

**COURSE DESCRIPTION Tourism, Culture and Society**

1. Programme:	Bachelor Degree in Travel & Tourism and Relationship Management
2. Course:	Tourism, Culture and Society
3. Semester:	Spring, year 1
4. Credits:	10
5. Course coordinator:	Kjersti Ruud Walaas
6. Teaching hours:	50
7. Prerequisites:	Tourism and Concept Development, first semester
8. Course description:	<p>Culture and environment are crucial concepts that acquire larger and larger significance in the context of travel and tourism. The international focus on the importance of the preservation of culture, tradition and environment strongly increases the general consciousness about sustainable development. More and more users and providers in the travel industry are learning to appreciate and protect cultural and environmental values. The subject stresses the importance of protecting these values and of hindering a fruition of tourism products that threatens sustainable development. At the core lies a holistic and contextual perspective seeking to utilize culture and environment as renewable resources.</p> <p>The modern and complex tourism industry provides possibilities for the development of society and business, both locally and globally. Concrete cultural, social and ecological issues will be analyzed with respect to diverse actors in the field. The development of the travel and tourism industry is characterised by complex interrelations and consequences, and strives to benefit society, the local community, the tourist and the industry. To this area pertain topics such as social, cultural and economic change, enterprises' social responsibility (CSR), UNESCO's world heritage list, etc.</p> <p>This subject aims to integrate and debate critically. Through case studies, special attention will be devoted to the analysis of consequences on tourism destinations. The topic is approached constructively, by seeking to identify factors and actors which in the best case can turn around an unfortunate development, while at the</p>

	<p>same time contribute to diminish the negative and reinforce the positive consequences.</p>
<p>9. Aims:</p>	<p>At the end of the course, the students will have acquired knowledge and insight into culture and environment in the context of travel and tourism. The concepts will be discussed in relation to other subjects as well. The students will have developed an understanding of tourism's positive and negative contributions to environment and society, and of how to strengthen the positive and diminish the negative sides. The students will understand the importance of maintaining a high quality and a harmonious relationship between product and surroundings both in a short-term and long-term perspective. The students will have some knowledge of how the travel and tourism industry can be developed in order to be sustainable, with positive ripple effects on culture and environment. The subjects intend to provide the students with an insight into the interrelation between tourism and society in a comprehensive perspective, in order to be capable of conducting the planning and the administration of the industry.</p>
<p>10. Subject overview:</p>	<p><b>Introduction</b></p> <p><b>The tourism product in a sustainable perspective</b></p> <p style="padding-left: 40px;">Tourism as a system and a social actor</p> <p><b>Tourism as cultural and ecological learning</b></p> <p style="padding-left: 40px;">Enrichment or confirmation of stereotypes</p> <p style="padding-left: 40px;">Tourism as creator of peace and means to achieve mutual understanding</p> <p><b>Basic concepts and typologies</b></p> <p style="padding-left: 40px;">Culture and society</p> <p style="padding-left: 40px;">Tourists typologies</p> <p style="padding-left: 40px;">Tourist types: mass, niche, elite, eco, geo, extreme, spa, nature, culture, urban, alternative etc</p> <p style="padding-left: 40px;">Host - Guest interaction</p> <p><b>1. Tourism and culture</b></p>

**Culture – created and sold by the travel industry**

Culture as a commodity, commercialising  
Attractions as cultural representation and identification  
Authenticity and exotification  
The reifying of culture: consumer images and expectations

**Cultural identification and marketing**

How do we "sell" Norway?  
How do we sell "the others"?

**Tourism and the cultural heritage**

Representation and preservation – conservation and use  
UNESCO's World Heritage list  
History, culture, meaning and identity  
Cultural attractions and ethnic identity  
Consequences: social, ecologic and economic  
Local community, attitudes, conflict and harmony  
Conservation and revitalization

**Tourism – change and consequences**

Economy and politics - social and cultural change  
Values, moral and social norms, traditions and religion  
Destinations' different carrying capacities and levels of tolerance  
Holistic understanding of interrelations on a local and global plane

**Tourism in poor countries**

Demonstration effect  
Work force, ownership and effects: "Leakage"  
Theories of new colonization  
Ethical and moral factors pertaining to travel products  
Type of tourism and type of consequences

**Practical examples locally and globally**

Diverse case-studies

## **2. Tourism and natural environment**

### **The concept of environment and environmental consequences**

The significance of natural resources

"Environmental-friendly" marketing – "greenwashing"

Economic and ecologic sustainable qualities

Ecology and cultural heritage

Tourism and environment in harmony and in conflict

### **Practical examples locally and globally**

Diverse case-studies

## **3. Sustainable and competitive**

### **The Interrelation of type of tourism and type of consequence**

Explanations of concepts

Models – interrelations between type of tourism and tourism volume, type of destination and type of consequences

### **Political decisions and guidelines for sustainable and ethical tourism**

Aim, initiatives and means

FN and WTO: Global Code of Ethics for Tourism

### **Corporate social responsibility**

Market and customer demands and expectations

Importance of corporate judgement

Corporate Social Responsibility" (CSR) in the travel industry

The triple bottom line: social, ecologic and economic aspects

### **Think globally, act locally**

"Small is beautiful" or "all-inclusive?"

Small-scale tourism and rural tourism vs resorts

Sustainable tourism in practice – knowledge, attitudes and

	<p>behaviour Actors: tourists, economy, local community and authorities</p> <p><b>Sustainable and remunerative tourism</b></p> <p>Reality or utopia</p> <p>Trends: Exclusive, moderate and sustainable tourism</p> <p>Decisive factors</p>
<p>11. Implementation:</p>	<p>The course consists of 50 hours. The time will be divided among lectures, discussions, group work, task solving and case studies. Individual and group supervision will also be available. Students can expect presentations of both theoretical and empirical material.</p>
<p>12. Assessment (mid-term and final evaluation):</p>	<p>In the course of the semester students will hand in an obligatory assignment. At the end of the course there will be a 3-hour written exam.</p> <p>The group assignment will count 40 % , while the final exam will count 60 % towards the final grade.</p>
<p>13. Required reading with number of pages and price per book/fascicle:</p>	<ul style="list-style-type: none"> <li>• Lyngnes, Sølvi 2007 <i>Kultur og turistattraksjoner.</i> (except ch. 2, 7, 8) Universitetsforlaget (140p) Nkr. 299,-</li> <li>• Walaas, Kjersti Ruud 2008 <i>Kompendium RKS, Norsk Reiselivshøyskole, Oslo</i> (115p) Nkr. 100,-</li> </ul> <p>Barker, T. &amp; Putra, D. &amp; Wiranatha, A. 2006 <i>Authenticity and Commodification of Balinese Dance Performances.</i> In Smith, M. &amp; Robinson, M. (ed.): <i>Cultural Tourism in a Changing World.</i> Channel View Publications, UK (10p)</p> <p>Crain, Mary M. 1996 <i>Contested Territories: The Politics of Touristic Development at the Shrine of El Rocio In Southwestern Andalusia.</i> In Boissevain, Jeremy (ed): <i>Coping with Tourists. European Reactions to Mass Tourism.</i> Berghahn Books, US (29p)</p>

	<p>Granum Carson, Siri &amp; Kosberg, Norunn 2003 <i>"Bedriftens samfunnsansvar - en introduksjon"</i> (s11-37) In Etisk Forretning, Cappelen Akademisk (27p)</p> <p>Scheyvens, Regina 2001 <i>Backpacker Tourism and Third World Development.</i> In Annals of Tourism Research Vol 29, No. 1 UK (21p)</p> <p>Wang, Ning 1999 <i>Rethinking Authenticity in Tourism Experience.</i> In Annals of Tourism Research Vol 26, No.2 (22p)</p> <p>WTO / FN 2001 <i>Global Code of Ethics for Tourism</i> (6p)</p> <ul style="list-style-type: none"> <li>• Wall, Geoffrey &amp; Mathieson, Alister 2006 <i>Tourism, Change, Impacts and Opportunities</i> (except ch. 4) Pearson Education, UK (ca330p) Ca Nkr. 400,-</li> </ul>
<p>14. Recommended reading:</p>	<p>Fennel, David &amp; Malloy, David C. 2007 <i>Codes of Ethics in Tourism.</i> Channel View Publications UK</p> <p>Holden, Andrew 2000 <i>Environment and Tourism.</i> Routledge UK</p> <p>Smith, Melanie K. &amp; Robinson, Mike (ed.) 2006 <i>Cultural Tourism in a Changing World.</i> Channel View Publications UK</p> <p>Scheyvens, Regina 2002 <i>Tourism for Development.</i> Routledge UK</p> <p>Timothy, Dallen J &amp; Boyd, Stephen W. 2003 <i>Heritage Tourism.</i> Routledge UK</p>