

COURSE TITLE	Heritage Tourism and Museum Management
COURSE TYPE	Theoretical
TEACHING HOURS PER WEEK	2 hours
ECTS	3
COURSE OUTCOMES AND OBJECTIVES	<p>The course aims at developing awareness of the world's diverse cultural and natural heritage and its relationship with the tourism industry. We examine mutual benefits that arise from well-managed tourism and proper site management, along with potential threats that result from improper management. Topics of discussion include heritage definitions; visitor motivation, behaviour and management; site conservation, protection, interpretation, accessibility and funding. We also investigate NGOs and their charters regarding the promotion, support and preservation of cultural and natural heritage worldwide. The second part of the course focuses on museums, giving insight into the management and collection policies of public and private institutions that preserve cultural heritage and their role in education, research and entertainment. We view a variety of museums, discussing various approaches to display, interpretation, public programs, promotion and conservation.</p> <p>Sound business practices are critical for a museum to fulfill its mission. Sounds like vegetables, right? Museum Management is complex. A museum exists to preserve collections and educate, but it is also an institution that must employ sound business practices while being accountable to the public as a non-profit organization. Instructor Sue Near teaches participants how to administer a successful museum efficiently and effectively. Participants will engage in discussions about the changing cultural climate and its effect on museum operations</p>
COURSE DESCRIPTION	<p>This course examines the development of cultural heritage tourism resources as primary or secondary destination products. Students examine the range of cultural and heritage assets that can become viable tourism attractions including museums, the performing arts, historic sites, and national parks. Topics include: current and future cultural and heritage trends; the role of the organizations involved in cultural heritage tourism; and using cultural heritage resources for economic development.</p> <p>By the end of this course, each student should be able to:</p> <ol style="list-style-type: none"> 1. Analyze existing tourism products. 2. Formulate new tourism products with an understanding of development challenges. 3. Use key tools for analyzing the tourism

	<p>development arena.</p> <p>4. Appreciate the nuances of tourism product development in the public and private sectors.</p>
<p>REFERENCES</p>	<p>David Lowenthal 1998 <i>The Heritage Crusade and the Spoils of History</i>. Cambridge University Press.</p> <p>Yorke Rowan and Uzi Baram, editors, 2004 <i>Marketing Heritage: Archaeology and the Consumption of the Past</i>. AltaMira (Listed below as MH)</p> <p>Paul Shackel 2004 <i>Memory in Black and White: Race, Commemoration, and the Post-Bellum Landscape</i>. Altamira.</p>