



The University of Southern Queensland

Course specification

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	90582	2, 2009	EXT	1.00	Toowoomba

Academic group:	FOBUS
Academic org:	FOB004
Student contribution band:	3A
ASCED code:	080701

STAFFING

Examiner: Narelle Beaumont
Moderator: Frances Cassidy

OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.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. By adopting a cooperative relationship, both the tourism industry and cultural heritage management can achieve the benefits of sustainability.

SYNOPSIS

This course addresses the concepts relating to cultural assets and their use as cultural tourism products. The course focuses on mechanisms through which the tourism industry can use cultural assets in ways that are sustainable and take into consideration the preservation and integrity of the asset, the needs and concerns of the local community, and the viability of the tourism product. Key issues that are covered include the different types and characteristics of cultural assets, the major stakeholders and their values and interests, the relationship between cultural heritage management and tourism, authenticity, commodification, market segments, and sustainable management practices. Wider issues relating to cultural tourism such as globalisation, branding, impacts, ethics, and indigenous involvement are also covered. The course takes a global perspective and considers the use of cultural assets in the context of different cultures and worldviews. Examples and case studies are provided from a number of countries and include assets from the World Heritage list. Students are provided with a framework for assessing and evaluating the use of

cultural assets as cultural tourism products, and use this model to evaluate an existing cultural tourism product as part of their assessment.

OBJECTIVES

On successful completion of this course, students should be able to:

1. demonstrate academic and professional literacy skills by understanding the theories and concepts that underpin cultural tourism and applying them in case study situations
2. demonstrate ethical research and enquiry skills by analysing the involvement, interests and values of various stakeholders in cultural tourism, including indigenous communities
3. demonstrate cultural literacy skills by appreciating the global context of cultural tourism and the need for ethical and sustainable considerations
4. demonstrate the ability to solve problems by conducting a comprehensive assessment of a cultural asset and evaluating its use as a cultural tourism product using an audit model
5. describe and differentiate cultural tourism markets
6. demonstrate effective research and information literacy skills by gathering relevant information from a range of credible sources to develop logical, well-structured arguments
7. demonstrate effective written communication skills by presenting material in correct format with appropriate use of the Harvard referencing style and correct spelling, punctuation and grammar to an appropriate professional standard
8. demonstrate the ability to prepare effective oral presentations including the development of visual aids to an appropriate professional standard.

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.	A cultural tourism plan: integrating tourism and cultural heritage management needs	10.00
10.	Indigenous cultural tourism	8.00
11.	Cultural tourism in the Asia-Pacific region	5.00
12.	Current trends: sustainability, partnerships and ethics	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).

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
Assessments	50.00
Directed Study	70.00
Private Study	40.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
ESSAY	20.00	20.00	17 Aug 2009	1, 2, 6, 7		
CULTURAL TOURISM PLAN PART A	10.00	10.00	21 Sep 2009 (see note 1)	1, 3, 4, 6, 7, 8		
CULTURAL TOURISM PLAN PART B	20.00	20.00	19 Oct 2009 (see note 2)	1, 3, 4, 6, 7		
2-HOUR EXAMINATION	50.00	50.00	END S2 (see note 3)	1, 2, 3, 5, 6, 7		

NOTES

1. Presentation.
2. Report.
3. 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.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility 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 restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the examination for this course are (i) Writing materials: non-electronic and free from material which could give the student an unfair advantage in the examination; and (ii) Translation dictionaries: students whose first language is not English, may take an appropriate unmarked non-electronic translation dictionary (but not technical dictionary) into the examination room. Dictionaries with any handwritten notes will not be permitted. Translation dictionaries will be subject to perusal and, if found to contain annotations or markings that could give the candidate an unfair advantage, it may be removed from the candidate's possession until the appropriate disciplinary action is completed.
 - 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 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 despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (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 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.
- 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.
- 5 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.

OTHER REQUIREMENTS

- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
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