Description: Cultural Tourism

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tbody>
<tr>
<td>MKT</td>
<td>2009</td>
<td>35084</td>
<td>2, 2004</td>
<td>ONC</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080701

STAFFING
Examiner: Caroline Winter
Moderator: Frances Cassidy

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
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**

On completion of this course students will 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 globalization, 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; and
11. demonstrate the ability to obtain relevant information from different sources to enable a reasoned and balanced assessment of a given situation.

**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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<tr>
<td>2. Background to tourism, cultural heritage management and the relationship between these two groups</td>
<td>10.00</td>
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<tr>
<td>3. The multiple perspectives and interpretations involved in the debate on authenticity and commodification</td>
<td>10.00</td>
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<tr>
<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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<tr>
<td>7. Consideration of issues such as impacts of tourism, intellectual property and ownership of cultural assets</td>
<td>10.00</td>
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<tr>
<td>8. Segmenting the cultural tourism market</td>
<td>10.00</td>
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9. Indigenous cultural tourism in Australia 10.00
10. Planning for cultural tourism 10.00
11. Cultural tourism in the Asia-Pacific region 5.00
12. The future and issues involving partnerships, globalisation and sustainability 5.00
13. Review 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).

MKT2009 study package available from the USQ Bookshop.


(revised and updated 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.


**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>
<tr>
<td>Directed Study</td>
<td>70.00</td>
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<tr>
<td>Private Study</td>
<td>40.00</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
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<tbody>
<tr>
<td>CLASS PRESENTATION</td>
<td>10.00</td>
<td>10.00</td>
<td>20 Jul 2004</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 1)</td>
</tr>
<tr>
<td>SHORT ANSWER ESSAYS</td>
<td>15.00</td>
<td>15.00</td>
<td>23 Aug 2004</td>
</tr>
<tr>
<td>CULTURAL TOURISM REPORT</td>
<td>25.00</td>
<td>25.00</td>
<td>22 Oct 2004</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
<td>END S2</td>
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<td></td>
<td></td>
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<td>(see note 2)</td>
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**NOTES:**
1. Date of class presentation to be advised.
2. 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 you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.
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/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

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.