**INTERNATIONAL CONFERENCE / CONFERENCE INTERNATIONALE**

**TOURISM IMAGINARIES**

**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

---

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td><strong>EXCURSION PRE-CONFERENCE / PRE-CONFERENCE EXCURSION :</strong></td>
</tr>
<tr>
<td>10-15h00</td>
<td>&quot;Historic San Francisco Armory/Kink.com Studio Tour&quot;</td>
</tr>
<tr>
<td>14h30-17h30</td>
<td><strong>Lieu / Venue : Bancroft Hotel, Berkeley</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Inscription / Registration</strong></td>
</tr>
<tr>
<td>17h30-18h30</td>
<td><strong>Réception / Reception</strong></td>
</tr>
<tr>
<td>18h30-20h00</td>
<td><strong>Nelson GRABURN, Maria GRAVARI-BARBAS</strong> : Introduction au colloque / Introduction to the Conference**</td>
</tr>
<tr>
<td></td>
<td><strong>Key Note speaker : Dean MacCANNELL</strong></td>
</tr>
<tr>
<td></td>
<td><strong>“The tourist imaginary”</strong></td>
</tr>
<tr>
<td>20h00-22h00</td>
<td><strong>Opening Dinner (sur inscription)</strong></td>
</tr>
</tbody>
</table>

**JOUR 2 / DAY 2 (February 19th)**

Lieu / Venue : Berkeley Alumni House

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8h30-9h00</td>
<td><strong>Coffee</strong></td>
</tr>
<tr>
<td>9h00-10h30</td>
<td><strong>1. GEO-SEMANTICS OF TOURIST IMAGINARIES</strong></td>
</tr>
<tr>
<td></td>
<td><strong>SESSION 1.1</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Amos RON,</strong> Department of Tourism and Hospitality Studies, Kinneret College on the Sea of Galilee**</td>
</tr>
<tr>
<td></td>
<td><strong>Calvary and the tomb of Jesus: Tourism Imaginaries in Christian Themed Environments</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Sébastien JACQUOT,</strong> EIREST, Université Paris 1 Panthéon Sorbonne**</td>
</tr>
<tr>
<td></td>
<td><strong>Imaginaires touristiques et imaginaires locaux</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Luc VACHER,</strong> Equipe AGILE, UMR 6250 Littoral ENVironnement et Sociétés (LIENs) CNRS-Université de La Rochelle**</td>
</tr>
<tr>
<td></td>
<td><strong>Le merveilleux des eaux tropicales : l’invention d’un imaginaire touristique au rythme des évolutions technologiques.</strong></td>
</tr>
</tbody>
</table>
### 2. CONFLICT/COMPETITION BETWEEN AND/OR WITHIN IMAGINARIES AND NARRATIVES

**SESSION 2.1**

- **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*
- **Mary CONRAN**, Anthropology, University of Hawaii at Manoa  
  *“I Want to See/Save the World”: The Geography of Compassion in Volunteer Tourism*

### 3. STABILITY AND CHANGE

**SESSION 3.1**

- **Marie-Laure GUILLAND**, sociology / anthropology  
  Institut des Hautes Études sur l’Amérique Latine, Sorbonne Nouvelle  
  *“Colombia, the only risk is wanting to stay” Toward a touristic Colombia: uses and misappropriations of the imaginary of risk*
- **Federica FERRARIS**, Anthropology, University of Sussex (UK)  
  *Out of sight, out of time: Italian tourist imageries of Cambodia*
- **Zhaorong PENG** and **Lu JIN**, Department of Anthropology, Xiamen University, Divergent Tourism  
  *Imaginaries: Three different tourism imaginaries to the same ethnic village*
- **Frédérique GUYADER**, anthropologie, IRSEA  
  *Stability and change in a tourism policy: the case of Lijiang (Yunnan, China)*

### 4. INSTITUTIONAL AND PERSONAL ARTICULATIONS

**SESSION 4.1**

- **Bertrand REAU**, Centre européen de sociologie et de science politique- Centre de sociologie européenne - Université Paris 1-CNRS-EHESS  
- **Raghuraman TRICHUR**, Anthropology, Sacramento State University  
  *Tourism and Nation Building in Postcolonial Goa.*
- **Lukasz BOCHENEK**, Enterprise Institute, Université de Neuchâtel  
  *Imagining the travel – stratifying the travelers*

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>10h30-11h00</td>
<td>Pause Café / Coffee break</td>
</tr>
<tr>
<td>11h00-12h30</td>
<td></td>
</tr>
</tbody>
</table>

### 1. GEO-SEMANTICS OF TOURIST IMAGINARIES

**SESSION 1.2**

- **Mathieu PETITE**, Department of Geography, Royal Holloway University of London  
  *Ces Alpes “naturelles” et “traditionnelles”: la mobilisation des objets et des images dans les projets touristiques.*
- **Benjamin TAUNAY**, géographie, Université de La Rochelle  
  *Imaginaires et pratiques touristiques de la nature en Chine*
- **Rongling GE**, Department of Anthropology, Xiamen University  
  *Design a Tunpu for Tourism: A case study in southwest China*
### 2. CONFLICT/COMPETITION BETWEEN AND/OR WITHIN IMAGINARIES AND NARRATIVES
#### SESSION 2.2
- **Benjamin PORTER**, Near Eastern Studies Department, UC Berkeley
  - *Thinking through ruins: Parsing imaginaries on Middle Eastern tourism’s margins*
- **Barbara SHAFF**, English Department, Goettingen University
  - "The only way I can deal with Egypt is as Molly MacCarthy did with Christmas: alphabetically": Vita Sackville-West’s tourist experience in Egypt
- **Miha KOZOROG**, Department of Ethnology and Cultural Anthropology, Faculty of Arts, University of Ljubljana
  - ‘Hell over Paradise’: Reproduction and altering of the imaginary of a “natural place” through subcultural music festivals
- **Anke TONNAER**, Dept. of Anthropology and Development Studies, Radboud University Nijmegen
  - Envisioning the Dutch Serengeti: An Anthropological Exploration of Touristic Imaginings of the Wild in the Netherlands

### 3. STABILITY AND CHANGE
#### SESSION 3.2
- **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 Gaudi. From nation to tourism: Architecture, conflict, and change in Barcelona’s tourist imaginary.
- **Bernard SCHÉOU**, University of Perpignan
  - Quels imaginaires fondent le retour de pratiques d’hospitalité?
- **Alain GIRARD** et **Bernard SCHÉOU**, University of Perpignan
  - 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.

### 4. INSTITUTIONAL AND PERSONAL ARTICULATIONS
#### SESSION 4.2
- **Madina REGNAULT**, EHESS
  - Mayotte, une ile sans imaginaire touristique ?
- **Ming-chun KU**, Institute of Sociology, National Tsing Hua University, Taiwan
  - Actors, and Multiple Imagined Landscapes of Tourism: A Case Study of Tourism in the Mogao Caves, China
- **Eva AMBOS**, Cluster ‘Asia and Europe’, University of Heidelberg, Germany
  - Religion on Stage: Performing Tourist Imaginaries in Sri Lanka
- **David PICARD**, FCSH, CRIA/Universidade Nova de Lisboa
  - Images and Experiences of Magic in Tourism

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Title</th>
</tr>
</thead>
</table>
| 12h30-13h15| REPAS /LUNCH          | Key Note Speaker: **Bernard DEBARBIEUX**
|            |                       | "Le tourisme et la petite fabrique des identités sociales et géographiques" / "Tourism places: workshops of social and geographical identities" |
| 13h15-14h15|                       |                                                                               |

### 5. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES
SESSION 5.1
Thibault DANTEUR, Université Paul Valéry, Montpellier III, LERSEM, France
La place Jamaa El Fna de Marrakech: coproduction d'un imaginaire orientaliste
Mari OIRY-VARACCA, Département de Geography, Geneva University
Fabriquer des imaginaires touristiques, réinventer l'identité. Exemples dans la montagne marocaine.
Habib SAIDI, CELAT, Laval University
Imaginaire touristique et imaginaire national : regards croisés sur Québec et Tunis.
Jennie GERMANN MOLZ, Department of Sociology and Anthropology, College of the Holy Cross, Worcester, MA
Displacement, Disconnection and Desire: Tourist Imaginaries of Escape in the Digital Age

2.CONFLICT/COMPETITION BETWEEN AND/OR WITHIN IMAGINARIES AND NARRATIVES
SESSION 2.3
Liz MONTEGARY, Cultural Studies, University of California, Davis
Reimagining Provincetown?: Fifteen Years of “Family Week”
Hécate VERGOPOULOS, Département de Sciences de l’information et de la communication, Université d’Avignon (France)
Anecdotes et Imaginaires touristiques
Dimitrios THEODOSIOPOULOS, School of Anthropology and Conservation, University of Kent
Scorn or idealization? Tourism imaginaries, exoticisation and ambivalence
Claudio MINCA, Wageningen University
Tourism and biopolitics

6.INSTRUMENTS FOR CARRYING, STORING, AND PERPETUATING THE IMAGINARY
SESSION 6.1
Julien LAVERDURE, LAIOS - CREDAL, EHESS - IHEAL
Manipulating Archaism, Cultural Entrepreneurs and the Touristic Imaginaries of Autochtony.
Jean-Louis MORETTI, UMR 6240 LISA (Lieux, Identité, eSpace et Activités), Université de Corse Pasquale Paoli
La Corse et le tourisme : une construction imaginaire à identité variable
Dana HERCBERGS, Program in Israel Studies and the Department of Anthropology, University of Calgary
Ideology and Mobile Cartographies: The Visual Management of Jerusalem
Amie MATTHEWS, School of Social Sciences, University of Western Sydney
Liminal imaginings: journeying narratives and the mediatised construction of the travel space.

4.INSTITUTIONAL AND PERSONAL ARTICULATIONS
SESSION 4.3
Elizabeth CARNEGIE, University of Sheffield
‘An espionage sortie in the American culture wars’: exploring the imagined world of ‘reasons late-modern other’
Amy Cox HALL, NC-Charlotte
Imagining Discovery: Hiram Bingham’s photographs of Machu Picchu in National Geographic (1913)
Sheungting Iris LO and Bob McKERCHER, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
Tourism, Online Photography, and Mediation of Self
Hazel TUCKER, Department of Tourism, University of Otago
Moving towards postcolonial possibilities of tourist imaginaries
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>16h00-16h30</td>
<td>Pause Café / Coffee break</td>
</tr>
</tbody>
</table>
| 16h30-18h00 | 5. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES  
**SESSION 5.2**  
Audray BOCHATON, IRD, Université Paris Ouest Nanterre la Défense  
Seeking care or going on vacation? Transformations of therapeutic/traveling perceptions and practices viewed through the phenomenon of medical tourism.  
Chi Pui CHEUNG, Social Anthropology, University of Manchester  
Tourism as a form of State Building: China’s “Red Tourism”  
Patrick NAIF, Environmental Sciences Institute, University of Geneva  
Voyage a travers un baril de poudre  
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 |

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 18h00-20h00 | 2.CONFLICT/COMPETITION BETWEEN AND/OR WITHIN IMAGINARIES AND NARRATIVES  
**SESSION 2.4**  
Jing Li, Asian Studies, Gettysburg College  
Aestheticizing Xishuang Banna: Minority Song and Dance Spectacle, Economic Regionalism, and Image Crafting in China’s Ethnic Tourism  
Jennifer DEVINE, University of California Berkeley  
Imagining El Mirador: El Dorado or Apocolypto?  
Rupert STASCH, Anthropology, U. California, San Diego  
Tourist and Tourate Imaginaries in Contrast, Conflict, or Cooperation: Nudity and Payment in New Guinea Primitivist Tourism  
Lu JIN, Phoebe A. Hearst Museum of Anthropology, University of California, Berkeley  
Tourism imaginary and rural development: The practice of ecomuseums in China as an imaginary of the Western model |

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 20h00-21h30 | 6.INSTRUMENTS FOR CARRYING, STORING, AND PERPETUATING THE IMAGINARY  
**SESSION 6.2**  
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.  
Alexandra FERREIRA  
Hotel Utopia: the dream of the “National Hotel” during the 1st half of the XX century in Portugal  
Isabelle LEFORT, University of Lyon  
Où l’on Fait l’Hypothèse que le « Kitsch » Constitue un Opérateur d’Imaginaires Touristiques  
PASCALE NEDELEC, Université Lyon 2  
What happens in Vegas doesn’t stay in Vegas : quand l’imaginaire touristique dessine le discours scientifique |

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 21h30-23h00 | 9.RELATIONSHIPS BETWEEN LOCATIONS AND TYPES OF IMAGINARIES AND POTENTIAL CARRIERS/USERS  
**SESSION 9.1**  
Chris VASANTKUMAR, Anthropology, Hamilton College, Intersecting Tourisms, Parallel Imaginaries? Palimpsestic Itineraries of Han and Western Tourists to Langmusi, Northwest China  
Emmanuelle PEYVEL, DEPARTMENT OF GEOGRAPHY, ECOLE NORMALE SUPERIEURE LYON,  
Visiting Indochina: The Imaginary Of The French Colonial Period In Today’s Touristic Viêt Nam |
| Terence KELLER ANDRADE, Geography, IHEAL/Paris III  
*Le Tourisme Imaginé à Manaus dans la Belle époque des Réformes Urbaines*  
Rafiq AHMAD, Travel & Tourism Management, Amar Singh College, University of Kashmir  
*Orientalist Imaginaries of Travels in Kashmir Western Representations of the People and Place*

---

**DINNER LIBRE /DINNER (FREE)**

Possibility to attend the **Chinese New Year Parade in San Francisco**
(a huge San Francisco event drawing thousands of tourists to the city)

**JOUR 3 / DAY 3 (February 20th)**
**Lieu / Venue**: Berkeley Alumni House

---

<table>
<thead>
<tr>
<th>8h30-9h00</th>
<th>9h00-10h30</th>
</tr>
</thead>
</table>

### 5. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES

**SESSION 5.3**

**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*

### 7. ASPECTS OF RECEPTION AND CONSUMPTION OF IMAGINARIES

**SESSION 7.1**

**Rita ROSS**, Canadian Studies Program, UC Berkeley  
*Evangeline, Acadians, and Tourists*

**Adriana CRACIUN**, English Department, University of California  
*“The Franklin Disaster as Historic Site, Tourist Destination, and Sovereign Space”*

**Thitirat PANBAMRUNGKIJ** and **Nattapat MANIROCHANA**, Department of Geography and Regional Research, UNIVERSITY OF VIENNA  
*Wartime Heritage Tourist Attractions and Tourists’ Quality Expectation*

**Jess PONTING, Sandra PONTING, Kate SPILDE**, Hospitality & Tourism Management, San Diego State University  
*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*

### 8. RELATIONS OF CONTEXTUAL-RESOURCES TO KINDS OF IMAGINARIES AND KINDS OF TOURISM

**SESSION 8.1**

**Matilde CORDOBA AZCARATE**, The earth and environmental sciences program. The Graduate Center  
*“Thanks God, this is not Cancun!” Alternative tourism imaginaries in the Yucatan Peninsula (Mexico)*.

**Margaret SWAIN**, Women and Gender Studies, University of California, Davis  
*Myth Management in Tourism’s Imaginariums: Tales from Southwest China, and Beyond.*
Louis MARROU, University of La Rochelle-CNRS UMR 6250 LIENs, CNRS 6250 LIENs
A comme Açores (A like Azores)
Rina PRIYANI, School of Architecture, Planning and Policy Development, Bandung Institute of Technology, Indonesia
"Wisata Nusantara": Cultural and Political Imaginaries of Indonesian Domestic Tourism.

9. RELATIONSHIPS BETWEEN LOCATIONS AND TYPES OF IMAGINARIES AND POTENTIAL CARRIERS/USERS
SESSION 9.2
Michaela BENSON, School for Policy Studies, University of Bristol,
Culture, personal biographies, and credibility: Exploring the intersections of imagination and lifestyle migration
Yuko SHIOJI, Department of International Tourism, Hannan University
Imaginaries of "Old England" — A Study of a Changing Community in the English Countryside —
Elizabeth CARNEGIE, University of Sheffield
Beautiful, rugged and flawed? ‘New World Scots’ imaginings of a left land
Vaso TROVA, School of Architecture, University of Thessalia
Between localism and cosmopolitanism: The tourist resort design

10h30-11h00
Pause Café / Coffee break

11h00-12h30
5. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES
SESSION 5.4
Adèle ESPOSITO, IPRAUS, Paris , ENSAPB, Paris
Siem Reap aux portes d’Angkor (Cambodge) : le rôle des images touristiques dans la conception des projets architecturaux
Philip XIE, Bowling Green State University
Simulated Authenticity
Lina TEGTMAYER, Graduate School for Northamerican Studies, Freie Uniformität Berlin
Mapping the Imaginary In the Theoretic Bubble - Best Western Tourism Studies, Urban Studies, Cultural Studies.
Ami TEMARANTZ, Dalhousie University
“Take a Picture with a Real Indian”: (Self-) Representation, Ecotourism, and Indigeneity in Amazonia

7. ASPECTS OF RECEPTION AND CONSUMPTION OF IMAGINARIES
SESSION 7.2
Ken LITTLE, Anthropology, York University
Belize Ephemera: Materiality, Affect and an Emergent Imaginary
Elizabeth ERKENBRACK, Anthropology, University of Pennsylvania
The Mobilization of Quechua as an Ethnocommodity
Ben BRAZIL
“Dear Mr. Vagabond”: Letters to a Hippie Guidebook Writer
Mike ROBINSON, Centre for Tourism and Cultural ChangeLeeds Metropolitan University
Innocence, Desire and Loathing: Visiting the Book

8. RELATIONS OF CONTEXTUAL-RESOURCES TO KINDS OF IMAGINARIES AND KINDS OF TOURISM
SESSION 8.2
Marian BINKLEY, Dalhousie University
From Nostalgia to Progress – State Marketing of Nova Scotia’s Tourism
<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>12h30-13h15</td>
<td>REPAS /LUNCH</td>
</tr>
<tr>
<td>13h15-14h15</td>
<td>Key Note Speaker: Noel SALAZAR</td>
</tr>
<tr>
<td></td>
<td>The (im)mobility of Tourism Imaginaries</td>
</tr>
<tr>
<td>14h30-16h00</td>
<td>5. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES</td>
</tr>
<tr>
<td></td>
<td>SESSION 5.5</td>
</tr>
<tr>
<td></td>
<td>Lionel GAUTHIER, Department of Geography, University of Geneva</td>
</tr>
<tr>
<td></td>
<td>Faire le tour du monde à la fin du XIXe siècle</td>
</tr>
<tr>
<td></td>
<td>Estelle SOHIER, Département de géographie, Université de Genève</td>
</tr>
<tr>
<td></td>
<td>Photographies et imaginaire touristique : la Grèce de Fred Boissonnas</td>
</tr>
<tr>
<td></td>
<td>Saskia COUSIN, IUT (Tours) / IREST, EIREST (Paris 1)</td>
</tr>
<tr>
<td></td>
<td>Le tourisme comme imaginaire</td>
</tr>
<tr>
<td></td>
<td>Karen O'REILLY, Social Sciences, Loughborough University</td>
</tr>
<tr>
<td></td>
<td>The role of the Imaginary in Residential Tourism</td>
</tr>
<tr>
<td>7. ASPECTS OF RECEPTION AND CONSUMPTION OF IMAGINARIES</td>
<td></td>
</tr>
<tr>
<td>SESSION 7.3</td>
<td>Nan BOYD, Women and Gender Studies Department, San Francisco State University</td>
</tr>
<tr>
<td></td>
<td>Sex, Race, and Tourism in San Francisco</td>
</tr>
<tr>
<td></td>
<td>Paula SANTOS, Behavioural &amp; Political Science, Universidade Fernando Pessoa</td>
</tr>
<tr>
<td></td>
<td>The Imagined Nation: Portugal dos Pequenitos miniature theme park and the mistery of the enduring appeal of the colonial image in a post-colonial time</td>
</tr>
<tr>
<td></td>
<td>Elena MARCHIORI, Alessandro INVERSINI and Lorenzo CANTONI, webatelier.net Faculty of Communication, University of Lugano</td>
</tr>
<tr>
<td></td>
<td>Credibility in the Online Tourism: An analysis of the aspects of reception and consumption of imaginaries produced in Web 2.0 Tourism Services</td>
</tr>
<tr>
<td></td>
<td>Valérie KOHLER, Department of Geography, University of Geneva, Switzerland</td>
</tr>
<tr>
<td></td>
<td>Fossillisation d’un imaginaire touristique ? Le cas du Grand Nord canadien face à sa mise en tourisme par le web</td>
</tr>
</tbody>
</table>
### 8. RELATIONS OF CONTEXTUAL-RESOURCES TO KINDS OF IMAGINARIES AND KINDS OF TOURISM

**SESSION 8.3**

Philippe VIALLON, University of Lyon  
*Les sites web des métropoles touristiques entre images et imaginaires*

Scott MacLEOD, World University and School  
*Information Technologies, Virtuality and the Touristic Imagination*

Pedro ANDRADE, Centro de Estudos de Comunicação e Linguagens, Universidade Nova de Lisboa  
*Tourism Imaginaries and Web 3.0: Geneologic methods in the analysis of tourist interaction with urban public art*

### 5. ASPECTS OF THE SOCIAL PRODUCTION AND DIFFUSION OF TOURIST IMAGINARIES

**SESSION 5.6**

Chia-ling LAI, Graduate Institute of Futures Studies, Tamkang Univ, Taiwan  
*Packing the World Expo as tourists' global-mega event: analyzing the media and package tour as the intermediate mechanism of tourist attraction-making*

Alexis BUNTEN, Department of Anthropology, Humboldt State University  
*Redirecting Demand: Reshaping Popular Imagination in the Production of the Ethnic Tourism Experience*

Nadège CHABLOZ, Centre d'études africaines, EHESS  
*Création d’un Tibet en Afrique*

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>16h00-16h30</td>
<td>Pause Café / Coffee break</td>
</tr>
<tr>
<td>16h30-17h30</td>
<td>Concluding remarks</td>
</tr>
</tbody>
</table>

**Monday, February 21**

**EXCURSION POST-CONFERENCE / POST-CONFERENCE EXCURSION (OPTIONAL)**

**All day excursion to the NAPA VALLEY**

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 -**

**SAN FRANCISCO WALKING TOUR**

*“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 (maria.gravari-barbas@wanadoo.fr)