

**TRM 3402**  
**Cultural Tourism**  
**Management**

**Credit 3(3-0-6)**

# Course Description

Current situation, definitions and main aspects of cultural tourism, the relation of creative economy concept and cultural tourism, benefits and impacts of the promotion of cultural tourism, main types of cultural tourism, culture-based tourist attractions, cultural tourists, conservation of cultural resources, management and marketing of cultural resources, the UNESCO World Heritage Inscription, and the cultural interpretation.

# Lesson Plan

Unit 1: Definitions, Typology and Aspects

Unit 2: Main Types of Cultural Tourism

Unit 3: Creative Tourism and Cultural Tourism

Unit 4: Culture - Based Tourist Attractions and Cultural Tourists

Unit 5: Commodification for Cultural Tourism Products

Unit 6: Benefits and Impacts Cultural Tourism

Unit 7: Some Important Issues in Cultural Tourism

Unit 8: Marketing Management for Cultural Tourism

Unit 9: Preservation and Conservation of Cultural Resources (I)

Unit 9: Preservation and Conservation of Cultural Resources (II)

Unit 10: UNESCO World Heritage Inscription, and Cultural Interpretation

# Knowledge expected to gain

1. Have up-to-date knowledge in the management of cultural tourism both theories and practices widely, systematically and internationally.
2. Have integrated knowledge in other related disciplines.

# Cognitive skill expected to gain

1. Be able to analyze the causes of problems and conflicts in cultural tourism as well as be able to solve problems systematically and find out proper solutions to the problems.
2. Be able to apply both theoretical and practical knowledge of cultural tourism into real-life training and work experience appropriately in accordance with situations.

# Unit 1 Definitions, Typology and Aspects

## Topic

- Different perceptions of culture
- Defining cultural tourism
- Typology and activities of cultural tourists
- Demand and motivation for cultural tourism

# Objectives

Students should be able to:

- Describe different perceptions of culture.
- Define cultural tourism that covers different important dimensions of culture, its typology and related activities.
- Talk in general about and identify demand and motivation for cultural tourism.

# Different perceptions of culture

<b>Culture as...</b>	<b>Social/ aesthetic</b>	<b>Everyday life</b>
<i>Theoretical/ political</i> <i>Culture is a tool.</i>	<i>Culture is an activity.</i>	<i>Culture is a way of life.</i>
Culture is educational.	Culture is beautiful.	Culture is about my family.
Culture is experiential.	Culture makes a place look nicer.	Culture is who my friends are.
Culture is therapeutic.	Culture makes a place livelier.	Culture is where I live.
Culture is inspiring. Culture is transcendent.	Culture is relaxing. Culture is fun and exciting.	Culture is my nationality. Culture is my religion.
Culture is conservation.	Culture makes a change from everyday life.	Culture is my language.
Culture creates new opportunities for integration.	Culture means the mixing of different people.	Culture is my skin color.
Culture is an expression of diversity.	Culture makes a place look special.	Culture is what I eat and drink.
Culture strengthens identities.	Culture makes a place look different.	Culture is what I wear.
Culture animates space.	Culture means more tourists come.	Culture is what music I listen to.
Culture creates a sense of place and character. Culture creates uniqueness.	Culture means seeing and doing new things. Culture makes people's lives better.	Culture is what I read. Culture is where I shop.
Culture enhances image. Culture is a catalyst for regeneration.		Culture is what I do on a daily basis. Culture is where I go on a Saturday night.
		Culture is where I take the family on day trips.



# Defining cultural tourism

Richards (1996)

*Technical definition:* All movements of persons to specific cultural attractions such as museums, heritage sites, artistic performances and festivals outside their normal place of residence.

*Conceptual definition:* The movement of persons to cultural manifestations away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs.

# Defining cultural tourism

Richards (2001)

*“Cultural tourism covers not just the consumption of the cultural products of the past, but also of contemporary culture or the ‘way of life’ of a people or region. Cultural tourism can therefore be seen as covering both ‘heritage tourism’ (related to artefacts of the past) and ‘arts tourism’ (related to contemporary cultural production).*

McKercher and  
Du Cros (2002)



Tourism- derived definitions  
Motivational definitions  
Experiential or aspirational definitions  
Operational definitions

- (1) As a form of special interest tourism where culture forms the basis of either attracting tourists or motivating people to travel
- (2) From a business perspective as involving the development and marketing of various tourist sites and attractions
- (3) From a motivational perspective whereby visitors travel as a result of their interest in cultural activities
- (4) As an experiential activity where engagement with culture can be unique and intense, and tourists are educated as well as entertained
- (5) From an operational perspective where tourists participate in large array of activities or experiences (e.g. heritage, arts, festivals, local cultures).

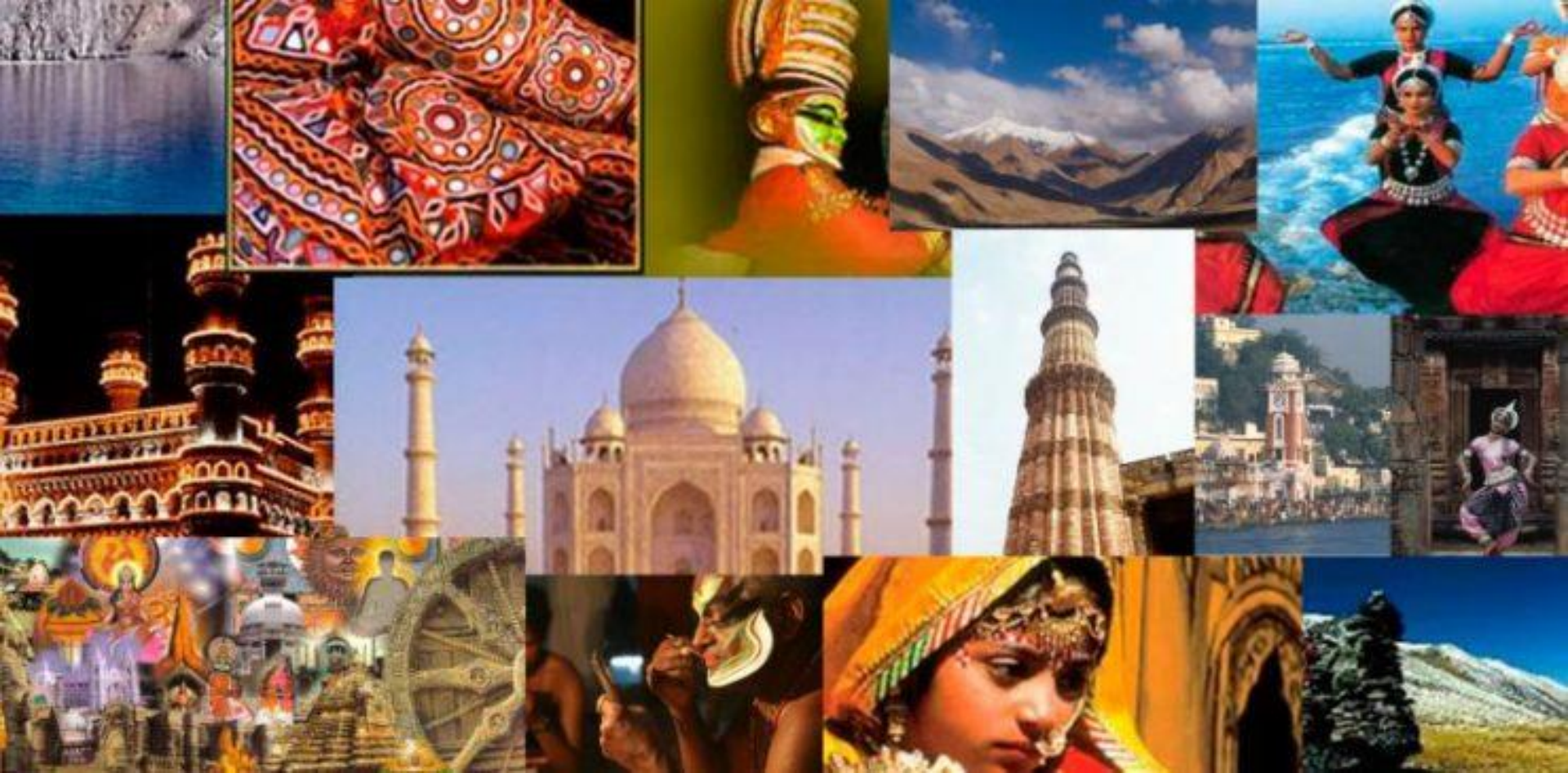
## McKercher and Du Cros (2015)

They gave another definition of cultural tourism, which is more oriented to ‘heritage’ (heritage implies that culture belongs to the past), as:

*“ a form of tourism that relies on a destination’s cultural heritage assets and transforms them into products that can be consumed by tourists ”.*

# Typology and activities of cultural tourists

- (1) Heritage sites (e.g. archeological sites, whole towns, monuments, museums)
- (2) Performing arts venues (e.g. theaters, concert halls, cultural centers)
- (3) Visual arts (e.g. galleries, art museums, architecture)
- (4) Festivals and special events (e.g. art festivals, music festivals, carnivals)
- (5) Religious sites (e.g. cathedrals, temples, pilgrimage destinations)
- (6) Rural environments (e.g. villages, farms, cultural landscapes, eco-museums)
- (7) Indigenous communities and traditions (e.g. tribal people, ethnic groups, minority cultures)
- (8) Ethnic groups in cities (e.g. Chinatowns, Little Italys, Jewish quarters, Indian slums, South African townships, Brazilian favelas [*Brazilian shack or shanty town; a slum*])
- (9) Arts and crafts (e.g. textiles, pottery, painting, sculpture)
- (10) Language (e.g. learning or practice)
- (11) Gastronomy (e.g. wine tasting, food sampling, cookery courses)
- (12) Popular culture (e.g. modern architecture, pop music, fashion, media, design)
- (13) Creative activities (e.g. painting, photography, dance).



# Map of World Heritage Sites in Japan

(Current as of July 2017)

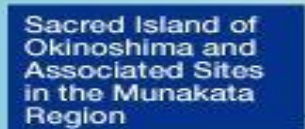
- Natural Heritage Sites
- Cultural Heritage Sites



Sites of Japan's Meiji Industrial Revolution (Fukuoka, Saga, Nagasaki, Kumamoto, Kagoshima, Yamaguchi, Iwate, and Shizuoka)



Hiroshima peace memorial (Hiroshima)



Sacred Island of Okinoshima and Associated Sites in the Munakata Region



Itsukushima Shintō shrine (Hiroshima)



Yakushima (Kagoshima)



Historic monuments of ancient Kyoto (Kyoto and Shiga)

Iwami silver mine (Shimane)



Shirakami mountains (Aomori and Akita)



Historic villages of Shirakawa-gō and Gokayama (Gifu and Toyama)

Hōryūji temple (Nara)

Historic monuments of ancient Nara (Nara)



Sacred sites and pilgrimage routes in the Kii mountain range (Nara, Wakayama, and Mie)



Himeji-jō castle (Hyōgo)



Shiretoko (Hokkaidō)



Hiraizumi temples (Iwate)



Nikkō shrines and temples (Tochigi)

Tomioka Silk Mill (Gunma)

The Architectural Work of Le Corbusier (National Museum of Western Art; Tokyo)



Mount Fuji (Yamanashi and Shizuoka)

Ogasawara Islands (Tokyo)

Gusuku sites and related properties of the Kingdom of Ryūkyū (Okinawa)













# Activities of cultural tourists

Heritage tourist	Visits to castles, palaces, country houses
	Archeological sites
	Monuments
	Architecture
	Museums
	Religious sites
Arts tourist	Visits to the theater
	Concerts
	Galleries
	Festivals, carnivals, events
	Literary sites
Creative tourist	Photography
	Painting
	Pottery
	Dance
	Cookery
	Crafts
	Creative industries (e.g. film, TV, architecture, fashion, design)

Urban cultural tourist	Historic cities
	Regenerated industrial cities
	Waterfront developments
	Art and heritage attractions
	Shopping
	Nightlife
Rural cultural tourist	Village tourism
	Agro or farm tourism
	Eco-museums
	Cultural landscapes
	National parks
	Wine trails
Indigenous cultural tourist	Hill tribe, desert, jungle, rainforest or mountain trekking
	Tribal villages
	Visits to cultural centers
	Arts and crafts
	Cultural performances
	Festivals
Ethnic cultural tourist	'Ethnoscapes' (e.g. Little Italy, Chinatown)
	Slums
	Ghettos
	Favelas
	Townships

# Demand and motivation for cultural tourism

De Botton (2002)

*“In the more fugitive, trivial association of the word exotic, the charm of a foreign place arises from the simple idea of novelty and change... we may value foreign elements not only because they are new, but because they seem to accord more faithfully with our identity and commitments than anything our homeland could provide.”*

*(de Botton, 2002)*

Sarup (1996)

suggests that travel allows tourists to enjoy and exploit the exotic difference of '*the Other*' while discovering their own identity.

Wang (2000)

suggests that many tourists are more likely to be in search of their own '*existentially authentic selves*' rather than seeking '*objective authenticity*'.

Seaton (2002)

states that tourism is at least as much *a quest to be* as *a quest to see*. This scholar also describes the process of '*metempsychosis*' whereby tourists engage in repetitive or ritualistic behavior, often following in the footsteps of famous figures on their travels.



# Categorizing cultural tourists

Silberberg (1995) divides cultural tourists into 4 types according to their motivation for visiting cultural sites.

<b>The greatly motivated cultural tourists</b>	<b>They visit a destination primarily to experience the cultural aspects.</b>
<b>The in- part motivated cultural tourists</b>	<b>They visit the destination to experience culture in addition to something else, like visiting friends and relatives or attending a conference, and then take a part in cultural experience.</b>
<b>The adjunct cultural tourists</b>	<b>The main motivation for visiting is not cultural but culture may be consumed in addition to the main activities.</b>
<b>The accidental cultural tourists</b>	<b>There is no intention to engage in cultural activities but the tourist may visit a museum or attend an arts event.</b>

Dolnicar (2002) identifies 9 types of cultural tourists based on their participation in different cultural activities

<b>Type 1: Standard culture tour participant</b>	<b>These tourists basically spend their entire stay in the bus, shopping, sightseeing and visiting museums</b>
<b>Type 2: Super active culture freak</b>	<b>These tourists want to see and do it all</b>
<b>Type 3: Inactive culture tourist</b>	<b>Every single cultural activity is rated below average.</b>
<b>Type 4: Organized excursion lover</b>	<b>Cultural activities are packaged for the tourists and they do not deviate much from this.</b>
<b>Type 5: Event- focused</b>	<b>This group is very active and enriches for the standard culture tour programme by visiting local or regional events</b>

<b>Type 6: Individual culture explorers</b>	Shopping, sightseeing and visiting museums- these activities are engaged in by every single member of this segment. Anything including the term ‘organized’ seems to be rejected by these travelers.
<b>Type 7: Theater, musical and opera lovers</b>	This segment is best described by the fact that every one of these tourists has been to the theater, a musical or the opera at least once during their stay. Events, on the other hand, are not of interest to this group at all.
<b>Type 8: Super lean culture tour participant</b>	Seventy- three percent of them participate in an organized bus trip and the only activities really undertaken are sightseeing and visiting exhibitions.
<b>Type 9: Organized culture tourists</b>	Every single member participates in organized excursions and organized bus trips. With shopping, sightseeing and visiting museums being an average interest, cultural offers in the evening (opera, theatre) are not very attractive to this segment.

- German tourists can be found in every segment identified.
- Swiss tourists prefer going to theaters, the opera and the musical (Type 7).
- French and Italian culture tourists have the highest probability of being members of the standard culture tour group (Type 1).
- British tourists can mostly be found at local or regional events (Type 5).
- Half of all US American culture tourists are super- active culture freaks (Type 2) as well as organized culture tourists (Type 9).
- Spanish tourists prefer the organized version of anything.

Write on Padlet describing how you like cultural tourism/ how much you are cultural tourist; what kind of cultural aspects you are interested in engaging in; what types of cultural attractions/ events/ situations/ phenomena that you would like to experience.....