



# RISING SOUTHEAST ASIA

2019

Wenzao International Conference on Southeast Asian Studies

**GLOBAL VS REGIONAL VS LOCAL**



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Wenzao International Conference on  
Southeast Asian Studies

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## SESSION II

Panel G2		(Room:Z1209)	
Panel Topic	Cultural Communication		
Moderator	Pei-Shan Lee	Dept. of Political Science, National Chung Cheng University	
Presenters	Topic		
<b>Jean Chiu</b> English dept., Wenzao Ursuline University of Languages	Exploring Power Distance in Taiwanese Interns' Cross-cultural Communication in Thai and Australian contexts		
<b>Trang Pham Thi Minh</b> Wenzao Ursuline University of Languages - English Department <b>I-Jane Janet Weng</b> Wenzao Ursuline University of Languages - English Department	Tourism and Orientalism in the East: A critical discourse analysis of an online newspaper travelogue in Vietnamese.		
	Q&A		

## 2019 Wenzao ICSEAS

### Wenzao International Conference on Southeast Asian Studies

2019/10/18 (Friday)						
Time	Schedule				Location	
08:30 ~ 09:00	Registration				Z13F	
09:00 ~ 09:10	Opening Ceremony				Z15F	
09:10 ~ 10:00	Keynote speech Professor Robert Cribb What do we learn from Southeast Asia's past?					
10:10 ~ 10:30	Tea Time				Z13F	
10:30 ~ 12:00	Session 1					Z12、13F
	Panel A1	Panel B1	Panel C1	Panel D1		
	Z1307	Z1308	Z1309	Z1310		
	Panel E1	Panel F1	Panel G1			
	Z1205	Z1208	Z1209	Z1211		
12:00 ~ 13:00	Lunch				Z1605	
13:00 ~ 14:30	Session 2					Z12、13F
	Panel A2	Panel B2	Panel C2	Panel D2		
	Z1307	Z1308	Z1309	Z1310		
	Panel E2	Panel F2	Panel G2			
	Z1205	Z1208	Z1209	Z1211		
14:30 ~ 15:00	Tea Time				Z13F	
15:00 ~ 16:30	Session 3					Z12、13F
	Panel A3	Panel B3	Panel C3	Panel D3		
	Z1307	Z1308	Z1309	Z1310		
	Panel E3	Panel F3	Panel G3			
	Z1205	Z1208	Z1209	Z1211		
17:00 ~ 18:00	New Book Publication Event & Workshop				Z1205	
18:30 ~ 21:00	Formal Welcome Party				Z1605	

\* Prayer Room : Z1605 VIP-Room

\* Lounge : Z14

2019/10/19 (Saturday)					
Time	Schedule				Location
08:30 ~ 09:00	Registration				Z13F
09:00 ~ 10:30	Session 4				Z12、13F
	Panel A4	Panel B4	Panel C4	Panel D4	
	Z1307	Z1308	Z1309	Z1310	
	Panel E4	Panel F4	Panel G4		
	Z1205	Z1208	Z1209	Z1211	
10:30 ~ 10:40	Tea Time				Z13F
10:40 ~ 12:00	Session 5				Z12、13F
	Panel A5	Panel B5	Panel C5	Panel D5	
	Z1307	Z1308	Z1309	Z1310	
	Panel E5	Panel F5	Panel G5		
	Z1205	Z1208	Z1209	Z1211	
12:00 ~ 13:00	Lunch				Z1307
13:30 ~ 17:00	City Tour				The Pier-2 Art Center

\* Prayer Room : Z1605 VIP-Room

\* Lounge : Z14

## Panel G2

### **Tourism and Orientalism in the East: A Critical Discourse Analysis of an Online Newspaper Travelogue in Vietnam**

**Pham Thi Minh Trang**

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Inspired by Michel Foucault's preceding work, Said (1978) challenges Orientalist studies by proposing an ideological discourse coined Orientalism which entwines powerful western culture and power. Reasoning that Western scholars employ western mind to study the East, Said concludes that those academics decenter the distinctiveness of the East and misrepresent the Orient as inferior and despotic. This euro-centric perception on the East is not only a western ideology; some Asian travel agencies may also internalize the concept to Romanize the images of the East when producing tourism materials. Yet, little empirical research has been conducted to examine this phenomenon.

This paper explores how concept of Orientalism is employed by the East to attract targeted tourists. Through a critical discourse analysis of a travelogue Da Lat beckons: Now is best time to visit Vietnam's 'Little Paris' published by a notable online Vietnamese newspaper, it is found that Orientalism is espoused in the tourism promotional materials written by non-Westerns. In line with the perception held by Western scholarship, it is noted that the linguistic features used to describe the landscapes and populace in Da Lat, Vietnam were loaded with vulnerable, feminine and uncivilized connotation, whereas the West was characterized as superior, masculine and powerful through its vestiges in this city.

It is argued that the biased language revealed in the international edition of the online Vietnamese newspaper has promoted a false image of the destination, which might be related to the stereotypes of Asia harbored in Western tourists (Ooi, 2002; Ooi, 2005; Silver, 1993). The findings also reflect Dirlik's (1996) concept of "self-Orientalism" in which the Asians portray themselves to meet the expectation of Western tourists before their actual visit to Asia.

**Keywords:** critical discourse analysis, tourism, Orientalism, self-Orientalism, Vietnam