

## Course Syllabus

1. **Program of Study** Bachelor of Arts (Social Science)  
**Faculty/Institute/College** Mahidol University International College
2. **Course Code** ICSO 390 **Course Title** Tourism, Development and Cultural Change
3. **Number of Credits** 4 (**Lecture / Lab**) (4-0)
4. **Prerequisite (s)** None
5. **Type of Course** Major elective of International Studies Concentration
6. **Trimester / Academic Year** TBA
7. **Course Description**  
 The role of tourism in economic development. The impact of tourism upon traditional culture and the effects of tourism upon the patterns of cultural change : destruction, preservation, and construction. The role of traditional culture in attracting tourists.
8. **Course Objective (s)**
  - (i) To introduce the issues involved in tourism and tourism industries.
  - (ii) To analyze the cultural, social, ecological and economic consequences of tourism.

### 9. Course Outline

Week	Topic		Instructor
	Lecture	Hour	
1	Introduction. The culture of Tourism	4	TBA
2	Tourism, Travel, Culture Theory	4	
3	Political Economies of Tourism; Mass tourism and the resort	4	
4	Small Places in the Global Travelsphere	4	
5	Historical places and tourism; preservation or perversion	4	
6	Producing natives for tourists	4	
7	Engendering tourism; eco - tourism and rural economies	4	
8	Cultural tourism and cultural preservation	4	
9	War tourism	4	
10	Tourism and prostitution	4	
11	The last of the isolated natives	4	
	<b>Total</b>	<b>44</b>	

### 10. Teaching Method (s)

Lecture and discussion.

## **11. Teaching Media**

Texts, transparencies, videos.

## **12. Measurement and evaluation of student achievement**

The standard scale of 90 - 100 = A, 85 - 89 = B+, 80 - 84 = B, etc. 60 is required to pass.

## **13. Course evaluation**

Grading will be based on two in - class exams (45% each) and contribution to discussion 10%.

## **14. Reference (s)**

- 1) MacCannell, D., *The Tourist : A New Theory of the Leisure Class*, New York, 1999
- 2) Stanley, Nick, *Being Ourselves for you : The Global Display of Cultures*, New York, 1998

## **15. Instructor (s)**

TBA

## **16. Course Coordinator**

Eugene Jones