

<b>Module code</b>	AW-2315		
<b>Module Title</b>	Cultural and Heritage Tourism		
<b>Degree/Diploma</b>	Bachelor of Arts (Geography, Environment and Development Studies)		
<b>Type of Module</b>	Major Option/Breath		
<b>Modular Credits</b>	4	<b>Total student workload</b>	10 hours/week
		<b>Contact hours</b>	4 hours/week
<b>Prerequisite</b>	None		
<b>Anti-requisite</b>	None		
<b>Aims</b>			
This module presents a multidisciplinary study of culture and heritage within the context of tourism.			
<b>Learning Outcomes:</b>			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	20%	- Understand the relationship between linking themes of representation, identity and image with destination and society at various time periods and spatial scales.	
Middle order :	50%	- Analyse insights into the management of cultural and heritage resources. - Analyse the levels of authenticity/commodification of a cultural destination/attractions	
Higher order:	30%	- Critically evaluate whether specific attractions could be inscribed as UNESCO World Heritage Site - Work cooperatively and independently in a team	
<b>Module Contents</b>			
<ul style="list-style-type: none"> <li>- Authenticity, commodification, globalization</li> <li>- Real-imagined regions, places, landscapes</li> <li>- Post-colonialism, ethnicity, identity</li> <li>- Processes of representation</li> <li>- Natural heritage: The Kingdom of Unexpected Treasures</li> <li>- Politics of heritage</li> <li>- Culture industries</li> <li>- UNESCO</li> <li>- Heritage planning and management</li> </ul>			
<b>Assessment</b>	Formative assessment	Online test/ discussion online	
	Summative assessment	Examination: 60%	
		Coursework: 40% - 1 written report (20%) - 1 oral presentation (20%)	