

# CAH3517: CULTURAL TOURISM

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## Effective Term

Semester A 2024/25

## Part I Course Overview

### Course Title

Cultural Tourism

### Subject Code

CAH - Chinese and History

### Course Number

3517

### Academic Unit

Chinese and History (CAH)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

CTL3517 Cultural Tourism

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

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.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Explain the nature of cultural tourism		x		
2	Expound the underlying principles of cultural tourism		x		
3	Describe the various forms of cultural tourism		x		
4	Demonstrate a clear understanding of the features and operation of the local tourism industry		x	x	
5	Give a critical account of the role cultural tourism plays in cultural and heritage management			x	
6	Develop and manage projects of cultural tourism in Hong Kong and other Chinese communities			x	

#### 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 real-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.

### Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures, tutorials and case studies	Students will engage in lectures to consolidate theories, concepts, research methodologies.	1, 2, 3, 4, 5, 6	
2	Tours if applicable	Students will participate in visiting specific cultural sites in Hong Kong.	3	
3	Guest lectures if available	Students will engage in guest lecture by invited speakers from the tourism industry to deliver experience of tourism.	4	

4	Project on a tour initiative	Students will participate in presenting a mock cultural tour.	6	
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**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	General in-class and outside-class performance To assess students' performance in class, their attendance and participation in class discussions	1, 2, 3, 4, 5	20	
2	Quiz(zes) on lecture and tutorial topics	1, 2, 3, 4, 5	20	
3	1 group project on a mock cultural tour plus presentation	6	30	
4	1 research paper (1600-2400 words)	1, 2, 3, 4, 5	30	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

General in-class and outside-class performance

**Criterion**

To assess students' performance in class, their attendance and participation in class discussions

**Excellent (A+, A, A-)**

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 role cultural tourism plays in cultural and heritage management
4. Excellent demonstration of the ability and initiative to design and conduct a project on cultural tourism.

**Good (B+, B, B-)**

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 cultural and heritage management.
4. Good demonstration of the ability and initiative to design and conduct a project on cultural tourism.

**Fair (C+, C, C-)**

1. Adequate command of the course content.
2. A certain degree of understanding of 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 management.
4. Acceptable demonstration of the ability and initiative to design and conduct a project on cultural tourism.

**Marginal (D)**

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 project on cultural tourism.

**Failure (F)**

Fail to meet the minimum requirements.

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**Assessment Task**

Quiz(zes)

**Excellent (A+, A, A-)**

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 role cultural tourism plays in cultural and heritage management.
4. Excellent demonstration of the ability and initiative to design and conduct a project on cultural tourism.

**Good (B+, B, B-)**

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 cultural and heritage management.
4. Good demonstration of the ability and initiative to design and conduct a project on cultural tourism.

**Fair (C+, C, C-)**

1. Adequate command of the course content.
2. A certain degree of understanding of 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 management.
4. Acceptable demonstration of the ability and initiative to design and conduct a project on cultural tourism.

**Marginal (D)**

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 project on cultural tourism.

**Failure (F)**

Fail to meet the minimum requirements.

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**Assessment Task**

## Group project

### Criterion

a mock cultural tour plus presentation

#### Excellent (A+, A, A-)

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 role cultural tourism plays in cultural and heritage management.
4. Excellent demonstration of the ability and initiative to design and conduct a project on cultural tourism.

#### Good (B+, B, B-)

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 cultural and heritage management.
4. Good demonstration of the ability and initiative to design and conduct a project on cultural tourism.

#### Fair (C+, C, C-)

1. Adequate command of the course content.
2. A certain degree of understanding of 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 management.
4. Acceptable demonstration of the ability and initiative to design and conduct a project on cultural tourism.

#### Marginal (D)

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 project on cultural tourism.

#### Failure (F)

Fail to meet the minimum requirements.

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### Assessment Task

Research paper

#### Excellent (A+, A, A-)

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 role cultural tourism plays in cultural and heritage management.
4. Excellent demonstration of the ability and initiative to design and conduct a project on cultural tourism.

#### Good (B+, B, B-)

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 cultural and heritage management.

4. Good demonstration of the ability and initiative to design and conduct a project on cultural tourism.

#### **Fair (C+, C, C-)**

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 management.
4. Acceptable demonstration of the ability and initiative to design and conduct a project on cultural tourism.

#### **Marginal (D)**

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 project on cultural tourism.

#### **Failure (F)**

Fail to meet the minimum requirements.

## **Part III Other Information**

### **Keyword Syllabus**

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.

### **Reading List**

#### **Compulsory Readings**

<b>Title</b>	
1	Leslie, David and Sigala, Marianna. Eds. (2005) International cultural tourism : management, implications and cases. Amsterdam: Elsevier Butterworth Heinemann.
2	McKercher, Bob and du Cros, Hilary. (2002) Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management. New York: The Haworth Hospitality Press.
3	Smith, Melanie K. (2003) Issues in Cultural Tourism Studies. London: Routledge.
4	Smith, Melanie K and Robinson Mike. Eds. (2006) Cultural Tourism in a Changing World. Clevedon: Channel View Publications.
5	Walle, Alf H. (1998) Cultural Tourism: A Strategic Focus. 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.

#### **Additional Readings**

<b>Title</b>	
1	<a href="http://www.florida-arts.org/resources/culturaltourism.htm">http://www.florida-arts.org/resources/culturaltourism.htm</a>
2	<a href="http://www.transitionsabroad.com/listings/travel/responsible/responsible_tourism_resources.shtml">http://www.transitionsabroad.com/listings/travel/responsible/responsible_tourism_resources.shtml</a>
3	<a href="http://www.mrsc.org/Subjects/Econ/ed-TourCulture.aspx">http://www.mrsc.org/Subjects/Econ/ed-TourCulture.aspx</a>
4	<a href="http://www.nasaa-arts.org/artworks/web.shtml">http://www.nasaa-arts.org/artworks/web.shtml</a>