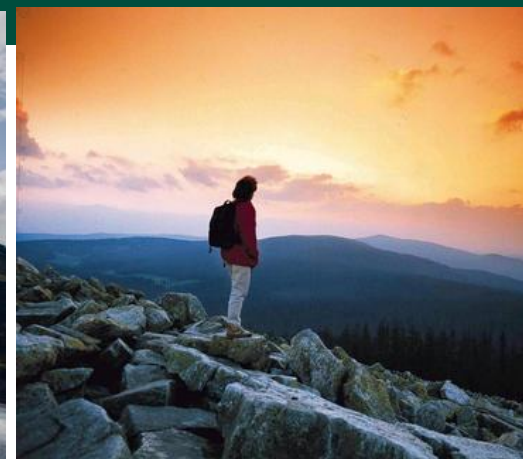




**Eberswalde University
for Sustainable
Development**

Experiencing Landscape while travelling: the tourist gaze

Prof. Dr. Erik Aschenbrand



Quelle (alle Bilder): Wikinger Reisen 2017

Schedule

- **Experiencing landscape while travelling: the tourist gaze**
- Social distinction
- Conclusion

Tour guides explain and interpret landscape

- Inspired by scientific disciplines
- Cognitive dimension of the appropriation of landscape
- Aesthetic/emotional appropriation rather individual
- Landscape is constructed, not discussed or questioned

Example: Tour guides construct landscape unconsciously

... by highlighting objects and assigning meaning to object constellations:

How do you explain the landscape to your guests?

"Tell them what they see and what they should see. Sometimes two or three sentences are enough. This is greywacke. **This rock is identity-forming for the region, because good wine grows on it [...].** On the right and left you see sugar beet. Chernozem (black soil) produces good yields of sugar beet, so they have been grown here for centuries" (IntRL12).

Rock → Wine → Identity of the Region

Central link: landscape and food → the typical

Any such explanation and sense-making is contingent – other interpretations are possible

The ,typical‘

- Strong demand for the typical: getting to know new typical things
- What is typical? Traditional, healthy, beautiful to bizarre
- Typical = symbol for the destination
- Reaction: Tour guides make the typical more of a theme = construct more symbolic relationships
- Limits of the search for the typical: e.g. sleeping habits



The ,typical‘

- Typical = symbol for the destination
 - Limits of the search for the typical: e.g. sleeping habits
- The search for the typical has milieu-specific limits
- Typical means corresponding to an essential quality of something else
- essentialist view of landscape (tourist destination including culture).



symbolic relations to the destination: Famous sights



→ Symbol for Paris



→ Symbol for Iceland

- Everyone wants to see the same thing (the pre-constructed typical).
- But seeking also differentiation from mass tourism
- Possibility of distinction: access under different conditions (time of day, mode of transport)

Seljalandsfoss waterfall/Iceland in advertising (left) and on Wikipedia (right) Stereotypical landscape/nature appropriation: Lonely → Exclusive experience → potential for social distinction



Quelle: links Wikinger Reisen 2017, rechts: Bildquelle: <https://de.wikipedia.org/wiki/Seljalandsfoss>.
Fotograf: Diego Delso



Seljalandsfoss waterfall, alternative perspective:
Visitor infrastructure and crowds of tourists complicate social distinction gain.
Solution: coming in the evening/morning or hiking



Own pictures

Recap: Mac Cannell: Tourism semiotics

[Represents / something / to someone] sign

[marker / sight / tourist] attraction

On-sight marker ↔ off-sight marker

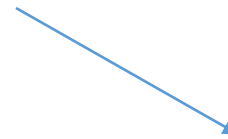
Sight involvement ↔ marker involvement

New York (AP): Less than an ounce of moon rock went on display at the American Museum of National History, and 42,195 people, the largest one-day crowd in the museum's history turned out to see it. „It looks like a piece of something you could pick up in Central Park“ one 13 year-old boy said. „But its cool that its from the moon“

(As quoted in MacCannell 2013, 113).

„The important element in (pleseant?) sightseeing need not be the sight“ (MacCannell 2013, 113)

Marker involvement: Martin Luthers hiding place:
Translation of the new testament → Luther Bible



Grenke (2016): Wartburg, Eisenach.
<https://commons.wikimedia.org/wiki/File:WartburgBeiEisenach.jpg>

Sight involvement: what is so great
about an old wooden desk?



Climbing the “Avatar Mountains” at Zhangjiajie

If you’ve watched the movie “Avatar” before, then you’ll definitely find the following photo familiar. The mountains in

<https://sunriseodyssey.com/zhangjiajie-national-forest-park-avatar-mountains>



John Urry: The tourist gaze

„Places are chosen to be gazed upon because there is an anticipation. [...] Such **anticipation is constructed and sustained through a variety of non-tourist practices, such as film, newspapers, TV, magazines, records and videos** which construct that gaze. [...] What is then seen is interpreted in terms of these pre-given categories“ (Urry 2002, 3)

We want to travel to a place to have an experience

How do we envision this experience?

John Urry: Romantic gaze and collective gaze

Romantic gaze



As a material object a mountain can be gazed at and adored

The mountain itself does not change when more visitors gaze at it

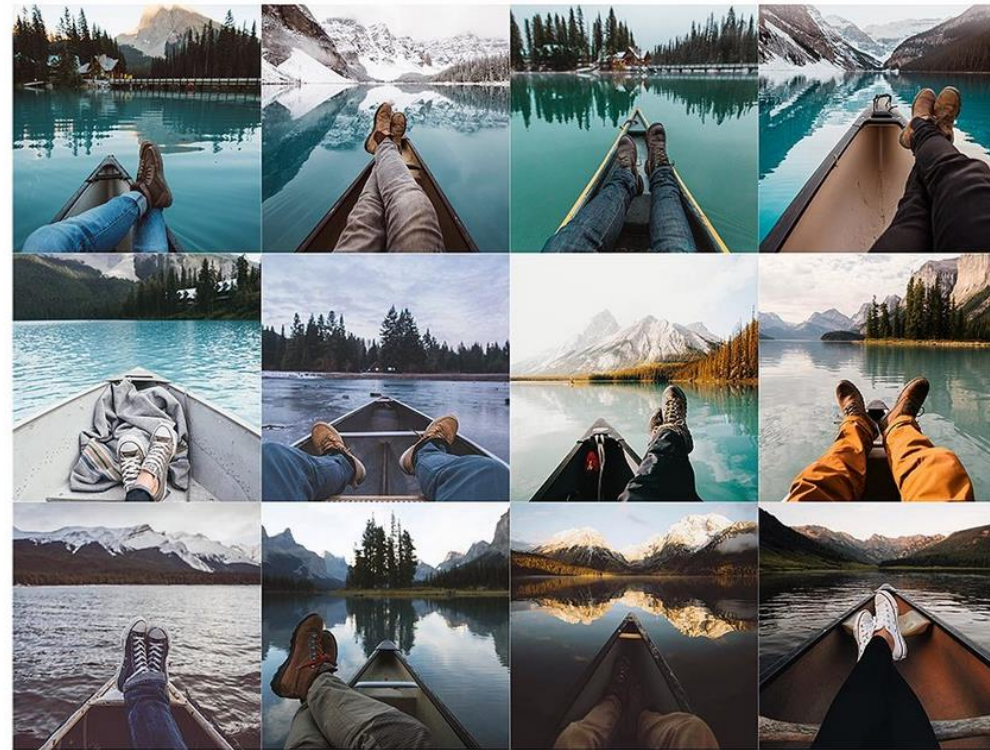
But something does change...

In a place that is constructed by the tourist as:
Wild, intact, natural landscape
the presence of (many) tourists destroys this imagination
of naturalness, untouchedness, pristineness...

Solution: expell them (at least from the photo)

John Urry: Romantic gaze and collective gaze

Romantic gaze



insta_repeat • Abonnieren

insta_repeat Feet in a canoe ✂️ - bonus points if your feet are crossed 🙄 #inspirationalquote #simulacra #internettroll #copyofacopy #moodygrams #instarepeat #dejavuvibes #beforeitwasmainstream #frequencyillusion

1 Wo.

giorgionardini Where's the 400\$ Pendleton blanket? 😞

1 Wo. Gefällt 17 Mal Antworten

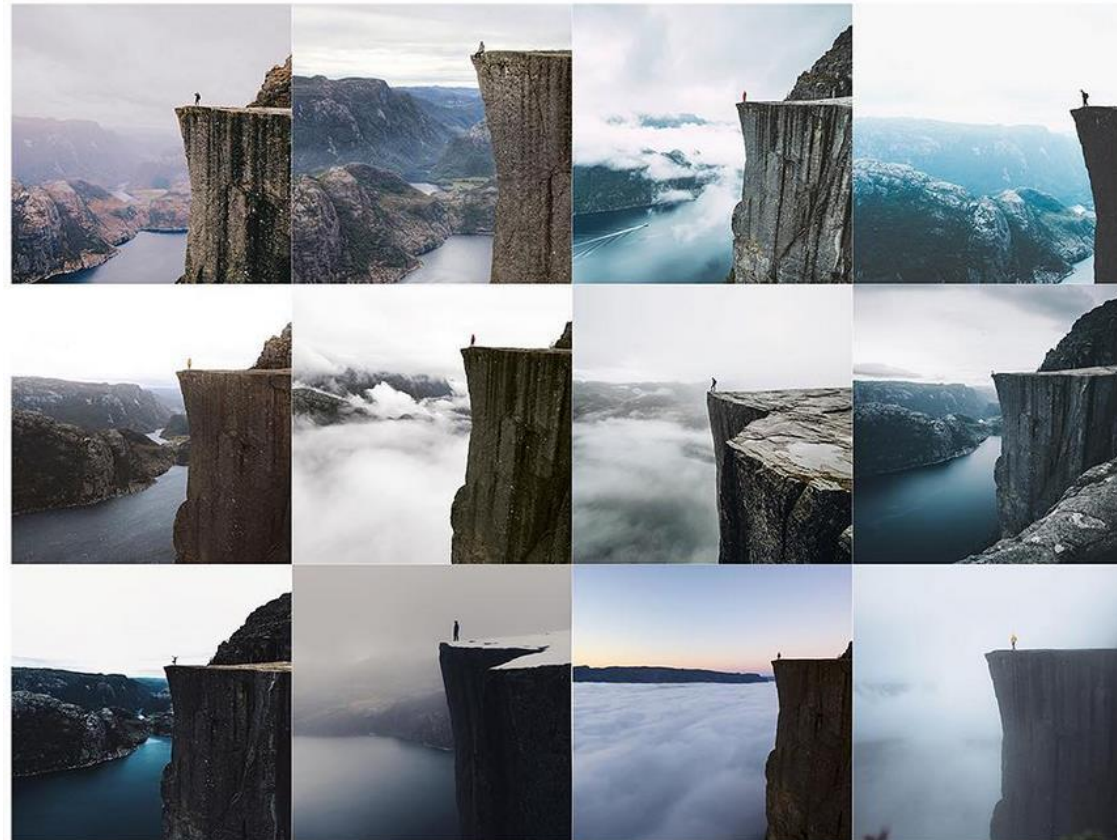
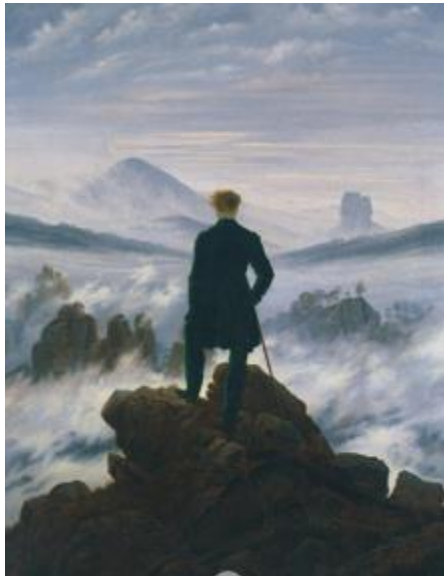
seanlemoine Such a curious perspective and choice to include themselves in a photo like this. A real "this is what it's like to live a life like mine" type of image but

Gefällt 7.430 Mal

6. MÄRZ

John Urry: Romantic gaze and collective gaze

Romantic gaze



insta_repeat • Abonnieren

Preikestolen



insta_repeat This place again

113 Wo.



prosa_y_poesia 😊😊😊

103 Wo. Antworten



isbellapereira @emmbaldy
check this insta

102 Wo. Antworten



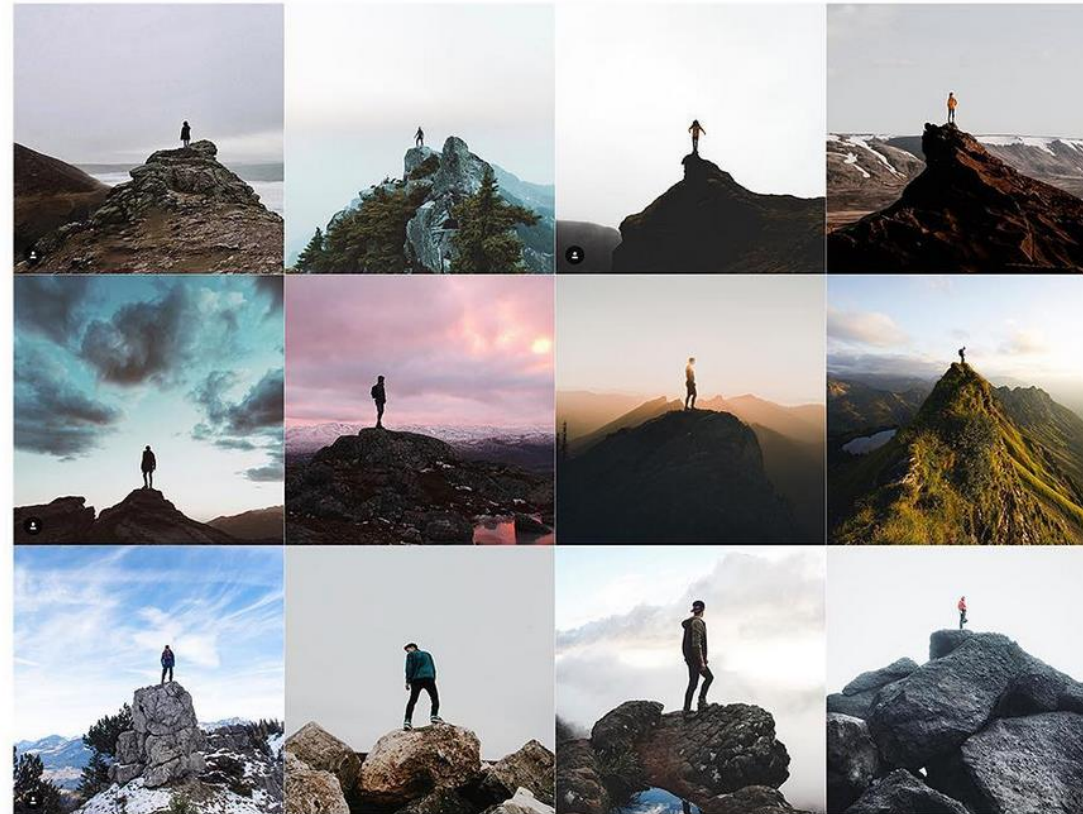
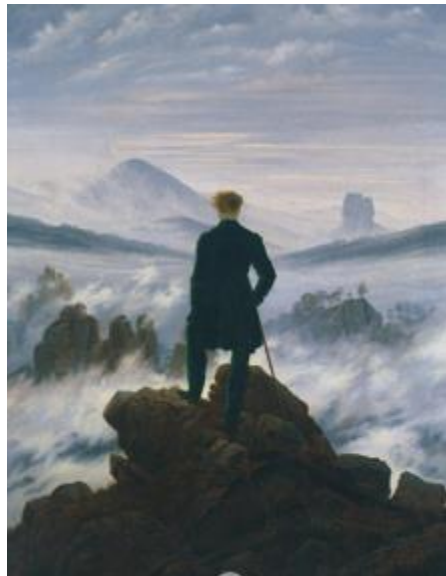
thouzie Also all of these could all
have won a trip to Iceland with
@500px .. 😂



Gefällt 9.350 Mal

John Urry: Romantic gaze and collective gaze

Romantic gaze



insta_repeat Person centered atop a high point framed against the sky

115 Wo.



matt.coburn Too many people reading that damned Neitzche paperback and trying to recreate the cover. You know the book I'm talking about

115 Wo. Gefällt 2 Mal Antworten

patrick_ryland #citizenoftheworld

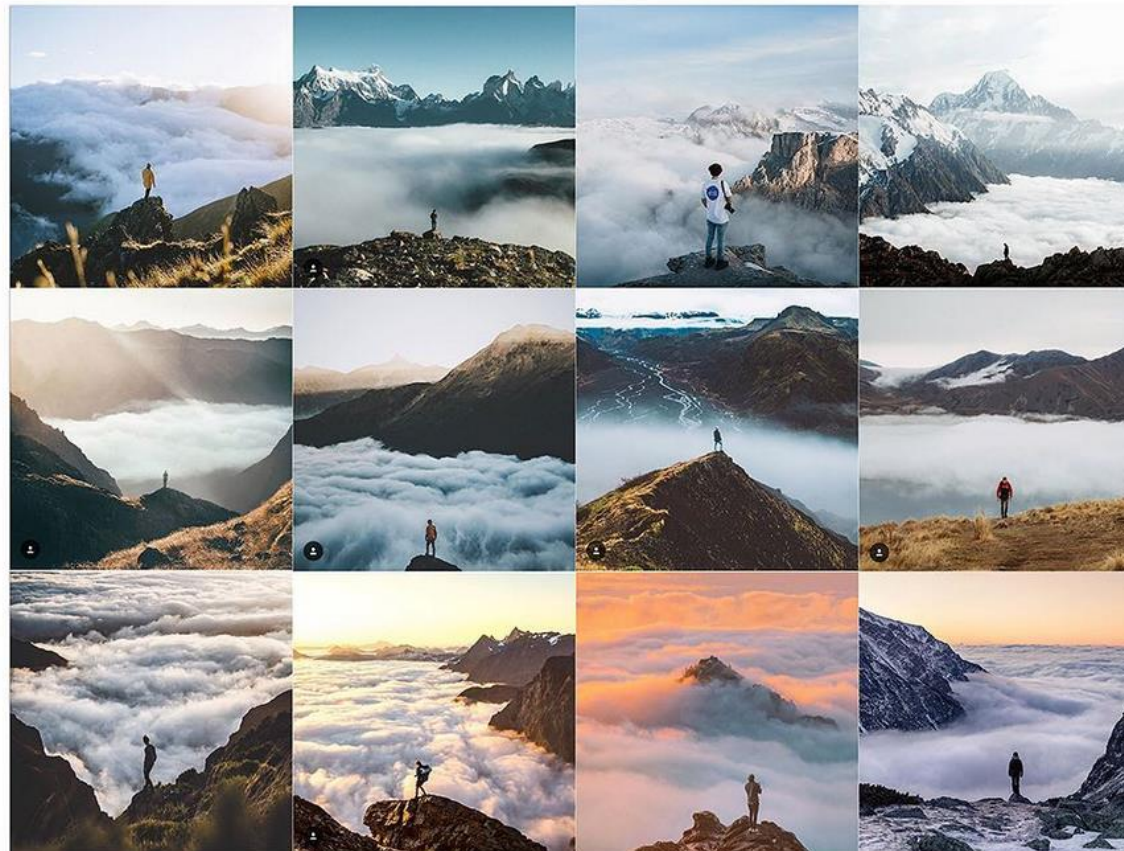
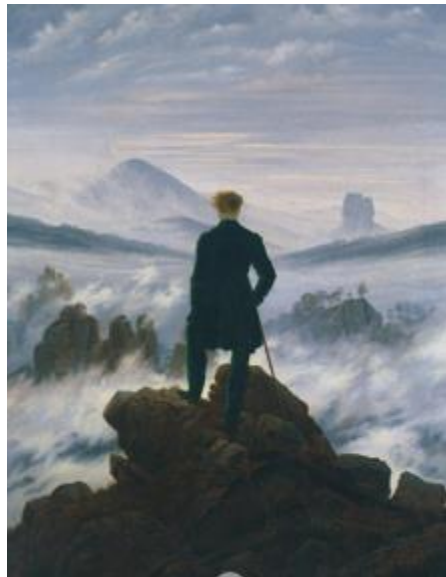
115 Wo. Antworten



Gefällt 6.000 Mal

John Urry: Romantic gaze and collective gaze

Romantic gaze



 insta_repeat  • [Abonnieren](#) 

 insta_repeat  Person centered, alone in the wild, above the clouds ☁☁☁ #personaloneinthewild

137 Wo.



 Imurley @kgillis, this account makes fun of all the 'original' insta posts 😂😂😂 

135 Wo. Antworten

 nyelesofficial Casper David Friedrich did it first 🤖 

135 Wo. Gefällt 1 Mal Antworten

Gefällt 7.158 Mal

Schedule

11:30 – 12:15 Experiencing landscape while travelling: the tourist gaze

13:00 – 14:00 Social distinction

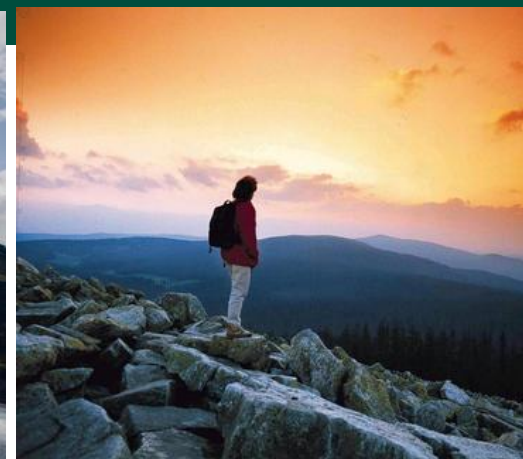
14:00 – 14:45 Conclusion



**Eberswalde University
for Sustainable
Development**

Social distinction

Prof. Dr. Erik Aschenbrand



Quelle (alle Bilder): Wikinger Reisen 2017

LE SENS COMMUN

pierre bourdieu

la distinction

critique sociale du jugement



LES EDITIONS DE MINUIT

Distinction according to Bourdieu:

Cultural demarcation between social groups acquired in the course of the socialization process.

- **Consciously and/or unconsciously**
- **Through consumption and behaviour**

Haircuts (and wigs)

- King Louis XIII → bald → re-invention of wigs
- Trend spread all over Europe
- Wigs as symbol of ruling class



Nicolas de Largilliere (1715-1720):
Madame de Ventadour with Louis
XIV and his Heirs.



Pax: 1980s era punks.

<https://commons.wikimedia.org/wiki/File:Punk-27947.jpg>





Pedro Ribeiro Simões (2006): Skateboarding.
https://commons.wikimedia.org/wiki/File:Skating_in_Sesimbra.jpg



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DIE GERIFFELTE LÜNETTE

Die geriffelte Rolex Lünette ist ein Distinktionsmerkmal. Ursprünglich hatte die Riffelung der Oyster Lünette einen praktischen Zweck: Sie diente zum Verschrauben mit dem Gehäuseteil, um die Wasserdichtheit der Uhr zu gewährleisten.

Which tourist destinations have a special distinction potential?

How would you describe it?





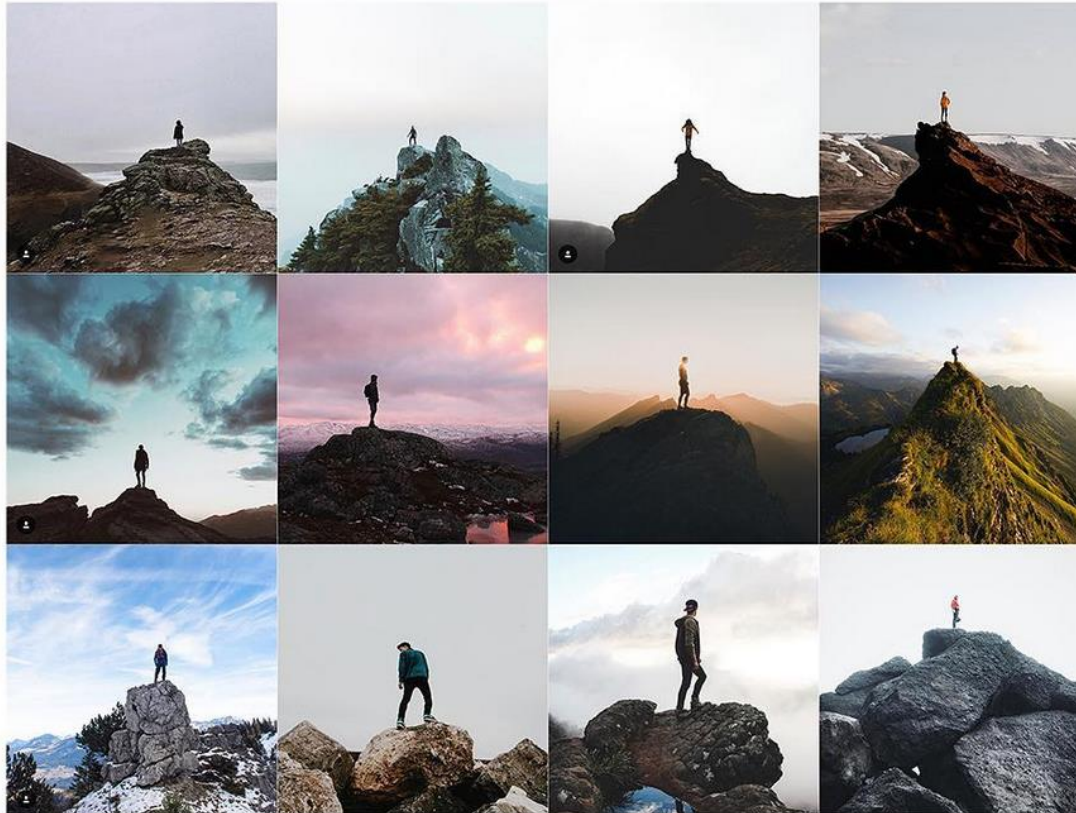
Top-Beiträge

#stmoritz



John Urry: Romantic gaze and collective gaze Distinction → creation of social capital

Romantic gaze



insta_repeat • Abonnieren

insta_repeat Person centered atop a high point framed against the sky
115 Wo.

+ Add comment

matt.coburn Too many people reading that damned Neitzche paperback and trying to recreate the cover. You know the book I'm talking about
115 Wo. Gefällt 2 Mal Antworten

patrick_ryland #citizenoftheworld
115 Wo. Antworten

Gefällt 6.000 Mal

Distinction chains



Bewertungen lesen ▾



Mein Wikinger



Merkzettel



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Suche

Bitte trage einen Suchb

Wanderurlaub, der begeistert

„Abseits der großen Straßen die Welt entdecken“, das ist unser Motto seit 1969.



Distinction chains

- Individual travellers > Hiking tour group > Bus tour group
 - Distinction is oriented towards the dimensions 'physical exertion' and 'independence' in organising and running the trip
 - Distinction behaviour is omnipresent
 - The 'lower' group is denied a real experience (Stefan Zweig: There is no adventure in the travel group)
- Ideal of a journey: rite de passage/Adventure (Amirou 2012)

The ideal of travel in travel anecdotes: Two common narratives

Passed challenge

- Described for backpackers (Binder 2005)
- E.g. mountain tour/storm
- Risk narratives
- Rite de passage-motif (Amirou 2012, Vogler 1998)

Authentic encounter

- Non-business contact as an ideal
- E.g. gift or conversation with locals
- Not being a 'normal' tourist
- Variation of the rite de passage-motif

Amirou, R. (2012): *L'imaginaire touristique*. Paris. CNRS.

Binder, J. (2005): *Globality. Eine Ethnographie über Backpacker*. Münster. LIT Verlag.

Vogler, C. (1998): *Die Odyssee des Drehbuchschriftstellers. Über die mythologischen Grundmuster des amerikanischen Erfolgskinos*. 2. Auflage. Frankfurt am Main. Zweitausendeins.

Interpretations of tourism – what is the social function of tourism?

- Tourism as search for paradise? (e.g. Wöhler 2011)
- Tourism as escape? (Enzensberger 1956)
- Tourism as rite de passage? → (e.g. Amirou 2012)

Relationship to the Destination: rite de passage in Paradise?

- Travellers differentiate between the sights and the lifeworld of the destination
- Usually prefer the lifeworld of the home country to the lifeworld of the destination
- Travellers want to be lured onto the trip with paradise motifs, but in retrospect the challenges they have passed are meaningful.

Conclusion?

Conclusion: social constructivist perspective on landscape and tourism

Development of stereotypical landscape images

Art → Advertising → (Individual Imagination) → Demands for Consumption/Appropriation

How landscape is consumed by tourists

- Tourists want to see 'the typical'
- Appropriation of landscape is shaped by the desire for distinction
- Distinction and differentiation from mass tourism are themselves based on a stereotypical idea of the ideal traveller
- No questioning of the typical: Distinction remains within the stereotypes and does not attempt to overcome them.

How landscape is consumed by tourists

- Tourists want to see 'the typical'
 - Appropriation of landscape is shaped by the desire for distinction
 - Distinction and differentiation from mass tourism are themselves based on a stereotypical idea of the ideal traveller
 - No questioning of the typical: Distinction remains within the stereotypes and does not attempt to overcome them.
- Significance of landscape for tourism: tourism lives from and advertises with landscape images
- Significance of tourism for landscape: selective consolidation of existing stereotypes

Thank you for your attention





Literature

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