

CGG30 Unit 3: Culture and Tourism

Activity 1: An Introduction to Cultural Tourism

Overview

In this unit, you will be introduced to the basic concepts and terminology of cultural tourism. You will produce a brochure advertising a cultural point of interest in your local area and examine the ethics of cultural tourism.

Lesson



When tourists are choosing a destination, oftentimes the culture of a region is an important factor in selecting the destination. But what exactly is cultural tourism?

Cultural tourism is one of the fastest growing sectors in the travel industry, but it is not a new phenomenon. Cultural tourism historically was for wealthy elite who had the time and the money to experience a different culture firsthand. Today, cultural tourism has shifted to the masses that have the disposable income and the time to travel. However within the “masses” there are tourists who want to experience an alternative that is more one-on-one than with a large group or guided tour experience.

Culture is defined as “referring to the characteristics of life shared by a group of people in a particular region: community, province, country, and continent.” These characteristics can refer to language, dress, food, music, sports, art, architecture, religion and so on. Therefore **cultural tourism** deals with tourists who want to experience firsthand a new and unique culture to them.

Cultural tourism can have a significant impact on a region. In Massachusetts, United States, cultural tourists spend on average \$62 (US) a day on different cultural activities (Massachusetts Cultural Council 2006). Along with benefits, however, there are some pitfalls to cultural tourism. Tourists can have a significant impact on both the physical and human landscape of a region.

Tourists leave a physical impact on the environment they visit which can include destruction of landmarks or changing the physical landscape.

There are also subtle impacts on the cultural destination. The increase of tourists can cause the people of the region to **adopt** some aspect of the different visiting groups. An example would be the Caribbean. Over the centuries, the island inhabitants have adopted different cultural influences into their own. This is called **cultural transmission**. This is shown in their music, dance and language. There is the risk that over time, the original culture will be lost to outside influences.

Another risk is **commodification**, which means a culture or a cultural trait is exploited or viewed as a commodity for sale. This can mean festivals lose their original meaning in order to bring in tourists to spend money to help the local economy. Other items that can be sold included icons, artifacts, religious ceremonial icons.

Assignment

1. Create a brochure or flyer for a cultural attraction in your area. In your ad, include a slogan, a picture of the attraction, and a brief description of what makes it unique.
2. Is it right for a region to increase its economy by exploiting or selling cultural attractions to attract tourists? Is there ever a right or wrong time for this to happen?

Advertisement Flyer Rubric

Categories	Level 1 (50 - 59%)	Level 2 (60 - 69%)	Level 3 (70 - 79%)	Level 4 (80 - 100%)
Knowledge and Understanding Demonstrates knowledge and information about the topic	Demonstrates with limited knowledge and information about the topic.	Demonstrates some knowledge and information about the topic.	Demonstrates considerable knowledge and information about the topic.	Demonstrates thorough knowledge and information about the topic.
Thinking Identifying relevant facts and organizing them in the final ad product	Student was unable to identify relevant facts and to organize them in the final ad product	Student identify some relevant facts and to partially organize them in the final ad product.	Student was able to identify most of the relevant facts and to adequately organize them in the final ad product	Student was able to identify all relevant facts and to clearly organize them in the final ad product.
Analysis and interpretation of data gathered through research and investigation	Analyzes and interprets data gathered through research and investigation with limited effectiveness.	Analyzes and interprets data gathered through research and investigation with some effectiveness.	Analyzes and interprets data gathered through research and investigation with considerable effectiveness.	Analyzes and interprets data gathered through research and investigation with a high degree of effectiveness.
Application The overall presentation was planned and professional in its execution.	The overall presentation was poorly planned and unprofessional in its execution.	The overall presentation was somewhat planned and nearly professional in its execution.	The overall presentation was well planned and reasonably professional in its execution.	The overall presentation was thoroughly planned and professional in its execution.
Communication Communicate the results of geographic inquiries, for different audiences and purposes, using a variety of forms (e.g., oral and written reports, multimedia presentations, essays).	Communicates the results of geographic inquiries, for different audiences and purposes, using a variety of forms (e.g., oral and written reports, multimedia presentations, essays) with limited ability.	Communicates the results of geographic inquiries, for different audiences and purposes, using a variety of forms (e.g., oral and written reports, multimedia presentations, essays) with some ability.	Communicates the results of geographic inquiries, for different audiences and purposes, using a variety of forms (e.g., oral and written reports, multimedia presentations, essays) with considerable ability.	Communicates the results of geographic inquiries, for different audiences and purposes, using a variety of forms (e.g., oral and written reports, multimedia presentations, essays) with a high degree of ability.