

HTT A130: CULTURAL TOURISM

Item	Value
Curriculum Committee Approval Date	12/07/2016
Top Code	300900 - Travel Services and Tourism
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)
Associate Arts Local General Education (GE)	• OC Social/Economic Institutions - AA (OD2)
Associate Science Local General Education (GE)	• OCC Social/Behavioral Sci - AS (OSD)
Global and Multicultural Requirement (OGM)	Yes

Course Description

This course examines the implications of cultural tourism in the United States and the world. The course will consider the struggle of people to preserve their cultural identity relative to the role of the U.S. tourism industry in protecting cultural heritage. The course studies the complexities of policy making in cultural tourism and world travel. Curriculum includes: values, historical beliefs and religion, plus cultural etiquette including social practices, gestures, body language, eating and drinking practices, and business behavior. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Describe how cultures affect service environments and how cultural implications impact service outcomes.

Course Objectives

- 1. Identify and compare concepts that are used to define culture.
- 2. Describe how personal culture reflects preconceived view of other cultures.
- 3. Describe various cultural myths and justify or disprove their cultures.
- 4. Apply the concept of culture shock to personal experience.
- 5. Demonstrate ability to speak and listen to people from different cultures.
- 6. Identify methods of increasing cultural awareness.
- 7. Develop an in-depth knowledge of one's own cultural identity and heritage and how this impacts intercultural communication dynamics.
- 8. Develop an awareness and sensitivity to the impact of cultural differences.
- 9. Apply the concept of culture shock to personal experience.

- 10. Demonstrate an understanding of protocols of respect for cultural diversity and cultural expectations.
- 11. Identify and explain the importance of nonverbal and verbal behavior in culture and communications.
- 12. Analyze and critically evaluate barriers to effective cross-cultural communication.
- 13. Develop strategies to effectively evaluate conflict resolution with multi-cultural barriers.
- 14. Orally and in written reports, analyze media representation of cultures which illustrate the need for improved cultural awareness and cross cultural communication skills.
- 15. Identify implications affecting the destination based on tourism.
- 16. Outline the values, historical beliefs, major religious sectors, social practices of the destination.

Lecture Content

Intercultural awareness Definitions of culture, including personal culture, American culture, and cultural myths Cultural diversity and preparing for culture shock Values, historical beliefs, and religions of different cultures Managing your mind, your words, and the unspoken language Cultural patterns, including etiquette in the areas of social practices, gestures and body language, eating and drinking practices, social and business behavior Concepts used to define culture Personal culture and reflection on preconceived view of other cultures Speaking and listening to people from different cultures Culture as a tool for economic development Destination economic impact based on inbound travel Travels impact on: Historical Beliefs Major Religious Sectors Social Practices Visitor motivations and tourist behaviors Security and awareness in visiting foreign countries Conflict resolution

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student projects, computer modules and skill simulations.

Reading Assignments

Read assigned chapters and modules prior to class. Read posted articles in Blackboard. Read posted discussion topic, research and participate in argument. Research journal topics. Students are expected to spend an additional 6 hours of study for this class.

Writing Assignments

Weekly problem solving exercises will include written comprehensive responses. Participate in class discussion and other interactive classroom work Use theory to support writing assignments Research, evaluate and organize information in order to present a presentation on an assigned topic Evaluate the presentations of others Students are expected to spend an additional 6 hours of study for this class.

Out-of-class Assignments

Quizzes and examinations. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques. Students are expected to spend an additional 6 hours of study for this class.

Demonstration of Critical Thinking

Demonstrate various approaches to professional critical thinking and problem solving and exhibit development of professional standards. Exhibit skills acquired in prescribed cultural situations. Attendance and participation are fundamentals of this course.

Required Writing, Problem Solving, Skills Demonstration

The student must complete course appropriate projects, basic quizzes, and a comprehensive final examination.

Eligible Disciplines

Aviation (flight, navigation, ground school, air traffic control): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Flight attendant training: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Hotel and motel services: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Axtell, R. and the Parker Pen Company. Dos and Taboos Around the World, 3rd ed. White Plains, N.Y.: The Benjamin Company, Inc., 1993 Rationale: latest 2. Required Smith, M., Richards, G.. The Routledge Handbook of Cultural Tourism, latest ed. New York: Routledge, 2013