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| **USIL INTERNATIONAL CENTER FOR STUDY AND RESEARCH** |
| **Course:** Economics and Sociology of Tourism |
| **Professor:** Alberto Chara Azurin |
| **Number of contact hours:** 48 |
| **Credits:** 3 |
| **Recommended level:** junior or senior |
| **COURSE SUMMARY** |
| This course focuses on the effects tourism has had on Peruvian society and the nation’s economy, focusing specifically on the last thirty years. We will begin with a brief history of major archaeological discoveries and the development of tourist attractions, before examining how the resulting changes have affected local communities and Peru as a whole. At the end of the course, students will be encouraged to discuss the positive and negative impacts of tourism on Peru’s current social and economic situation. |
|  | **TOPIC / LEARNING ACTIVITY / ASSESSMENT ACTIVITY** | **HOURS** |
|  | Introduction | 2 |
|  | Understanding the sociology of tourism | 2 |
|  | Understanding the relationship between the economy and tourism | 2 |
|  | Travelers, tourists, and sociology | 2 |
|  | **Field trip** to the Southern Cusco Valley and the main tourist attractions | 4 |
|  | **Field trip** to Cusco’s San Antonio Abad National University | 2 |
|  | Analysis of tourism and traveler inequalities  | 2 |
|  | Consumer culture  | 2 |
|  | Review for the mid-term exam | 2 |
|  | Mid-term exam | 1 |
|  | **Field trip** to Pisac market in the Sacred Valley of the Incas | 4 |
|  | **Field trip** to the village of Patabamba and Huchuy Qosqo archaeological site or village of Combapata and Qeswachaka archaeological site  | 8 |
|  | Field trip to downtown Cusco (Cusco as a World Cultural Heritage Site) | 2 |
|  | Food, photos & souvenirs | 2 |
|  | Identifying consumer culture | 1 |
|  | Economic, environmental and cultural side effects of tourism | 2 |
|  | **Field trip** to Cusco Chamber of Commerce | 2 |
|  | **Field trip** to a tourism-related local governmental institution | 2 |
|  | Review for the final exam | 2 |
|  | Presentation of final paper  | 1 |
|  | Final exam | 1 |
| **BASIC READING** |
|  | Becker, Elizabeth (2014) *The Sociology of Tourism: Theoretical and Empirical Investigations.* Routledge. |
|  | Bruner, Edward (2010) *Culture on Tour: Ethnographies of Travel.* The University of Chicago Press. |
|  | MacCannell, Dean (2008) *The Tourist: A New Theory of the Leisure Class.* The University of California Press. |
|  | Starn, Orin et al. (2005) *The Peru Reader: History, Culture, Politics.* Duke University Press. |
|  | Michael Di Giovine (2010) *The Heritage-scape: UNESCO, World Heritage and Tourism.* Lexington Books. |