



The University of Southern Queensland

Course specification

This version produced 20 Dec 2007.

The current and official versions of the course specifications are available on the web at
<<http://www.usq.edu.au/coursespecification/current>>.

Please consult the web for updates that may occur during the year.

Description: Cultural Tourism

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
TOU	2009	66744	2, 2007	ONC	1.00	Toowoomba

Academic group:	FOBUS
Academic org:	FOB004
Student contribution band:	2
ASCED code:	080701

STAFFING

Examiner: Narelle Beaumont
Moderator: Frances Cassidy

REQUISITES

Pre-requisite: TOU1003 or MKT1003

OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/business/aboutfob.htm>

RATIONALE

Cultural assets are popular attractions for tourists. It is critical that the development of tourism based on valuable cultural assets is appropriate and sustainable. Greater cooperation can occur between the tourism industry and cultural heritage management to deal with this increasing field of the tourism industry. This course aims to help develop the cultural tourism industry in such a way that the interests of major stakeholders and cultural assets are respected.

SYNOPSIS

Cultural tourism is one of the exciting growth areas of tourism. This course describes a process through which cultural assets may be developed for use as cultural tourism products in a way that allows for cooperation between tourism managers and cultural heritage managers. A comprehensive analysis of the characteristics of the asset in its context is acknowledged throughout the course. First the course describes tangible, intangible, contemporary and heritage assets. A module is devoted to analyses of authenticity and commodification and how these concepts are differently interpreted by various cultures. The course also considers issues of intellectual copyright and indigenous people and the development of indigenous cultural tourism in Australia. Other issues such as globalisation, branding, and sustainability through partnerships are also covered. A range of cultural assets, including some from the World Heritage List are used as examples and case

studies. Finally the course describes a cultural tourism plan through which cultural assets can be managed. Students are given the opportunity to select a cultural asset for analysis in their assessment.

OBJECTIVES

The course objectives define the student learning outcomes for a course. On successful completion of this course, students should be able to:

1. demonstrate an understanding of definitions relating to culture and cultural industries in the context of tourism
2. discuss and analyse the use of cultural assets in the context of the tourism industry
3. render an overview of the literature in this field
4. examine and analyse a number of issues including globalisation, authenticity, commodification and sustainability in relation to the successful development, marketing and management of cultural tourism
5. demonstrate an awareness of a range of case studies of cultural tourism, and how the industry is managed in practice
6. conduct a comprehensive analysis of cultural assets and assess their potential use for tourism
7. describe the status of indigenous cultural tourism and discuss issues relating to the future of the industry
8. present a range of options and justify a decision for future management of a cultural asset for tourism purposes
9. demonstrate the ability to develop well reasoned argument and justify the rationale leading to sound decisions about cultural assets and cultural tourism products
10. demonstrate effective electronic, written presentation and communication skills
11. demonstrate the ability to obtain relevant information from different sources to enable a reasoned and balanced assessment of a given situation.

TOPICS

	Description	Weighting (%)
1.	Basic concepts (introduction to terminology related to culture, cultural assets and cultural tourism)	8.00
2.	The relationship between tourism and cultural heritage management	8.00
3.	Authenticity and commodification	10.00
4.	Tangible and intangible cultural assets	8.00
5.	Heritage and contemporary cultural assets	8.00
6.	Creating cultural tourism products	10.00
7.	Issues: globalisation, branding and impacts	10.00
8.	Identifying and segmenting the cultural tourism market	10.00
9.	Indigenous cultural tourism	8.00
10.	A cultural tourism plan: integrating tourism and cultural heritage management needs	10.00
11.	Cultural tourism in the Asia-Pacific region	5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

TOU2009 study package available from the USQ Bookshop.

McKercher, B & du Cros, H 2002, *Cultural tourism: the partnership between tourism and cultural heritage management*, Haworth Hospitality Press, New York.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Australia Bureau of Tourism Research , , *Occasional Paper Series*, Bureau of Tourism Research, Canberra, ACT.

Burns, P 1999, *An introduction to tourism and anthropology*, Routledge, New York.

Dann, GMS & Seaton, AV (eds.) 2001, *Slavery, contested heritage and thanatourism*, Haworth Hospitality Press, Binghamton, New York.

Douglas, N, Douglas, N & Derrett, R 2001, *Special interest tourism: context and cases*, John Wiley & Sons, Milton, Queensland.

Edensor, T 1998, *Tourists at the Taj: performance and meaning at a symbolic site*, Routledge, London.

Hughes, H 2000, *Arts, entertainment and tourism*, Butterworth-Heinemann, Oxford, UK.

MacCannell, D 1999, *The tourist: a new theory of the leisure class*, University of California Press, Berkeley, California.

Meethan, K 2001, *Tourism in global society: place, culture consumption*, Palgrave, Basingstoke, UK.

Morgan, N & Pritchard, A 1998, *Tourism promotion and power: creating images, creating identities*, Wiley, Chichester, UK.

Richards, G (ed) 2001, *Cultural attractions and European tourism*, CAB International, Wallingford, UK.

Sigala, M & Leslie, D (eds.) 2005, *International cultural tourism: management, implications and cases*, Elsevier Butterworth-Heinemann, Oxford, UK.

Smith, MK 2003, *Issues in cultural tourism studies*, Routledge, London.

Smith, MK & Robinson, M (eds.) 2006, *Cultural tourism in a changing world: politics, participation and (re)presentation*, Channel View Publications, Buffalo, New York.

Teo, P, Chang, TC & Ho, KC (eds.) 2001, *Interconnected worlds: tourism in Southeast Asia*, Pergamon, London.

Timothy, D & Boyd, S 2002, *Heritage tourism*, Pearson Education, Harlow, England.

World Tourism Organization *Various publications*, World Tourism Organization, Madrid, Spain.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	50.00
Directed Study	70.00
Private Study	40.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ESSAY	20.00	20.00	21 Aug 2007 (see note 1)
CULTURAL TOURISM PLAN PART A	10.00	10.00	14 Sep 2007 (see note 2)
CULTURAL TOURISM PLAN PART B	20.00	20.00	22 Oct 2007 (see note 3)
2 HOUR EXAMINATION	50.00	50.00	END S2 (see note 4)

NOTES

1. This assessment item assesses Objectives 1, 3, 4 and 9 - 11.
2. Presentation: This assessment item assesses Objectives 1, 2, 4 - 6 and 9 - 11.
3. Report: This assessment item assesses Objectives 1 - 6 and 8 - 11.
4. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised. This assessment item assesses Objectives 1 - 5, 7 and 10.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:

If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.

- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how

the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

- 2 Text books: Please note that it is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.
- 3 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 4 Word count in assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

OTHER REQUIREMENTS

- 1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book*, Study Book/s*, and Book/s of Selected Readings*; and course Website accessible via USQConnect. *part of the study package available from the USQ Bookshop
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