

SMALL TOWN, RURAL AND ~~RESORT~~ *TOURISM* PLANNING

Friday: 9:30 am – 12:15 pm

Room: 340

Office hours: By appointment

Phone: (303) 443-7876 (Pel-Ona Architects and Urbanists)

(303) 557-8188 (Cell – emergency calls only)

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This course focuses on small town and tourism planning comprehensively within the cultural, social, spatial, and economic contexts of the region, urban clusters, and the small town. It reviews global trends, national policies, and local planning processes through case studies from various parts of the globe. It explores the conceptual tools of reading and evaluating impacts of tourism developments and global transformations on local economies and on life in public realm in small towns. It focuses on issues of cultural identity, authenticity, and financial autonomy within the framework of the recent trends of slow food, slow money and slow city.

Key concepts of the course are authenticity, third place, loose space, vernacular, urban farming, eco-tourism, food tourism, garden tourism, diversification of the local economy, slow money, slow food, slow city, traffic calming, and coding for diversity.

OBJECTIVES OF SUSTAINABLE TOURISM PLANNING

IDEAL:

To become a **socially responsible, politically aware, artistically creative, intellectually flexible professional.**

BOTTOM LINE:

- Understanding impacts of tourism developments and global transformations on culture, economy, and environment in a practical way to guide policy making.
- Understanding the challenges that dominates a small town's planning agenda.
- Reviewing tourism and small town planning literature and developing an in-depth understanding of the successful planning policies through reading case studies.
- Acquiring methods to read social and cultural change in urban places.
- Developing a conceptual framework along with a planning agenda in order to address environmental change in regional and local planning levels.
- Developing urban design strategies to mitigate change with an advance architectural sensitivity.

ESSAYS, PRESENTATIONS, PAPERS

1. Two paper summaries/presentation in class (Powerpoint) (15 % of the grade each)

Use of diagrams, schematic drawings, pictures and other visual material is an integral part of an appealing presentation. Depending on the reading's topic the following tasks may help clarifying your presentation:

- (a) describing the processes responsible for rapid change/urbanization;
- (b) evaluating social, cultural, economic and aesthetic impacts of these processes
- (c) identifying, naming, and describing actors and their motivations
- (d) evaluating relative power and impact of actors
- (e) identifying potential means of affecting actor decisions.

Also, please provide questions to instigate class discussion.

2. Four short essays

Essay #1 (around 1000 words, 15% of the grade)

Essay #2 (around 1200 words, 20% of the grade)

Essay #3 (around 1000 words, 15% of the grade)

Essay #4 (around 1200 words, 20% of the grade)

UNIVERSITY WIDE POLICIES

Please refer to the following web sites for university wide policies:

Student Code of Conduct

<http://www.ucdenver.edu/life/services/standards/students/pages/default.aspx>

Accommodations

<http://www.ucdenver.edu/student-services/resources/disability-resourceservices/accommodations/Pages/accommodations.aspx>

Academic Freedom

<http://www.ucdenver.edu/policy/pages/academic-Freedom.aspx>

Family Educational Rights and Privacy Act (FERPA)

[services/resources/registrar/students/policies/Pages/StudentPrivacy.aspx](http://www.ucdenver.edu/services/resources/registrar/students/policies/Pages/StudentPrivacy.aspx)

Attendance

http://www.ucdenver.edu/faculty_staff/employees/policies/Policies%20Library/OAA/StudentAttendance.pdf

Discrimination and Harassment Policy and Procedures

<http://www.ucdenver.edu/about/WhoWeAre/Chancellor/ViceChancellors/Provost/>

TENTATIVE SCHEDULE (as of August 2019)

PART I ISSUES AND CHALLENGES: INTRODUCTION

- August 23: Introduction
Hand out Essay #1 (A short essay on tourism impacts and issues)
- August 30: Issues and challenges: Selected work produced within previous Summer Studios in Turkey / Discussion on the final presentation
- Reports and PowerPoint Presentations of the Previous Studios:
- 2013. Onaran, K., M. Alhussami, A. Alqurashi, E. Carver, W. Chen, K. Devor, S. Rosenberg, S. Ulcar, K. Wimbush, D. Wise. PowerPoint presentation: Seferi-Experience: Planning and Design Proposals to Further Slow Tourism in Seferihisar.
 - 2014. Onaran K., K. Almatar, A. Almulhim, R. Anderson, C. Brown, M. Christoff, J. Falchi, C. Hill, J. Job, A. Maghrabi, B. Odel, M. Skogen, S. Starr. Light Tourism Datça Action Plan and revision proposals for 1/25.000 scaled region plan for Bozburun-Datça Special Protection Area.
 - 2015. Onaran K., P. Bird, S. Blanchard, A. Holm, M. Keating, E. Laetz, R. Long, M. Lubarsky, M. Lyons, J. Niemann, A. Redenz, N. Satt, P. Sawyer. PowerPoint presentation: Light tourism Datça: A sustainable path forwards.
 - 2010. Onaran, K., K. Cuturilo, M. Deffner, J. Janda, D. Kester, J. Muchow, M. Nelson, A. Perkins, K. Prewitt, N. Vanderkwaak, S. Wisniewski. *Agitivate Bitez: Policy recommendations and zoning suggestions for Bitez: Towards a sustainable future*
 - 2012. Onaran, K. A. Adnan, M. Brereton, C. Murphy, L. Pelley, N. Stern, J. Stocking, C. Tremblatt. PowerPoint presentation: Bitez Garden Tourism Action Plan.
 - 2016. Onaran, K., Michelle Blankas, Julia Dullien, Zhiguang Hu, Heather Murphy, Zareen Tasneem, Mike Ziarnek. PowerPoint presentation: Farm-to-Beach Bodrum: Action plan proposal for a sustainable tourism
- September 6: A global look at tourism and small town planning: Issues and challenges
- Readings:
- Chambers, Erve. 2000. *Native Tours: The Anthropology of travel and tourism*. Long Grove, IL: Waveland Press, Inc.
- Lofgren, Olvar. 1999. The Mediterranean in the age of package tour, in *On holiday: A history of vacationing*. University of California Press, pp. 155-209.

September 13: Small town and rural sustainability

Essay #1 due / Discussion: Generation of issue/challenge categories

Readings:

- ALL Moltz, J. B. and B. McCra. 2012. Chapter 1: Surviving difficult economic times for the big and small, *Small town rules: How big brands and small businesses can prosper in a connected economy*. Que Press, pp. 7-25.
- ALL Moltz, J. B. and B. McCra. 2012. Chapter 7: Going local, even when you are big. *Small town rules: How big brands and small businesses can prosper in a connected economy*. Que Press, pp. 133-155
- Sarah C Knox, P. L. and H. Mayer. 2013. Chapter 1: Introduction. *Small town sustainability: Economic, social, and environmental innovation*. Basel: Birkhauser, pp. 11-27.
- Ryan Knox, P. L. and H. Mayer. 2013. Chapter 2: Mobilizing change in small towns. *Small town sustainability: Economic, social, and environmental innovation*. Basel: Birkhauser, pp. 29-49.
- Eli Knox, P. L. and H. Mayer. 2013. Chapter 9: Creativity and culture & Chapter 10: Housing, work, and social well-being. *Small town sustainability: Economic, social, and environmental innovation*. Basel: Birkhauser, pp. 144-187.
- Annelies Teixeira Eurico, S. & F. M. Fernandes Oliveira. 2015. Sustainable tourism development of rural destinations: The Schist Villages, Portugal. In N. D. Morpeth and H. Yan (eds.) *Planning for tourism: Towards sustainable future*. Cabi Tourism Texts. pp. 169-185.

September 20: Tourism and sustainability

Readings:

- ALL Beardmore, K. 2015. Spatial planning – Managing tourism and recreation in a lived-in ‘protected’ area. In N. D. Morpeth and H. Yan (eds.) *Planning for tourism: Towards sustainable future*. Cabi Tourism Texts. pp. 129-145.
- David Arell, N. 2000. “The Evolution of tourism in the Tarna Mountains: Arena and Actors in a Periphery” In: Brown, F. and Hall, D. *Tourism in Peripheral Areas: Case Studies*. Clevedon: Channel View Publications, pp. 114-132.
- Sarah C Nilsson, P.A. 2000. “Tourism's Role in New Rural Policy for Peripheral Areas: The Case of Arjeplog” In: Brown, F. and Hall, D. *Tourism in Peripheral Areas: Case Studies*. Clevedon: Channel View Publications, pp. 133-151
- Ali Priestley, G. and Llordes, J. 2007. “Planning for Sustainable Development in Spanish Coastal Resorts” In: Agarwal, S. and Shaw, G. *Managing Coastal Tourism Resorts: A Global Perspective*. Clevedon: Channel View, pp. 90-111.
- Eli Gill, A. and Welk, E. 2007. “Natural Heritage as Place Identity: Tofino, Canada, a coastal resort on the periphery” In: Agarwal, S. and Shaw, G. *Managing Coastal Tourism. Resorts: A Global Perspective*. Clevedon: Channel View, pp.169-249.

PART II ALTERNATIVE ECONOMIES / FOOD SYSTEMS / CASE STUDIES

September 27: Tourism and small town planning / Case studies

Readings:

- Alex Pearce, P.L. 2005 "Chapter 6: The Tourists' On-Site Experience" In: *Tourist behavior: Themes and conceptual schemes*. Clevedon: Channel View pp. 135-112.
- Natalie Whittaker, E. 1997. "The town that debates tourism: Community and tourism in Broom, Australia" In: Chambers, E. *Tourism and Culture*. Albany: SUNY Press
- Natalie Duggan, B. 1997. "Tourism, cultural authenticity and the native crafts cooperative: The Eastern Cherokee experience" In: Chambers, E. *Tourism and Culture*. Albany: SUNY Press 31-57.
- Andrea Richardson-Ngwenya, P. & J. Mimsen. 2011. Tourism and agriculture in Barbados: changing relationships. In. R. M. Torres & J. H. Momsen (eds) *Tourism and agriculture: New geographies of consumption, production and rural restructuring*, Routledge, pp. 139-148.

October 4: Agricultural tourism, garden to plate and food tourism.

Readings:

- James Hall, M. & L. Sharples. 2003. The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In Hall, M., L. Sharples, R. Mitchell, N. Macionis, B. Cambourne. 2003 *Food tourism around the world: Development, management and markets*. Elsevier Butterworth Heinemann, pp.1-24.
- Stefi Hall, M., R. Mitchell, L. Sharples. 2003. Consuming places: The role of food, wine and tourism in regional development. In Hall, M., L. Sharples, R. Mitchell, N. Macionis, B. Cambourne. 2003 *Food tourism around the world: Development, management and markets*. Elsevier Butterworth Heinemann, pp. 25-59.
- Alex Meyer-Czech, K. 2003. Food trails in Austria. In Hall, M., L. Sharples, R. Mitchell, N. Macionis, B. Cambourne. 2003 *Food tourism around the world: Development, management and markets*. Elsevier Butterworth Heinemann, pp.149-157.
- James Cox, R., L. Holloway, L. Venn, M. Kneafsey, E. Dowler. 2011. Adopting a sheep in Abruzzo: - agrotourism and the preservation of transhumance in Central Italy. In Maria Torres, R. & J. H. Momsen (eds.) *Tourism and agriculture: New geographies of consumption, production and rural restructuring*, Routledge, pp. 151-162.

October 11: Food systems and street food

Readings:

- Ella Pollan, Michael. 2008. *In defense of food: An eater's manifesto*. Penguin books. Part II, Chapter 3: The industrialization of eating: What we do know, pp.101-136.
- Bradyn Berry Wendell. 1986. A defense of the family farm. In (Berry, W., ed.) 2009. *Bringing it to the table: On farming and food*, pp. 31-48.
- Susan Canoves, G. & R. S. De Morais. 2011. New forms of tourism in Spain: Wine, gastronomic and rural tourism. In. r. M. Torres & J. H. Momsen (eds) *Tourism and agriculture: New geographies of consumption, production and rural restructuring*, Routledge, pp. 205-219.
- Korkut Tinker, I. 1997. *Street foods: Urban food and employment in developing countries*. Chapter 8 & 10: Vendors and the Economics of their enterprises, pp. 149-176, pp. 196-211. Oxford University Press.

October 18: Food systems, food communities, slow food, and slow money
Hand out Essay #2

Readings:

- Andrea Long, Lucy M. 2004. Culinary tourism: A Folkloristic perspective on eating and otherness. In. (Long, Lucy M., ed.) *Culinary tourism*, pp. 20-50.
- Ali Wearing, S., M. Wearing, M. McDonald. 2012. Slow 'n down the town to let nature grow: Ecotourism, social justice and sustainability. In Fullagar, S., K. Markwell, & E. Wilson (eds.) *Slow tourism: Experiences and mobilities*. Chanel View Publications, pp. 36-50.
- Korkut Petrini, Carlo. 2009. *Terra Madre: Forging a new global network of sustainable food communities*. Chelsea Green Publishing. Chapter 1: All about Terra Madre, pp.1-26.
- Petrini, Carlo. 2009. *Terra Madre: Forging a new global network of sustainable food communities*. Chelsea Green Publishing. Chapter 2: Food communities, pp.27-44.
- Petrini, Carlo. 2005. *Slow food nation: Why our food should be good, clean, and fair*. Rizzoli. A worrying picture, pp. 1-28.
- Ryan Tasch, Woody. 2008. *Slow money: Investing as if food, farms, and fertility mattered*. Chelsea Green Publishing Company. Chapter 6: The pursuit of zero and Epilogue, pp. 171- 200.

October 25: Community Building Colorado-Style Conference 2019

November 1: No Class

PART III

READING THE CHANGE IN SMALL TOWNS:

THIRD PLACE, LOOSE SPACE, VERNACULAR, AND AUTENTICITY

November 8: Concepts of place, third place, and loose space
Hand out Essay #3 (A short essay on authenticity, third place, and loose space)

Readings:

- Korkut Oldenburg, R. 1999. *The great good place: Cafés, coffee shops, bookstores, bars, hair salons and other hangouts at the heart of a community*. Marlowe & Company. Chapter 2: The problem of place in America, pp.20-42.
- Sarah Frank, K. A., Q. Stevens. 2007. "Tying down loose space" In: *Loose space: Possibility and diversity in urban life*. London, New York: Routledge., pp. 1-33.
- Stefi Fernando, A. N. 2007. "Open-ended space" In: *Loose space: Possibility and diversity in urban life*. London, New York: Routledge., pp. 54-72.
- Annelies Dovey, K., K. Polakit. 2007. "Urban spillage: Smooth and striated streetscapes in Bangkok" In: *Loose space: Possibility and diversity in urban life*. London, New York: Routledge., pp. 113-131.
- Korkut Tuan, Y. F. 1991. Language and the making of place: A narrative-descriptive approach. *Annals of the Association of American Geographers*, vol. 81, no. 4, pp. 684-696

November 15: Concepts authenticity and vernacular
Essay #2 due.

- Korkut Wang, N. 199. Rethinking authenticity in tourism experience. *Annals of Tourism Research*, vol.26, no.2, pp.349-370
- David Gran, A.B. 2010. Staging places as brands: Visiting illusions, images, and imaginations. In Knudsen, B. T., and A. M. Waade (eds.) *Re-investing authenticity: Tourism, place and emotions*. Channel View Publications, pp. 22-37.
- Ella Larsen, H. P. 2010. Staging A Ferris Wheel on a parking lot: Heritage, tourism, and the authenticity of place in Solvang, California. In Knudsen, B. T., and A. M. Waade (eds.) *Re-investing authenticity: Tourism, place and emotions*. Channel View Publications, pp. 93-106.
- Bradyn Ostergaard, J., and D. R. Christensen. 2010. Walking towards oneself: The authentication of place and self. In Knudsen, B. T., and A. M. Waade (eds.) *Re-investing authenticity: Tourism, place and emotions*. Channel View Publications, pp. 241-253.
- Korkut Sancar, Fahriye, and Theano T. Koop. 1995. A behavioral definition of the vernacular and implications for authenticity in regionalist architecture. *Journal of Architectural and Planning Research*. Vol. 12, no.2, pp. 141-165.

PART IV POLICIES FOR SLOWING DOWN

November 22: CittaSlow
Essay #3 is due / discussion

Readings:

- Susan Radstrom, S. 2011. A Place-Sustaining Framework for Local Urban Identity: An Introduction and History of Cittaslow. *IJPP - Italian Journal of Planning Practice* Vol. I, issue 1 – 201, pp. 90 – 113.
- ALL Cittaslow Charter @ <http://www.cittaslow.org> (also on Blackboard)
<http://www.cittaslow.org/network/country/35>

November 29: FALL BREAK

December 6 **Essay #4 submission**
Discussion