

Module Code	AT-2402			
Module Title	Cultural and Heritage Tourism			
Type of Module:	Minor Core/Breadth			
Modular Credits: 4	Student Workload: 8 hours per week Contact hours: 2 hours per week			
Prerequisite:	One module in Geography, Environmental Studies <u>or</u> Tourism			
Antirequisite:	None			
Aims/Objectives/Rationale: The search for authentic experiences often leads people to regions, places and landscapes that are unfamiliar. Today in consumer oriented societies, culture and heritage are commodities that promise to deliver an unprecedented degree of authenticity. This module presents a multidisciplinary study of culture and heritage within the context of tourism. Understanding this relationship inevitably involves linking themes of representation, identity and image with destination and society at various time periods and spatial scales. This module also offers practical insight into the management of cultural and heritage resources. Readings and case studies cross disciplinary boundaries by including texts from tourism, cultural and environmental studies, geography and management.				
Module Content:				
<ul style="list-style-type: none"> • Authenticity, commodification, globalization • Real-imagined regions, places, landscapes • Postcolonialism, ethnicity, identity • Processes of representation • Natural heritage: Heart of Borneo/Kingdom of Unexpected Treasures • Politics of heritage • Culture industries • UNESCO • Heritage planning and management 				
Assessment	Examination: (2 hours)	30 %	Coursework: Term paper (30%) Reviews (20%) Discussions (20%)	70 %
Textbook(s)/References :				
Affleck, J., & Kvan, T. (Eds.) (2008). <i>New Heritage: New Media and Cultural Heritage</i> . New York: Routledge.				
Lowenthal, D. (1999). <i>The Past is a Foreign Country</i> . Cambridge, UK: Cambridge University Press.				
Kirchen-Gimblett, B. (1998). <i>Destination Culture: Tourism, Museums and Heritage</i> . Berkeley, CA: University of California Press.				
Kercher, B., & Du Cros, H. (2002). <i>Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management</i> . New York: Routledge.				
Di Giovine, M. A. (2008). <i>Heritage-scape: UNESCO, World Heritage and Tourism</i> . Lanham, MD: Lexington Books.				
Staff: Dr. Ken Whalen				