Description: Cultural Tourism

<table>
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<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
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<td>MKT</td>
<td>2009</td>
<td>25290</td>
<td>2, 2003</td>
<td>ONC</td>
<td>1.00</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080701

STAFFING
Examiner: Caroline Winter
Moderator: Janelle McPhail

PRE-REQUISITES
Pre-requisite: MKT1003

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. To date, insufficient cooperation has occurred between the tourism industry and cultural heritage management to deal with this increasing aspect 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 is respected.

SYNOPSIS
Tourism is the world's largest industry. Recognition of this has led to increasing scholarly and professional interest in the economics of tourism, but it is possible that tourism's cultural importance is as great as its economic importance. As tourism has grown, its product has become increasingly diversified. Cultural industries have become the lifeblood of much of today's tourism and business travel. As a result a range of new business opportunities have arisen for organisations and individuals in recent years. Typically though, most new entrants have no previous experience in staging or managing cultural events and/or attractions, have little understanding of how to develop and market their product, and lack a clear understanding of the motivations of the people that choose to seek a cultural experience through tourism. As a result, returns to local businesses and communities from such activities may not be maximised, authenticity may be compromised, indigenous owners marginalised, and visitors may be left wondering why they were interested in the cultural experiences on offer.
OBJECTIVES

On completion of this course students will be able to:

- understand what constitutes culture and cultural industries in the context of tourism;
- render an overview of the literature in this field;
- examine a number of issues relating to the successful development, marketing and management of cultural tourism;
- provide practical methodologies for communities and private investors to use in developing this industry in their local area; and
- be aware of a range of case studies of cultural tourism, and how it is managed in practice.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. An introduction to terminology relating to culture, heritage, and cultural tourism</td>
<td>5.00</td>
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<td>2. Background to tourism, cultural heritage management and the relationship between these two groups</td>
<td>10.00</td>
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<td>3. The multiple perspectives and interpretations involved in the debate on authenticity</td>
<td>10.00</td>
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<td>4. Classification of cultural tourism assets into tangible and intangible product</td>
<td>5.00</td>
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<td>5. Contemporary culture and its involvement in the tourism industry</td>
<td>5.00</td>
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<td>6. The process of creating cultural tourism products</td>
<td>10.00</td>
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<td>7. Consideration of issues such as impacts of tourism, intellectual property and ownership of cultural assets</td>
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<td>8. Segmenting the cultural tourism market</td>
<td>10.00</td>
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<td>9. Indigenous cultural tourism in Australia</td>
<td>10.00</td>
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<td>10. Planning and marketing for cultural tourism ventures</td>
<td>10.00</td>
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<tr>
<td>11. The future and issues involving partnerships, globalisation and sustainability</td>
<td>10.00</td>
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<tr>
<td>12. Review</td>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.

MKT2009 study package available from the USQ Bookshop.

(revised edition)

**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.

Bureau of Tourism Research, Occasional Paper Series, Canberra, BTR.
World Tourism Organisation, various publications, Madrid, WTO.
Timothy, D & Boyd, S 2003, *Heritage tourism*, Pearson,

**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
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<tr>
<td>Directed Study</td>
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<td>Private Study</td>
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ASSESSMENT DETAILS

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<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>SHORT ANSWER QUESTIONS</td>
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<td>25 Aug 2003</td>
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<tr>
<td>CASE STUDY</td>
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<td>2 HOUR EXAMINATION</td>
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<td>END S2</td>
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NOTES:
- 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:
   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. If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, achieve at least 50% in the examination, and at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) 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 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL: http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook. Students should also read The Guide to Policies and Procedures of the Faculty which can be found at the URL: http://www.usq.edu.au/handbook/2003/title663.html or in the printed version of the current USQ Handbook.

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 item 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 20% 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 textbook 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.