1. Basic Information

Course Code and Title: Tourism Marketing and the Silk Road
Prerequisite: Principles of Marketing

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2. Course Description/Overview

The Silk Road has long fascinated travellers. The recent modernization of lifestyles and international tourism development in Central Asia has led to a bigger number of visitor arrivals, primarily looking for Silk Road, adventure and extreme tours. With the growing development of tourism businesses and the ecotourism sector, Central Asia is now also attracting visitors from CIS countries, China and Turkey, and is perceived as a great source for potential niche tourism products and activities.

This course is aimed at developing students’ tourism Marketing skills in order to create tourism products and services with a Central Asian perspective. In an engaging and experiential setting, students will become aware of the complex dynamics and potentialities of tourism along the Silk Road countries. The course is designed for students who wish to develop skills and knowledge in Tourism Marketing across Central Asian States in ways that are culturally and sustainably relevant and empowering. The course aims in particular at developing Tourism Marketing Communications and Travel Behaviour skills as students will explore issues related to local and international tourism businesses practices.

By analysing the political, economical, cultural and environmental impacts and opportunities associated with Tourism Marketing development in the region, this course allows students a comprehensive understanding of the various strategies needed for developing tourism products services in Central Asia. A specific focus on Silk Road Tourism will be given throughout the analysis of relevant case studies.

3. Learning objectives

SKILLS: Students will learn to:

- Describe and explain the impacts (political, socio-economical and geographical) that affect the development of tourism products and services along the Silk Road countries.
- Develop relevant Marketing plans to promote various tourism destinations within Central Asia.
- Describe how knowledge of various cultural dimensions in Central Asia assist with understanding tourists’ needs and travel behaviours travelling in the region.
- Apply knowledge of cultural expectations, practices, and cross-cultural communications skills in the provision of the creation of tourism products and services in Central Asia.

4. Period-by-period Schedule
<table>
<thead>
<tr>
<th>PARTS</th>
<th>DAYS</th>
<th>TOPICS</th>
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</thead>
</table>
| INTRODUCTION                | Day 1| Tourism as a system  
Tourism and the Silk Road |
| TOURISM IN CENTRAL ASIA     | Day 2| The cultural process in Central Asia  
- Cultural specificities of Central Asian counties in relation to Marketing and Travel Behaviour |
|                             | Day 3| Cultural impacts of Tourism  
Commoditization of Cultures  
*Groups are to be composed for the group projects.* |
|                             | Day 4| Cultural Heritage Tourism and Cross-Cultural Tourism Marketing in Central Asia  
*Group project task is given* |
| TYPOLOGY OF TOURISTS        | Day 5| Tourists Behaviours |
|                             | Day 6| Destination Marketing  
- Cultural attraction’s selection process in Central Asia |
|                             | Day 7| Tourism Research and Tourists Segmentation  
*The case of The Silk Road*  
Special issues in Tourists Behaviours  
- Ethnic consumption in Central Asia  
- Authenticity / process of authentication |
|                             |      | *Mid-semester exam* |
| E-TOURISM IN CENTRAL ASIA   | Day 8| Internet and Tourism Development across cultures  
- E-Commerce for Community Based Tourism in Central Asia  
- ICTs and Cultural E-Tourism  
- The Global Nomad issue |
| MANAGING TOURISM IN CENTRAL ASIA | Day 9| Cultural Tourism Products  
- Country of origin effect  
- Contextualizing country branding of Central Asian States within International Tourism Branding Strategies |
|                             | Day 10| Tourism pricing and cross-cultural variations  
- Bargaining, price and consumer valuations  
- Tourism price tactics in Central Asia |
|                             | Day 11| Cross-cultural variations in Tourism Communications  
- Language, culture and communication barriers in Central Asia  
- Marketing Communications skills  
- Personal selling, networking and Public Relations in a Central Asian context |
|                             | Day 12| Tourism Marketing and Ethical issues in a Central Asian context  
*Group Project Papers- Due lecture time* |
| GROUP PROJECTS              | Day 13| Group Project Presentations |
|                             | Day 14| *Group Project Presentations*  
Submit questions for the course review. |
|                             | Day 15| FINAL EXAM |
5. Teaching Methodology
The format of the course is basically lectures but also includes the following:
- Homework assignments, case studies, and discussions
- Individual and group projects, oral and written presentations

6. Assessment Scheme

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Individual Assessment</td>
<td>60%</td>
</tr>
<tr>
<td>Mid semester Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Group Project Report</td>
<td>25%</td>
</tr>
<tr>
<td>Group Project Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Final Assessment</td>
<td>40%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
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(20%) Mid-semester Exam
The Midterm exam will consist in checking the students’ knowledge acquired since the beginning of the semester through multiple choice questionnaires, case studies, and open ended questions.

(40%) Group Project
The purpose of the project is to provide students with the opportunity to apply the concepts and frameworks learned in the course to a real-world situation in Central Asia. The topic of the group project will be given during week one by the faculty member.

(40%) Final Examination
The final examination will be close-book and of two hour duration, and will include both review questions or multiple choice questions and an analysis of a new tourism Marketing situation (a case study about the Silk Road tourism development).

7. Instructional Resources

**Required Textbook**

**Additional Readings (optional):**
**Faculty member's selected publications about Central Asia, the Silk Road and Sustainable Tourism Development**


**Selection of international academic publications about Central Asia, the Silk Road and Sustainable Tourism Development**


**Academic Journals**
- Tourism and Cultural Change
- Tourism Management
- Journal of Travel and Tourism Marketing
- Journal of Travel Research

**Key websites**

- [www.world-tourism.org](http://www.world-tourism.org) World Tourism Organization (WTO)
- [www.wttc.org](http://www.wttc.org) World Tourism and Travel Council
- [www.unesco.org](http://www.unesco.org) United Nations Educational, Scientific and Cultural Organization

**Short selection of KZ and Central Asian websites**

- [www.caravanistan.com](http://www.caravanistan.com) Silk Road Travel Guide
- [www.visitkazakhstan.kz](http://www.visitkazakhstan.kz) Official Kazakhstani Tourism portal
- [www.nomadic.kz](http://www.nomadic.kz) Nomadic Travel Kazakhstan
- [www.eco-tourism.kz](http://www.eco-tourism.kz) KZ Ecotourism Information Resource Centre
- [www.novinomad.com](http://www.novinomad.com) Adventure Tourism over Central Asia