Cultural Tourism Management
TCEM 534 (3 credits)
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Course Description and Rationale
The course investigates the relationship between culture and tourism, by examining the socio-cultural complexities of cultural heritage tourism. Issues and trends in the management of tangible and intangible assets, such as interpretation, globalization, cross-cultural values, impacts of development, sustainable tourism, etc. are also investigated.

Educational Objectives
As part of TCEM’s on-going effort to assess each course and consequently the program as a whole, course objectives are based on 3 learning domains: foundation, application and execution. Students will be able to:

1. Acquire knowledge and demonstrate an understanding of:
   a. the relationship between culture and tourism
   b. concepts and theories of cultural tourism
   c. how cultural tourism affects and is affected by stakeholders
   d. the relationship between cultural tourism and debates about contemporary issues

2. Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.

3. Demonstrate an ability to apply knowledge, collect data, extract and synthesize information, and present research findings and solutions.

4. Demonstrate an ability to work independently and verbally present and/or write scholarly papers, to express opinions and arguments with respect to contemporary cultural tourism issues and trends.

Course Content
The topic areas to be covered will follow the schedule below:

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<th>Date</th>
<th>Topic</th>
<th>Submissions</th>
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<tr>
<td>Week 1</td>
<td>Syllabus overview and class introductions</td>
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<td>Week 2</td>
<td>Library workshop</td>
<td>Journal Critique 1</td>
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<td>Week 3</td>
<td>Cultural dimensions and subcultures</td>
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<td>Week 4</td>
<td>Cross cultural tourist-host contact</td>
<td>Journal Critique 2</td>
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<td>Week 5</td>
<td>Local/regional preservation resources/agencies</td>
<td>Journal Critique 3</td>
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<td>Week 6</td>
<td>Globalization of heritage tourism</td>
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<td>Week 7</td>
<td>Information and communication technology</td>
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<td>Week 8</td>
<td>Guest lecture and site visit</td>
<td>Film Essay</td>
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<td>Week 9</td>
<td>Maritime heritage sites</td>
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<td>Week 10</td>
<td>Underwater museums and maritime tourism</td>
<td>Journal Critique 4</td>
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<td>Urban regeneration and economic impact</td>
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<td>Week 12</td>
<td>Space and place identity</td>
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<td>Week 13</td>
<td>Trails and themed routes</td>
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<td>Week 14</td>
<td>Heritage events and festivalization</td>
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<td>Week 15</td>
<td>Presentations</td>
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<td>Week 16</td>
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<td>Week 17</td>
<td>Presentations</td>
<td>Exam</td>
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</table>

The delivery format is lecture and discussion group. In-class activity is intended to encourage idea generation and provide access to more diverse perspectives. Readings and
other multi-media resources reinforce and supplement teaching material, and formalize understanding. Oncourse is used to facilitate communication, submissions, etc. High speed internet access is required. Mac and other users with compatibility issues can use university PCs located throughout the campus. Contact University Information Technology Services at http://ithelplive.iu.edu or 317.2744357 for technical assistance. For more information about available services, please use the Knowledge Base at http://kb.iu.edu/.

**Required And Recommended Texts**


**Evaluation and And Grading**

The course components are:

- **Class Participation: 20 points (20%)** - Attending and participating in class is the Minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.

- **Journal Critiques: 20 points (20%)** - Students must attend library workshops about leisure and tourism specific databases, RSS feeds, etc. Thereafter, students will identify and critique 4 journal articles.

- **Film Essay: 10 points (10%)** - Students will watch a cultural tourism related film and write a 2 page position paper about the issue(s) raised in the film.

- **Term Paper and Presentation: 35 points (35%)** - Students must research a cultural heritage tourism topic approved by the instructor. Students will prepare a 10 page literature review, with a minimum of 15 references. A 15 minute presentation is required at the end of the semester

- **Exam: 15 points (15%)** - Materials for testing purposes are extracted from handouts, lectures, assignments and/or information presented by guest speakers. The format of the final exam will be essays. The time duration is 2 hours.

**Grading Scale:**

- **A:** 92 -100 % of total points
- **B:** 82 – 91 % of total points
- **C:** 72 – 81 % of total points
- **D:** 65 -71 % of total points
- **F:** 0 – 64 % of total points

**Bibliography**

In addition to the three texts, students will critique 4 tourism related articles from Hospitality and Tourism Complete Database, and Leisure, Recreation and Tourism Abstracts Database.

Other resources: IUPUI Library - http://www.ulib.iupui.edu/subjectareas/tcem

**Cheating And Plagiarism**

Forms of academic misconduct include, but are not limited to, the following: multiple submissions, fabrication, plagiarism, falsifying attendance, grade alteration, facilitating
academic dishonesty, etc. Failure to adhere to these policies may be grounds for receiving a failing grade for the ENTIRE course as well as being subjected to further disciplinary action. Please refer to the Code of Student Rights, Responsibilities, and Conduct http://www.iupui.edu/code/CSR_0106.pdf for further clarification. This serves as a warning and subsequent notice is not required.

**Americans With Disabilities Act**

Course materials are screened to ensure appropriate content is presented. The instructor should be notified immediately, if select components are offensive to a student’s religion, culture, etc. With advance notice, alternative lectures/submissions can be tailored. Reasonable accommodation will be made for students with documented disabilities. Please notify the instructor and/or contact Adaptive Educational Services via http://www.iupui.edu/~diversity/aes/ at CA 001E or call 317.274.3241, at the start of the semester.

**Course Evaluation**

At the end of the semester the course and instructor will officially be evaluated via Oncourse, in a manner that maintains integrity of the process and anonymity of student evaluators. The instructor does not handle completed forms but receives a summary of the comments. Informal feedback is welcomed ANYTIME during the semester.