LEIS1320
Cultural Dimensions of Tourism
Semester 2, 2006

Course Co-ordinator: Dr Kevin Markwell
Room: GP3.27
Ph: 4921 6573
Email: Kevin.markwell@newcastle.edu.au
Consultation hours: By appointment, generally Mon-Fri

Course Overview
Brief Course Description
Examines the cultural dimensions of tourism and, in particular, focuses on two important and inter-related aspects. The first of these relates to the ways in which tourism is implicated in the production and transmission of cultural forms, discourses and practices while the second aspect concerns the impacts that tourism has had, and continues to have, on Western and indigenous cultures.

Contact Hours
Tutorial for 1 Hour per Week for the Full Term
Lecture for 2 Hours per Week for the Full Term

Learning Materials/Texts
Reading material in short loans, Auchmuty Library and via internet.

Course Objectives
The course will have the following objectives:

1. To critically examine a range of theories which attempt to describe and explain tourism as cultural phenomenon;

2. To understand tourism's role in the production and consumption of culture;

3. To analyse the role that tourism plays in cultural transformation;

4. To develop skills in appropriate methods of inquiry which assist in the critical understanding of the relationships between tourism and culture.

Course Outline Issued and Correct as at: Week 1 Semester 2 2006

CTS Download Date: 11 July 2006
**Course Content**
Tourism is critically analysed in terms of its role in cultural production and reproduction through a critical examination of:

1. Cultural sites such as museums, heritage theme parks, special events and festivals.
2. Other attractions and/or experiences which comprise cultural tourism.
3. Australian Aboriginal cultures within the Australian tourism industry.
4. Relationships created out of the intersection of Western tourism with non-Western cultures.
5. Issues of social, political, and cultural inequalities in national and international tourism.

**Summary of Assessment Items**

<table>
<thead>
<tr>
<th>Examination: Class</th>
<th>No.1 (20%) This test will be of one hour duration and will cover the first six weeks of the course. The test will be designed to consolidate student learning by encouraging the early and continuous revision of material covered in lectures, readings and tutorials.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examination: Class</td>
<td>No. 2 (20%) This test will be of one hour duration and will cover material presented in weeks 7 to 13. It will take place in class time in week 14.</td>
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<tr>
<td>Essays / Written Assignments</td>
<td>(40%) Students will be required to write a 1500 word report in which they will need to demonstrate their ability to critically engage with the question, synthesize and analyse a range of academic material, and construct a logical and theoretically informed argument.</td>
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<tr>
<td>Presentations - Tutorial</td>
<td>(20%) Students will be required to facilitate and lead a seminar on a topic chosen from a range of appropriate topics relating to the course objectives. This will involve each student reading widely about the topic, introducing the main theoretical and applied issues associated with the topic and encouraging class discussion and debate.</td>
</tr>
</tbody>
</table>

**Assumed Knowledge**
Not applicable.

**Callaghan Campus Timetable**
LEIS1320
*CULTURAL DIMENSIONS OF TOURISM*
Enquiries: School of Social Sciences
Semester 2 - 2006
Lecture Wednesday 09:00 - 11:00 [SRLT2]
and Tutorial Wednesday 11:00 - 12:00 [GP3-18]
or Wednesday 13:00 - 14:00 [GP3-24]

**Plagiarism**
University policy prohibits students plagiarising any material under any circumstances. A student plagiarises if he or she presents the thoughts or works of another as one's own. Without limiting the generality of this definition, it may include:

- copying or paraphrasing material from any source without due acknowledgment;
- using another's ideas without due acknowledgment;
- working with others without permission and presenting the resulting work as though it was completed independently.

Plagiarism is not only related to written works, but also to material such as data, images, music, formulae, websites and computer programs.
Aiding another student to plagiarise is also a violation of the Plagiarism Policy and may invoke a penalty.

For further information on the University policy on plagiarism, please refer to the Policy on Student Academic Integrity at the following link - [http://www.newcastle.edu.au/policy/academic/general/academic_integrity_policy_new.pdf](http://www.newcastle.edu.au/policy/academic/general/academic_integrity_policy_new.pdf)
The University has established a software plagiarism detection system called Turnitin. When you submit assessment items please be aware that for the purpose of assessing any assessment item the University may -

- Reproduce this assessment item and provide a copy to another member of the University; and/or
- Communicate a copy of this assessment item to a plagiarism checking service (which may then retain a copy of the item on its database for the purpose of future plagiarism checking).
- Submit the assessment item to other forms of plagiarism checking

**Written Assessment Items**
Students may be required to provide written assessment items in electronic form as well as hard copy.

**Extension of Time for Assessment Items, Deferred Assessment and Special Consideration for Assessment Items or Formal Written Examinations**
Students are required to submit assessment items by the due date, as advised in the Course Outline, unless the Course Coordinator approves an extension of time for submission of the item. University policy is that an assessment item submitted after the due date, without an approved extension, will be penalised.

Any student:
1. who is applying for an extension of time for submission of an assessment item on the basis of medical, compassionate, hardship/trauma or unavoidable commitment; or
2. whose attendance at or performance in an assessment item or formal written examination has been or will be affected by medical, compassionate, hardship/trauma or unavoidable commitment;

must report the circumstances, with supporting documentation, to the appropriate officer on the prescribed form.

Please go to the Policy and the on-line form for further information, particularly for information on the options available to you, at:

Students should be aware of the following important deadlines:
- **Requests for Special Consideration** must be lodged no later than 3 working days after the date of submission or examination.
- **Requests for Extensions of Time on Assessment Items** must be lodged no later than the due date of the item.
- **Requests for Rescheduling Exams** must be lodged no later than 5 working days before the date of the examination.

Your application may not be accepted if it is received after the deadline. Students who are unable to meet the above deadlines due to extenuating circumstances should speak to their Program Officer in the first instance.

**Changing your Enrolment**
The last dates to withdraw without financial or academic penalty (called the HECS Census Dates) is: For semester 2 courses: 31 August 2006

Students may withdraw from a course without academic penalty on or before the last day of semester and prior to the commencement of the formal exam period. Any withdrawal from a course after the last day of semester will result in a fail grade.

Students cannot enrol in a new course after the second week of semester/trimester, except under exceptional circumstances. Any application to add a course after the second week of semester/trimester must be on the appropriate form, and should be discussed with the Student Enquiry Centre.

To change your enrolment online, please refer to http://www.newcastle.edu.au/study/enrolment/changingenrolment.html
Contact Details
Faculty Student Service Offices

The Faculty of Education and Arts
Room: GP1-22 (General Purpose Building)
Phone: 02 4921 5314

Ourimbah Focus
Room: AB1.01 (Administration Building)
Phone: 02 4348 4030

The Dean of Students
Dr Jennifer Archer
Phone: 02 4921 5806
Fax: 02 4921 7151
resolutionprecinct@newcastle.edu.au

Deputy Dean of Students (Ourimbah)
Dr Bill Gladstone
Phone: 02 4348 4123
Fax: 02 4348 4145

Various services are offered by the University Student Support Unit:

Alteration of this Course Outline
No change to this course outline will be permitted after the end of the second week of the term except in exceptional circumstances and with Head of School approval. Students will be notified in advance of any approved changes to this outline.

Web Address for Rules Governing Undergraduate Academic Awards
Web Address for Rules Governing Postgraduate Academic Awards
Web Address for Rules Governing Professional Doctorate Awards

STUDENTS WITH A DISABILITY OR CHRONIC ILLNESS
The University is committed to providing a range of support services for students with a disability or chronic illness.
If you have a disability or chronic illness which you feel may impact on your studies, please feel free to discuss your support needs with your lecturer or course coordinator.

Disability Support may also be provided by the Student Support Service (Disability). Students must be registered to receive this type of support. To register please contact the Disability Liaison Officer on 02 4921 5766, or via email at: student-disability@newcastle.edu.au

As some forms of support can take a few weeks to implement it is extremely important that you discuss your needs with your lecturer, course coordinator or Student Support Service staff at the beginning of each semester.
For more information related to confidentiality and documentation please visit the Student Support Service (Disability) website at: www.newcastle.edu.au/services/disability

Online Tutorial Registration:
Students are required to enrol in the Lecture and a specific Tutorial time for this course via the Online Registration system:
Registrations close at the end of week 2 of semester.
Studentmail and Blackboard: [www.blackboard.newcastle.edu.au](http://www.blackboard.newcastle.edu.au/)  
This course uses Blackboard and studentmail to contact students, so you are advised to keep your email accounts within the quota to ensure you receive essential messages. To receive an expedited response to queries, post questions on the Blackboard discussion forum if there is one, or if emailing staff directly use the course code in the subject line of your email. Students are advised to check their studentmail and the course Blackboard site on a weekly basis.

**Written Assignment Presentation and Submission Details**  
Students are required to submit assessment items by the due date. Late assignments will be subject to the penalties described below.

**Hard copy submission:**

- **Type your assignments:** All work must be typewritten in 11 or 12 point black font. Leave a wide margin for marker’s comments, use 1.5 or double spacing, and include page numbers.
- **Word length:** The word limit of all assessment items should be strictly followed – 10% above or below is acceptable, otherwise penalties may apply.
- **Proof read your work** because spelling, grammatical and referencing mistakes will be penalised.
- **Staple the pages** of your assignment together (do not use pins or paper clips).
- **University coversheet:** All assignments must be submitted with the University coversheet: [www.newcastle.edu.au/policy/academic/general/assess_coversheet.pdf](http://www.newcastle.edu.au/policy/academic/general/assess_coversheet.pdf)
- **Assignments are to be deposited at any Student Focus. Focus are located at:**
  - Level 3, Shortland Union, Callaghan
  - Level 2, Student Services Centre, Callaghan
  - Ground Floor, University House, City
  - Ground Floor, Administration Building, Ourimbah

- **Do not fax or email assignments:** Only hard copies of assignments will be considered for assessment. Inability to physically submit a hard copy of an assignment by the deadline due to other commitments or distance from campus is an unacceptable excuse. Assignments mailed to Schools are accepted from the date posted.

  - **Keep a copy of all assignments:** All students must date stamp their own assignments using the machine provided. Mailed assignments to Schools are date-stamped upon receipt. However, it is the student’s responsibility to produce a copy of their work if the assignment goes astray after submission. Students are advised to keep updated back-ups in hard copy and on disk.

**Online copy submission to Turnitin**

In addition to hard copy submission, students are required to submit an electronic version of the following assignments to Turnitin via the course Blackboard website:

- **Major Assignment**

Prior to final submission, all students have the opportunity to submit one draft of their assignment to Turnitin to self-check their referencing.

Assignments will not be marked until both hard copy and online versions have been submitted. Marks may be deducted for late submission of either version.

**Penalties for Late Assignments**

Assignments submitted after the due date, without an approved extension of time will be penalised by the **reduction of 5% of the possible maximum mark** for the assessment item for each day or part day that the item is late. Weekends count as one day in determining the penalty. Assessment items submitted **more than ten days** after the due date will be awarded **zero marks**.

**Special Consideration/Extension of Time Applications**

Students wishing to apply for Special Consideration or Extension of Time should obtain the appropriate form from the Student Focus.

**No Assignment Re-submission**

Students who have failed an assignment are not permitted to revise and resubmit it in this course. However, students are always welcome to contact their Tutor, Lecturer or Course Coordinator to make a consultation time to receive individual feedback on their assignments.
Remarks
Students can request to have their work re-marked by the Course Coordinator or Discipline Convenor (or their delegate); three outcomes are possible: the same grade, a lower grade, or a higher grade being awarded. Students may also appeal against their final result for a course. Please consult the University policy at:


Return of Assignments
Students can collect assignments from a nominated Student Focus during office hours. Students will be informed during class which Focus to go to and the earliest date that assignments will be available for collection. Students must present their student identification card to collect their assignment.

Preferred Referencing Style
In this course, it is recommended that you use the Harvard in-text referencing system (similar to the APA system) for referencing sources of information used in assignments. Inadequate or incorrect reference to the work of others may be viewed as plagiarism and result in reduced marks or failure.

An in-text citation names the author of the source, gives the date of publication, and for a direct quote includes a page number, in parentheses. At the end of the paper, a list of references provides publication information about the source; the list is alphabetised by authors' last names (or by titles for works without authors). Further information on referencing and general study skills can be obtained from:


Student Representatives
We are very interested in your feedback and suggestions for improvement. Student Representatives are the channel of communication between students and the School Board. Contact details of Student Representatives can be found on the School website.

Student Communication
Students should discuss any course related matters with their Tutor, Lecturer, or Course Coordinator in the first instance and then the relevant Discipline or Program Convenor. If this proves unsatisfactory, they should then contact the Head of School if required. Contact details can be found on the School website.

Essential Online Information for Students
Information on Class and Exam Timetables, Tutorial Online Registration, Learning Support, Campus Maps, Careers information, Counselling, the Health Service and a range of free Student Support Services can be found at:


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<tr>
<th>Grading guide</th>
<th>Grade</th>
<th>Description</th>
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<tr>
<td>49% or less</td>
<td>Fail (FF)</td>
<td>An unacceptable effort, including non-completion. The student has not understood the basic principles of the subject matter and/or has been unable to express their understanding in a comprehensible way. Deficient in terms of answering the question, research, referencing and correct presentation (spelling, grammar etc). May include extensive plagiarism.</td>
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<tr>
<td>50% to 64%</td>
<td>Pass (P)</td>
<td>The work demonstrates a reasonable attempt to answer the question, shows some grasp of the basic principles of the subject matter and a basic knowledge of the required readings, is comprehensible, accurate and adequately referenced.</td>
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<tr>
<td>65% to 74%</td>
<td>Credit (C)</td>
<td>The work demonstrates a clear understanding of the question, a capacity to integrate research into the discussion, and a critical appreciation of a range of different theoretical perspectives. A deficiency in any of the above may be compensated by evidence of independent thought. The work is coherent and accurate.</td>
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<tr>
<td>75% to 84%</td>
<td>Distinction (D)</td>
<td>Evidence of substantial additional reading and/or research, and evidence of the ability to generalise from the theoretical content to develop an argument in an informed and original manner. The work is well organised, clearly expressed and shows a capacity for critical analysis.</td>
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<tr>
<td>85% upwards</td>
<td>High Distinction (HD)</td>
<td>All of the above, plus a thorough understanding of the subject matter based on substantial additional reading and/or research. The work shows a high level of independent thought, presents informed and insightful discussion of the topic, particularly the theoretical issues involved, and demonstrates a well-developed capacity for critical analysis.</td>
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ASSESSMENT ITEMS

In-class tests (2 x 20%)

Two tests each worth 20% of the total mark for this course will take place in Weeks 7 and 14. Each test will take place over a 60 minute period. The test will comprise short answer questions and a mini essay and each will relate to half of the course, ie Test 1 will relate to the first 6 weeks of the course and Test 2, the last 7 weeks.

Tutorial Presentation (20%)

You are to work in pairs for this assessment item. You and your partner will first need to select a topic. You will then present on this topic in one of the tutes allocated to presentations towards the end of the semester. You will have 15 minutes to present.

So, once you have settled on your topic, you need to do some preparatory research on it so that you understand the kinds of issues that are associated with the topic and make a decision about what you wish to cover in the tutorial.

There will be several tutorials dedicated to helping you develop the skills and confidence to present a formal presentation, and you will have an opportunity to do a practice run.

Remember, your ultimate intention: to assist students to learn about your particular topic/issue. If you are successful, students should leave the tutorial with a better and more sophisticated understanding of the topic.

You will be assessed on:

- Your understanding of the topic
- Your presentation style and approach
- Your approach taken to facilitate learning

Presentations will take place in weeks 10, 11, 12 and 13 depending on the size of the tutorial.

Major Report (40%)

Word limit: 1500 – 1800 words
Due Date: 4.00pm, Wednesday 18 October

You are to select a cultural tourism attraction from the list below:

- Morpeth Village
- Maitland Gaol and Tour
- Newcastle East
- An exhibition at Newcastle Regional Museum (excluding SuperNova)
- Tocal Homestead
- Newcastle Region Art Gallery
- The Rocks, Sydney

If you wish to select a different attraction, this MUST be approved by your tutor.

You will need to visit the attraction and spend at 6-8 hrs, preferably over two visits conducting observations of the attraction in order to gather data in relation to the following questions:

What are the characteristics of this attraction that make it a cultural tourism attraction? In other words you need to describe the cultural tourism product or experience/s that the attraction offers visits.

In what ways do tourists interact with the site? How do tourists experience this site? How are their movements controlled or regulated?
How is an understanding or appreciation of ‘culture’ derived from the site? How is the site interpreted for tourists so that they can better make sense of what they are experiencing? Description and critique of tourism experiences available at the attraction. How successful do you believe the attraction to be? On what basis do you make your evaluation?

Please note that you are restricted to making observations of the attraction – you are not to interview/survey staff or tourists.

Your Report will need to be organised using the following structure:

Title Page
Executive Summary
Table of Contents
Introduction
Methodology
Detailed description of the cultural tourism attraction (include photographs, diagrams and maps if appropriate)
Evaluation of the attraction’s success as a cultural tourism attraction
Conclusion
Bibliography
Appendix (if needed)

Please note that while each of these sections is required, the exact title of each section is up to you, provided that the section still does what its supposed to do. You will need to draw on the published theoretical/conceptual and research-based literature in order to satisfy the requirements of this assessment item.

If you use photographs or diagrams, these MUST be appropriately captioned and referred to in the text of your report.

Reports will be assessed according to the following criteria:

- Integration of field observations with theoretical and conceptual material
- Analysis of the visitor experiences available at the site and of the ways visitors engage with the site
- Understanding of the relationship between your site and cultural tourism generally
- Intellectual creativity and originality
- Evidence of wide reading and critical thinking
- Coherent logical structure
- Readability
- Appropriate acknowledgement and documentation of data sources
- Professional appearance of report

NB. You are advised to keep these criteria in mind when preparing your report. Please ensure that your report is double-spaced and with adequate sized margins. Please do not submit work in plastic sleeves.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Topic &amp; Assessment at a Glance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>July 19</td>
<td>Introduction to and overview of the course. Mapping out the main themes and connecting course to LEIS1060. Identification of key questions. Defining culture and discussing the broad relationships between tourism and culture.</td>
</tr>
<tr>
<td>3</td>
<td>August 2</td>
<td>Supply of cultural tourism: cataloguing forms of cultural tourism</td>
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<tr>
<td>4</td>
<td>August 9</td>
<td>Demand for Cultural Tourism. Characterising the market. Patterns and trends. Motivations and satisfaction.</td>
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<tr>
<td>5</td>
<td>August 16</td>
<td>Representations of cultures through tourism media: postcards, Guidebooks and travel writing</td>
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<tr>
<td>6</td>
<td>August 23</td>
<td>Critiquing cultural tourism - social, cultural and economic impacts</td>
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<td>7</td>
<td>August 30</td>
<td>In-class Quiz</td>
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<tr>
<td>8</td>
<td>September 6</td>
<td>Cultural tourism and government policies and plans</td>
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<tr>
<td>9</td>
<td>September 13</td>
<td>Cultural tourism and the city: arts festivals, museums, galleries and Cultural precincts</td>
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<td>Field Study Preparation</td>
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<td>10</td>
<td>September 20</td>
<td>The role of interpretation and the tour guide in cultural tourism; Museums and keeping places</td>
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<tr>
<td>11</td>
<td>September 27</td>
<td>Indigenous tourism and development</td>
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<td>Indigenous tourism in Australia</td>
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<td><strong>Mid-Semester Recess: Monday 2 October to Friday 13 October 2006</strong></td>
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<tr>
<td>12</td>
<td>October 18</td>
<td>Cultural tourism in Bali: impacts and prospects</td>
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<tr>
<td>13</td>
<td>October 25</td>
<td>Management of cultural tourism attractions</td>
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<tr>
<td>14</td>
<td>November 1</td>
<td>In-class test</td>
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<td></td>
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<td><strong>Examination period: Monday 6 November to Friday 24 November 2006</strong></td>
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