

Global Norms and Urban Forms in
the Age of Tourism

edited by
Nezar AlSayyad



First published 2001 by Routledge
11 New Fetter Lane, London EC4P 4EE

Simultaneously published in the USA and Canada by Routledge, 29 West 35th Street,
New York, NY 10001

Routledge is an imprint of the Taylor & Francis Group

© 2001 Nezar AlSayyad and the contributors

Typeset in Sabon and Frutiger by NP Design & Print, Wallingford
Printed and bound in Great Britain by Biddles Ltd www.biddles.co.uk

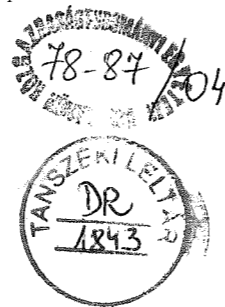
This book was commissioned and edited by Alexandrine Press, Oxford

All rights reserved. No part of this book may be printed or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

Library of Congress Cataloguing in Publication Data
A catalog record for this book has been requested

ISBN 0-415-23941-9



Contents

Preface	vii
The Contributors	ix
Prologue	
1. Global Norms and Urban Forms in the Age of Tourism: Manufacturing Heritage, Consuming Tradition Nezar AlSayyad	1
Tradition and Tourism: Rethinking the 'Other'	
2. Tourism Encounters: Inter- and Intra-Cultural Conflicts and the World's Largest Industry Mike Robinson	34
3. Learning to Consume: What is Heritage and When is it Traditional? Nelson H.H. Graburn	68
4. Openings to Each Other in the Technological Age Robert Mugerauer	90
Imaging and Manufacturing Heritage	
5. Colonial Nostalgia and Cultures of Travel: Spaces of Constructed Visibility in Egypt Derek Gregory	111
6. Everyday Attractions: Tourism and the Generation of Instant Heritage in Nineteenth-Century San Francisco J. Philip Gruen	152
7. Re-Presenting and Representing the Vernacular: The Open-Air Museum Paul Oliver	191
Manufacturing and Consuming: Global and Local	
8. Making the Nation: The Politics of Heritage in Egypt Timothy Mitchell	212

9. The 'New-Old Jaffa': Tourism, Gentrification, and the Battle for Tel Aviv's Arab Neighbourhood Mark LeVine	240
10. Image Making, City Marketing, and the Aesthetization of Social Inequality in Rio de Janeiro Anne-Marie Broudehoux	273
Epilogue	
11. 'Authentic' Anxieties Dell Upton	298
Index	307

Preface

This book owes its origins to a discussion I had with Ananya Roy in early 1997. Together, we had just finished organizing the Fifth Conference of the International Association for the Study of Traditional Environments (IASTE), in Berkeley, California, which dealt with the theme 'Identity and the Making of Tradition'. We were both convinced that while the conference had raised the level of awareness and reflected interest in the processes through which identity discourses shape practices of tradition, it had not adequately questioned basic assumptions about the nature of national identities, national heritages, and the commercial dimensions of traditional environments. Ananya challenged me, and then later helped me write the Call for Papers for the following IASTE conference, 'Manufacturing Heritage and Consuming Tradition: Development, Preservation and Tourism in the Age of Globalization'. This conference, held in Cairo, Egypt, in December 1998, was one of the most successful IASTE has ever organized. Participants were asked both to question the impact of tourism on traditional environments, and to consider the ways that the nations of both the First and Third Worlds have resorted to heritage preservation and the reinvention of traditional practices as new forms of resistance against the homogenizing forces of modernity and globalization.

During the 1998 conference it became clear that several of the keynote papers were particularly successful at exploring key conference themes — among them, how nations, regions and cities have utilized and exploited vernacular built heritage to attract international investors at a time of ever-tightening global economic competition, and how the tourist industry has introduced new paradigms of the vernacular and/or traditional, based on the production of entire communities and social spaces that cater almost exclusively to the 'other'. It was then that I decided to pursue the making of this book in its current form, a job that required asking several of the keynote speakers, as well as several presenters at regular sessions at the conference, to rewrite their papers with a set of common themes in mind.

The last few years have witnessed the emergence of a number of good books on the production of cultural landscapes and the making and selling of traditional objects. This book will add a new dimension to this literature. It differs from most previously published works in its primary emphasis on the built environment. The contributing authors provide a rich set of case studies spanning different types of environments, various scales of settlement, and a variety of geographical locales, starting from the late nineteenth century, and culminating with the end of the twentieth century.

While the contributing authors did not originally coordinate their papers, their exposure to each others' work during the conference may have helped smooth the process of putting this book together. I am deeply grateful for their cooperation in reworking their original presentations to meet the larger themes of this volume. In addition, a number of other people deserve special thanks. J.R. Cousineau and Duanfang Lu helped with library research. David Moffat helped edit and prepare the manuscript for publication. Ann Rudkin initiated the idea of the book and handled it in its final stages. I am grateful for her commitment to the project and work on the manuscript. Also, I must thank Caroline Mallinder, who was equally interested, and who kept sending me subtle reminders to finish the book through colleagues she met at recent conferences. I have been delighted with her enthusiasm.

Finally, I have benefited from my association with several research units at the University of California at Berkeley. And I am grateful to my colleagues and students, whose interests have helped shape the book. While some will find answers to their questions here, others may not. It is my hope that a continuing process of critical inquiry around the themes of the book will shape further investigations in this important intellectual arena.

Nezar AlSayyad
Berkeley, October 2000

The Contributors

Nezar AlSayyad is a Professor of Architecture and Planning and Chair of the Center for Middle Eastern Studies at the University of California at Berkeley. He is also the Director of the International Association for the Study of Traditional Environments.

Anne-Marie Broudehoux is an architect from Canada who is currently completing a Ph.D. dissertation in Architecture at the University of California at Berkeley.

Nelson H.H. Graburn is a Professor of Anthropology at the University of California at Berkeley.

Derek Gregory is a Professor of Geography at the University of British Columbia, Vancouver, Canada.

J. Philip Gruen is a Ph.D. candidate in the Department of Architecture at the University of California at Berkeley. His dissertation concerns tourism in the late nineteenth-century urban American West.

Mark LeVine completed his Ph.D. at the Department of Middle Eastern Studies at New York University. He is currently a Mellon Post-Doctoral Fellow at the Department of History, Cornell University, Ithaca, NY.

Timothy Mitchell is an Associate Professor of Politics and Director of the Hagop Kevorkian Center for Near Eastern Studies, New York University.

Robert Mugerauer is Sid Richardson Centennial Professor of Architecture and Planning and also a faculty member in the Departments of Geography, Philosophy, and American Civilization at the University of Texas at Austin.

Paul Oliver is Director of the Oxford Brookes University Centre for Vernacular Architecture Studies.

Mike Robinson is Director of the Centre for Travel & Tourism, University of Northumbria.

Dell Upton is a Professor of Architectural History at the University of California at Berkeley.