Heritage Management in Tourism

Semester: 4th

Paper I
Cr.hours – 3

Teaching Hrs- 48

Objectives

This course is designed to provide students the knowledge on the inheritance philosophy of human's past and the role of heritage tourism as a powerful economic source, focusing on the importance of identity, authenticity, harmony, understanding and peace; b) to focus on the significance of heritage conservation, restoration, museology, archaeology, history and architecture as heritage; c) to highlight on cultural heritage management focusing on both tangible cultural heritage and intangible aspect of heritage such as traditional skills, culture and languages are also considered as an important area of heritage tourism studies.

At the end of the semester the students will be able to understand the importance of heritage assets and their identification, conservation, preservation, restoration and protection of tangible and intangible cultural heritage for the sustainable development of heritage tourism. All these studies will be based on three pillars of sustainable development.

Unit 1

Introduction to Managing Heritage   **10 hours**
   a. Meaning and types of Heritage.
   b.   Basic concept of Heritage Management
   c.   Cultural Resource Management.
   d. Introduction to Heritage Tourism,
   e. Concept of Heritage Trail,
   f.   Importance of Heritage tourism .

Unit II   5hours

Managing Heritage Tourism.
 aTourism Product and its Marketing.
 b. Promotion of Heritage Tourism.
 c. Demand and Supply of Heritage Tourism.

Unit III

Heritage Tourism and Authenticity   15 hours
   a. Authenticity and Commodification,
   b. Types of Heritage Tourists and Heritage Tourism
   c. Heritage Interpretation.
   d. Heritage Tourism and Cities,
   e. Contemporary Heritage Tourism
   f. Museum and Tourism
   g. Global Code of Ethics of Tourism

Unit IV

Heritage Tourism and Sustainability   10hours
   a. The Basic Approaches to Sustainable Tourism Development.
   b. Eighteen Principles of Sustainable Tourism, Three Dimensions of Tourism:Environment, Economy, and Socio-cultural areas.
   c. introducing the Place Theory in heritage tourism
   d. Collaboration, Community Development and Participation in Heritage Conservation and Preservation, Restoration, Protection, Identification, Maintenance, and Interpretation.

Unit V   8hours

Heritage Tourism in Nepal.
   a.Himalayan Region,
   b. Hill Region

c. Tarai Region

Notes:

At the end of the Semester, the students will prepare a short field report on heritage tourism sites of Kathmandu valley or any other places of Nepal according to the instruction of the concerned faculty. The independent field report will have about 8000 to 10000 words or 15 pages based on the research format. This report carrying 10 marks out of 40 will be submitted to and approved by the concerned teacher of the Department.

References

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