

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: TOUR 227	
INSTRUCTOR:	COURSE TITLE: Heritage, Cultural and Arts Planning for Tourism	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT:

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode.

COURSE PREREQUISITES

15 credits of 100-level or higher coursework.

CALENDAR DESCRIPTION:

This course offers a conceptual overview of cultural, heritage and arts-based tourism, with emphasis on understanding and appreciating various forms of a destination's tourism product, both locally and internationally. The course will review concepts of product development and community planning, with a theme of community development. Concepts such as authenticity, commodification, representation, interpretation, identity, and sense of place will be discussed. BC and international examples will be used, along with experiential learning.

COURSE NOTE:

TOUR 227 is an approved Culture and Creative Expression course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES:

All readings and resources that supplement course topics can be found on the TOUR 227 Moodle Page.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Understand issues, approaches, and concepts in heritage and cultural tourism, and arts and entertainment, using B.C. and international examples.
2. Define and apply key terms and concepts related to culture, heritage and arts tourism including: cultural tourism, heritage and heritage tourism, art tourism, authenticity, sense of place, interpretation.

3. Have an increased appreciation of a range of cultural tourism products and experiences through experiential learning and research.
4. Understand approaches to community and city (tourism) planning, cultural programming, heritage preservation, and arts and entertainment.
5. Conduct an intermediate level of research and analysis as well as write a range of academic papers and present to a standard commensurate to a diploma-level course.
6. Have an enhanced sense of the cultural, heritage and arts product(s) in Vancouver.
7. Understand issues, approaches, and concepts in heritage and cultural tourism, and arts and entertainment, using B.C. and international examples.

Students who complete this Culture & Creative Expression course will be able to do the following:

1. Identify, analyze, and critique the elements of a form of expression using its specific vocabulary.
2. Assess the interaction among cultural frameworks, people, and the natural environment.
3. Explain or demonstrate the connection between various events, ideas, traditions, and belief systems and the modes in which they are artistically or culturally expressed.
4. Interpret diverse forms of creative expression from different perspectives (e.g. artistic historical, Indigenous, literary, scientific, philosophical).

COURSE CONTENT

In order to facilitate student learning and in-class discussion, students are expected to complete ALL assigned readings BEFORE each class. Readings and lecture topics may change and/or additional readings assigned as appropriate. Please consult with your instructor and the course syllabus.

WEEK	TOPICS
1	Introductions / Course outline review / Assignment Discussions / Course Objectives
2	Defining Culture, Heritage and Arts Tourism Product Development Sense of Place
3	Assignment #1 Due: Sense of Place Presentations ABCD / GIS Mapping Introduction
4	ABCD / GIS Mapping Workshop
5	Assignment #2 Due: Mapping / GIS Presentations <i>Art Panel Discussion (e.g. Stakeholders from Whistler's Art Communities)</i>
6	<i>Field Trip (e.g. Vancouver Public Art Walk)</i>
7	Field Trip debrief Heritage preservation
8	Heritage Preservation <i>Heritage Guest Speaker (e.g. North Shore Heritage Society)</i>
9	Tourism Planning / Planning Processes Stakeholders and Stakeholder Engagement Assignment #3 Due: Cultural/Heritage Site / Public Art Audit Due

10	World Heritage Sites Final Debate Research, Planning and Preparation Assignment #4 Due: Planning Process Analysis
11	Assignment: Facilitated Group Debate Day
12	<i>Urban / Community (Tourism) Planning Field Trip (e.g. North Vancouver Shipyards)</i>
13	<i>Cultural Tourism Guest Speaker (e.g. Aboriginal Tourism BC)</i> Assignment #5 Due: Cultural/Heritage/ Art Project Proposal AND Stakeholder Engagement Report Due
14-15	Voluntary Presentations / Review & Final Thoughts All Moodle Discussions will be closed: TBA Final Exam Period

NOTE: Topics, required readings and activities may change throughout the year due to field trips, guest speakers, unforeseen circumstances, etc. All readings and resources that supplement course topics can be found on the TOUR 227 Moodle Page.

EVALUATION PROFILE

1. Sense of Place Presentation	Group	10%
2. Mapping / GIS Presentation	Group	10%
3. Cultural/Heritage Site / Public Art Audit	Individual	10%
4. Planning Process Analysis	Individual	10%
5. Project Proposal (20%) & Stakeholder Engagement Report (10%)	Group	30%
6. Group Debate	Group	10%
7. Moodle Discussions	Individual	20%
	TOTAL	100%

ASSIGNMENTS

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Written Assignments: This course will include a combination of short written assignments (e.g. written analysis, proposals, moodle discussions)

Presentations: This course includes a large presentation component, which may be an individual or group assignment (e.g. in-class debate, academic poster, research presentation). Detailed instructions will be provided in class and on Moodle

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49

A- = 80-84	B- = 70-72	C- = 60-62	
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Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at 11:55pm on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand. See course syllabus for penalties associated with late assignments.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend based format. See course syllabus for penalties for missed classes associated with weekend courses.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for researching topics related to class discussions and topics and note taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy](#) and [B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See course syllabus