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	du Cross, H. & McKercher, B. (2015). *Cultural Tourism (2nd Edition)*. New York, NY: Routledge. Timothy, D. (2011). *Cultural Heritage and Tourism*. Tonawanda, New York: Channel View Publications. Leask, A., & Fyall, A. (2006). *Managing World Heritage Sites*. Burlington, MA: Butterworth: Heinemann.
Required Cases	Case studies can be purchased and downloaded from https://hbr.org/store

De La Fuente, R., Nami, R., Hachem, M., Khattar, R., & Zeidan, T. (2015) *Tatev Revival Project, Armenia.* Richard Ivey School of Business, The University of Western Ontario.
Farhoomand, M. (2008). *China's Interlaken: Competitive Advantage Through Cultural Replication*. The Asia Case Research Centre, The University of Hong Kong.
Tso, P. (2006). *Urban Renewal of Wan Chai, Hong Kong: A Collision of People and Policy.* The Asia Case Research Centre, The University of Hong Kong.
Goldberg, R., & West, J. (2013). *Repurposing American History: Steel Production Ends in Bethlehem, Pennsylvania*. Darden Business Publishing, The University of Virginia.

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.wmf.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: <u>November 27</u>)

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 **<u>required</u>** 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%

TENATIVE COURSE CALENDER*

Date	Topics*
8/21	Introduction to the Course: Outline, Requirements & Expectations
8/28	Introduction to Tourism, Culture, and Heritage
9/4	*Labor Day (no class)*
9/11	Heritage Tourism & Tourists (Motives and Typology)
9/18	Tourism and Cultural Heritage Management (Issues and Impacts)
9/25	Heritage and Authenticity
10/2	Stakeholder Collaboration and Cultural Heritage Management
10/9	Cultural Heritage Attractions (Urban/Rural Areas & Cultural Landscapes)
10/16	Cultural Heritage Attractions (Arts/Festivals/Events/People)
10/23	Cultural Heritage Tourism in the American Context
10/30	Business of Cultural Heritage Tourism
11/6	World Heritage Sites: Issues, Concerns & Challenges
11/13	World Heritage Sites: Country Context Reviews
11/20	World Heritage Sites: Case Study Analysis
11/27	Research Paper Presentations
12/4	Research Paper Presentations
12/11	Research Paper Presentations *(if needed)*

*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

du Cross, H., & McKercer, B. (2015). Chapters 1, 2, 3, 7, 9. *Cultural Tourism (2nd Edition)*. New York, NY: Routledge.

Timothy, D. (2011). Chapters 1, 2, 7, 9. *Cultural Heritage and Tourism*. Tonawanda, New York: Channel View Publications.

Heritage Tourism & Tourists

Chandler, J., & Costello, C. (2002). A profile of visitors at heritage tourism destinations in East Tennessee according to Plog's Lifestyle and activity level preferences model. *Journal of Travel Research, 41,* 161-166.

du Cross, H., & McKercer, B. (2015). Chapters 4, 8, 10. *Cultural Tourism (2nd Edition)*. New York, NY: Routledge.

Hudson, S. (1999). Consumer behavior related to tourism. In Pizam, A., & Mansfeld, Y. (eds.). *Consumer Behavior in Travel and Tourism*. (pp.7-32). Binghamton, New York: Haworth.

Kerstetter, D., Confer, J., Graefe, A. (2001). An exploration of the specialization within the context of heritage tourism. *Journal of Travel Research, 39,* 267-274.

Timothy, D. (2011). Chapters 3, 4. *Cultural Heritage and Tourism*. Tonawanda, New York: Channel View Publications.

Tourism and Cultural Heritage Management

Dustin, D., Schneider, I., McAvoy, L., & Frakt, A. (2002). Cross-cultural claims on Devils Tower National Monument: A case study. *Leisure Sciences, 24,* 79-88.

Robinson, M. (1999). Cultural conflicts in tourism: Inevitability and inequality. In Boniface, P. & Robinson, M. (Eds.), *Tourism and Cultural Conflicts* (pp. 1-32). London: Biddles.

Smith, V. (1996) Indigenous tourism: The four Hs. In Butler, R., & Hinch, T. (Eds.), *Tourism and Indigenous Peoples* (pp. 283-307). London: International Thomson Business.

Timothy, D. (2011). Chapter 20. *Cultural Heritage and Tourism*. Tonawanda, New York: Channel View Publications.

Wall, G. (1999). Partnerships involving indigenous peoples in the management of heritage sites. In Boniface, P. & Robinson, M. (Eds.). *Tourism and Cultural Conflicts* (pp. 269-286). London: Biddles.

Zeppel, H. (2002). Cultural tourism at the Cowichan Native Village, British Columbia. *Journal of Travel Research, 41*, 92-100.

Heritage and Authenticity

Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research, 30*(3), 702-719.

Cole, S. (2007). Beyond authenticity and commodification. *Annals of Tourism Research, 34*(4), 943-960.

du Cross, H., & McKercer, B. (2015). Chapter 15. *Cultural Tourism (2nd Edition)*. New York, NY: Routledge.

Budruk, M., White, D., Wodrich, J., & van Riper, C. (2008). Connecting visitors to people and place: Visitors' perceptions of authenticity at Canyon de Chelly National Monument, Arizona, *Journal of Heritage Tourism*, 3(3), 185–202.

Timothy, D. (2011). Chapters 5, 6, 10. *Cultural Heritage and Tourism*. Tonawanda, New York: Channel View Publications.

Stakeholder Collaboration and Cultural Heritage Management

Nicholas, L., Thapa, B., & Ko, Y. (2009). Residents' perspectives of a World Heritage Site: An analysis of the Pitons Management Area, St. Lucia. *Annals of Tourism Research, 36*(3), 390-412.

Aas, C., Ladkin, A., & Fletcher, J. (2005). Stakeholder collaboration and heritage management. *Annals of Tourism Research, 32*(1), 28-48.

Cahyanto, I., Pennington-Gray, L., & Thapa, B. (2013). Tourist-resident interfaces: Use of reflexive photography to develop responsible rural tourism in Indonesia. *Journal of Sustainable Tourism*, 21(5), 732-749.

du Cross, H., & McKercer, B. (2015). Chapter 11. *Cultural Tourism (2nd Edition)*. New York, NY: Routledge.

Timothy, D. (2011). Chapter 11. *Cultural Heritage and Tourism*. Tonawanda, New York: Channel View Publications.

Cultural Heritage Attractions: Urban/Rural Areas & Landscapes

Ashworth, G. & Tunbridge, J. (2000) The tourist city. *The Tourist-Historic City: Retrospect and Prospect of Managing the Heritage City.* (pp. 53-81). New York: Pergamon.

du Cross, H., & McKercer, B. (2015). Chapter 5. *Cultural Tourism (2nd Edition)*. NY, NY: Routledge.

Timothy, D. (2011). Chapters 15, 16, 17, 18, 21. *Cultural Heritage and Tourism*. Tonawanda, New York: Channel View Publications.

Cultural Heritage Attractions: Arts/Festivals/Events/People

du Cross, H., & McKercer, B. (2015). Chapter 6. *Cultural Tourism (2nd Edition)*. NY, NY: Routledge.

Gonzalez, M. (2008). Intangible heritage tourism and identity. *Tourism Management, 29,* 807-810.

Sheng, W., & Chen, M. (2012). A study of experience expectations of museum visitors. *Tourism Management, 33,* 53-60.

Stylianou-Lambert, T. (2011). Gazing from home: Cultural tourism and art museums. *Annals of Tourism Research, 38*(2), 403-421.

Shackley, M. (1999) Managing the cultural impacts of religious tourism in the Himalayas, Tibet, and Nepal. In Boniface, P. & Robinson, M. (eds.) *Tourism and Cultural Conflicts.* (pp. 95-111). London: Biddles.

Timothy, D. (2011). Chapter 14. *Cultural Heritage and Tourism*. Tonawanda, New York: Channel View Publications.

Cultural Heritage Tourism in the American Context

Araoz, G. (2002). World Heritage: 30 of US participation. *The George Wright Forum*, 19(3), 4-11.

Davis, H. (2010). Heritage resource management in the United States. In P. Messenger & G. Smith (Eds.), *Cultural Heritage Management: A Global Perspective* (pp. 188-198). Gainesville, FL: University of Florida Press.

Francaviglia, R. (2000). Selling heritage landscapes. In Alanen, A. & Melnick, Z. (Eds.). *Preserving Cultural Landscapes in America* (pp. 45-69). Baltimore: Johns Hopkins University.

Hazen, H. (2008).''Of outstanding universal value'': The challenge of scale in applying the World Heritage Convention at National Parks in the US. *Geoforum*, 39, 252-264.

Stoddard, J., Evans, M., & Davé, D. (2008). Sustainable tourism: The case of the Blue Ridge National Heritage Area. *Cornell Hospitality Quarterly*, 49(3), 245-257.

Xie, P. (2006). Developing industrial heritage tourism: A case study of the proposed jeep museum in Toledo, Ohio. *Tourism Management, 27,* 1321-1330.

Business of Cultural Heritage Tourism

Panta, S., & Thapa, B. (2017). Entrepreneurship and women empowerment in gateway communities of Bardia National Park, Nepal. *Journal of Ecotourism.* DOI: 10.1080/14724049.2017.1299743

Thapa, B. (2010). Funding strategies for World Heritage Sites in least Developed Countries. In P. Messenger & G. Smith (Eds.), *Cultural Heritage Management: A Global Perspective* (pp. 278-294). Gainesville, FL: University of Florida Press.

du Cross, H., &McKercer, B. (2015). Chapters 13, 14. *Cultural Tourism (2nd Edition)*. New York, NY: Routledge.

Timothy, D. (2011). Chapters 12, 13. *Cultural Heritage and Tourism*. Tonawanda, NY: Channel View.

World Heritage Sites: Issues, Concerns & Challenges

Baral, N., Hazen, H., & Thapa, B. (2017). Visitor perceptions of World Heritage values at Sagarmatha (Mt. Everest) National Park, Nepal. *Journal of Sustainable Tourism,* 25(10), 1494-1512.

Aplin, G. (2007). World Heritage cultural landscapes. *International Journal of Heritage Studies*, *13(6),* 427-446.

Leask, A. (2006). World Heritage Site designation. In Leask, A., & Fyall, A. (Eds.), *Managing World Heritage Sites* (6-19). Burlington, MA: Butterworth: Heinemann.

Piccolo, F., Leone, D., & Pizzuto, P. (2012). The (controversial) role of the UNESCO WHL management plans in promoting sustainable tourism development. *Journal of Policy Research in Tourism, Leisure & Events, 4*(3), 249–276.

Poria, Y., Reichel, A., Cohen, R. (2011). World Heritage Site - Is it an effective brand name? A case study of a religious heritage site. *Journal of Travel Research, 50*(5), 482-495.

World Heritage Sites: Country Context Reviews

Jimura, T. (2011). The impact of World Heritage Site designation on local communities: A case study of Ogimachi, Shirakawa–mura, Japan. *Tourism Management 32,* 288-296.

Jones, R., & Shaw, B. (2012). Thinking locally, acting globally? Stakeholder conflicts over UNESCO World Heritage inscription in Western Australia. *Journal of Heritage Tourism, 7*(1), 83–96.

Landorf, C. (2009). Managing for sustainable tourism: A review of six cultural World Heritage Sites. *Journal of Sustainable Tourism*, *17*(1), 53-70.

Pendlebury, J., Short, M., & While, A. (2009). Urban World Heritage Sites and the problem of authenticity. *Cities, 26,* 349-358.

Yang, C., Lin, H., & Han, C. (2010). Analysis of international tourist arrivals in China: The role of World Heritage Sites. *Tourism Management, 3,* 827-837.

Thapa, B. (2007). Issues and challenges of World Heritage Sites in Nepal. In White, R., & Carman, J. (Eds.), *World Heritage: Global Challenges and Local Solutions* (pp. 23-27), Oxford, UK: Archaeopress.

Leask, A., & Fyall, A. (2006). Chapters – Case Studies 12-20 (pp. 181-288). *Managing World Heritage Sites*. Burlington, MA: Butterworth: Heinemann. (***Optional Supplementary Readings***).

World Heritage Sites: Case Study Analysis

Leask, A., & Garrod, B. (2011). Visitor Management at a World Heritage Site: Skara Brae Prehistoric Village, Scotland. In Garrod, B., & Fyall, A. (Eds.), *Contemporary Cases in Tourism* (pp. 81-98). Oxford, UK: Good Fellow Publishers.

Leask, A., (2011). World Heritage Site Designation: New Lanark World Heritage Site, Scotland. *Contemporary Cases in Tourism*. In Garrod, B., & Fyall, A. (Eds.), *Contemporary Cases in Tourism* (pp. 213-228). Oxford, UK: Good Fellow Publishers.

Nicholas, L., & Thapa, B. (2013). The politics of World Heritage: A case study of the Pitons Management Area, St. Lucia. *Journal of Heritage Tourism, 8*(1), 37-48.

Nicholas, L., & Thapa, B. (2010). Visitor perspectives on sustainable tourism development in the Pitons Management Area World Heritage Site, St. Lucia. *Environment, Development and Sustainability, 12*(5), 839-857.

Nicholas, L., Thapa, B., & Pennington-Gray, L. (2009). Public sector perspectives and policy implications for the Pitons Management Area World Heritage Site, St. Lucia. *International Journal of Sustainable Development & World Ecology, 16*(3), 205-216.