

City University of Hong Kong
Course Syllabus

offered by Department of Chinese and History
with effect from Semester A in 2017 / 18

Part I Course Overview

Course Title: Cultural Tourism

Course Code: CAH3517

Course Duration: One Semester

Credit Units: 3

Level: B3

Arts and Humanities

Proposed Area:
(for GE courses only)

Study of Societies, Social and Business Organisations

Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) CTL3517 Cultural Tourism

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to provide students with a clear understanding of the nature and underlying principles of cultural tourism and the role it plays in cultural and heritage management. It also aims to equip students with the knowledge and skills for developing, planning, marketing, organizing, and evaluating cultural tourism in Hong Kong and other Chinese communities.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

| No. | CILOs [#] | Weighting* (if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|--|-------------------------------|---|----|----|
| | | | A1 | A2 | A3 |
| 1. | Explain the nature of cultural tourism | | √ | | |
| 2. | Expound the underlying principles of cultural tourism | | √ | | |
| 3. | Describe the various forms of cultural tourism | | √ | | |
| 4. | Demonstrate a clear understanding of the features and operation of the local tourism industry | | √ | √ | |
| 5. | Give a critical account of the role cultural tourism plays in cultural and heritage management | | | √ | |
| 6. | Develop and manage projects of cultural tourism in Hong Kong and other Chinese communities | | | √ | |
| | | 100% | | | |

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

| TLA | Brief Description | CILO No. | | | | | | Hours/week (if applicable) |
|--------------------------------------|---|----------|---|---|---|---|---|----------------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | |
| Lectures, tutorials and case studies | Theories, concepts, research methodologies | √ | √ | √ | √ | √ | √ | |
| Tours if applicable | Visit specific cultural sites in Hong Kong | | | √ | | | | |
| Guest lectures if available | Invited speakers from the tourism industry to deliver | | | | √ | | | |
| Project on a tour initiative | A mock cultural tour plus presentation | | | | | | √ | |

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment Tasks/Activities | CILO No. | | | | | | Weighting* | Remarks |
|---|----------|---|---|---|---|---|------------|---------|
| | 1 | 2 | 3 | 4 | 5 | 6 | | |
| Continuous Assessment: 100% | | | | | | | | |
| General in-class and outside-class performance To assess students' performance in class, their attendance and participation in class discussions | √ | √ | √ | √ | √ | | 20% | |
| Quiz(zes) on lecture and tutorial topics | √ | √ | √ | √ | √ | | 20% | |
| 1 group project on a mock cultural tour plus presentation | | | | | | √ | 30% | |
| 1 research paper (1600-2400 words) | √ | √ | √ | √ | √ | | 30% | |
| Examination: 0% (duration: -) | | | | | | | | |
| | | | | | | | 100% | |

* The weightings should add up to 100%.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|---|---|--|---|---|--|--|
| 1. General in-class and outside-class performance | To assess students' performance in class, their attendance and participation in class discussions | 1. Excellent command of knowledge in the area of cultural tourism in general and the operation of local tourism in particular. 2. Excellent understanding of the nature and principles of cultural tourism. 3. Excellent linguistic and analytical competence to present and discuss the theoretical and practical issues concerning the | 1. Good command of in the area of cultural tourism in general and the operation of local tourism in particular 2. Good understanding of the nature and principles of cultural tourism. 3. Good linguistic and analytical competence to present and discuss the theoretical and practical issues concerning the role cultural tourism plays in | 1. Adequate command of the course content. 2. A certain degree of understanding of the nature and principles of cultural tourism. 3. Fair Good linguistic and analytical competence to present and discuss the theoretical and practical issues concerning the role cultural tourism plays in cultural and heritage | 1. Familiarity with cultural tourism. 2. Marginal command of course materials, with the ability to describe in general terms the nature and principles of cultural tourism. 3. Marginal analytical competence to present and discuss the theoretical and practical issues concerning the role cultural tourism plays in cultural and heritage management. 4. Marginal demonstration of the ability and initiative to design and conduct a | Fail to meet the minimum requirements. |
| 2. Quiz(zes) | | | | | | |
| 3. Group project | a mock cultural tour plus presentation | | | | | |
| 4. Research paper | | | | | | |

| | | | | | | |
|--|--|--|--|--|-------------------------------------|--|
| | | <p>role cultural tourism plays in cultural and heritage management.</p> <p>4. Excellent demonstration of the ability and initiative to design and conduct a project on cultural tourism.</p> | <p>cultural and heritage management.</p> <p>4. Good demonstration of the ability and initiative to design and conduct a project on cultural tourism.</p> | <p>management.</p> <p>4. Acceptable demonstration of the ability and initiative to design and conduct a project on cultural tourism.</p> | <p>project on cultural tourism.</p> | |
|--|--|--|--|--|-------------------------------------|--|

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Cultural tourism: nature, principles and forms; the local tourism industry and its national and international networks; cultural tourism and cultural management; sustainable tourism; ecotourism; sports and tourism; cultural tourism and heritage management; products of cultural tourism.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

| | |
|----|---|
| 1. | Leslie, David and Sigala, Marianna. Eds. (2005) <i>International cultural tourism : management, implications and cases</i> . Amsterdam: Elsevier Butterworth Heinemann. |
| 2. | McKercher, Bob and du Cros, Hilary. (2002) <i>Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management</i> . New York: The Haworth Hospitality Press. |
| 3. | Smith, Melanie K. (2003) <i>Issues in Cultural Tourism Studies</i> . London: Routledge. |
| 4. | Smith, Melanie K and Robinson Mike. Eds. (2006) <i>Cultural Tourism in a Changing World</i> . Clevedon: Channel View Publications. |
| 5. | Walle, Alf H. (1998) <i>Cultural Tourism: A Strategic Focus</i> . Oxford: Westview Press. |
| 6. | 方志遠 主編. (2005) 《旅遊文化概論》廣州: 華南理工大學出版社. |

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Online Resources:

<http://www.florida-arts.org/resources/culturaltourism.htm>

http://www.transitionsabroad.com/listings/travel/responsible/responsible_tourism_resources.shtml

<http://www.mrsc.org/Subjects/Econ/ed-TourCulture.aspx>

<http://www.nasaa-arts.org/artworks/web.shtml>