

Marketing Ethnicity in Tourism: Chinatown as Tourist Attractions

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Chinatown as Tourist Sites

- Represent cultural and ethnic diversity of a city
- Experience culture
- Inexpensive food
- Good shopping

Tourist Gaze

- “What makes a tourist gaze depends upon what it is contrasted with, what the forms of non-tourist experience happen to be. The gaze therefore presupposes a system of social activities and signs which locate the particular tourist practises, not in terms of some intrinsic characteristics, but through the contrasts implied with non-tourist social practises, particularly those based within the home and paid work.”
- “... certain ethnic groups have come to be constructed as part of the ‘attraction’ of some places. This is most common in the case of Asian rather than Afro-Caribbean groups.”

Methods

- A convenience sample of Chinatowns in New York City, London, and Singapore
- About 40 hours conducting participant observation at each location, totaling 120 hours
- London in Fall 2010, Singapore in Summer 2011, and New York City in Spring/Fall 2011
- A thematic content analysis was conducted to examine the data.



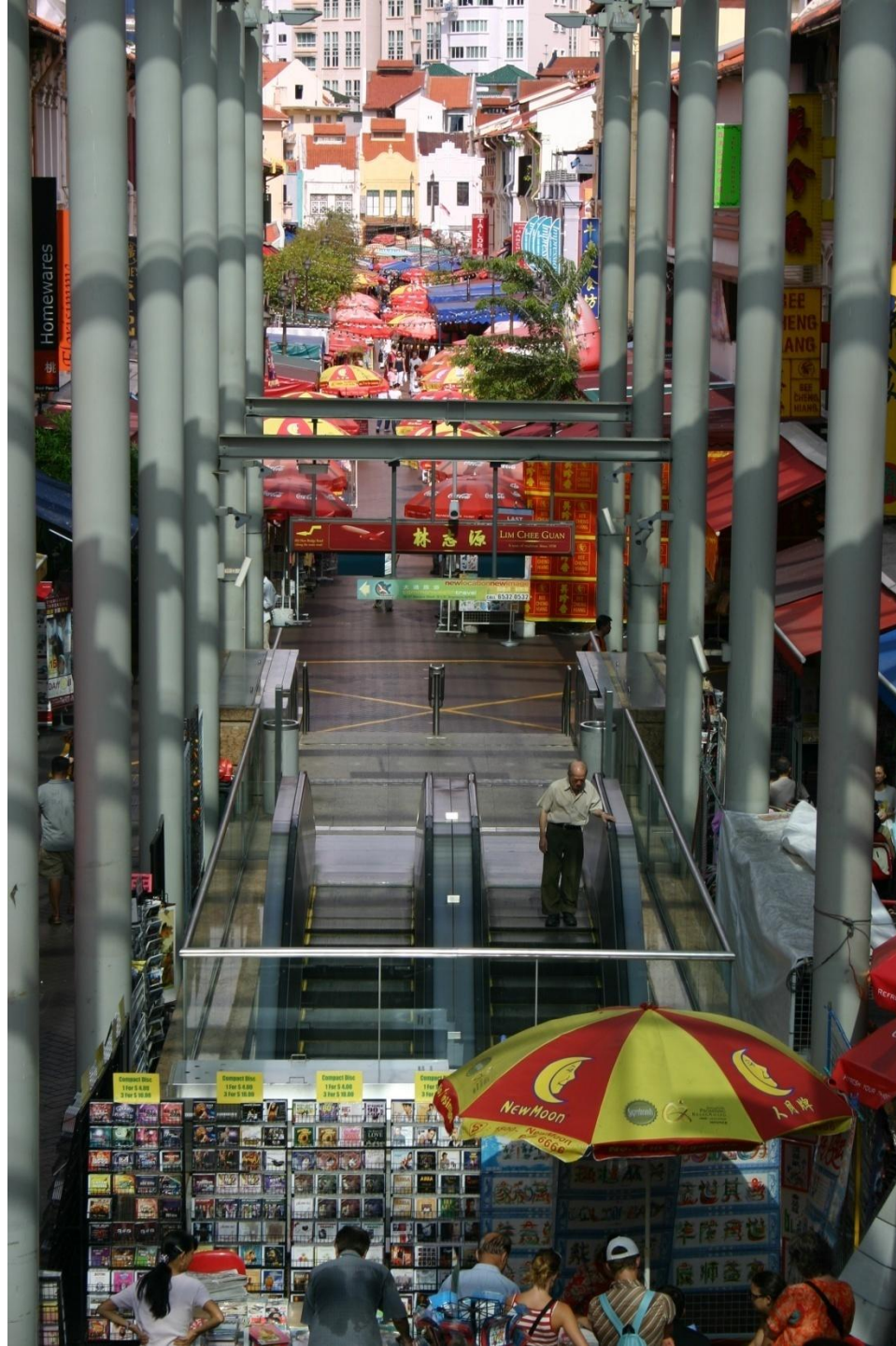
MARKET 市

CHINATOWN 中 MARKET 市

CHINA











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JEWELRY EXCHANGE
GOLD - DIAMON

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14K, 18K G
WHOLESA

ESTD 1955-1970 FARDNA 212-465-4630

iNYC Official NYC Information Kiosk Chinatown

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ANNISA GIFT SHOP INC.
PERFUME WATCHES JEWELRY & SHORT
RETAIL & WHOLESALE
209 CANAL ST

廣州聯
GUANGZHOU FRIEN

紐約華人社

Results and Discussion

- Objects of gazing
 - Home away from home
 - Exotic?
- Question of authenticity
 - Constructed
 - Market-driven
- Guided and unguided gaze
 - Reinterpretation or misinterpretation

Marketing Ethnicity

- Social responsibility vs market forces
- The role of different actors
- Class and ethnic inequalities