

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
TOUR 352 Heritage and Cultural Tourism
Fall 2010

DAY/TIME:	Tues, Thu, 1.30-2.45pm	LOCATION:	Occoquan Bldg 302
PROFESSOR:	Dr. Nathan Austin	EMAIL	naustin3@gmu.edu
OFFICE LOCATION:		ADDRESS:	
OFFICE HOURS:	By appointment or after class	PHONE	410 842 3514
		NUMBER:	
		FAX NUMBER:	

PREREQUISITES: TOUR 200 and TOUR 220 or Permission of Instructor

COURSE DESCRIPTION

Analyzes historical and cultural attractions, including museums, canals, monuments, pilgrimage sites, and cultural and heritage landscapes. Covers presentation and interpretation, African-American and Native American heritage, management and operational considerations and marketing.

COURSE OBJECTIVES

1. Understand the reciprocal impacts of tourism and culture;
2. Identify marketable heritage and cultural resources and their relative contributions to the tourism experience;
3. Discuss the challenges that are encountered in identifying and implementing cultural and heritage tourism;
4. Describe and discuss the various impacts stemmed from cultural tourism;
5. Assess the tourism potential of cultural/heritage assets and evaluate cultural/heritage tourism programs and/or products;
6. Articulate the concept of sustainable cultural and heritage tourism development and management.

COURSE OVERVIEW

The course examines the characteristics of heritage and cultural tourism, including tangible and intangible heritage/cultural resources, as well as the types of cultural tourists. It also explores issues and impacts of cultural tourism and considers assessment and management of cultural/heritage assets within a variety of destination and product settings. Students are also introduced to critical issues in sustainable cultural/heritage tourism development and management. A series of short lectures, discussion sessions, in-class tests, group and individual assignments are used to convey the course content to students.

REQUIRED READING

Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management by Bob Mckercher & Hilary Du Cross (Haworth Press, 2002).

EVALUATION

This course will be graded on a point system, with a total of 100 possible points.

Requirements	Points
Articles Discussion Coordination role	3
Articles write-up	9
Case Analysis PPT	24
Case Analysis Coordination	2
Term Poster Project write-up	20
Term Poster Project (Presentation)	2
Final Comprehensive Exam	40

TOTAL	100

Grading Scale

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

ASSIGNMENT DESCRIPTION

Review sessions

During these sessions, we shall use relevant articles provided by the Professor and issues raised in the prescribed text to help clarify student understanding of concepts covered. It is also a presentation as well as a co-ordination exercise for students. Each student will have an opportunity to coordinate one of the review sessions. Students are therefore advised to be thoroughly familiar with the chapter content and the articles to be provided. All students should be prepared to share their ideas/views, ensuring a lively discussion that involves all members of the class. The performance of the coordinator will be assessed and assigned marks by members of the class.

Group Assignments:

(A) Case Analysis

We shall hold three (3) heritage/cultural tourism case analysis sessions. Groups of students will have responsibility for coordinating the in-class discussion of the cases. Each group will give a presentation of the analysis conducted and thereafter submit a copy of the power point presentation to the Professor.

(B) Poster Project

The purpose of this assignment is to encourage students to conduct a thorough review of a current heritage/cultural tourism management issue, thereby gaining a more practical and realistic view of how the industry functions. Each group is required to identify a current heritage/cultural tourism management issue of concern for the approval of the Professor. Each group is to subsequently develop a detailed poster report on the nature of the chosen management issue. Each poster must comprehensively detail the nature of the management issue, its significance, what is known about it, gaps in knowledge, current challenges relating to its application, issues for the future etc. Between 9/27 and 10/1, all the groups will be required to give a brief but precise in-class presentation of the project. It is expected that each presentation would demonstrate a critical understanding of the chosen industry current issue of concern. Any submissions made after the presentation will not be included in the assessment.

Final Exam

The final exam (comprehensive) will consist of short essay questions, covering material from the text, in-class discussions and assigned readings. The exam date, time and venue will be conveyed to the class in due course. Unless permission is justifiably requested and subsequently granted by the professor prior to the exam, no make-up exam will be provided. Where permission for a make-up exam is granted, it will be scheduled within a week of the original exam date and at a time and location specified by the professor.

TENTATIVE COURSE SCHEDULE (Note: Faculty reserves the right to alter the schedule as necessary)

DATE	TOPIC	READINGS/ASSIGNMENT DUE
Tu Aug 31	Course Overview and Introduction	Chapter 1
Th Sep 02	Achieving Sustainable Cultural Tourism	Chapter 2
Tu Sep 07	Labor Day	
Th Sep 09	How Tourism Works	Chapter 3
Tu Sep 14	Case Analysis 1	
Th Sep 16	Articles Discussion - Session One	
Tu Sep 21	Cultural Heritage Management	Chapter 4
Th Sep 23	Tangible Heritage	Chapter 5
Tu Sep 28	Intangible Heritage and its Management	Chapter 6
Th Sep 30		
Tu Oct 05	Articles Discussion - Session Two	
Th Oct 07	Case Analysis 2	
Tu Oct 12	Cultural Tourism Products	Chapter 7
Th Oct 14	Commodification, Environmental Bubbles	Chapter 8
Tu Oct 19	The Cultural Tourism Market	Chapter 9
Th Oct 21	Gatekeepers	Chapter 10
Tu Oct 26	Articles Discussion - Session Three	
Th Oct 28	Case Analysis 3	
Tu Nov 02	Assessment	Chapter 11
Th Nov 04	Asset Auditing & Planning	Chapter 12
Tu Nov 09	Marketing	Chapter 13
Th Nov 11	Presentation/Management of Heritage Assets	Chapter 14
Tu Nov 16	Review	
Th Nov 18	Work on Group Project Report/PPT	
Tu Nov 23	Group Presentation 1	Group Project Report for <u>All Students</u> due on or before 11/23
Th Nov 25	THANKSGIVING BREAK	
Tu Nov 30	Group Project Presentation 2	
Th Dec 02		
Tu Dec 07	Group Project Presentation 3	
Th Dec 09		
Tu Dec 14	Final Exam	
Th Dec 16		



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>