

# Culture Resources of Cities in China

<i>Course Code:</i>	<i>HIST170005</i>
<i>Course Title:</i>	<i>Culture Resources of Cities in China</i>
<i>Credit:</i>	<i>2</i>
<i>Instructor Name:</i>	<i>Han Shen</i>
<i>E-Mail:</i>	<i>shen_han@fudan.edu.cn</i>

## Course Description

City culture is a unique attraction for the visitors to get special experience and education. This course examines the culture resources of the cities in China and develops a theoretical framework to understand the development of city culture for city destinations. Through 2 days field trip to the main cultural attractions in Shanghai, students are required to analyze the development plans and marketing strategies for these destinations.

## Learning Objectives & Outcomes

Integrating current concepts, research findings and several best-practice case studies, students will gain an understanding of the highly broad and complex web of the culture resources in China. A group project culminates in the generation of a development plan and marketing strategy for a destination in Shanghai. Readings, assignments, discussions, other course materials and a structured approach support the development of the project.

Upon completion of the course, students will be able to:

- 1 Build up a framework of cultural resources development;
- 2 apply stakeholder theories to establish cultural resources development institution for cities in China;
- 3 apply marketing principles to promote cities in China.

## Required Materials

Every class will be an event unto its own, where doing, listening, engaging and learning are the priorities. Reading, watching videos and listening to audio files are all part of the mix and will be assigned on each session. These will become important touchstones for our class conversations, exercises, role-playing, activities, assignments and exam.

## **Textbooks & Readings**

Anthony Travis, Planning for Tourism, Leisure and Sustainability: International Case Studies, 2015.

Jie Li, Shanghai Homes: Palimpsests of Private Life (Global Chinese Culture), 2014.

Steven Pike, Destination Marketing: An Integrated Marketing Communication Approach, Butterworth-Heinemann, 2008.

Attached the reading package.

## **Grading**

Each student's grade will reflect achievement in a combination of the following areas (subject to change), with final weighting still to be determined. Due to the high level of in-class participation required, attendance is mandatory unless negotiated with the Instructor in advance.

<b>Requirement</b>	<b>Weight</b>
Attendance/ Classroom Participation	30%
Assignments	40%
Written Submission of the Development and Marketing Plan	30%

## **Method of Instruction**

The instructional approach for this course is a blend of lecture, field trip, independent research, class discussions, activities and case studies, using collaborative processes. Lecture units include readings/ viewings/ listening and assignments to educate students and provide them with deep insight and prepare them for class discussion and field trip, enabling them to complete course requirements. Students are required to select their project subjects before the field trip, prepare all the background information and work out their research method to finish their report. Students are expected to be fully engaged and participate in all aspects of the course.

## **Schedule (subject to change)**

Unit 1: Course Overview & Intro to Cities in China

Unit 2: Intro to Culture resources in cities in China (Case study)

Unit 3: Theories and methods in destination planning and marketing (Assign the project topics)

Unit 4-6: One day field trip in Shanghai (Interviews & On-site discussion)

Unit 7-9: One day field trip in Shanghai (Interviews & On-site discussion)

Unit 10: Stakeholders and development institution in cities in China (Project presentation)

Unit 11: Branding of cities in China (Project presentation)

Unit 12: Evaluation of culture resources (Project presentation)

Submit the final report