



KIIS PARIS 1, Summer 2021

ART491-01

Cultural Tourism

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Syllabus subject to change

Overview

Tourism is a significant industry throughout the world. It has the power to transform communities, economies, and environments. In this course, students will focus on cultural tourism, which examines the art, architecture, lifestyle, festivals, rituals and creative tourism. Utilizing case studies and field observations, students will consider how tourism and tourist practices can augment or diminish one's understanding of another's culture. Additionally, students will examine the role of tourism in cultural preservation and, in some cases, degradation.

Learning Outcomes

After completing this course, students should be able to:

- Discuss tourism as it relates to contemporary globalization
- Explain the relationship between culture and tourism
- Evaluate the relationship between cultural tourism and debates on contemporary issues
- Identify tourism marketing strategies
- Analyze the role of marketing in tourism projects
- Assessing the role of souvenirs for tourists
- Demonstrate effective presentation skills

Materials

In preparation for the course, please have the following materials with you when you arrive in Paris:

1. **Submission Materials.** Throughout the course, you will be required to submit numerous types of assignments. You will submit your assignments digitally on Canvas. Please make sure you have the appropriate tools necessary to complete the assignments (e.g. bring a laptop with you).
2. **Readings.** Please print out all reading materials or download them to a device that does not need internet access (e.g. Kindle) and bring your required readings with you to Paris.

Inspiration

“Travel makes one modest. You see what a tiny place you occupy in the world.”
— Gustave Flaubert

“Who controls the past controls the future; who controls the present controls the past.”
— George Orwell, 1984

“My favorite thing is to go where I have never been.”
— Diane Arbus

Readings

The readings have been provided to you via Google Drive. Please download the readings to a device that does need internet access (laptop, tablet, or Kindle) or print them out before your travel.

- Du Cros, Hilary and Bob McKercher. *Cultural Tourism*. Routledge, 2015. Chapters 1, 2, 3, 7, 8, 9, 10
- Morgan, Nigel and Annette Pritchard. "On Souvenirs & Metonymy: Narratives of Memory, Metaphor, & Materiality," *Tourist Studies* 2005 (5) 29:29-53.
- [Paris: The Official Website of the Convention and Visitors Bureau](#).
- Westcott, Morgan, ed. "Chapter 14: Back to the Big Picture – Globalization and Trends." In *Introduction to Tourism and Hospitality in BC*. OpenEd, 2015.

Graduate Students Required / Undergraduates Optional Reading

- Du Cros, Hilary and Bob McKercher. *Cultural Tourism*. Routledge, 2015. Chapter 11: Assessing Product Potential.
- Du Cros, Hilary and Bob McKercher. *Cultural Tourism*. Routledge, 2015. Chapter 12: Market Appeal / Rubusticity Matrix.

Course Calendar (Subject to Change)

Classes: TBA

Excursions: TBA

Date	Topic	Due
Week One	June 7-11	Pre-departure Assignment: <ul style="list-style-type: none"> • My Paris
June 7	Class 1: Cultural Tourism In class: My Paris: A Closer Examination	Readings: <ul style="list-style-type: none"> • Du Cros, Hilary and Bob McKercher. "Chapter 1: Defining Cultural Tourism." In <i>Cultural Tourism</i>. Routledge, 2015.
June 8	Class 2: Consumption of Culture	Readings: <ul style="list-style-type: none"> • Du Cros, Hilary and Bob McKercher. "Chapter 2: Challenges in Achieving Sustainable Cultural Tourism." In <i>Cultural Tourism</i>. Routledge, 2015. Assignment Due: <ul style="list-style-type: none"> • Classification of Cultural Tourism Products
June 9	Excursion: Monuments (15 € / 12,50 €) <ul style="list-style-type: none"> • Conciergerie • Sainte-Chapelle 	
Week Two:	June 14-18	•
	Class 3: Commodification of Culture	Readings:

- Du Cros, Hilary and Bob McKercher. "Chapter 7: How Tourism Works." In *Cultural Tourism*. Routledge, 2015.

Assignment Due:

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Week Two: June 10-14

June 14 **Class 4: Cultural Tourism Market**

Readings:

- Du Cros, Hilary and Bob McKercher. "Chapter 8: The Cultural Tourism Market." In *Cultural Tourism*. Routledge, 2015.

Assignment Due:

- **Cultural Tourism Comparison Analysis**

June 15 **Class 5: Tourism Marketing**

Readings:

- Du Cros, Hilary and Bob McKercher. "Chapter 9: Tourist Attractions System, Markers, and Gatekeepers." In *Cultural Tourism*. Routledge, 2015.
- [Paris: The Official Website of the Convention and Visitors Bureau.](#)

Assignment Due:

- Field Notes 1-2

June 16 **Excursion:**

- Montmarte District
- Place de Tertre
- Sacré-Coeur

Week Three: June 21-24

Class 6: Tourism Products

Readings:

- Du Cros, Hilary and Bob McKercher. "Chapter 10: Cultural Tourism Products." In *Cultural Tourism*. Routledge, 2015.

Assignment Due:

- **Cultural Tourist, Tourist Attraction, Marker and Gatekeeper Analysis**

Class 7: Souvenirs

Readings:

- Morgan, Nigel and Annette Pritchard. "On Souvenirs & Metonymy: Narratives of Memory, Metaphor, & Materiality," *Tourist Studies* 2005 (5) 29:29-53.

Assignment Due:

- Field Notes 3-4

Excursion: Excursion:

- Père Lachaise Cemetery
- Les Catacombes de Paris

Week Four: June 28-29

Class 8: Tourism and Host Communities

Readings:

- Du Cros, Hilary and Bob McKercher. "Chapter 3: Issues, Benefits, Risks and Costs." In *Cultural Tourism*. Routledge, 2015.

Assignments Due:

- Reading Notes 8: Issues, Benefits, Risks and Costs
- **Souvenir Analysis**

Class 9: Globalization of Tourism

Readings:

- Westcott, Morgan, ed. "Chapter 14: Back to the Big Picture – Globalization and Trends." In *Introduction to Tourism and Hospitality in BC*. OpenEd, 2015.

Assignments Due:

- Reading Notes 9: Globalization and Trends
- **Field Notes #5**
- Cultural Site Analysis (Graduate students only)

Assignments

Complete instructions for each assignment will be provided separately.

UNDERGRADUATE STUDENTS

My Paris (Pre-departure)	10%
Cultural Site Presentation	10%
Analysis Papers (4 at 10%)	40%
Field Notes (5 at 4%)	20%
Active & Engaged Participation	15%
TOTAL	100%

GRADUATE STUDENTS

Cultural Site PowerPoint (Pre-departure)	15%
Cultural Site Presentation	10%
Analysis Papers (4 at 5%)	20%
Field Notes (5 at 5%)	25%
Cultural Site Analysis	20%
Active & Engaged Participation	10%
TOTAL	100%

Grade Explanations

<i>Letter Grade:</i>	A
<i>Characterization:</i>	Excellent
<i>Explanation:</i>	Student demonstrates a full understanding of the subject matter, exemplary critical and creative thinking, strong comprehension of concepts presented in literature and previous work in the subject area, and highly developed communication and presentation skills. The work is of outstanding quality according to the criteria established for evaluation.
<i>Range:</i>	90 to 100 percent
<i>Letter Grade:</i>	B
<i>Characterization:</i>	Good
<i>Explanation:</i>	Student demonstrates above average comprehension of the subject matter, above average critical and creative thinking, familiarity with concepts presented in literature and previous work in the subject area, and above average communication and presentation skills. The work is of above average quality according to evaluation criteria.
<i>Range:</i>	80 to 89 percent
<i>Letter Grade:</i>	C
<i>Characterization:</i>	Average
<i>Explanation:</i>	Student demonstrates average comprehension of the subject matter, average critical and creative thinking, familiarity with basic concepts found in literature and previous work in the subject area, and average communication and presentation skills. The work is of satisfactory or adequate quality according to evaluation criteria.
<i>Range:</i>	70 to 79 percent
<i>Letter Grade:</i>	D (Undergraduate Students Only)
<i>Characterization:</i>	Poor
<i>Explanation:</i>	Student demonstrates minimal understanding of the subject matter, poorly developed communication skills, inability to apply subject matter understanding in other contexts, and little evidence of critical or creative thinking. The work is of unsatisfactory but passable quality according to evaluation criteria.
<i>Range:</i>	60 to 69 percent

<i>Letter Grade:</i>	E
<i>Characterization:</i>	Failing
<i>Explanation:</i>	The student shows inadequate understanding of subject matter, fails to complete course requirements, shows no demonstration of critical or creative thinking, and has very poor communication skills. The work is clearly of unacceptable quality according to the evaluation criteria.
<i>Range:</i>	0 to 59 percent: Undergraduate Students / 0 to 69 percent: Graduate Students

Course Policies

Attendance Policy

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

Disability Accommodation

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Rebekah Golla, rebekah.golla@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Assistant Director, Rebekah Golla, or KIIS Office Manager, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Assistant Director, Rebekah Golla, or KIIS Office Manager, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

Title IX / Discrimination & Harassment

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director Rebekah Golla (+1-270-779-8091) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Andrea Anderson (270-745-5398 / andrea.anderson@wku.edu) or WKU's Title IX Investigators, Michael Crowe (270-745-5429 / michael.crowe@wku.edu) or Joshua Hayes (270-745-5121 / joshua.hayes@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS

program directors and faculty are considered “Responsible Employees” of Western Kentucky University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/eoo/documents/titleix/titleixbrochure.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.

Student Conduct

All students must adhere to Western Kentucky University’s code of conduct as stipulated in the [Student Handbook](#).