SAGRADO
Universidad del Sagrado Corazón

Syllabus

Title: CODE:	Cultural Tourism
Prerrequisite:	EXP 215
CREDITS:	EXP 100 2 credits | 30 contact hours | 1 term

Description

This course aims to expand students' knowledge of cultural tourism. It examines the historical development and theoretical framework (concepts, principles, philosophy, etc.) of cultural tourism. It analyzes its practical application, focusing on products/services, forms, management, policies, and scope. It examines tourists and markets, exploring aspects ranging from motivation to the *on-site* experience. Trends are identified, and future possibilities are explored. Additionally, the course considers the impacts and debates surrounding this type of tourism and its relationship with the local community and the environment.

JUSTIFICATION

Tourism and the development of experiences consist of countless activities that can be grouped by theme or style. Among these is cultural tourism, which addresses fundamental aspects of the culture and heritage of a country or community. Similarly, in the events sector, there are sporting events, festivals, business activities, and family-oriented events, among others, that are directly related to this type of tourism. This provides students with a foundation for better performance, as it allows them to understand elements, formats, methodologies, benchmarks, trends, and more. Thus, it facilitates an understanding of the many differences within the tourism and events sector as they relate to culture. Ultimately, students will have the opportunity to examine changes in this subsector, assess its development, learn about national and international perspectives on cultural tourism, analyze its scope and impact, and evaluate the wide variety of cultural tourism products and services.

COMPETENCIES

The course develops the following competencies in students:

- Research and Exploration
- Innovation and Entrepreneurship

OBJECTIVES

Upon completion of the course, students will be able to:

1. Conceptualize the idea of cultural tourism.

2. Understand the development and changes that have occurred in the evolution of cultural tourism over time.

3. Identify and illustrate the components of both the supply and demand sides of cultural tourism.

4. Distinguish trends in cultural tourism and the practices that drive innovation.

5. Establish the importance of authenticity in cultural tourism.

6. Explain the relationship between cultural tourism and communities.

7. Recognize and evaluate the impacts of cultural tourism in relation to the principles of sustainability.

Content

I. Introduction to Cultural Tourism
- A. Fundamental Concepts
- B. International Charters
- C. Scope of cultural tourism

II. The Historical Development of Cultural Tourism
- A. Historical Background
- B. Stages in the Evolution of Cultural Tourism
- C. Creative Tourism
- D. The Importance and Rise of Cultural Tourism Today

III. Cultural Tourism Offerings

A. Products and Services
B. Classifications of cultural tourism offerings
C. Product Innovation

IV. Demand for Cultural Tourism
A. Cultural Tourists
B. The Motivation of Cultural Tourists
C. Classification of Demand
D. Cultural Tourists' Participation in Shaping the Cultural Experience

V. Cultural Tourism Practices
A. The Challenges Inherent in Achieving Sustainability in Cultural Tourism
B. Communities and cultural tourism
C. Authenticity and cultural tourism

METHODOLOGY

The following active learning strategies are recommended:

- Project-based learning
- Collaborative learning
- Seminars

ASSESSMENT

Oral presentations	10%
Essays	20%
Midterm Assignments	40%
Final project	30%
Total	100%

Student Learning Assessment

The institutional assessment rubric is applied to the core activity of the course.

BIBLIOGRAPHY

Acebes, M.A., & Ríos, S. (2023). Historical Reenactments as a Strategy for Cultural Tourism and Social Cohesion: The Wedding of El Empecinado, A Case Study in Spain. *Yearbook of Tourism and Society,* 32, 319–339. https://doi.org/10.18601/01207555.n32.13

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Timothy, D. J. (2020). *Cultural Heritage and Tourism: An Introduction (Aspects of Tourism Texts, 7)* (Volume 7) (2nd ed.). Channel View Publications. World Tourism Organization (2018). *Tourism and Culture Synergies*. UNWTO.

Cultural Tourism and Tourism Sustainability: Mapping Scientific Output from Web of Science. *Yearbook of Tourism and Society, 28,* 95–113. https://doi.org/10.18601/01207555.n28.05

ONLINE RESOURCES

Puerto Rico Tourism Company: www.prtourism.com

Discover Puerto Rico: www.discoverpuertorico.com

Foundation for Puerto Rico:

www.foundationforpuertorico.org Global Sustainable

Tourism Council: www.gstcouncil.org ICOM:

www.icom.museum

ICOMOS: www.usicomos.org

OECD: www.oecd.org

World Tourism Organization: https://www.unwto.org/tourism-and-culture

UNESCO: whc.unesco.org

You can find more information resources related to the course topics on the library's website: http://biblioteca.sagrado.edu/

Reasonable Accomodation

For detailed information on the process and required documentation, please visit the appropriate office. To ensure equal opportunity, in compliance with the ADA (1990) and the Rehabilitation Act (1973), as amended, any student who requires Reasonable Accomodation or special assistance must complete the process established by the Vice-Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at the Universidad del Sagrado Corazón to take courses with or without academic credit. A breach of academic integrity is any act or omission that fails to demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who violates the policy on honesty, fraud, and plagiarism is subject to the following sanctions: a grade of zero on the assessment and/or having to redo the seminar assignment; a grade of F(*) in the seminar; or suspension or expulsion, as established in the Academic Integrity Policy document effective November 2022.

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