



THE UNIVERSITY OF BRITISH COLUMBIA



Urban Studies 400
Seminar in Urban Studies
The City as an Entertainment Machine
January-May 2005, 3 credits

Department of Geography
217-1984 West Mall
Vancouver, British Columbia
Canada V6T 1Z2

Mondays and Wednesdays, 11:00 AM to 12:30
Geography Room 214

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Calendar description: A seminar for students who are anxious to explore some common topics of importance to urban studies from the perspective of several disciplines.

A bit more detail:

“The city fosters art and is art; the city creates the theater, and is the theater. It is in the city, the city as the actor, that man’s more purposive activities are focused, and work out, through conflicting and cooperating personalities, events, groups, into more significant culminations.”

Lewis Mumford.¹

“The ideology of globalization allows local officials, along with local business people and property owners, to argue that they have no choice but to prostrate themselves before the god Capital, offering not just tax and regulatory inducements, but also extravagant convention centers,

¹ Mumford, Lewis. 1937. “What is a City?” *Architectural Record* 82.

downtown tourist amusements, up-market gentrified restaurants and bar districts, and even occasional public investment in such amenities as museums, theaters, and concert halls.”

Don Mitchell.²

“Remain calm and be Canadian.”

Larry Campbell.³

This course is an interdisciplinary engagement with the city. We approach the urban in three ways. *First*, we will consider recent efforts to update one of the classical models of urban development. Thirty years ago, the sociologists John Logan and Harvey Molotch began a research program based on the idea of “the city as a growth machine,” which emphasized that even the most sharply polarized city politics would find common ground in the shared need of all locally-dependent elites: growth. The growth machine metaphor inspired an enormous and interdisciplinary literature on the various ways that cities compete for industrial growth and relocation, and the varied effectiveness of different cities. Recently, however, a new metaphor has been offered that gives much more attention to consumption: “the city as an entertainment machine.”

Second, we will consider an influential sociological critique of the driving force behind the city as an entertainment machine. In *The Tourist Gaze*, John Urry synthesized a broad stream of social theory that raised fundamental questions about the meaning and implications of what has become the world’s single largest internationally traded service. Considering Urry’s critique does not require a wholesale rejection of tourism ~ but it does sensitize us to the inescapable complexities and cultural politics of the enterprise.

Third, we examine the specifically urban consequences of tourism, entertainment, and the rise of a mega-event era of urbanization. This new era is shaped by alternating currents of global tourist flows, attempts to secure heritage site designations, an itinerant industry of convention and hallmark event planning, and of course the ever-more intense competition to host the Olympic Games. Mega-event urbanization is bound up with the rhetorical and empirical realities of globalization, and the sometimes frantic attempts of cities to remake the links between their local situations and a seemingly abstract, elusive Castellan space of flows. If this sounds rather lofty and abstract, consider an empirical vignette: not long ago, Gary, Indiana, surely one of the most depressing instances of deindustrialization and poverty in the United States, bid \$1 million for the rights to host the Miss Universe contest. Gary might be an extreme case, but even Vancouver’s “Invite the World In” mantra during the Olympic bidding process in late 2002 and early 2003

² Mitchell, Don. 1997. “The Annihilation of Space by Law: The Roots and Implications of Anti-Homeless Laws in the United States.” *Antipode* 29(3), 303-335.

³ Front-page headline in the *Vancouver Sun*, June 30, 2003. Widespread leaks to the press and speculation that Vancouver’s bid for the 2010 Winter Games would win prompted fears of an IOC backlash against perceived arrogance. Bid officials held a press conference, at which Bid Corporation Chair Jack Poole told reporters, “We’re in a three-horse race, the bid’s in, there’s nothing new, and we’re fighting for our life.” Vancouver Mayor Larry Campbell said, “I don’t think anybody here is overconfident. I don’t know how the boosters could wreck the bid. I think everyone has to remain calm and be Canadian.” Lee, Jeff. 2003. “Remain Calm and Be Canadian: Bid Organizers Worry Loose Lips of Over-Confident Boosters Could Cause IOC Backlash.” *The Vancouver Sun*, June 30, A1, A8.

signals the new requirement to craft images of transnational, cosmopolitan energy ~ all to attract affluent tourists, footloose professional migrants, and deep-pocket investors.

To add empirical richness and local relevance to our discussions, we will consider Vancouver's experience of the city as an entertainment machine ~ starkly illustrated by the successful bid for the 2010 Winter Olympic Games and the planning process now underway. The months leading up to the July 2, 2003 announcement demonstrated just how competitive the Games site selection process has become, and how important this sort of locational tournament is for contemporary urban politics and long-range infrastructure planning. Our analysis of Vancouver will dovetail closely with the interests and activities of the Impacts of the Olympics on Communities Coalition, a broad alliance of local community based organizations and researchers.⁴

Expectations and Evaluation

You are expected to attend regularly, to participate in seminar discussions, to read the assignments before scheduled meetings, and to complete a research project that includes both individual and group components.⁵ Along the way, you'll be asked to help lead seminar discussions and to make a short presentation of your final paper. The specific itemization of the course mark is:

- | | <u>percentage</u> | |
|----|-------------------|---|
| 1. | 25 | Participation (includes co-leading one seminar). |
| 2. | 50 | Individual Project or Paper
Proposal due January 31
Progress report due March 16
Draft due April 6 ⁶
Final paper due April 26 (5,000-8,000 words) |
| 3. | 25 | Working Group Presentations
Short reaction paper and Coordinating of one of the following
seminar meetings: March 16, 21, 23, 28, 30, or April 4 or 6. ⁷ |

⁴ See <http://www.olympicsforall.ca> There is a small but growing community of interested observers who have begun studying Vancouver's Olympic planning, from a variety of perspectives. Examples include historical or economic comparisons of the Vancouver bid with other cities in rounds of competition for Olympic events; inter-city variations in economic impacts, financing, and infrastructure after Olympic events; content analyses of place-marketing campaigns and press coverage of Olympic cities; analysis of the role of globalized television and telecommunications in the rise of Olympic competition; cross-national and regional variation in politics and planning for Olympic urban development; profile and analysis of structure and change in the IOC, or the consulting industry devoted to helping cities prepare bids; mapping or scenario planning for specific urban or neighbourhood design features; policy analyses, inter-urban comparisons, and recommendations for homeless policies, security provisions, access to public space, access for people with disabilities, and related venue and event issues; evaluation of environmental discourses (and empirical impacts) of the IOC and city events.

⁵ You will have a great deal of autonomy in proposing an individual paper or project. We will then work to organize these individual projects into thematically coherent groups. Information sharing and collaboration are encouraged, so long as the individual papers represent evidence of original work.

⁶ Submission of a draft paper is optional. Written comments, criticisms, and suggestions will be provided for all papers submitted on April 6. Later submissions, including final papers submitted on April 26, will be marked without detailed written feedback.

Readings

An order for several books has been placed with the UBC Bookstore.⁸ You are *not* required to purchase all of the items on the list below; we will discuss specific reading plans in the first week of the term. A supplemental collection of articles and resources will be made available during the first week of class.

Terry Nichols Clark, editor (2004). *The City as an Entertainment Machine*. New York: JAI Press, Elsevier. ISBN 076231060X.

John Urry (2002). *The Tourist Gaze*. Second Edition. Thousand Oaks, CA: Sage Publications. ISBN 0761973478.

Dennis R. Judd and Susan S. Fainstein, editors (1999). *The Tourist City*. New Haven, CT: Yale University Press. ISBN 0300078463.

Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers. ISBN 1405100591.

Robert K. Barney, Stephen R. Wenn, and Scott G. Martyn (2002). *Selling the Five Rings: The International Olympic Committee and the Rise of Olympic Commercialism*. Salt Lake City: University of Utah Press. ISBN 0874807131.

Kay Schaffer and Sidonie Smith, editors (2000). *The Olympics at the Millennium: Power, Politics, and the Games*. New Brunswick, NJ: Rutgers University Press. ISBN 0813528208.

Dennis R. Judd, editor (2003). *The Infrastructure of Play: Building the Tourist City*. Armonk, NY: M.E. Sharpe. ISBN 0765609568.

Schedule

Jan 5 Course introduction.

Jan 10 Harvey Molotch (1976). "The City as a Growth Machine: Toward a Political Economy of Place." *American Journal of Sociology* 82(2), 309-332.

Jan 12 Terry Nichols Clark (2004). "Taking Entertainment Seriously." In Terry Nichols Clark, ed., *The City as an Entertainment Machine*. New York: Elsevier, 1-17.

Jan 17 Terry Nichols Clark (2004). "A Political Theory of Consumption," (partial). In Terry Nichols Clark, ed., *The City as an Entertainment Machine*. New York: Elsevier, 19-60.

Jan 19 Terry Nichols Clark (2004). "A Political Theory of Consumption," (continued). In Terry Nichols Clark, ed., *The City as an Entertainment Machine*. New York: Elsevier, 60-86.

⁷ Working groups will be responsible for establishing the agenda for these meetings, and for choosing readings to summarize for presentation to the class. This means that the readings listed for these class meetings are suggestions, and that not everyone in the seminar is expected to read every item. We will discuss specific planning issues in the first week of the term.

⁸ You will notice that it is not claimed that these books are actually *available* at the Bookstore. History suggests that some of these volumes may be available, perhaps even in time for them to be useful. You will not need to buy any books until the third or fourth week of the term.

- Jan 24 Edward L. Glaeser, Jed Kolko, and Albert Saiz (2004). "Consumers and Cities." In Terry Nichols Clark, ed., *The City as an Entertainment Machine*. New York: Elsevier, 177-183.
- Jan 26 Richard Florida and Gary Gates (2004). "Technology and Tolerance: The Importance of Diversity to High-Technology Growth." In Terry Nichols Clark, ed., *The City as an Entertainment Machine*. New York: Elsevier, 199-219.
- Jan 31 Terry Nichols Clark (2004). "Gays and Urban Development: How Are They Linked?" In Terry Nichols Clark, ed., *The City as an Entertainment Machine*. New York: Elsevier, 221-234.

Individual Proposals Due

- Feb 2 Lauren Langman and Katie Cangemi (2004). "Globalization and the Liminal: Transgression, Identity, and the Urban Primitive." In Terry Nichols Clark, ed., *The City as an Entertainment Machine*. New York: Elsevier, 141-176.
- Feb 7 John Urry (2002). "The Tourist Gaze." In *The Tourist Gaze, Second Edition*. Thousand Oaks, CA: Sage Publications, 1-15.
- Feb 9 John Urry (2002). "The Changing Economics of the Tourist Industry." In *The Tourist Gaze, Second Edition*. Thousand Oaks, CA: Sage Publications, 38-58.

[Reading break, February 14-18]

- Feb 21 John Urry (2002). "Working Under the Tourist Gaze." In *The Tourist Gaze, Second Edition*. Thousand Oaks, CA: Sage Publications, 59-73.
- Feb 23 John Urry (2002). "Globalizing the Gaze." In *The Tourist Gaze, Second Edition*. Thousand Oaks, CA: Sage Publications, 141-161.
- Feb 28 Susan S. Fainstein and David Gladstone (1999). "Evaluating Urban Tourism." In Dennis R. Judd and Susan S. Fainstein, editors (1999). *The Tourist City*. New Haven, CT: Yale University Press, 21-34.
- Briavel Holcomb (1999). "Marketing Cities for Tourism." In Dennis R. Judd and Susan S. Fainstein, editors (1999). *The Tourist City*. New Haven, CT: Yale University Press, 54-70.
- Mar 2 Richard Fogelson (1999). "Walt Disney World and Orlando: Deregulation as a Strategy for Tourism." In Dennis R. Judd and Susan S. Fainstein, editors (1999). *The Tourist City*. New Haven, CT: Yale University Press, 89-106.
- Robert E. Parker (1999). "Las Vegas: Casino Gambling and Local Culture." In Dennis R. Judd and Susan S. Fainstein, editors (1999). *The Tourist City*. New Haven, CT: Yale University Press, 21-34.
- Saskia Sassen and Frank Roost (1999). "The City: Strategic Site for the Global Entertainment Industry." In Dennis R. Judd and Susan S. Fainstein, editors (1999). *The Tourist City*. New Haven, CT: Yale University Press, 143-154.
- Mar 7 Dennis R. Judd (2003). "Visitors and the Spatial Ecology of the City." In Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers, 23-38.

- Nicolo Costa and Guido Martinotti (2003). "Sociological Theories of Tourism and Regulation Theory." In Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers, 53-72.
- Mar 9 Lily M. Hoffman (2003). "Revalorizing the Inner City: Tourism and Regulation in Harlem." In Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers, 91-112.
- Marisol Garcia and Nuria Claver (2003). "Barcelona: Governing Coalitions, Visitors, and the Changing City Center." In Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers, 113-125.
- Mar 14 David L. Gladstone and Susan S. Fainstein (2003). "Regulating Hospitality: Tourism Workers in New York and Los Angeles." In Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers, 145-166.
- Marc V. Levine (2003). "Shaping the Tourism Labor Market in Montreal." In Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers, 167-184.
- Mar 16 Daniel Hiernaux-Nicolas (2003). "Mexico: Tensions in the Fordist Model of Tourism Development." In Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers, 187-199.
- Chris Hamnett and Noal Shoal (2003). "Museums as Flagships of Urban Development." In Lily M. Hoffman, Susan F. Fainstein, and Dennis R. Judd, editors (2003). *Cities and Visitors: Regulating People, Markets, and Social Change*. Oxford: Blackwell Publishers, 219-236.

Progress Report Due

- Mar 16 The Historical-Geographic Context of Olympic Localities.
- Brian Chalkley and Stephen Essex (1999). "Urban Development Through Hosting International Events: A History of the Olympic Games." *Planning Perspectives* 14, 369-394.
- David Harvey (1989). "From Managerialism to Entrepreneurialism: The Transformation in Urban Governance in Late Capitalism." *Geografiska Annaler* 71B(1), 3-17.
- Terry Nichols Clark, Richard Lloyd, Kenneth K. Wong, and Pushpan Jain (2002). "Amenities Drive Urban Growth." *Journal of Urban Affairs* 24(5), 493-515.
- Robert K. Barney, Stephen R. Wenn, and Scott G. Martyn. 2002. *Selling the Five Rings: The International Olympic Committee and the Rise of Olympic Commercialism*. Epilogue as Prologue, Chapters 1 through 6. Salt Lake City: University of Utah Press.
- Mar 21 Olympic Growth Machines and Urban Regimes.
- Allan Cochrane, Jamie Peck, and Adam Tickell (1996). "Manchester Plays Games: Exploring the Local Politics of Globalization." *Urban Studies* 33(8), 1319-1336.
- Robyne S. Turner (2002). "The Politics of Design and Development in the Postmodern Downtown." *Journal of Urban Affairs* 24(5), 533-548.

Tim Chapin (2002). "Beyond the Entrepreneurial City: Municipal Capitalism in San Diego." *Journal of Urban Affairs* 24(5), 565-581.

K.A. Owen (2002). "The Sydney 2000 Olympics and Urban Entrepreneurialism: Local Variations in Urban Governance." *Australian Geographical Studies* 40(3), 323-336.

Greg Andranovich, Matthew Burbank, and Charles H. Heying (2001). "Olympic Cities: Lessons Learned from Mega-Event Politics." *Journal of Urban Affairs* 23(2), 113-131.

Stephen Quilley (1999). "Entrepreneurial Manchester: The Genesis of Elite Consensus." *Antipode* 31(2), 185-211.

Elias Beriatos and Aspa Gospodini (2004). "Glocalizing Urban Landscapes: Athens and the 2004 Olympics." *Cities* 21(3), 187-202.

Mar 23 Impacts, Cost-Benefit Analysis, and the Economics of Olympic Urbanism.

Phillip Lee (2002). "The Economic and Social Justification for Publicly Financed Stadia: The Case of Vancouver's BC Place Stadium." *European Planning Studies* 10(7), 861-873.

Ziona Austrian and Mark S. Rosentraub (2002). "Cities, Sports, and Economic Change: A Retrospective Assessment." *Journal of Urban Affairs* 24(5), 549-563.

Julie L. Hotchkiss, Robert E. Moore, and Stephanie M. Zobay (2003). "Impact of the 1996 Summer Olympic Games on Employment and Wages in Georgia." *Southern Economic Journal* 69(3), 691-704.

Gabriell Berman, Robert Brooks, and Sinclair Davidson (2000). "The Sydney Olympic Games Announcement and Australian Stock Market Reaction." *Applied Economics Letters* 7, 781-784.

Marvin Shaffer, Alan Greer, and Celine Mauboules (2003). *Olympic Costs and Benefits*. Vancouver: Canadian Center for Policy Alternatives.

Holger Preuss (2002). *Economic Dimensions of the Olympic Games*. Barcelona: Center for the study of Olympics and Sports.

Mar 28 Symbolic Economies, Cultural Capital, and Olympic Dreams.

Drew Whitelegg (2000). "Going for Gold: Atlanta's Bid for Fame." *International Journal of Urban and Regional Research* 24(4), 801-817.

Jan Nijman (1999). "Cultural Globalization and the Identity of Place: The Reconstruction of Amsterdam." *Ecumene* 6(2), 146-164.

Graeme Evans (2002). "Living in a World Heritage City: Stakeholders in the Dialectic of the Universal and Particular." *International Journal of Heritage Studies* 8(2), 117-135.

Richard Lloyd (2002). "Neo-Bohemia: Art and Neighborhood Redevelopment in Chicago." *Journal of Urban Affairs* 24(5), 517-532.

Kevin Fox Gotham (2002). "Marketing Mardi Gras: Commodification, Spectacle, and the Political Economy of Tourism in New Orleans." *Urban Studies* 39(1), 1735-1756.

Ian P. Henry and Juan Luis Paramio-Salcines (1999). "Sport and the Analysis of Symbolic Regimes: A Case Study of the City of Sheffield." *Urban Affairs Review* 34(5), 641-666.

Anouk Belanger (2000). "Sport Venues and the Spectacularization of Urban Spaces in North America." *International Review for the Sociology of Sport* 35(3), 378-397.

Robert K. Barney, Stephen R. Wenn, and Scott G. Martyn. 2002. *Selling the Five Rings: The International Olympic Committee and the Rise of Olympic Commercialism*. Chapters 7 through 13. Salt Lake City: University of Utah Press.

Mar 30 Cultural Politics of Olympic Urbanism.

Maurice Roche (2002). "The Olympics and 'Global Citizenship.'" *Citizenship Studies* 6(2), 165-181.

Douglas Hartmann (1996). "The Politics of Race and Sport: Resistance and Domination in the 1968 African-American Olympic Protest Movement." *Ethnic and Racial Studies* 19(3), 548-566.

Jim Urquhart and Jane Crossman (1999). "The Globe and Mail Coverage of the Winter Olympic Games." *Journal of Sport and Social Issues* 23(2), 193-202.

Suping Lu (1999). "Nationalistic Feelings and Sports: The Incident of the Overseas Chinese Protest Against NBC's Coverage of the Centennial Olympic Games." *Journal of Contemporary China* 8(22), 517-533.

Andaluna Borcila (2000). "Nationalizing the Olympics Around and Away from 'Vulnerable' Bodies of Women." *Journal of Sport and Social Issues* 24(2), 118-147.

Gordon Waitt (2001). "The Olympic Spirit and Civic Boosterism: The Sydney 2000 Olympics." *Tourism Geographies* 3(3), 249-278.

Kay Schaffer and Sidonie Smith, editors (2000). *The Olympics at the Millennium: Power, Politics, and the Games*. New Brunswick, NJ: Rutgers University Press.

Apr 4 Environmental Facets of Olympic Urban Development.

Aidan While, Andrew E.G. Jonas, and David Gibbs (2004). "The Environment and the Entrepreneurial City: Searching for the Urban 'Sustainability Fix' in Manchester and Leeds." *International Journal of Urban and Regional Research* 28(3), 549-569.

Hart Cantelon and Michael Letters (2000). "The Making of the IOC Environmental Policy as the Third Dimension of the Olympic Movement." *International Review for the Sociology of Sport* 35(3), 294-308.

Sergi Valera and Joan Guardia (2002). "Urban Social Identity and Sustainability: Barcelona's Olympic Village." *Environment and Behavior* 34(1), 54-66.

Richard W. Butler (2000). "Tourism and the Environment: A Geographical Perspective." *Tourism Geographies* 2(3), 337-358.

A. Megan Shane and Thomas E. Graedel (2000). "Urban Environmental Sustainability Metrics: A Provisional Set." *Journal of Environmental Planning and Management* 43(5), 643-663.

Ru-Song Wang (2001). "The Eco-Origins, Actions, and Demonstration Roles of Beijing Green Olympic Game." *Journal of Environmental Sciences* 13(4), 514-519.

Dennis R. Judd, editor (2003). *The Infrastructure of Play: Building the Tourist City*. Armonk, NY: M.E. Sharpe.

Apr 6 Neighborhood Spaces, Opposition, and Community Activism.

Matthew J. Burbank, Charles H. Heying, and Greg Andranovich (2000). "Antigrowth Politics or Piecemeal Resistance? Citizen Opposition to Olympic-Related Economic Growth." *Urban Affairs Review* 35(3), 334-357.

Gary Deccio and Seyhmus Baloglu (2002). "Nonhost Community Resident Reactions to the 2002 Winter Olympics: The Spillover Impacts." *Journal of Travel Research* 41, 46-56.

T.C. Chang (2000). "Theming Cities, Taming Places: Insights from Singapore." *Geografiska Annaler*, 82B(1), 35-54.

James Heitzman (1999). "Sports and Conflict in Urban Planning: The Indian National Games in Bangalore." *Journal of Sport and Social Issues* 23(1), 5-23.

Don Mitchell (2002). "The New Empire of Capital: The Pedagogy of the Streets." *The Review of Education, Pedagogy, and Cultural Studies* 24, 147-151.

James DeFilippis (2001). "Our Resistance Must be as Local as Capitalism." *City* 5(3), 363-373.

Apr 26 **Final papers due.**

Policies and Procedures

The official University course outline template requires the disclosure of several specific policy and procedural details, so here they are. The last date for withdrawal without a **W** on your transcript is January 18; the last date of withdrawal *with* a **W** is February 11. The University accommodates students with disabilities who have registered with the Disabilities Resource Centre. The University accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. I am very accommodating on these and many other matters, but please let me know as soon as you can if you need any such accommodation. Students who plan to be absent for varsity athletics, family obligations, or other similar commitments, cannot assume they will be accommodated, and should discuss their commitments with the instructor before the drop date. Please review the UBC Calendar "Academic regulations" for the university policies on academic dishonesty, and see <http://www.arts.ubc.ca> for useful information on correct documentation and avoiding plagiarism.