



# Re-Thinking Tourism for a Planet in Crisis

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Wahlseminar ● 4 ECTS ● 253.E41 ● intro meeting  
Thursday, 03.10.2019 ● 17:00 - 21:00 ●  
Projektraum 13 ● weekly meetings: Thursdays ●  
17:00 - 21:00 ● course will be held in English

Institut für  
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Entwerfen

*“Tourism is the march of stupidity. You’re expected to be stupid. The entire mechanism of the host country is geared to travellers acting stupidly. You walk around dazed, squinting into fold-out maps. You don’t know how to talk to people, how to get anywhere, what the money means, what time it is, what to eat or how to eat it. Being stupid is the pattern, the level and the norm. You can exist on this level for weeks and months without reprimand or dire consequence. Together with thousands, you are granted immunities and broad freedoms. You are an army of fools, wearing bright polyesters, riding camels, taking pictures of each other, haggard, dysenteric, thirsty. There is nothing to think about but the next shapeless event. “*

– Don DeLillo, *The Names*

The seminar will critically and systematically examine the contemporary notion of tourism through its constructed impact around the world and will evaluate its role and relevance for our planet in crisis. In particular, the seminar will source and analyse urgent tourism alternatives through the lens of the concept of ‘nanotourism’.

nanotourism is a constructed term describing a creative critique to the current environmental, social and economic downsides of conventional tourism, defined as a participatory, locally oriented, bottom-up alternative. It operates as a social tool to stimulate mutual interaction between provider and user by co-creation or exchange of knowledge. It is not about scale, but is more an ability to construct locally-specific, responsible experiences from the bottom-up, using exclusively local resources. Ultimately, nanotourism is beyond tourism: it is more an attitude to improve specific everyday environments and to stimulate new local economies.

A series of collective presentations and individual writings will focus on developing a collective, critical discussion based on the following topics / criteria, which constitute the dictionary of what nanotourism is and is not:

critical | ~~conformist~~  
site-specific | ~~site-generic~~  
educative | ~~non-educative~~  
inventive | ~~conventional~~  
responsible | ~~irresponsible~~  
bottom-up | ~~top-down~~  
local | ~~global~~  
participatory | ~~passive~~  
social | ~~unsocial~~