



# Cultural Tourism, Sustainability, and Alternate Geography

DEEP MAPS AND IMMERSIVE EXPERIENCE

Guest Lecture by Prof. Kathleen Scherf  
(Thompson Rivers U, Canada)

Kathleen Scherf holds a PhD from the University of British Columbia. After a long spell in university administration, she is now Professor of Communication at Thompson Rivers University in British Columbia, cross-appointed in Journalism, Communication, and New Media and Tourism Management. She has published deep maps



of Sun Peaks, British Columbia, and in January 2017 will begin a website with students that aims to document the cultural impact of the Kamloops Art Gallery. In this guest lecture, she will discuss the opportunities provided by deep mapping, and describe her upcoming mapping projects. Her family is deeply rooted in Mainz, and she is delighted to have taught in Germersheim in 2015, and to return in 2018.

TUESDAY, OCT 25, 2016, 9.40 AM–11.10 AM  
ROOM 328

Organized by  
Univ.-Prof. Dr. Jutta Ernst

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Translations-, Sprach-  
und Kulturwissenschaft  
in Germersheim

