

## COURSE DESCRIPTION

### RKS1100 Touring, Culture and Society

1. Degree	Bachelor of Tourism and Relationship Management
2. Year/semester	2 <sup>nd</sup> year – 3 <sup>rd</sup> semester
3. Credits	
4. Course instructor	Assistant Professor Janne Olsen for Assistant Professor Kjersti Ruud Walaas
5. Contact hours	50
6. Course prerequisites	General admission requirements; completion of the course Development of Tourism and Adventure Activities
7. Learning goals	<p>Culture, nature and society are fundamental resources for the development of tourism and adventure activities, and are gaining in importance globally and nationally. The growing focus on the importance of preserving culture, traditions and the environment means that more and more customers and businesses seek to protect cultural and environmental values. The course emphasises the importance of protecting these values, and preventing the consumption of tourism services and adventure tourism that would threaten sustainable development, economically, socially and environmentally. The course adopts a social sciences approach, which focuses on the challenge of exploiting culture and the environment as renewable resources. Knowledge of the consequences of tourism, and an analysis of tourism's role and importance in society from a player perspective, based on the host - guest relationship, are important points of focus for the course. Students will also learn to understand on a commercial basis the importance of maintaining a high quality and harmonious relationship between the product, destination and surroundings, both in the short and long term. The course seeks to</p>

	<p>provide students with insights into the over-arching relationships between tourism, adventure tourism and society, to enable them to carry out planning, development and management within the relevant sectors.</p>
<p>8. Course contents</p>	<p><b>Introduction</b></p> <p>Tourism and adventure activities products examined from a sustainability perspective.</p> <p>Tourism and globalisation: Mobility and cultural experiences such as cultural and ecological knowledge and consumption.</p> <p><b>1. Tourism, Society and Culture</b></p> <p>Basic concepts and typologies</p> <p>Culture - something the travel industry creates and sells, the Sámi host - guest relationship, relevant actors, local communities.</p> <p>Attraction - performance, identification, symbolism, authenticity.</p> <p>Heritage - the preservation, revitalisation, representation, exoticification.</p> <p>Tourism - change, impact, use and protection, harmony – conflict.</p> <p>Tourism development in developing countries, ethics, ownership and economic “leakage”; practical examples locally and globally.</p> <p><b>2. Tourism and the Natural Environment</b></p> <p>The terms environment and environmental consequences, climate crisis, ecotourism.</p> <p>Natural resources. Green marketing. Case studies locally, globally.</p> <p><b>3. Sustainability and Competitiveness</b></p> <p>Industry perspective - system perspective, framework and models.</p> <p>Political decisions and policies for sustainable and ethical behaviour and activities, the UN, WTO, Norway, the third world.</p> <p>Business, social responsibility, globalisation, social developments.</p> <p>Tourism Development: scale, extent: niche tourism – resorts.</p>

9. Method of instruction	Lectures and discussions. Students will also present some assignments in groups and individually. Students are expected to devote considerable independent effort during the course.
10. Assessment	Mid-term group examination (4-7 weeks) counts for 40 % of final grade. 3-hour individual final examination counts for 60 % of the final grade.
11. Course syllabus	<p>Lyngnes, Sølvi. 2007. <i>Kultur og turistattraksjoner: jakten på det norske, jakten på opplevelser</i>. Oslo: Universitetsforlaget. ISBN: 978-82-15-00582-9 (140 pp: not chapters 2, 7, 8) Price: NOK 299.</p> <p>Wall, Geoffrey and Alister Mathieson. 2006. <i>Tourism: Change, Impacts, and Opportunities</i>. Harlow: Pearson Prentice Hall. ISBN: 978-0-13-099400-4. (c. 330 pp: not chapter 4) Price: NOK 319.</p> <p>Walaas, Kjersti Ruud, ed. 2009. <i>Kompendium: reiseliv, kultur og samfunn</i> (Compendium). Oslo: Markedshøyskolen Campus Kristiania. (179 pp) c. NOK 150.</p> <p><b><i>Kompendium : reiseliv, kultur og samfunn (Compendium) includes:</i></b></p> <p>Barker, Tanuja, Darma Putra and Agung Wiranatha. 2006. Authenticity and Commodification of Balinese Dance Performances. In <i>Cultural tourism in a changing world: politics, participation and (re)presentation</i>, M. K. Smith og M. Robinson. Clevedon (ed): Channel View. Pp 215-224.</p> <p>Carson, Siri Granum and N. Kosberg 2003. Bedriftens samfunnsansvar - en introduksjon. In <i>Etisk Forretning</i>. Oslo: Cappelen Akademisk (27 pp).</p> <p>Crain, Mary M. 1996. Contested Territories: the Politics of Touristic Development at the Shrine of El Rocío in Southwestern Andalusia. In <i>Coping with tourists: European reactions to mass tourism</i>, J. Boissevain (ed). Providence, R.I.: Berghahn Books (pp 27-55).</p> <p>Eriksen, Thomas Hylland. 2008. Mobilitet. I <i>Globalisering: åtte nøkkelbegreper</i>. Oslo: Universitetsforlaget (17 pp).</p> <p>Hall, Colin Michael, Dieter K. Müller and Jarkko Saarinen. 2009. Culture and Tourism. I <i>Nordic tourism</i>. Bristol: Channel View (pp 197-223).</p>

	<p>Molstad, Arild 2007. Burma - reise eller bli hjemme? I <i>Hvor skal vi reise før det er for sent?</i> Oslo: Tellus Works (20 pp).</p> <p>Scheyvens, Regina. 2002. Backpacker Tourism and Third World Development. <i>Annals of Tourism Research</i> 29 (1): 144-164.</p> <p>Wang, Ning. 1999. Rethinking Authenticity in Tourism Experience. <i>Annals of Tourism Research</i> 26 (2): 349-370.</p> <p>WTO/FN. 2001. <i>Global Code of Ethics for Tourism</i> (6 pp).</p>
12. Recommended reading	<p>Holden, Andrew. 2008. <i>Environment and Tourism</i>. 2nd ed, <i>Routledge Introductions to Environment Series</i>. London: Routledge. ISBN: 0-415-39954-8</p> <p>Robinson, Mike and Melanie K. Smith. 2006. <i>Cultural Tourism in a Changing World: Politics, Participation and (Re)presentation, Tourism and Cultural Change</i>; 7. Clevedon: Channel View. ISBN: 978-1-84541-043-8</p> <p>Scheyvens, Regina. 2002. <i>Tourism for Development: Empowering Communities, Themes in Tourism</i>. Harlow: Prentice Hall. ISBN: 0-13-026438-5</p>