UNIVERSITY OF FLORIDA
Department of Tourism, Recreation & Sport Management
LEI 6839: Heritage Tourism (3 credits)
Mondays (5-7 periods): 11:45 pm – 2:45 pm
225 Florida Gym Building
Fall 2017

Instructor
Dr. Brijesh Thapa, Professor
325 Florida Gym Building
Department of Tourism, Recreation & Sport Management
Phone # (352) 294-1656
Email: bthapa@hhp.ufl.edu

Office Hours
Tuesday and Thursday @ 9:30 am – 11:00 am, and by appointment

Required Books

Required Cases
Case studies can be purchased and downloaded from https://hbr.org/store

Additional readings as assigned on a weekly basis (see outline of topics) and will be available in the course e-learning website.

Websites of Interest:
http://whc.unesco.org/
http://www.unesco.org/
http://www.wmif.org
http://www.icomos.org/en/
http://www.iccrom.org
http://www.preservationnation.org/
http://heritagearearesources.com/
http://www.nps.gov/history/
http://www.nasaa-arts.org
http://dos.myflorida.com/historical/
Course Description

This course is designed to provide an understanding of the concepts of cultural heritage tourism. Theory, practice, history, terminology and current issues of cultural heritage tourism planning and management will be examined. Additionally, basic survey of cultural and heritage components: motives and behaviors of heritage tourist attractions (museums, arts, festivals/events, urban/rural areas and landscapes), interpretation, economics, and policies will be discussed.

Course Objectives

1. Understanding the definitions, terminology and concepts of cultural heritage tourism and how it relates to generic tourism.
2. Understanding of the history and development of historical and cultural attractions and the demand for recreation and tourism opportunities at such attractions.
3. Understanding of the demand-supply, motives, economic benefits and sustainability issues inherent in long-term and successful heritage tourism developments.
4. Understanding cultural issues related to host-guest interactions, relationships and responsibilities.
5. Understanding basic planning, management and policy guidelines for cultural and heritage tourism development from a national and international perspective.
6. Apply the dynamics of group decision-making, and improve problem solving abilities.
7. Improve communication skills in oral and written form.

Class Policies

1. All assignments must be typed and should follow the A.P.A. (American Psychological Association) format.
2. Late assignments will not be accepted.
3. Attendance will be taken throughout the semester. If you miss 2 or more class periods, your grade will drop 1 letter. If you miss 3 or more, your grade will be an “E”.
4. If you have a need for special test taking or note taking accommodations due to a disability, it is your responsibility to let the instructor know as soon as you can. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Course Requirements

This seminar-oriented class will be based upon student participation & discussion, case analysis, guest speakers, and other supplementary materials.

For each class period, there will be discussion leaders (group of two/three students) who will be responsible for leading the class discussion on assigned readings. Based on the week’s topic, the discussion leaders will prepare a brief analysis/synopsis and stimulate class discussion. The discussion leaders may elect to lay more emphasis on certain assigned readings; however, need to integrate all the readings. Analysis should draw attention to the importance of the topic, the conceptual/theoretical orientation of the article/s, and ideas or concepts that seem to be controversial and subsequently fosters discussion. It is required for the weekly leaders to meet with the instructor to discuss the readings prior to the day of the class.

Readings will be assigned throughout the semester and it is important to keep up with the assigned readings to enhance your understanding of the course content. Additionally, based on the readings, each student is required to formulate three or more questions to be used for discussion. The questions
must be typed and submitted to the instructor at the end of the class period. Each student is expected to share in discussion and express ideas and opinions relevant to the topic during the course. Participation in class is highly recommended and encouraged to facilitate ideas and concepts as numerous group and individual case study analysis, presentations and research papers will be used. The class participation grade is based on responses, ideas and informed opinions expressed by the student in class. Assignments (in/out-of-class) will be given during the semester. Exams will not be administered, except for the final which will be a comprehensive research paper and presentation.

Cases and Assignments
Cases will be analyzed in teams (3 members) and will be responsible for the following:

- Analyze two case studies and deliver oral presentations and written analysis which is to be submitted on the day of the presentation. Late assignments will not be accepted.
- Oral presentation is limited to 20 minutes. All team members must participate in the presentation. Written analysis is limited to 6 double-spaced typewritten pages, excluding appendices which are limited to 4 pages.
- An update of the case since it was written. New information can be accessed through various mediums, such as the internet and other publication outlets.
- Although each team will be responsible for two written and oral presentations, all students are required to read and come prepared to class on the day of the case presentation.
- Students will be graded by the quality and thoroughness of the article(s) summary, use of additional sources, the quality of discussion and the respective paper.
- More details about the Case Studies will be communicated in class.

Research Paper (Due: November 27)
Each student is required to submit a research paper based on an in-depth examination of culture heritage and tourism subject. The topic may be based on one of the major topics covered in class. However, each student is required to get prior approval of the topic from the instructor by submitting an outline (1-2 pages) for the proposed paper. There is a final deadline (October 23) with respect to topic approval but an early start is highly recommended. Besides the paper, each student is expected to make a 20-minute presentation of their paper and respond to questions for 5 minutes during the last two class periods. Also, if needed, presentations may be also scheduled during the formal exam period.

As a guideline, graduate students are expected to complete a minimum of 18 pages with 15-20 references from journal articles. Paper must be typed (1 inch margins), double-spaced pages in length and should at least include the following sections:

I. Introduction
   - Importance of study to topic
   - Direction of the research paper
   - Objective (“problem statement’’)

II. Related Literature Review
   - Theoretical foundation
   - Synthesis of literature review

III. Case Study or Methods and Results

IV. Discussion and Conclusion
   - Comparison of results/analysis with the literature
   - Answers to “so what questions”
   - Identification of further research areas

V. References
Evaluation

Class Participation (weekly questions/discussion/assignments) 20%
Performance as weekly Discussion Leader 10%
Case Analysis (presentation/paper) 30%
Final Research Paper 35%
Final Research Paper Presentation 5%

Grading Scale

The following grading scale will be used to determine end-of-semester grades.

A = 93% & above;  A- = 90% to 92.99%;
B+ = 87% to 89.99%; B = 83% to 86.99%; B- = 80% to 82.99%
C+ = 77% to 79.99%; C = 73% to 76.99%; C- = 70% to 72.99%
D+ = 67% to 69.99%; D = 63% to 66.99%; D- = 60% to 62.99%; E = Below 60%

TENTATIVE COURSE CALENDER*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics*</th>
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<tbody>
<tr>
<td>8/21</td>
<td>Introduction to the Course: Outline, Requirements &amp; Expectations</td>
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<tr>
<td>8/28</td>
<td>Introduction to Tourism, Culture, and Heritage</td>
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<tr>
<td>9/4</td>
<td>Labor Day (no class)</td>
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<tr>
<td>9/11</td>
<td>Heritage Tourism &amp; Tourists (Motives and Typology)</td>
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<td>9/18</td>
<td>Tourism and Cultural Heritage Management (Issues and Impacts)</td>
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<td>9/25</td>
<td>Heritage and Authenticity</td>
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<td>10/2</td>
<td>Stakeholder Collaboration and Cultural Heritage Management</td>
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<td>10/9</td>
<td>Cultural Heritage Attractions (Urban/Rural Areas &amp; Cultural Landscapes)</td>
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<tr>
<td>10/16</td>
<td>Cultural Heritage Attractions (Arts/Festivals/Events/People)</td>
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<td>10/23</td>
<td>Cultural Heritage Tourism in the American Context</td>
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<td>10/30</td>
<td>Business of Cultural Heritage Tourism</td>
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<td>11/6</td>
<td>World Heritage Sites: Issues, Concerns &amp; Challenges</td>
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<td>11/13</td>
<td>World Heritage Sites: Country Context Reviews</td>
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<td>11/20</td>
<td>World Heritage Sites: Case Study Analysis</td>
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<td>11/27</td>
<td>Research Paper Presentations</td>
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<tr>
<td>12/4</td>
<td>Research Paper Presentations</td>
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<tr>
<td>12/11</td>
<td>Research Paper Presentations (if needed)</td>
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*The course schedule is tentative and subject to modifications. It is the student’s responsibility to keep track of changes announced in class such as guest speakers, presentation days, etc.

We, the Members of the University of Florida, Pledge to Hold our Peers and Ourselves to the Highest Standards of Honesty and Integrity.
Introduction to Tourism, Culture and Heritage


Heritage Tourism & Tourists


Tourism and Cultural Heritage Management


Heritage and Authenticity


Stakeholder Collaboration and Cultural Heritage Management


**Cultural Heritage Attractions: Urban/Rural Areas & Landscapes**


**Cultural Heritage Attractions: Arts/Festivals/Events/People**


**Cultural Heritage Tourism in the American Context**


**Business of Cultural Heritage Tourism**


World Heritage Sites: Issues, Concerns & Challenges


World Heritage Sites: Country Context Reviews


World Heritage Sites: Case Study Analysis


