

Subject Name	Cultural Tourism
Subject Code	HTM507
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

This subject introduces students to issues relating to the sustainable management of cultural tourism. It examines cultural tourism from the perspective of its four constituent parts (the use of cultural assets; tourism; consumption, and; the consumer) and then evaluates how they can be integrated into successful cultural tourism activities. The subject uses a strategic management approach and provides students with the skills and knowledge to evaluate, manage and market cultural tourism attractions.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Analyze and compare the differing needs of local residents and the tourism industry.
2. Explain the differences between tangible and intangible heritage.
3. Discuss the core concepts of cultural heritage management.
4. Analyze the cultural tourism market and be able to discern between different types of cultural tourism products.
5. Assess the tourism potential of a cultural tourism asset and develop strategies and tactics to optimize its tourism potential.
6. Evaluate the differing needs of local residents and tourist and be able to reduce the impacts of tourism on cultural assets, and determine that tourism may be an inappropriate activity.
7. Communicate complex ideas about sustainable management of cultural tourism.
8. Use a strategic management approach to evaluate, manage and market cultural tourism attractions.

Assessment Weighting:

Continuous Assessment	100%
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Indicative Content:

- Definitions and concepts
- Cultural heritage management
- How tourism works
- Framework for assessing cultural tourism potential
- Strategies
- Adopting a marketing approach to cultural tourism
- The cultural tourism market
- Cultural tourism products (1)
- Cultural tourism products (2)
- Presenting culture – information – case presentations
- Managing cultural assets (1) – case presentations
- Managing assets (2)– case presentations