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| **USIL INTERNATIONAL CENTER FOR STUDY AND RESEARCH** |
| **Course:** Cultural Tourism in Cusco and Peru |
| **Professor:** Alberto Chara Azurin |
| **Contact hours:** 48 |
| **Credits:** 3 |
| **Recommended level:** junior or senior |
| **COURSE SUMMARY** |
| This course addresses the cultural aspect of tourism, which is remarkably rich in the Peruvian context. The aim is to equip students with the concepts that will help them to better understand this aspect of tourism, while introducing them to a broad range of cultural attractions: archaeological sites, museums, local customs and traditions, art and festivities. Students are guided towards a deeper understanding of cultural tourism through a number of field trips in Cusco and the surrounding region.  |
|  | **TOPIC / LEARNING ACTIVITY / ASSESSMENT ACTIVITY** | **HOURS** |
|  | Introduction. | 2 |
|  | Tourism: main products and attractions. | 4 |
|  | **Field trip** to main tourist attractions in Cusco. | 2 |
|  | Tourism resources in Peru. | 4 |
|  | **Field trip** to Prom Peru offices. | 2 |
|  | **Field trip** to the Ministry of Tourism offices. | 2 |
|  | Cultural heritage management. | 4 |
|  | **Field trip** to the Ministry of Culture offices. | 2 |
|  | **Field trip** to the NGO Guaman Poma de Ayala. | 2 |
|  | **Field trip** to Cusco Center for Traditional Textiles. | 2 |
|  | **Field trip** to the NGO Awanakancha. | 2 |
|  | Review for the mid-term exam. | 1 |
|  | Mid-term exam. | 2 |
|  | Tourism policy in Peru. | 3 |
|  | Tourism planning in Peru. | 3 |
|  | **Field trip** to Cusco Chamber of Commerce, AATC (Association of Cusco Travel Agencies). | 2 |
|  | **Field trip** to a tourism-focused local governmental organization. | 2 |
|  | **Field trip** to a local travel agency. | 2 |
|  | Review for the final exam.  | 2 |
|  | Presentation of final paper. | 2 |
|  | Final exam. | 1 |
| **BASIC READING** |
|  | RICHARDS, Greg (ed.) (2011) *Cultural Tourism: Global and Local Perspectives.* Routledge. |
|  | REISINGER, Y. & TURNER, L. (2003) *Cross-Cultural Behavior in Tourism: Concepts and Analysis.* Butterworth - Heinemann. |
|  | SIGALA, M., & LESLIE, D. (2015). International Cultural Tourism: Management, Implications and Cases. Butterworth - Heinemann. |
|  | STARN, Orin et al. (2005) *The Peru Reader: History, Culture, Politics*. Duke University Press. |
|  | HENRICI, Jane (1999) Trading Culture: Tourism and Tourist Art in Pisac, Peru. In: *Tourism and Cultural Conflicts.* Ed. by M. Robinson and P. Boniface. CABI Publishers. |