

FAN TOURISM:

BEHAVIOR & BUSINESS

MRTS 5400-01

QUICK LOOK ITINERARY

Week 1: Online

- Ethnography & Fan Studies Bootcamp
- Work: Quizzes & Proposals

Week 2: London

- Fandoms: *Sherlock*, *Doctor Who*, *Harry Potter*
- Activities: B Baker St Museum, HP Experience
- Work: Journals

Week 4: Around UK

- Fandoms: *Midsomer Murders*, *HP*, *Bridgerton*, *Discovery of Witches*, *Good Omens*
- Locations: Oxford, Bath, London
- Work: Journals

Week 3: Scotland

- Fandoms: *HP*, *Outlander*, *Avengers*, *Fast and Furious*
- Locations: Edinburgh
- Work: Journals, Lit Review & Presentations

Week 5: Online

- Organizing Data Workshop, Final Discussion, FSNNA & Final Findings Due

Course Description



Fan Tourism is a growing industry and long-standing fan practice. This course will be exploring locations in the UK that have been part of fan pilgrimage since the Victorian era through to the modern day. In addition to experiencing fan pilgrimage and tours we'll be talking with tour providers about the business and economy of this practice. We'll be using participant observation, a well-established ethnographic research practice in anthropology that is also utilized in fan studies as established by Henry Jenkins who coined the positionality of the researcher as "aca-fan."

Throughout our 3 weeks in country, we'll explore London, Edinburgh, Glasgow, Oxford, and Bath as we experience the country with fan tourism as our foundational concept. We'll approach each location with its highlighted media



Assignments

Participation	5%
Quizzes	20%
Research Journal	35%
Literature Review	10%
Presentation	10%
FSNNA Proposal	5%
Final Findings	15%

Late Policy

No assignments will be accepted late unless you have the permission of the instructor; or permission from the Dean of Students.

Grade Scale

90-100	A	80-89	B
70-79	C	60-69	D/F



text in mind and discuss the psychological, sociological, and economic impact of fan tourism as a century old cultural practice.

Prior to arrival in country, students will have a week of online instruction on foundational aspects of ethnographic research practice and foundational fan studies concepts. Students will also propose an area of focus for their research: pilgrimage, business, or a specific fandom (*Sherlock, Doctor Who, Harry Potter, etc.*).

During our time abroad students will be required to read academic articles related to fan tourism, we'll discuss these readings before our excursions so that students can incorporate new concepts into their research journal. Research journals are an essential aspect of ethnographic practice and journals will be submitted regularly throughout our time for review. After the organizing data workshop, each student will present their initial findings at a communal dinner.

While in-country, students will formally write up their research findings using a template, incorporating at least 3 concepts from course materials. During this week there will be instruction on sorting data, developing evidence-based findings, and ethics of ethnography.

Course Objectives

- Explore fan tourism—its cultural significance and business practices
- Explain and use the ethnographic research method while abroad for this class
- Connect fan tourism to larger issues of cultural exchange, religion, and media economy

Contact Info:

Instructor: Dr. Tanya D. Zuk

Office: RTFP 266

Phone: (2030 308-3241

Email: tanya.zuk@unt.edu

About Me:

I earned my Ph. D. in Moving Image Studies at Georgia State University. My area of expertise is in fan and audience studies, specifically around audience/industry interactions. My first edited collection focused on Carrie Fisher/Princess Leia fans and my most recent published works focus on LGBTQ+ fans. I have a long standing hobby of fan/media tourism that spans 3 contents and over 15 locations globally. I look forward to sharing my love for and criticism of this fan practice with my students.



Course Texts

In addition to the Galman text below, required readings are available online at the course website. Please make sure to either download them ahead of time to your device or print them out to have as hardcopy in country.

- *Shane, the Lone Ethnographer: A Beginner's Guide to Ethnography* by Sally Campbell Galman

Course Policies

Class Environment

It is in the best interests of you as an individual and us as a classroom to create a positive, inclusive, classroom environment, especially while abroad. I need your collaboration to create the best educational experience for all involved. By participating in class discussion, being respectful of others opinions, and preparing for class we can all work together to create a creative and dynamic experience.

ODA Accommodations

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with ODA to verify their eligibility. If a disability is verified, ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable

Research Journal

Throughout the course you will submit your research journal notes for review. This is to ensure that you are critically engaging with the course activities, developing a focus, and keeping up with readings. They also provide the opportunity for early intervention regarding ethics, scope, and access. Notes can be informal, but they need to be detailed. We'll discuss how to develop notes in class prior to departure.

Literature Review

As part of your graduate level work in this class, you will need to create a literature review from the course readings that relate to your project. It should be detailed and comprehensive.

Presentation

During our last week together in country we will each share our research with each other with a presentation. Consider bringing a selection of images, artifacts, or anecdotes to share with your classmates!

FSNNA Conference Proposal

In addition to your final findings, you must put together a title, abstract, and works cited list (3-5 sources) according to the FSNNA guidelines.

Final Findings

After presentations (and feedback) you will write up an initial findings report using a template. You will discuss at least **5 concepts** from readings and how they relate to your research. This report will include self-reflection, observation, and *at least 2 types of supporting evidence*.

accommodation for every semester and must meet with each faculty member prior to implementation in each class. For study abroad courses, students requesting accommodations should notify their faculty leader as early as possible so that appropriate arrangements can be made. Note that while the ADA does not extend beyond US borders, and international accessibility requirements vary broadly from US standards, UNT study abroad programs will endeavor to provide accommodations wherever practicable. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information: UNT Office of Disability Access. You may also contact ODA by phone at 940.565.4323.

Academic Honesty

Please note that by staying in this class you are agreeing to abide by all the standards of academic integrity as found in the Honor Code. Please review the policies on AI generated content as developed by the Media Arts department in Canvas.

Subject to Change Statement

The instructor reserves the right to modify the course requirements and other related policies as circumstances may dictate, and with sufficient notification to all students.