### **CONTENTS**

Preface ix

Introduction 1

### PART I TOURISM AND LEISURE: A THEORETICAL OVERVIEW

- 1. Tourism: The Sacred Journey 21
  NELSON H. H. GRABURN
- 2. Tourism as a Form of Imperialism 37 DENNISON NASH

# PART II NASCENT TOURISM IN NON-WESTERN SOCIETIES

- 3. Eskimo Tourism: Micro-Models and Marginal Men 55 VALENE L. SMITH
- Gender Roles in Indigenous Tourism: Kuna Mola, Kuna Yala, and Cultural Survival 83 MARGARET BYRNE SWAIN

#### vi Contents

- 5. Tourism in Tonga Revisited: Continued Troubled Times? 105
  CHARLES F. URBANOWICZ
- 6. Towards a Theoretical Analysis of Tourism: Economic Dualism and Cultural Involution in Bali 119
  PHILIP FRICK MCKEAN
- 7. Tourism in Toraja (Sulawesi, Indonesia) 139
  ERIC CRYSTAL

# PART III TOURISM IN EUROPEAN RESORTS

- 8. Culture by the Pound: An Anthropological Perspective on Tourism as Cultural Commoditization 171
  DAVYDD J. GREENWOOD
- Changing Perceptions of Tourism and Tourists in a Catalan Resort Town 187
   ORIOL PI-SUNYER

# PART IV TOURISM IN COMPLEX SOCIETIES

- Tourism and Development in Three North Carolina Coastal Towns 203
   JOHN GREGORY PECK and ALICE SHEAR LEPIE
- 11. The Impact of Tourism on the Arts and Crafts of the Indians of the Southwestern United States 223
  LEWIS I. DEITCH
- 12. Creating Antiques for Fun and Profit: Encounters Between Iranian Jewish Merchants and Touring Coreligionists 237

  LAURENCE D. LOEB
- 13. The Polynesian Cultural Center: A Multi-Ethnic Model of Seven Pacific Cultures 247 MAX E. STANTON

vii Contents

### PART V TOWARDS A THEORY OF TOURISM

14. Touristic Studies in Anthropological Perspective 265 THERON NUÑEZ, WITH EPILOGUE BY JAMES LETT

Reference List and Bibliography 281

Index 331